



Ad Specs

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Web



Hero

Mobile, Desktop

Customizable canvas that lives atop the user's browser provides partners stand-out exposure when consumers are most engaged.

Availability

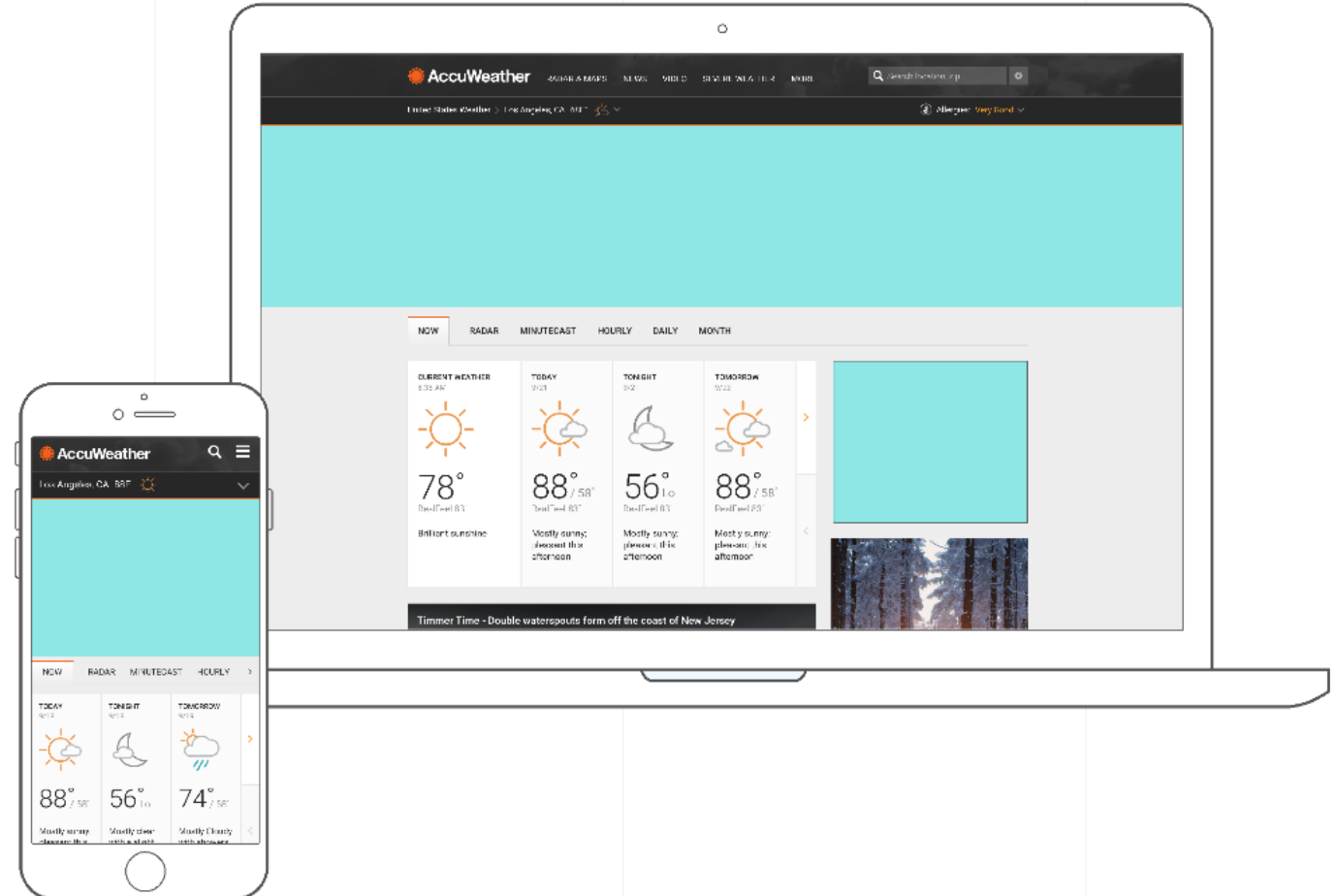
Programmatic, Direct

Average CTR

Desktop: .73%, Mobile: 1.33%

Further Customizations

- Dynamic Creative (personalized experiences utilizing AccuWeather's API reflecting a user's current weather or lifestyle conditions)
- Countdown Ticker to drive anticipation for an event, premiere or launch



Forecast Integration

Mobile, Desktop

Brands will be seamlessly integrated into a customizable, high exposure native placement within the user's local forecast. This highly-trafficked destination will engage consumers in an impactful way as they are looking to plan their days and weeks ahead.

