

CREATIVE SPECIFICATIONS

Advertising on WetterOnline



Status: May 2026



wetteronline.de/werben

wetteronline

General Information Table

Unless otherwise agreed, 1–2 creatives are used per placement.
Creatives should be submitted via email to:

direct-media@wetteronline.de

The following information is required::

- Client / advertiser name
- Campaign name
- Volume
- Booking period



Important

To ensure an on-time campaign start, creatives must be **delivered at least 5 business days in advance**.

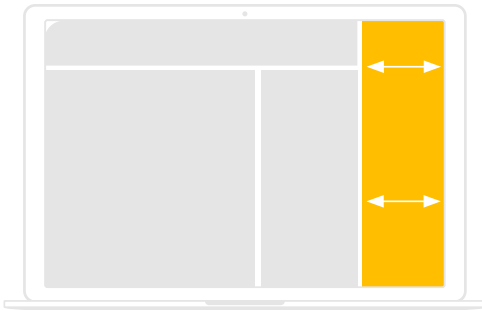
Special ad formats require longer lead times and additional specifications, which are provided during booking.

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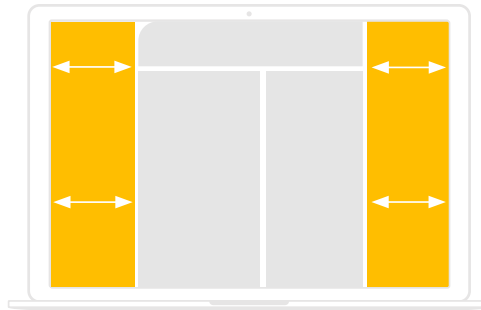
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Desktop Creative Specifications

Dynamic Sitebar Ad



Double Dynamic Sitebar Ad



We use **Google Ad Manager**. Dynamic creatives can be delivered either as **physical** files or via redirect.

When using a redirect, it must be provided as a **responsive iframe tag** and **support SSL (HTTPS)**.

HTML5 is **not supported** for dynamic banner formats.

Creative delivery

Redirect:

- responsive redirect as iframe tag
- click-tracking parameter

Max. file size: :

300 KB each

Dimensions:

min. 300 x 600 px

or

File delivery:

- GIF, PNG or JPG
- target URL (UTM parameters possible)

Max. file size:

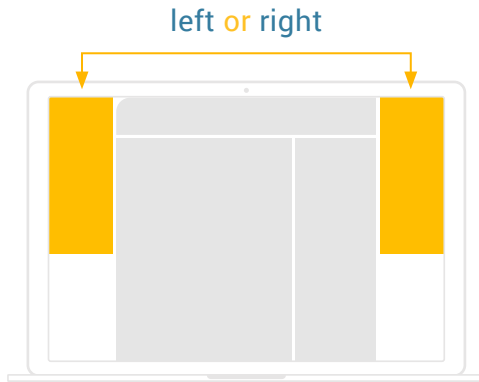
300 KB each

Dimensions:

600 x 1.200 px

Desktop Creative Specifications

Halfpage Ad Sticky



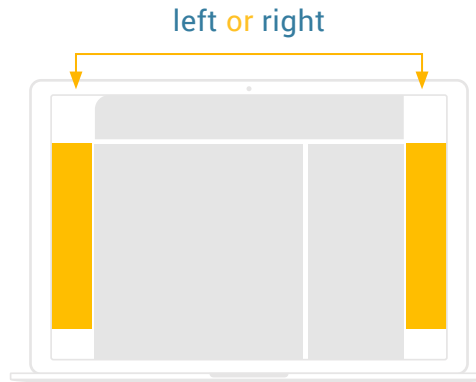
Max. file size:

200 KB

Dimensions:

300 x 600 px

Wide Skyscraper Sticky



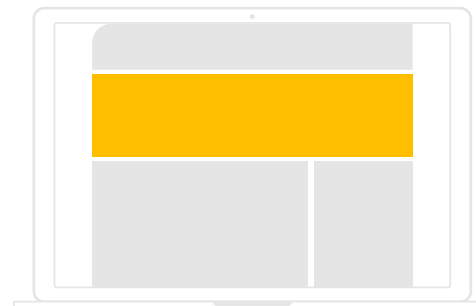
Max. file size:

200 KB

Dimensions:

160 x 600 px

Billboard



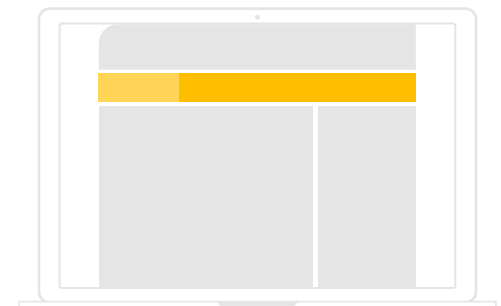
Max. file size:

200 KB

Dimensions:

970 x 250 px | 996 x 250 px

Superbanner



Max. file size:

150 KB

Dimensions:

728 x 90 px | 980 x 90 px

For all placements listed above, creatives can be delivered as image files (GIF, PNG, JPG), HTML5, or third-party tags. Each creative must include a target URL.

