

Product	Med Rect	Small Rect	Tall Phone Banner	Half Page	Leaderboard	Billboard	Interstitial	Pre-Roll Video	Content Feed Native	Integrated Marquee	Integrated Feed Card	Integrated Daily Details	
Dimensions	300x250	320x50	300x100	300x600	728x90	970x250	320x480, 640x960	640x360 / 640x480 (Large Web)	fluid	custom	custom	custom	
TWC Property	Mobile App	●	●	●	-	-	●	●	-	●	●	●	
	Tablet App	●	-	-	-	●	-	●	-	-	-	-	
	Mobile Web	●	●	-	-	-	-	●	●	●	-	-	
	Large Web	●	-	-	●	●	-	●	●	●	-	-	
Ad Exchange	OMP	●	●	●	●	●	●	●	●	-	-	-	
	PMP	●	●	●	●	●	●	●	-	-	-	-	
	PG	●	●	●	●	●	●	●	-	●	●	●	
File Format	Preferred	3rd Party Tag, HTML5, .gif, .jpg, .png	3rd Party Tag, HTML5, .gif, .jpg, .png	3rd Party Tag, HTML5, .gif, .jpg, .png	3rd Party Tag, HTML5, .gif, .jpg, .png	3rd Party Tag, HTML5, .gif, .jpg, .png	3rd Party Tag, HTML5, .gif, .jpg, .png	3rd Party Tag, HTML5, .gif, .jpg, .png	VAST, VPAID, .mov, .mp4	-	custom	custom	custom
	Backup	.gif, .jpg, .png	.gif, .jpg, .png	.gif, .jpg, .png	.gif, .jpg, .png	.gif, .jpg, .png	.gif, .jpg, .png	.gif, .jpg, .png	-	-	-	-	-
File Size	Max	60k / 40k (Large Web)	40k	60k / 40k (Large Web)	50k	60k (App) / 40k (Large Web)	60k	50k	4mb	-	custom	custom	custom
	Backup	-	-	-	-	-	-	-	40k	-	-	-	-
Video	Aspect Ratio	-	-	-	-	-	-	-	4:3, 16:9	-	custom	custom	-
	Max Length	-	-	-	-	-	-	-	:30 (15+ gets skip btn, except on Large Web)	-	custom	custom	-
	Frame Rate	-	-	-	-	-	-	-	30 fps max	-	30 fps max	30 fps max	-
	Bitrate	-	-	-	-	-	-	-	800 kbps	-	800 kbps	800 kbps	-
Ad Load	Max Initial Load	200k	200k	200k	200k	200k	200k	200k	-	-	custom	custom	custom
	Polite Load	100k (App) / 400k (Web)	100k (App) / 400k (Web)	100k	400k	100k (App) / 400k (Web)	400k	100k	-	-	-	-	-
	Rich Media	●	●	●	●	●	●	●	-	-	●	●	●
	Expandable	-	-	-	-	-	-	-	-	-	-	-	-
Animation	Max Length	:15	:15	:15	:15	:15	:15	:15	-	:24	:24	-	
	Time to Visual Start	.8 sec	.8 sec	.8 sec	.8 sec	.8 sec	.8 sec	.8 sec	-	-	-	-	
	Looping	3x max	3x max	3x max	3x max	3x max	3x max	3x max	-	custom	custom	-	
	Audio	-	-	-	-	-	-	-	128 kbps	-	128 kbps	128 kbps	-
Serving & Tracking	1st / 3rd Party	both	both	both	both	both	both	1st only	both	-	1st only	1st only	
	VAST or VPAID tags	-	-	-	-	-	-	-	VAST (App) / VAST, VPAID 2.0 & 3.0 (Web)	-	-	-	-
	Max No. of Tags	3 (App, Mobile) / 4 (Large Web)	3	3	4	3 (App) / 4 (Large Web)	4	3	3 (App, Mobile) / 4 (Large Web)	-	3 (App, Mobile) / 4 (Large Web)	3	3

Standard IAB Placements Standard industry formats that run across The Weather Channel platforms. Run your own creative, or leverage our **Dynamic Creative** custom display ads to align your brand message and imagery with consumers' real-time weather and location data.

Med Rect

Our most versatile standard format. Runs across all of our platforms.

Mobile App, Tablet App, Mobile Web, Large Web

Small Rect Small horizontal format. Runs in-feed on Mobile App and as a sticky placement on Mobile Web.

Tall Phone Banner Horizontal format. Runs in-feed on Mobile App.

Interstitial Full screen format. Appears when navigating from a details screen back to the main feed on Mobile App. Includes default close button.

Mobile App, Mobile Web, Mobile App, Mobile App

Leaderboard Large horizontal format. Runs as a sticky placement on Tablet App and in the top or bottom slots of Large Web.

Tablet App, Large Web

Billboard Large horizontal format. Runs in the top or bottom slots of Large Web.

Half Page Large vertical format. Runs in the right-hand rail on Large Web.

Large Web, Large Web

Content Feed Native Native format. Runs within the content feed on Mobile Web and Large Web.

Mobile Web, Large Web

Video Placements Plays prior to The Weather Channel editorial videos across all platforms. Skip button for any pre-roll over 15 seconds.

Pre-Roll Video Standard video format. Runs prior to The Weather Channel editorial videos across all platforms. Skip buttons are applied to any pre-roll over 15 seconds long.

Mobile App, Tablet App, Mobile Web, Large Web

Custom Placements Leverage our premium **Integrated Ad Suite** to immerse your brand message into the natural path of The Weather Channel user with high-impact, contextually relevant display ads.

Integrated Marquee Integrate your brand on the home screen of The Weather Channel's Mobile App or on the top-visited pages of our Mobile Web and Large Web platforms. Messaging and visuals adapt to our users' current weather conditions.

Mobile App, Mobile Web, Large Web

Integrated Feed Card Integrate your brand into the first ad card on The Weather Channel's Mobile App. Messaging and visuals adapt to our users' current weather conditions.

Integrated Daily Details Integrate your brand into the weekly forecast on The Weather Channel's Mobile App. Messaging and visuals adapt to our users' forecasted weather conditions.

Mobile App, Mobile App