Availability

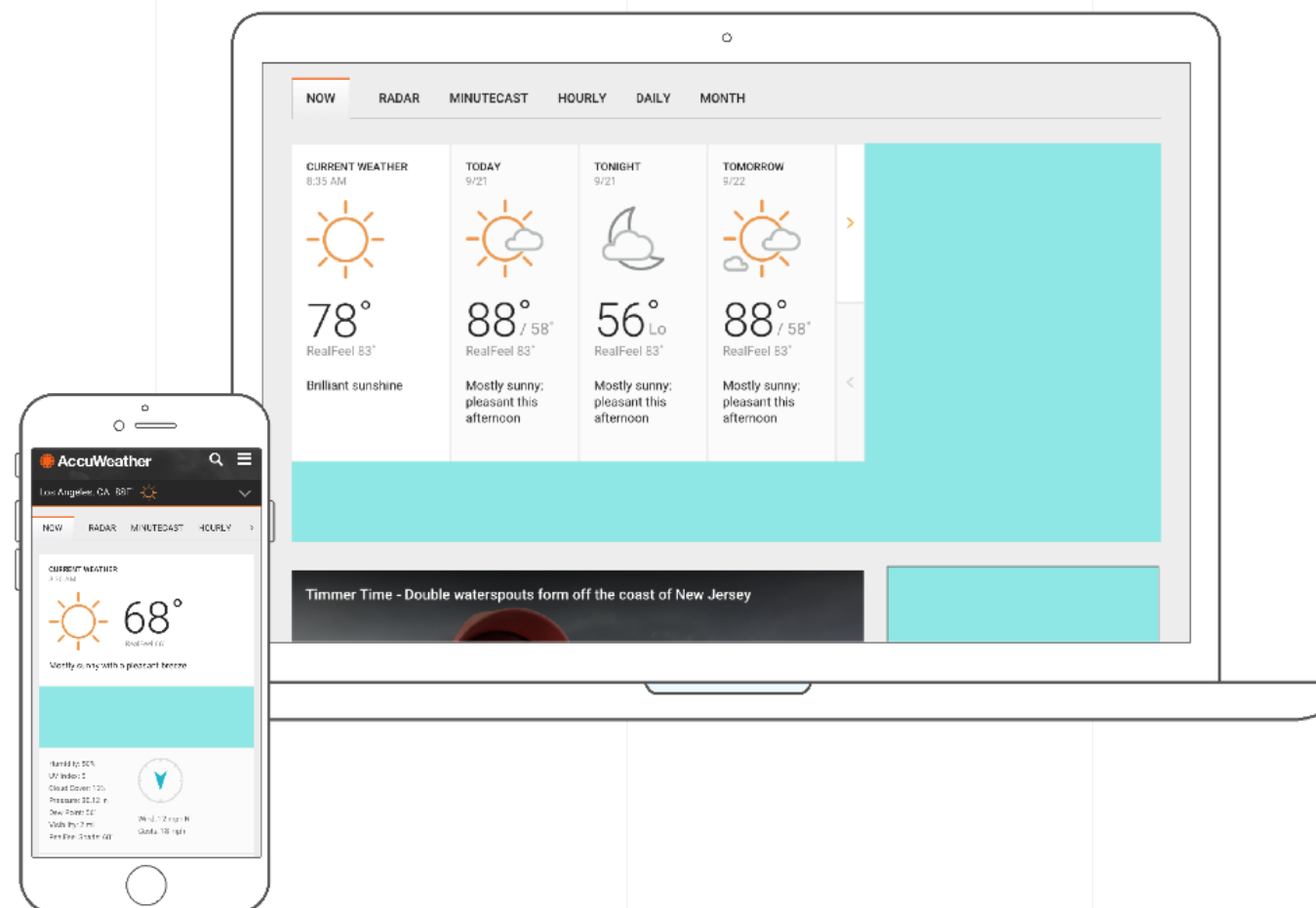
Direct only

Average CTR

Desktop: 0.9%, Mobile: 0.3%

Further Customizations

- Dynamic Creative Animation (personalized experiences utilizing AccuWeather's API reflecting a user's current weather or lifestyle conditions)



Avalanche

Mobile, Desktop

Brands can align their messaging with a user's current weather or lifestyle condition to create contextual relevance and actionable messaging.

