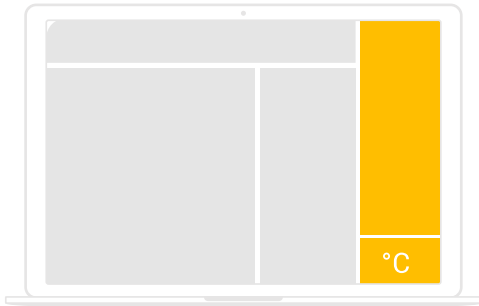


# Wetterboard Creative Specifications

## Dynamic Sitebar Ad



### Max. file size:

300 KB

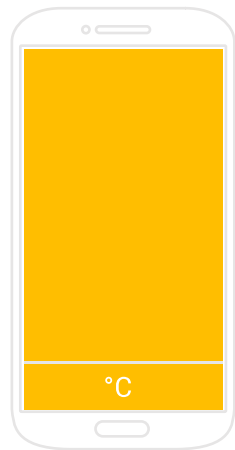
### Dimensions:

320 x 480 px + 768 x 1024 px

### Weather info:

Below the creative

## Mobile Interstitial



### Max. file size: :

300 KB

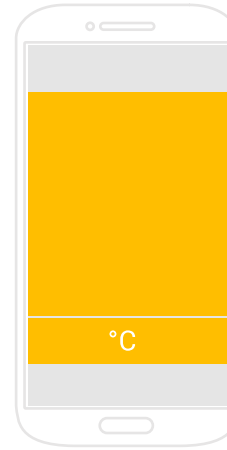
### Dimensions:

320 x 480 px

### Weather info:

Below the creative

## Mobile Halfpage Ad



### Max. file size:

200 KB

### Dimensions:

300 x 520 px

### Weather info:

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.

### General information:

Unless otherwise agreed, **1 – 2 creatives** are used per placement.

Creatives must be submitted at least 5 business days prior to campaign start via email to:

[direct-media@wetteronline.de](mailto:direct-media@wetteronline.de)

### The following information is required:

- Client / advertiser name
- Campaign name
- Volume
- Booking period
- Target URL
- Reference location as the source for weather information

### Creative delivery:

#### Redirect:

- responsive redirect as iframe tag
- click-tracking parameter

or

#### File delivery:

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

Additionally, a reference location is required from which the weather data will be integrated into the creative.

### Note:

Due to the dependency on weather conditions at both the reference location and the user's location, impression delivery is typically non-linear and may fluctuate.

We use **Google Ad Manager**. Creatives can be delivered either as physical files or as **responsive iframe tags**.

When using an iframe tag, it must **support SSL (HTTPS)**.

HTML5 is **not** supported.