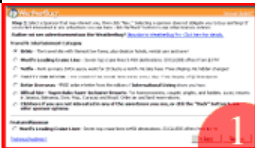





WeatherBug Ad Specs

General Specifications for ALL Platforms

Landing pages cannot spawn pop ups or prompt downloads of any kind. All animations are limited to 3 loops for a total of up to 9 seconds. A maximum of 3 creatives per platform may be submitted

Sponsor Select			
	Elements	Specs	Ad Serving
	Step 1: Sponsor Name/Description	100 Character text (including spaces & punctuation) no formatting, will appear in the following format: Sponsor Name - Description description description description.	WeatherBug Only
	Step 2: 150X300 Static Image	jpeg, 15k, no animation, no link	WeatherBug Only
	Step 2: Step 2 Text	500 characters including spaces, no formatting	WeatherBug Only
	Step 3: Welcome Email Image	150x300, gif or jpeg, 15k, 3 loops, 9 seconds total animation, hyperlink	WeatherBug Only
	Step 3: Welcome Email Text	750 characters including punctuation & spaces, bold, italics, underline, hyperlinks, no bullets	WeatherBug Only
	Step 4: Stand Alone Email - Subject	Up to 55 characters including spaces	WeatherBug Only
	Step 4: Stand Alone Email - HTML	Up to 7,500 characters including spaces, graphics, 40K max, subject line	WeatherBug Only
	Step 4: Stand Alone Email - TEXT	Up to 7,500 characters including spaces, subject line (served as backup to html version)	WeatherBug Only
	Brand Wrap / Banner Wrap	* See below for specs - Contains two 468x60 clickable banners	
	Landing Page URL	This URL automatically launches under the WeatherBug application upon installation	n/a

Brand Wrap			
	Elements	Specs	Ad Serving
	Brand Wrap	customized 625x433 creative ad unit with two 468x60 clickable areas	WeatherBug Only
	Banner Wrap	generic 625x433 creative ad unit with two customized 468x60 banners	WeatherBug Only
	Top Banner	468x60, 15k, 3 loops, 9 seconds total animation; acceptable files: gif, jpeg, html, flash	WeatherBug, 3rd Party
	Bottom Banner	468x60, 15k, 3 loops, 9 seconds total animation; acceptable files: gif, jpeg, html, flash	WeatherBug, 3rd Party
Instructions for Creating Your Own Wrap			
While WeatherBug® regularly creates Wraps for our clients, many of our advertisers decide to create their own. If you choose to create your own Wrap our complete instruction kit is available for download at the following URL: http://weatherbug.com/advertise/brandwrapkit.asp			

Banners		
Elements	Specs	Ad Serving
468 X 60:	Maximum file size of 15k, maximum animation of 3 loops up to 9 seconds total animation; acceptable files: gif, jpeg, html, flash	WeatherBug, 3rd Party
728 X 90	Maximum file size of 20k, maximum animation of 3 loops up to 9 seconds total animation; acceptable files: gif, jpeg, html, flash	WeatherBug, 3rd Party

Pop Under		
Elements	Specs	Ad Serving
Pop Under:	Up to 720x450 pixels, gif, jpeg, html, flash and other types of Rich Media files, maximum total file size of 40k	WeatherBug, 3rd Party

E-mail		
Elements	Specs	Ad Serving
E-mail:	Up to 7,500 characters of text, graphics, subject line, text and html versions required; maximum total file size of 40k	WeatherBug Only - (images can be 3rd Party)

Text		
Elements	Specs	Ad Serving
Text:	Up to 20 characters text, White, Bold, Underline, 12point, Arial, sans-serif (character restrictions may vary per placement)	WeatherBug Only

Today Window Takeover		
Elements	Specs	Ad Serving
150x350	Maximum file size of 20k, maximum animation of 3 loops & up to 9 seconds total animation; acceptable files: gif, jpeg, flash	3rd Party
125x125	This elem is a leave behind to the 150X350. Maximum file size of 15k, no animation; acceptable files: gif, jpeg, html, flash	WeatherBug, 3rd Party