Availability

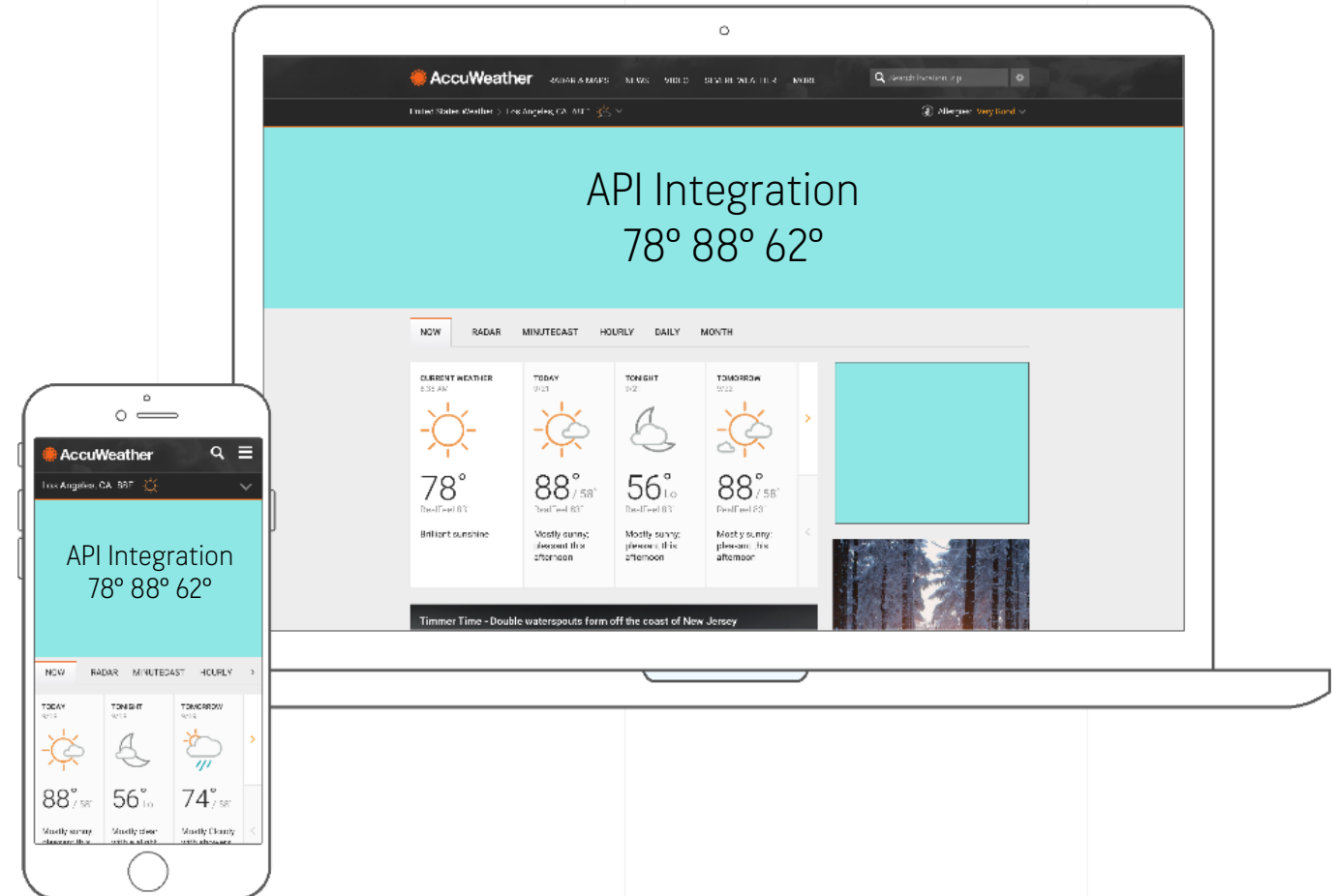
Direct only

Average CTR

.15%

Further Customizations

- Brands can gain real-time insights on creative performance based on location and current weather conditions



300 X 250

Mobile, Tablet, Desktop

Availability

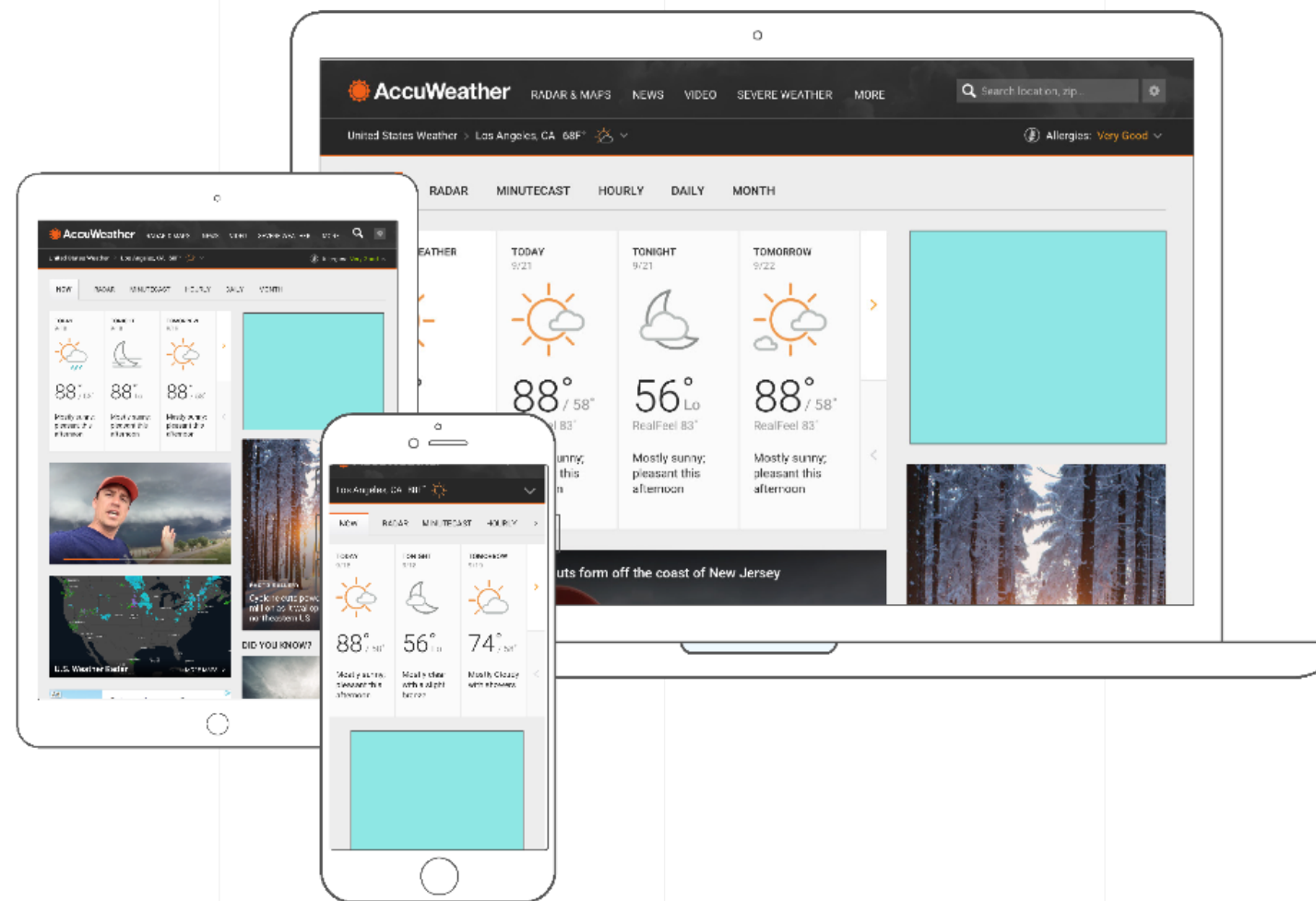
Programmatic, Direct

Average CTR

Desktop: 0.08%, Mobile: 0.15%

Further Customizations

- Dynamic Creative Animation (personalized experiences utilizing AccuWeather's API reflecting a user's current weather or lifestyle conditions)