Tracking can be implemented via **image pixels** (third-party impression URLs). Any alternative tracking methods must be embedded directly within the creative.

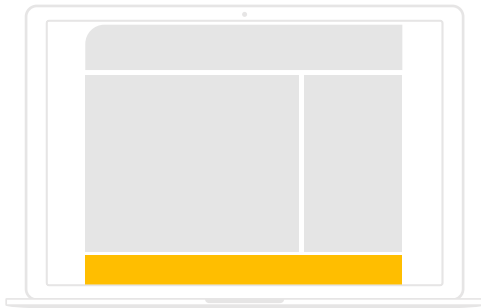
Redirect creatives must support SSL (HTTPS) and include a click-tracking parameter.

Ad delivery is handled via **SafeFrame** by default.

For HTML5 creatives, please comply with Google Ad Manager requirements: <https://support.google.com/admanager/answer/7046799?hl=de>

Desktop Creative Specifications

Anchor Ad



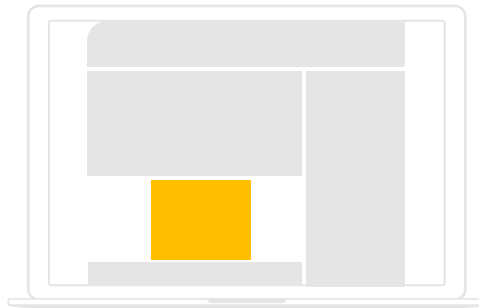
Max. file size:

150 KB

Dimensions:

728 x 90 px | 970 x 90 px

Performance Content Ad



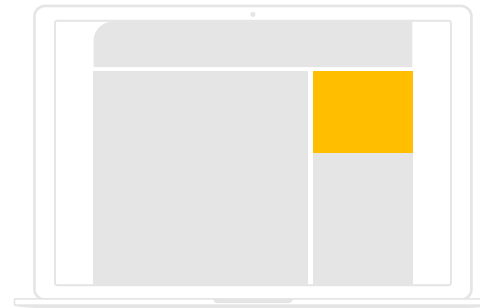
Max. file size:

150 KB

Dimensions:

300 x 250 px | 326 x 280 px

Medium Rectangle



Max. file size:

150 KB

Dimensions:

300 x 250 px

For all placements listed above, creatives can be delivered as image files (GIF, PNG, JPG), HTML5, or third-party tags. Each creative must include a target URL.

Tracking can be implemented via **image pixels** (third-party impression URLs). Any alternative tracking methods must be embedded directly within the creative.

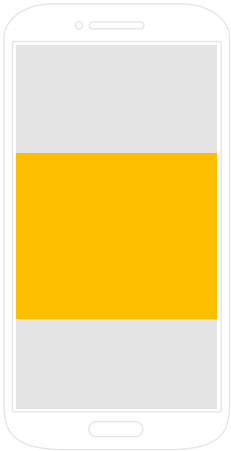
Redirect creatives must support SSL (HTTPS) and include a click-tracking parameter.

Ad delivery is handled via **SafeFrame** by default.

For HTML5 creatives, please comply with Google Ad Manager requirements: <https://support.google.com/admanager/answer/7046799?hl=de>

Mobile Creative Specifications

Mobile Medium Rectangle



Max. file size:

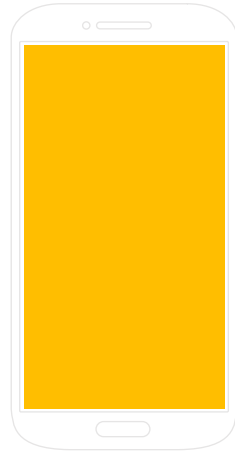
150 KB

Dimensions:

300 x 250 px + 600 x 500 px |

336 x 280 px + 672 x 560 px

Mobile Interstitial



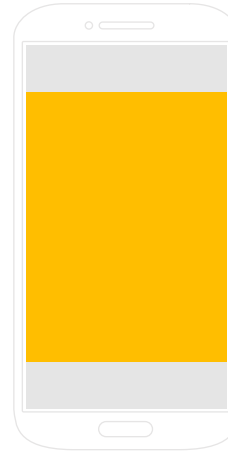
Max. file size:

200 KB

Dimensions:

320 x 480 px + 768 x 1024 px

Mobile Halfpage Ad



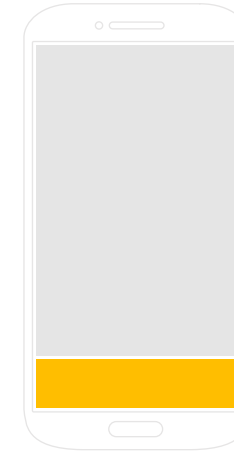
Max. file size:

200 KB

Dimensions:

300 x 600 px

Sticky Footer



Max. file size:

50 KB

Dimensions:

300 x 50 px | 320 x 50 px

For all placements listed above, creatives can be delivered as image files (GIF, PNG, JPG), HTML5, or third-party tags. Each creative must include a target URL.

