



# Ad Spec Guidelines

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# General Guidelines

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WeatherBug does not support retina sizes to ensure proper ad serving

## Required Assets

For best results, please provide fully editable assets.

### FILES

**Design Files** - Layered PSD (Photoshop)

**Fonts** - RTF / TTF / OTF

**Images** - TIFF / JPG (original files in highest resolution possible)

**Logos** - EPS / AI

**Corporate style guide**, if available

## Timeline

We require 10 business days from receipt of complete assets to launch.  
To ensure best quality, please adhere to the timeline of deliverables.



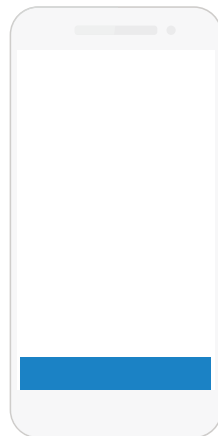
# Mobile

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Dimension	Max File Size	
	Static Banner	HTML / Rich Media
320 x 50	20 KB	70 KB
300 x 250	40 KB	100 KB

**GIF Animation:** We recommend 3 loops with total time of 15 seconds

**File Formats :** JPG, PNG, GIF



320 x 50



300 x 250



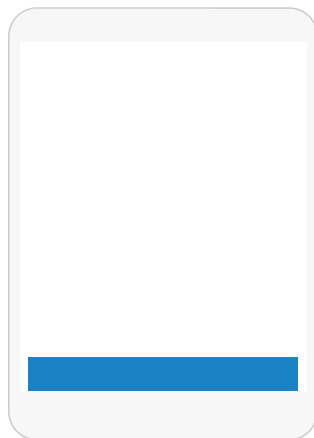
# Tablet

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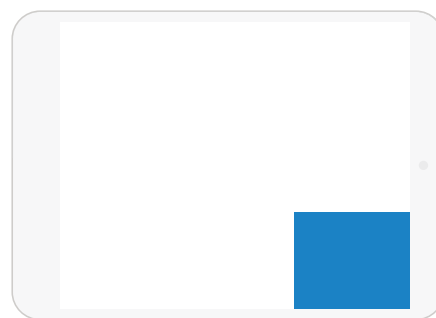
Dimension	Max File Size	
	Static Banner	HTML Banner
728 x 90	40 KB	100 KB
300 x 250	40 KB	100 KB

**GIF Animation:** We recommend 3 loops with total time of 15 seconds

**File Formats :** JPG, PNG, GIF



728 x 90



300 x 250



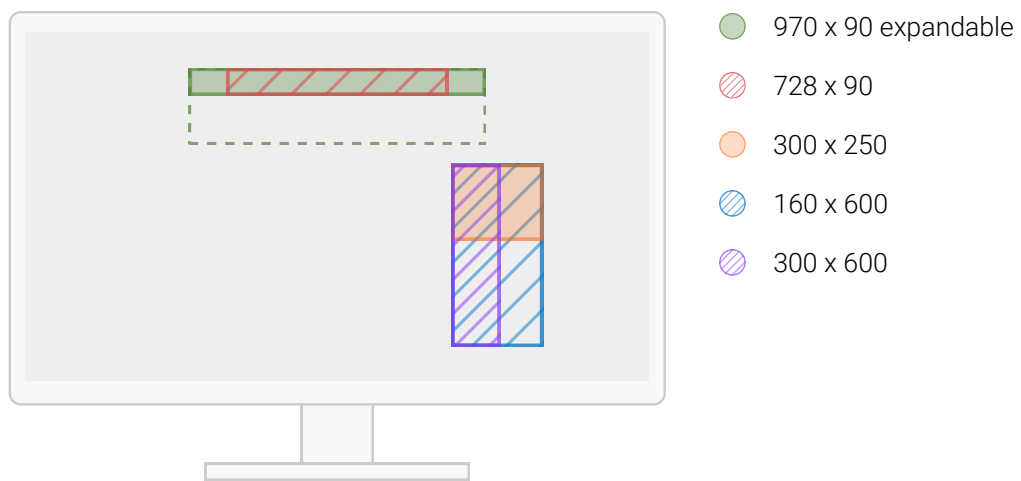
# Desktop

Dimension	Max File Size	
	Static Banner	HTML / Rich Media
970 x 90* (expands to 970 x 250)	n/a	200 KB (expanded 500 KB)
728 x 90	40 KB	150 KB
300 x 250*	40 KB	150 KB
160 x 600	40 KB	150 KB
300 x 600	50 KB	200 KB