300 X 600

Tablet, Desktop

Availability

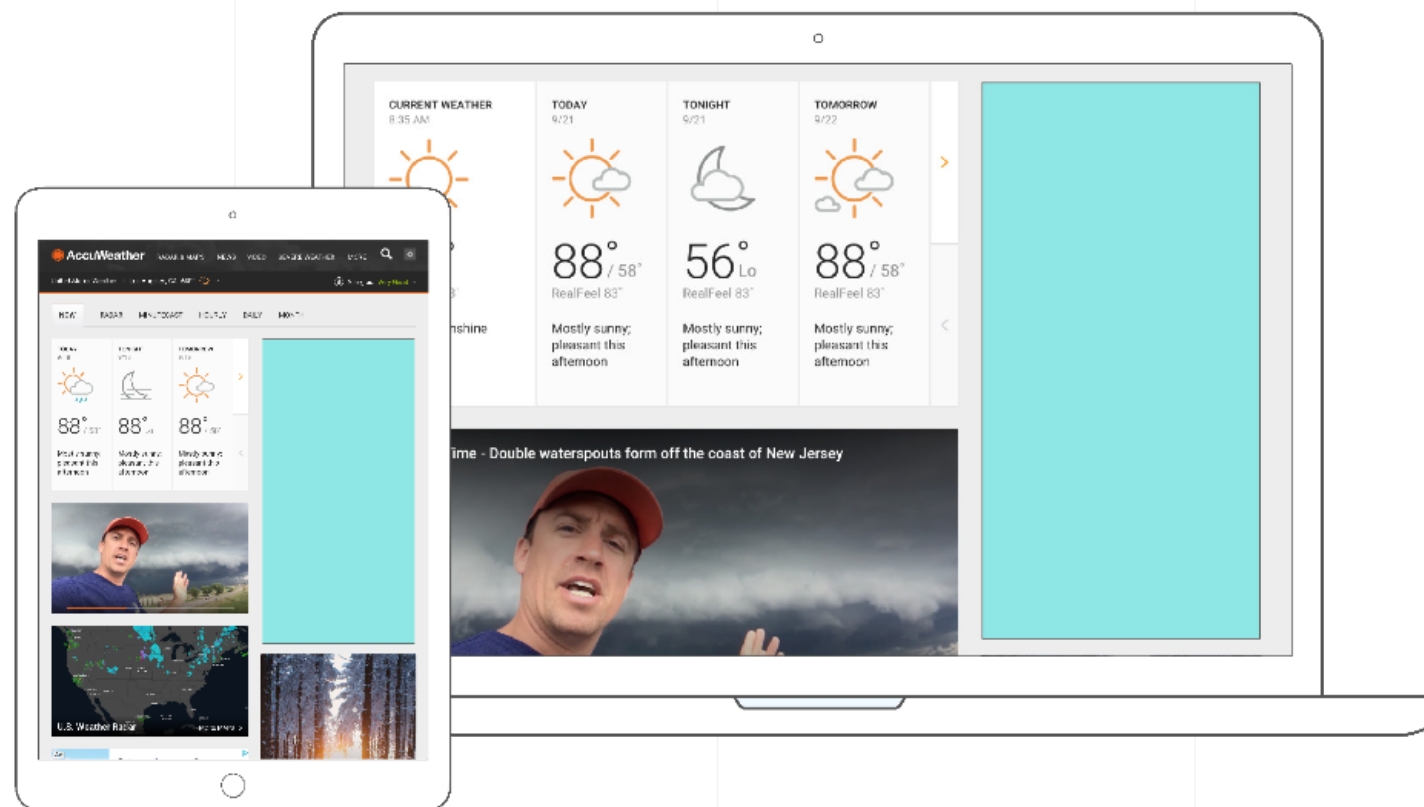
Programmatic, Direct

Average CTR

Desktop: 0.18%

Further Customizations

- Dynamic Creative Animation (personalized experiences utilizing AccuWeather's API reflecting a user's current weather or lifestyle conditions)



