DIGITAL ADVERTISING SPECS

STANDARD DIGITAL OPPORTUNITIES:

- Standard Display
- Pre-roll
- IAB Rising Stars
- Branded Creative
- Custom Content
- Sponsorship

TECHNICAL

Submission Notices

1. We do accept:
   - Images: gif, png, jpg
   - HTML5
   - Video assets: mp4, mov, mpg
   - Third party tag/pixel providers, including VAST 2.0+
     - Third party tags, tracking pixels, or any creative that is not set up as secure will be blocked from running (i.e. tags/URLs that include references to http:// instead of https://).
     - We cannot run VAST tags *within* any banners (i.e. in-banner videos and embedded videos cannot run with VAST tags; these must be Pelmorex-hosted)
     - We do not accept flash formats

Pixels / Tracking

1. All custom and standard creative templates allow for third party tracking pixels.

2. In some instances, Pelmorex may not be able to track or report on impression or video metrics but will be able to run third party provided pixels to do track. Please inquire.

Sponsorships

1. Sponsorship skins should be 2560 pixels in width and 1200 pixels high. Skins cannot run the full length of the page.
2. If providing HTML5 and a skin, one of two units (either 728x90 or 300x250/300x600) must be static image or tag (one HTML5 is allowed).
3. Sponsorships running on a city page that have their ad in the right rail integrated into the skin will be executed differently to accommodate times when a weather warning exists on the page.

   - On a regular day when there is no warning or alert, the skin's vertical position will be set at -74 pixels.
   - During times when the weather warning bar is present, the skin's vertical position will be set to 0 pixels to ensure that the skin's design will always align with the ad in the right rail.

CREATIVE

Any creative submitted by the client will be reviewed by Pelmorex Creative to ensure it meets the criteria and the TWN/MM brand guidelines.

Sponsorship skins are offered to compliment the ad units and should act as supportive imagery to the client messaging.
- Skins should not over-power our brand and content.
- Takeover skins that make it difficult to read our weather content due to excessive and multiple imagery will not be approved. Layered PSD file is mandatory, where applicable.

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BRANDING

TWN/MM logo or site should never be overshadowed by graphics, messaging and/or logos, and should always remain the primary brand. The TWN/MM website's logo, size and colour should never change.

Client logos, messaging and graphics will not compromise The Weather Network and Météo Media brand. This includes oversized logos placed next to ours and repeating logos tiled as a background.

1. Only one logo can appear a maximum of one (1) placement within the skin.
2. The logo can be a maximum of 190 pixels high and 190 pixels wide.
3. Placement of the logo can be anywhere on the skin below the y-coordinate of 640 pixels such that it does not interfere with the TWN/MM brand logo and content
4. Logos that have images and numerical elements that may be confused with a weather condition or temperature will have to be approved by the internal TWN/MM team.
5. The area of the skin behind the TWN/MM brand logo may have to be altered by our team to ensure that our brand standards are met and not altered by the background skin elements.

HTML5 GUIDELINES AND BEST PRACTICES – 2018

Submission Options HTML5 executions are accepted as 3rd party tags and as ZIP files (containing all code and assets). All files must conform to IAB specs.

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Compressed ZIP files should include:

- A single HTML file with all relevant JS/CSS/HTML code inline
- All image assets in the root folder **(images that are not used should not be included in the ZIP as this increases file weight)
- A text file list of all assets referenced in the HTML file (for implementation purposes) – or provide ONLY the relevant assets

The following best practices should be observed when coding the HTML5 ad:

- Click tracking macro appended to the front of any urls that are expected to be clickable - %%CLICK_URL_UNESC%%
- All assets should live in the same root folder as the HTML file (no subfolders allowed)

Please follow submission timelines as per the Pelmorex Ad Specs guidelines. HTML5 executions require additional testing time.

SUBMISSION OPTIONS AND TIMELINES

Submission Options / Timelines

1. When applicable, creatives must be accompanied by a working web based click through URL (email addresses, .pdfs, downloads, etc, are not accepted). This includes HTML5.
2. Creative should be sent to WebCreative@Pelmorex.com and **your Sales contact**. Most creative can be submitted via email otherwise send through a fileshare provider. Creative should be sent as file attachments, not embedded images. We recommend zipping multiple files together.

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*Please note – any zip attachments that include javascript files such as **AC_RunActiveContent.js** will be blocked by our email servers.

UPLOAD

For large files that cannot be sent via e-mail, use WeTransfer, Google Drive or Dropbox. Upon successful upload of all files, please connect with your Client Partner or Pelmorex contact to confirm they have received your files.

** We are no longer accepting flash ** 3rd party tag, tracking pixel, or any creative that is not set up as secure will be blocked from running (i.e. tags/URLs that include references to http:// instead of https://)

SUBMISSION TIMELINES

Type of Creative	Creative Submission Deadline	Notes
Standard Creatives	3 Business Days prior to campaign start	n/a
Rich Media Creatives	5 Business Days prior to campaign start	n/a
Custom Executions	Up to 10 Business Days prior to campaign start	Requires Pelmorex Creative for development work

For more information on our capabilities, please contact your Client Partner.