Tracking can be implemented via **image pixels** (third-party impression URLs). Any alternative tracking methods must be embedded directly within the creative.

Redirect creatives must support SSL (HTTPS) and include a click-tracking parameter.

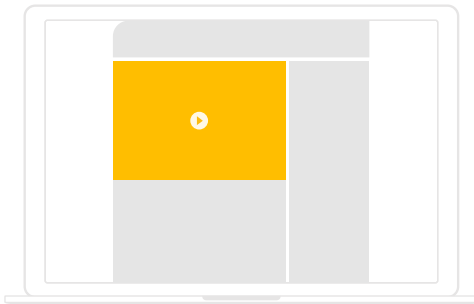
Ad delivery is handled via **SafeFrame** by default.

For HTML5 creatives, please comply with Google Ad Manager requirements:

<https://support.google.com/admanager/answer/7046799?hl=de>

Video Creative Specifications

Pre-Roll



Max. file size:

30 MB

Max. length:

30 seconds

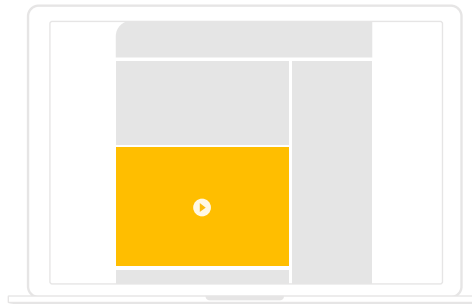
Video format:

16:9 | 4:3

Placement:

Positioned before the editorial weather content

Out-stream (web)



Max. file size:

5 MB

Max. length:

30 seconds

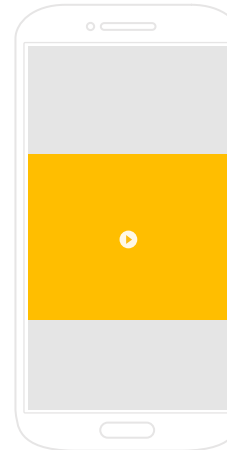
Video format:

16:9 | 4:3

Placement:

Between the weather forecast and the weather radar

Out-stream (mobile)



Max. file size:

5 MB

Max. length:

30 seconds

Video format:

16:9 | 4:3

Placement:

Between the weather forecast and the weather radar

All common video formats are supported, e.g. **MP4, MOV, MPG, or VAST redirect**

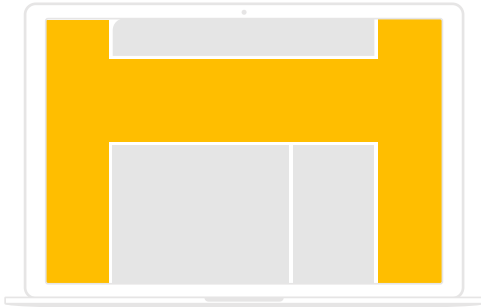
For VAST redirects, the video must start **muted** and be split into **sub- and initial load**.

Video length and target URL must be provided upon submission.

Tracking is implemented via a 1:1 pixel; additional tracking must be handled by the client.

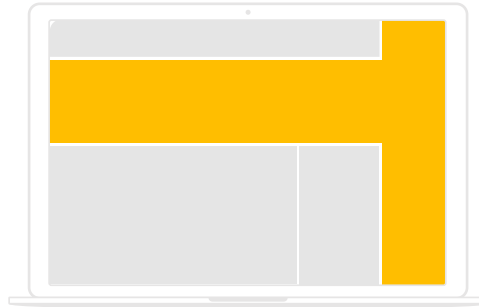
Combined Format Specifications

Dynamic Fireplace



- 1x Billboard
- 2 x Sitebar (left + right)

Dynamic Wallpaper



- 1x Billboard
- 1x Sitebar (right)

Delivery of Advertising Material via Redirect

- responsive redirect as iframe tag
- click-tracking parameter

Dynamic Sitebar:

Max. file size:
each 300 KB

Dimensions:
min. 300 x 600 px

Billboard:

Max. file size:
150 KB

Dimensions:
970 x 250 px | 996 x 250 px

Delivery of Advertising Material as Physical Files

- GIF, PNG or JPG
- target URL (UTM parameters possible)

Dynamic Sitebar:

Max. file size:
each 300 KB

Dimensions:
600 x 1.200 px

Billboard:

Max. file size:
150 KB

Dimensions:
970 x 250 px | 996 x 250 px

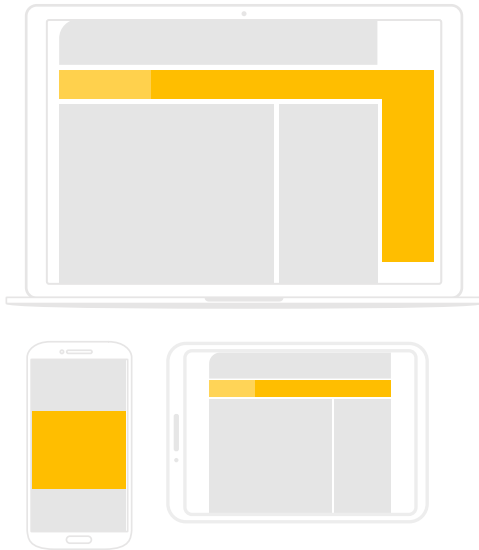
We use **Google Ad Manager**. Dynamic advertising materials can be delivered either as **physical files** (direct file upload) or via **redirect**. When using a redirect, please ensure that it is delivered as a responsive **iframe tag** and supports **SSL (HTTPS)**.

The **Dynamic Fireplace** can only be displayed with a **minimum screen width of 1,600 px**. To ensure delivery on smaller monitors, the **Dynamic Wallpaper** can be used instead. This must be clarified before the start of the campaign.

Note: The use of HTML5 is **not possible** for dynamic banner sizes.

Cross-device Creative Specifications

Ad Bundle



Max. file size:

Each 150 KB

Dimensions:

Skyscraper

160 x 600 px

Superbanner:

728 x 90 px | 980 x 90 px | 996 x 90 px

Mobile Medium Rectangle:

300 x 250 px

Wetterboard



Max. file size:

Each 300 KB

Dimensions:

Sitebar:

300 x 600 px | 600 x 1.200 px

Mobile Interstitial:

320 x 480 px

or

Mobile Halfpage:

300 x 520 px

Further details:

Reference location as the source for the weather information

For all placements listed above, creatives can be delivered as image files (GIF, PNG, JPG), HTML5, or third-party tags. Each creative must include a target URL.

Tracking can be implemented via **image pixels** (third-party impression URLs). Any alternative tracking methods must be embedded directly within the creative.

Redirect creatives must support SSL (HTTPS) and include a click-tracking parameter.

Ad delivery is handled via **SafeFrame** by default.

For HTML5 creatives, please comply with Google Ad Manager requirements: <https://support.google.com/admanager/answer/7046799?hl=de>

Weather information is displayed **below and following the creative for sitebar and mobile interstitial formats.**

For **mobile halfpage**, the weather info is **integrated at the bottom**. This leaves a **maximum usable creative area of 300 × 520 px**, which must be strictly adhered to.

We use **Google Ad Manager**. Ad creatives can be delivered either **physically** (as a direct file) or as a responsive iFrame tag.

When using an iFrame tag, please ensure that it is **SSL-compatible (HTTPS)**.

HTML5 is **not** supported.

Weather targeting

Additional targeting options and segments are available on request.

For any questions, please contact us at direct-media@wetteronline.de

Weather condition	Description
Temperature in °C	Any temperature can be selected.
Sunshine	Sunshine throughout the day.
Rain	Precipitation during the day.
Snow	Snow during the day.
Wind	Windy conditions during the day.
Storm	Stormy conditions during the day..
Thunderstorm	Thunderstorms during the day.
Low temperatures	The temperature does not exceed 5°C (winter), 10°C (spring, autumn), or 15°C (summer).
High temperatures	The temperature rises above 20°C / above 25°C.
Spring day	The maximum temperature of the day is above 15°C.
Summer day	The maximum temperature of the day is above 23°C and the sun is shining.
Autumn day	The maximum daytime temperature is below 15°C, and the minimum temperature at night is below 10°C.
Winter day	The maximum daytime temperature is below 10°C, and the minimum temperature at night is below 0°C.
Bad weather	The day is cool and rainy/stormy, with precipitation exceeding 10 mm.
Severe weather	Hail, storms, or heavy rain are expected during the day.
Pollen count	There is pollen in the air during the day (forecast for 14 different types of pollen).
Swimming weather	Temperatures are above 20°C and there is no rain.
Barbecue weather	Mild temperatures in the afternoon, with dry and calm conditions in the evening.