728 X 90 Leaderboard

Tablet, Desktop

Availability

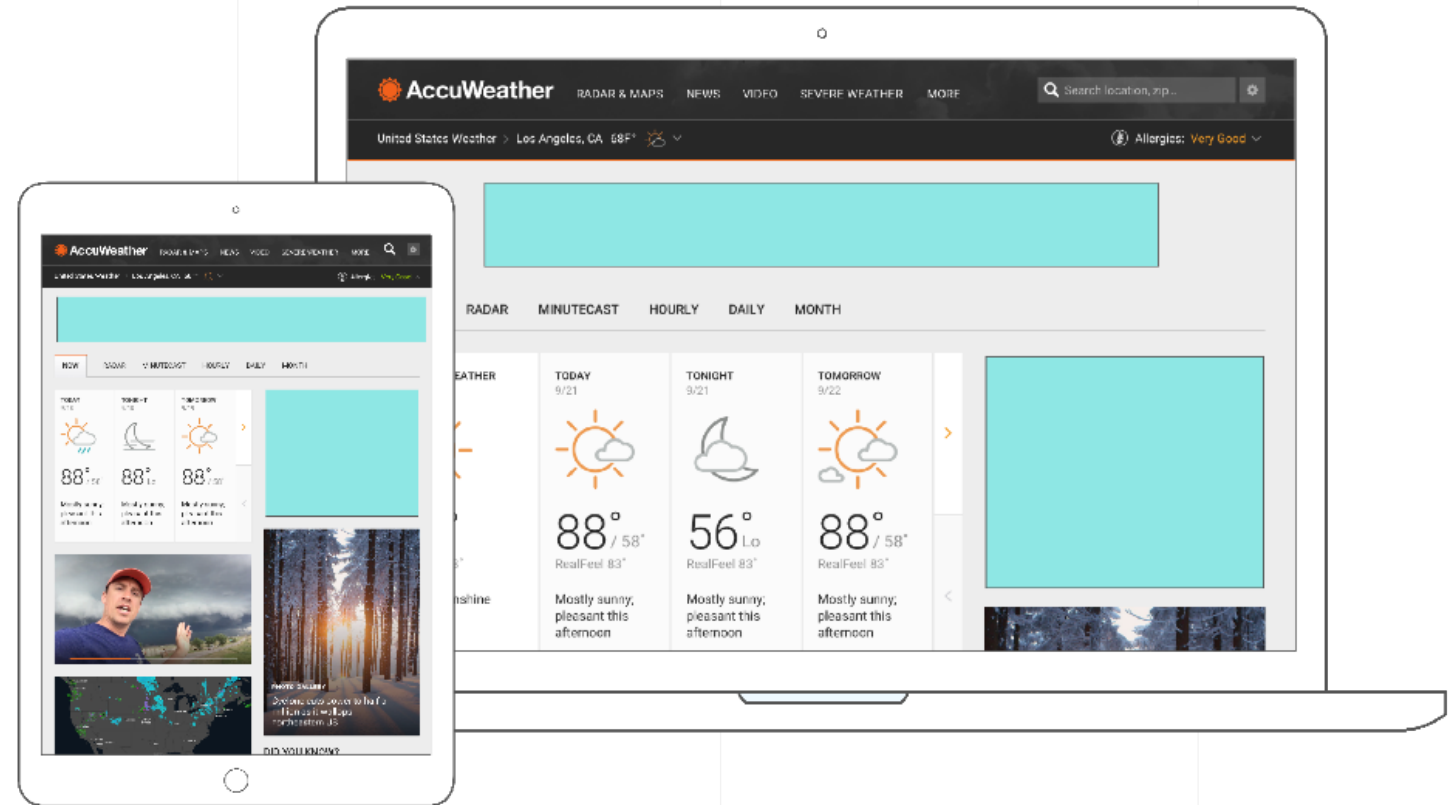
Programmatic, Direct

Average CTR

Desktop: 0.04%

Further Customizations

- Dynamic Creative Animation (personalized experiences utilizing AccuWeather's API reflecting a user's current weather or lifestyle conditions)



970 X 250 Billboard

Desktop

Availability

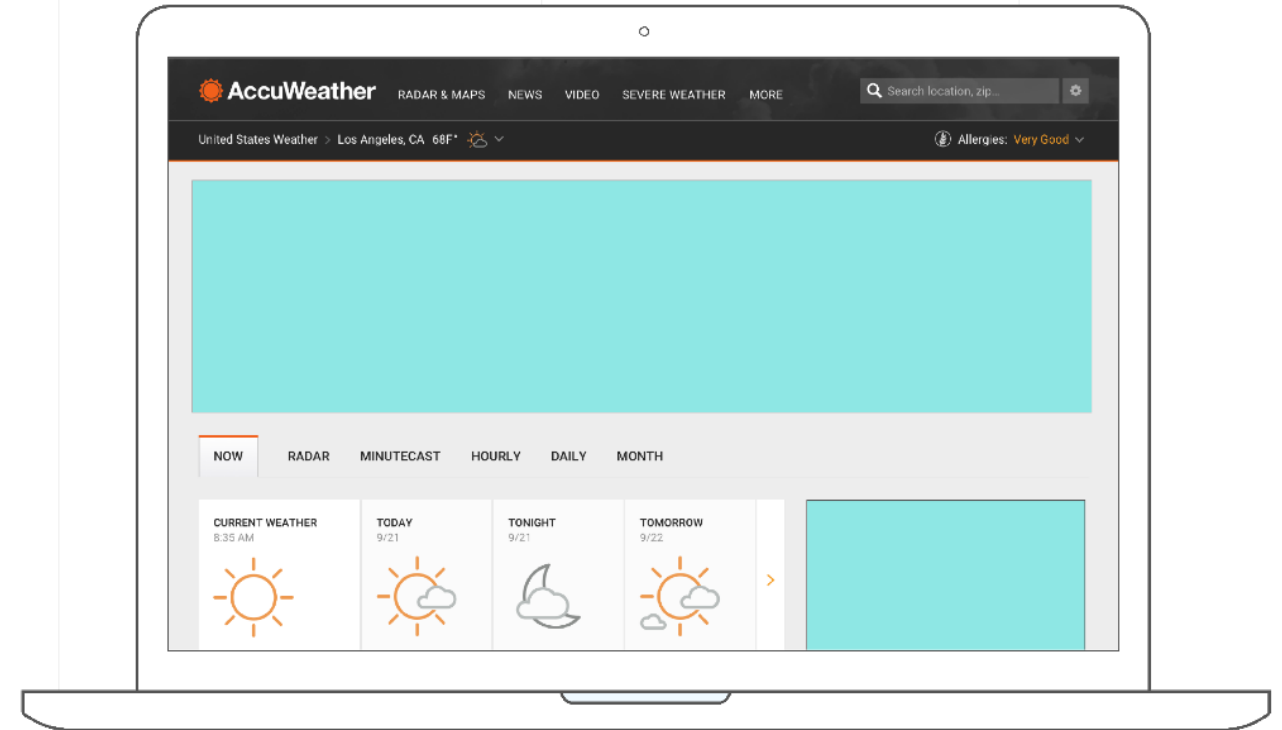
Programmatic, Direct

Average CTR

Desktop: 0.59%

Further Customizations

- Dynamic Creative Animation (personalized experiences utilizing AccuWeather's API reflecting a user's current weather or lifestyle conditions)



Takeover - Billboard & Gutters

Desktop

Brands can own pages across AccuWeather.com, delivering an impactful and engaging experience for users.