\* Rich Media features are available (See page 10 for details)

**GIF Animation:** We recommend 3 loops with total time of 15 seconds

**Static File Formats :** JPG, PNG, GIF



# BrandWrap® Mobile

Device	Dimensions	Max File Size
iPhone 5, 5SE	640 x 1136	150 KB
iPhone 7, 8	750 x 1334	200 KB
iPhone X	1125 x 2436	400 KB
Android	800 x 1280	200 KB

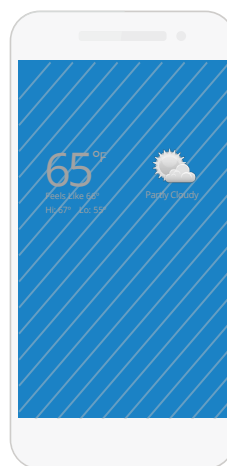
**Note:** Tablet BrandWrap® is static. No GIF animation is supported.

No text, people, buildings, or logos can obstruct the app content. The image must have some sky matching the condition of the local weather.

**Templates :** Design templates are available upon request

**File Formats :** JPG, PNG

- App Content
- Advertisement



# BrandWrap® Tablet

Device	Dimensions	Max File Size
	Portrait / Landscape	
iPad	1536 x 2048 / 2048 x 1536	400 KB
iPad Pro	2048 x 2732 / 2732 x 2048	500 KB
Android Tablet	800 x 1280 / 1280 x 800	250 KB
Android Tablet XL (same as iPad)	1536 x 2048 / 2048 x 1536	400 KB

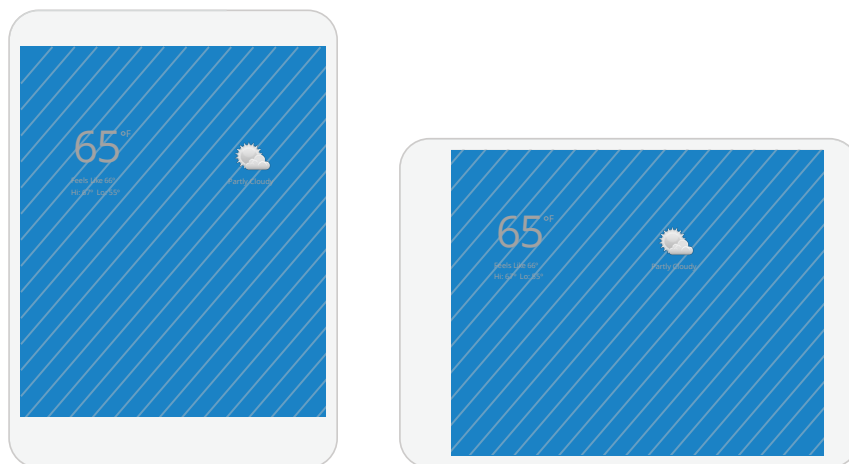
**Note:** Tablet BrandWrap® is static. No GIF animation is supported.

No text, people, buildings, or logos can obstruct the app content. The image must have some sky matching the condition of the local weather.