Availability

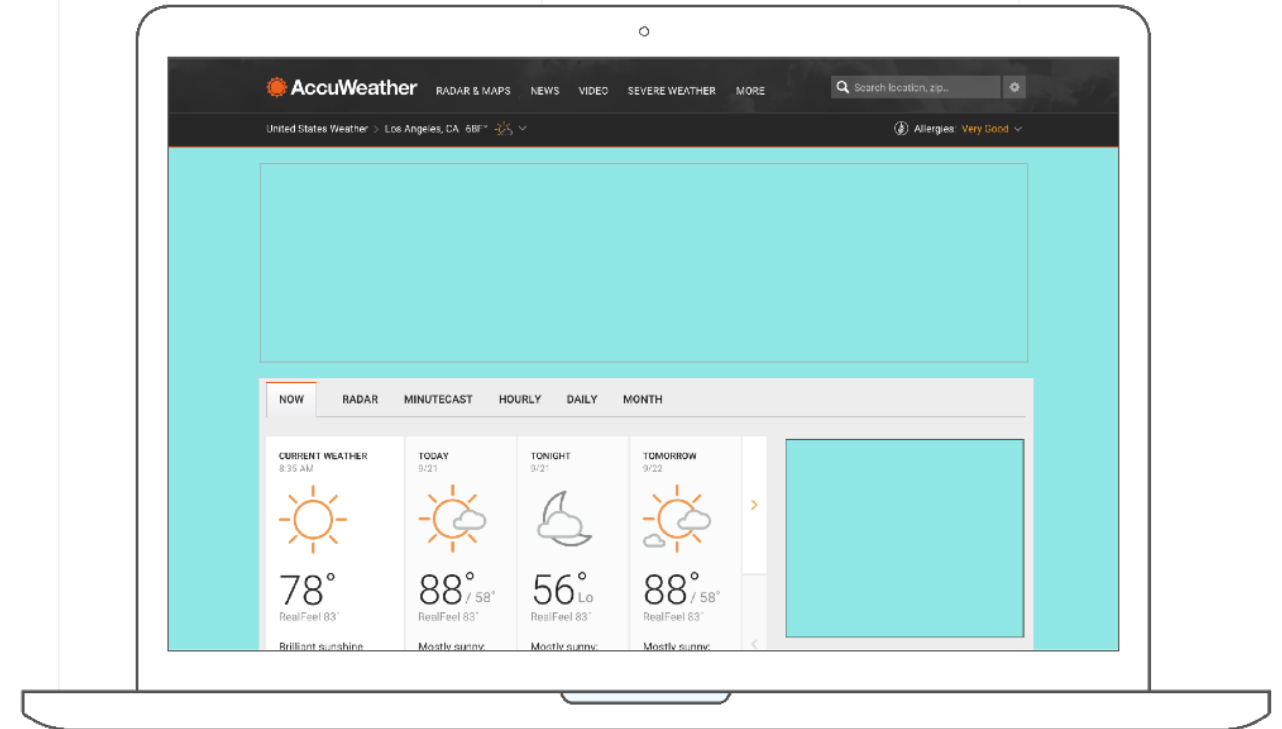
Direct only

Average CTR

Desktop: .73%, Mobile: 1.08%

Further Customizations

- Dynamic Creative Animation (personalized experiences utilizing AccuWeather's API reflecting a user's current weather or lifestyle conditions)



Video Pre-Roll

Mobile, Tablet, Desktop

Brand video assets run across core digital platforms, before AccuWeather video content.