**Templates :** Design templates are available upon request

**File Formats :** JPG, PNG

- App Content
- Advertisement





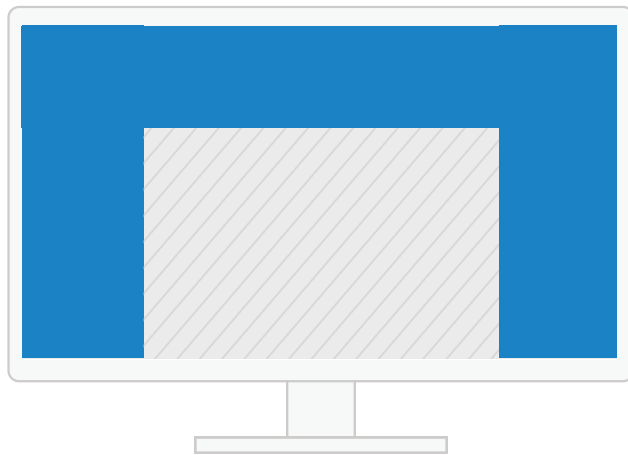
# BrandWrap<sup>®</sup> Desktop

Dimensions	Max File Size	
		Static
2000 x 1200	400 KB	3.5 MB

**Templates** : Design templates are available upon request

**File Formats** : JPG, PNG

- App Content
- Advertisement

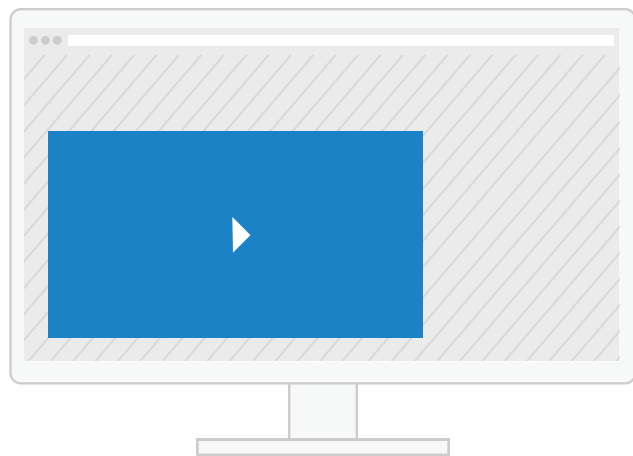
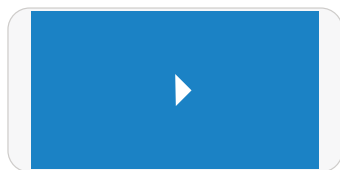


# Pre-Roll Video

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Format	MP4, H.264
Length	15 seconds
Aspect Ratio	16:9 or 4:3
File Size	2 GB max
Dimension	1280 x 720, 854 x 480

- Desktop Content
- Video



# Rich Media

Features	Required Assets
Standard Video	16:9, 4:3 ratio size video*
Shoppable Video	16:9, 4:3 ratio size video*
In-Banner (300 x 250) Video	16:9, 4:3 ratio size video*
Swipeable Gallery	3-6 images
Dynamic Weather	Desired Weather condition: cold, mild, hot, rain, snowy, cloudy, windy
Dynamic Time	Day of the week, time of day, or date range
Dynamic Location	List of country, state, or city
Countdown	Single date in the future or repeating daily event time
Stopwatch	n/a
Store Locator	Location List**
External Link	URL
Forms	Desired contact info (name, e-mail, and/or phone number)
Add to Calendar	Event name, location, start and end date/time
Gaming	Acquire with your account manager for custom gaming options

<b>*Video</b>	<b>Format</b>	MP4 / MOV / 3GP
	<b>Length</b>	0:05 - 0:30 seconds
	<b>Aspect Ratio</b>	16:9 or 4:3 for all video offerings
	<b>File Size</b>	50 MB max per video
	<b>Dimensions</b>	1080p minimum

<b>**Location List</b>	<b>Format</b>	XLS or CSV
	<b>Content</b>	File in the following order: Name, address, city, zip, state, country, phone, e-mail, opening hours, latitude, longitude



# Misc. Technology

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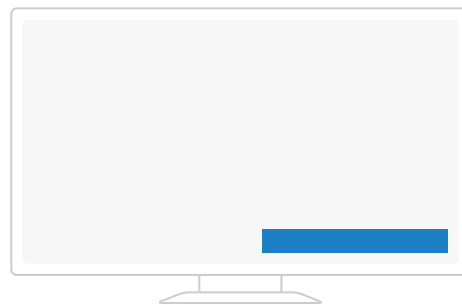
Device	Dimensions	Max File Size
Amazon Fire TV*	1200 x150	200 KB
Apple Watch	300 x 50	30 KB
Chrome Extension	300 x 250 / 728 x 90	40 KB / 40 KB
Windows Desktop App	300 x 250 / 728 x 90	40 KB / 40 KB

**Note:** GIF Animation is only supported for Amazon Fire TV

**File Formats :** JPG, PNG, GIF (Amazon Fire TV Only)



Apple Watch



Amazon Fire TV





**Any Questions?**

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