Availability

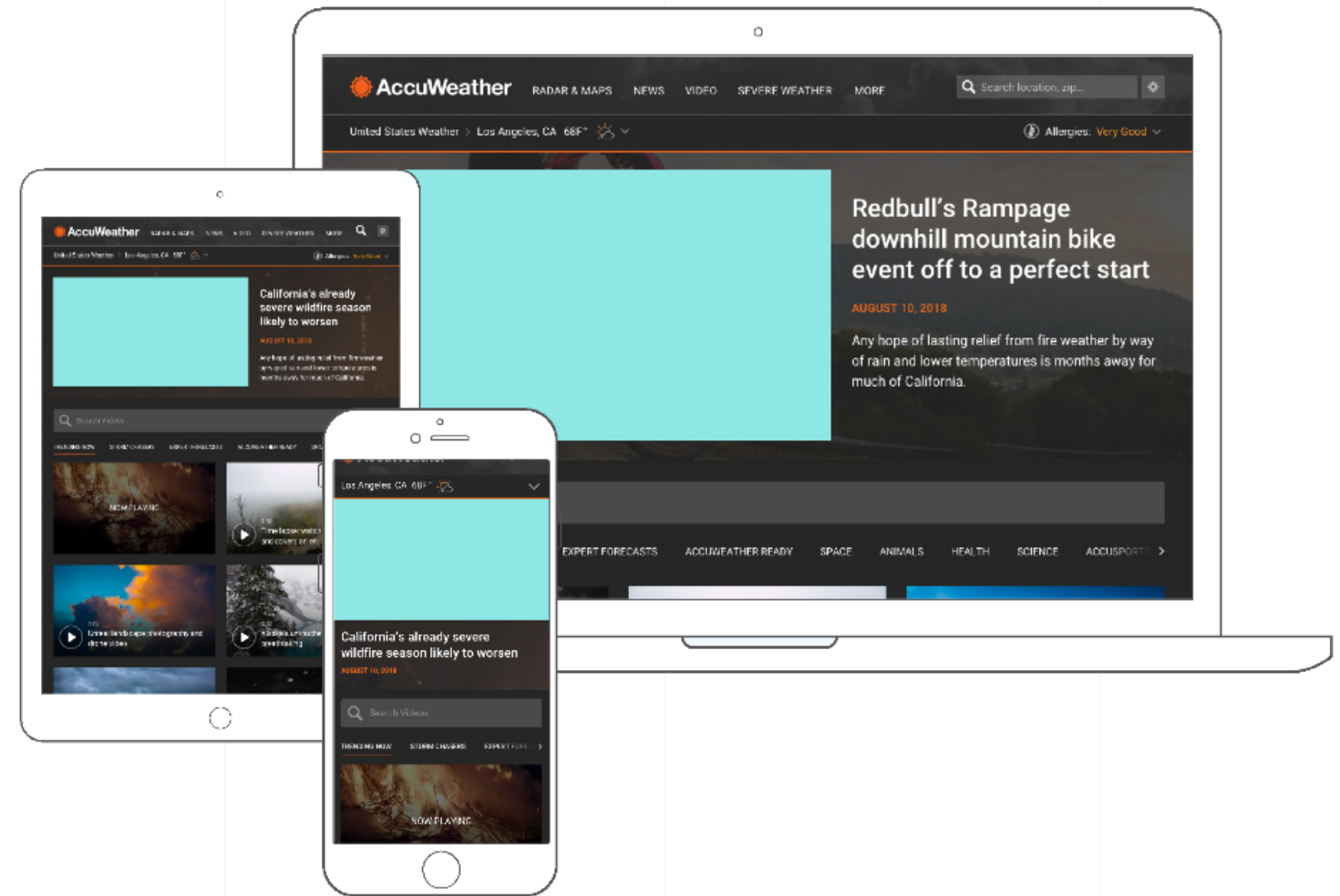
Programmatic, Direct

Average CTR (:15sec)

Desktop: 0.86%, Mobile: 0.52%

Further Customizations

- Accepted video lengths: :06, :15, :30 (seconds)



300 X 50 or 320 X 50

Mobile

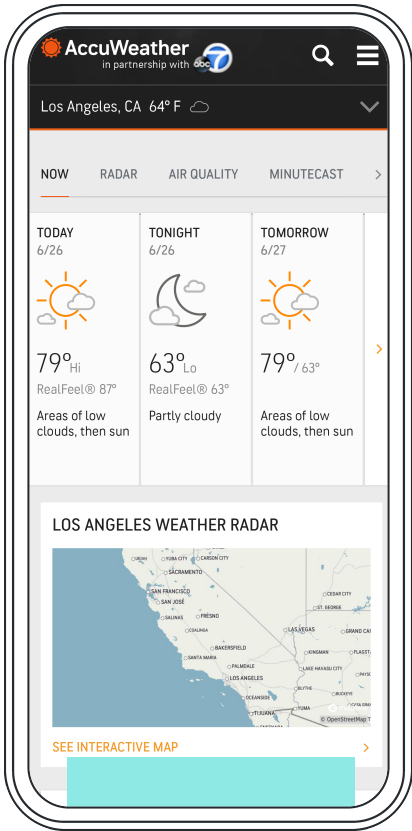
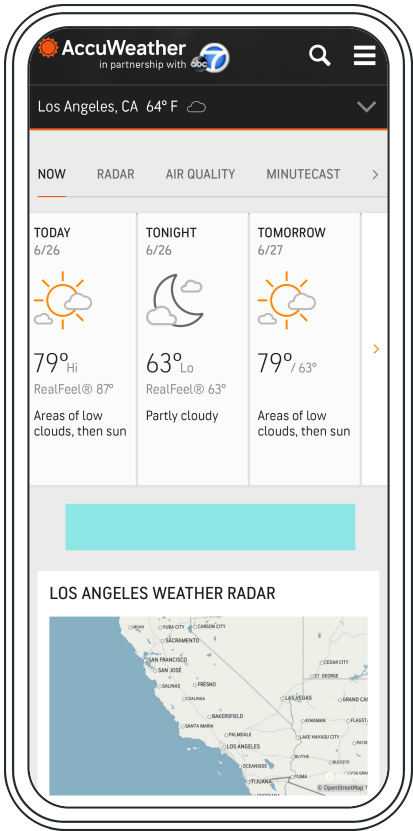
Standard mobile banners to appear as users scroll and interact with different sections across AccuWeather.com

Availability

Programmatic, Direct

Average CTR

Mobile: 0.35%



App



H&M

Standard 300 x 250

App

Standard mobile creative to appear as users scroll and interact with different sections within the app.

Availability

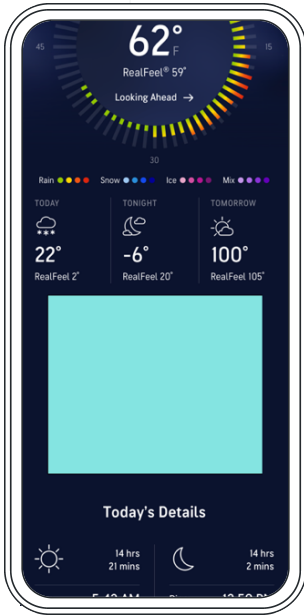
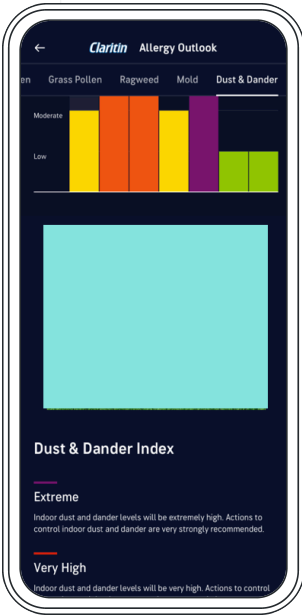
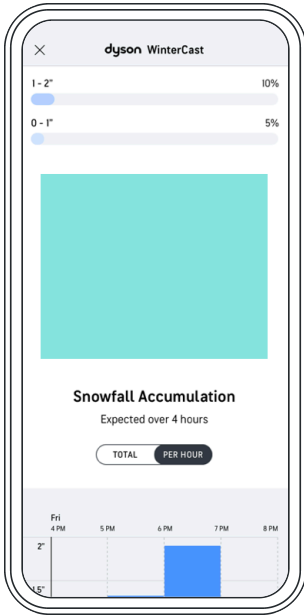
Direct, Programmatic

Average CTR

0.15%

Available App Placements

- Home Page, Daily Sheet, Allergy Forecast, Air Quality Forecast, WinterCast & MinuteCast ®



Please note, averages are overall direct campaign averages and performance may vary based on deal type, targeting, and flight

Standard 320 x 50 / 300 x 50

App

Standard mobile banners to appear as users scroll and interact with different sections within the app.

Availability

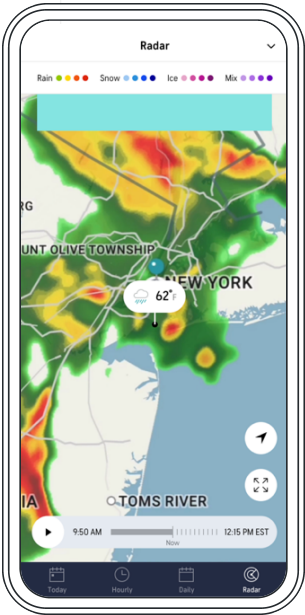
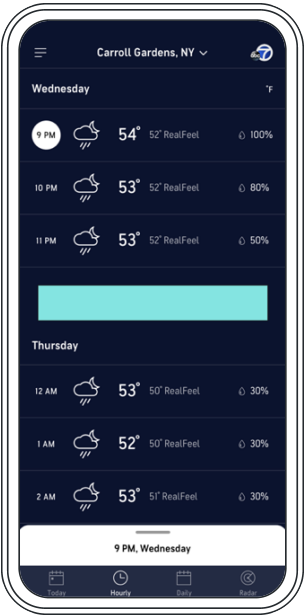
Direct, Programmatic

Average CTR

0.2%

Available App Placements

- Live radar, Hourly Forecast page, Current Conditions, Looking Ahead, WinterCast & MinuteCast ®



Background Integration

App

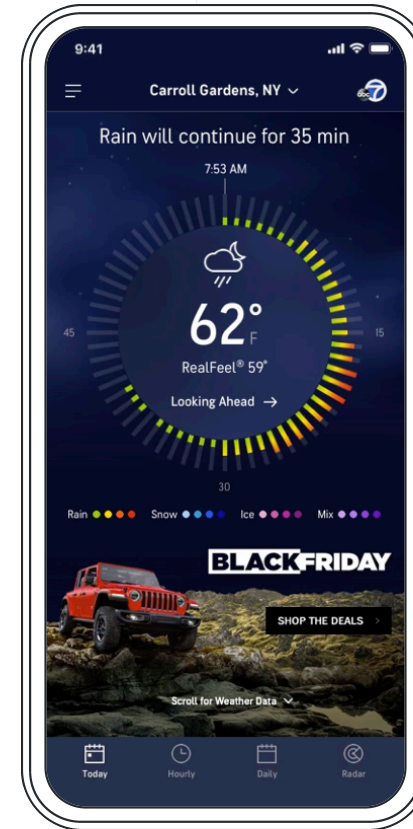
Brands will receive seamless integration within iOS and Android app platforms. Brand creative is customized to stay with the user as they land and scroll through the landing page of the newly redesigned AccuWeather app.

Availability

Direct only

Average CTR

0.6%



Editorial Franchises

A serene landscape photograph of a mountain lake. In the foreground, a wooden pier extends into the water, with two small wooden boats moored alongside it. The boats have the number '27' on their bows. The lake's surface is exceptionally still, acting as a perfect mirror for the towering, rugged mountains that rise from its shores. The mountains are covered in patches of snow and dense evergreen forests. The sky is a pale, clear blue. The overall mood is peaceful and majestic.

AccuWeather Explores

Visual stories that enlighten audiences on the weather's relationship to unique locations and relate to the special experiences in being there.



AccuWeather Ready

A comprehensive series that provides safety and preparedness tips and detailed checklists to keep you safe and informed before, during and after any weather situation.



Weather Heroes

Inspiring stories of organizations and people offering a touch of hope and help during or after an extreme weather event.



Field Conditions

Stories, forecasts and analysis on how weather elements impact sports for participants and spectators alike.



AccuWeather Living Well

Timely information and effective steps that provide greater understanding of our health and wellness and how to do your best to stay well throughout every season.



AccuWeather Above The Clouds

Helping everyone better understand the relationship between all things in our galaxy. The sky's the limit in this series, which takes all of us from the beauty of our own planet to how and why it's important to think out of this world.



Sponsorship & Custom Integrations

AccuWeather can work with partners to create a variety of custom content ranging from preparedness checklists and custom infographics to video segments and sponsored articles to deliver on your KPI's. Sponsored and custom content alignment will help establish brand credibility and increased engagement.

Partner with us

Contact us to learn more about all the
ways you can partner with AccuWeather.

