DIGITAL ADVERTISING SPECS

STANDARD DIGITAL OPPORTUNITIES:

- Standard Display
- Pre-roll
- 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)

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 wallpapers should be 2560 pixels in width and 1200 pixels
high.
2. If providing HTML5 and a wallpaper, one of two units (either 728x90 or
300x250/300x600) must be a static image or tag (one HTML5 is allowed).

CREATIVE
Creative is subject to approval and will be reviewed by our internal design team
to ensure it meets the TWN/MM brand guidelines.

Splash Screen Creative

Imagery
- Image must be weather-related or feature a landscape/nature scene.
- Image must reflect the current season unless it is relevant to your brand.
(ie. a travel company can show a beach during the winter season.)
- Image must be a photograph, not an illustration, staged/manufactured
image, or an AI-generated image. We provide the public with scientifically
gathered information vetted by scientists as such it is important that we
root our creative presentations in the real world that people interact with.
- Avoid using a photo that is primarily red in colour. We reserve the colour
red for alerting the general public.

Products
- Product inclusion must be in situ, in use (i.e. a car driving, a lawnmower
being used, etc.) and at the discretion of TWN creative approval. No static
product shots will be accepted.

DIGITAL ADVERTISING SPECS

People
- Must be contained to the lower 40% of the image.
- Must be in a natural environment. Exceptions may be made, at the discretion of our creative team, for minor manipulated elements integrated into a natural environment.

Legal Mice Type & Copy
- Must be presented at the bottom of the screen within the 'Legal Safe Area'. This is to ensure visibility across all devices and not crowd the sponsor logo.
- The splash screen is not clickable and therefore must not contain the following: graphic buttons/CTA's or website url(s).

Brand Safety
- The Weather Network or Météo Média logos should never be overpowered by elements in the background imagery or other logos and must remain as the primary brand.
- A maximum of 2 logos can appear on the splash screen and must fit within the designated logo area found in the PSD template.
- We're a family-friendly, brand-safe company and we do not allow images of nudity, sexual innuendo, discrimination, guns, weapons and/or violence on our website. Derogatory messages and images are not allowed.
- No images of physical violence.
- No imagery containing weapons (i.e. knives, swords, guns, etc.).
- No graphical representations of war (sci-fi or fantasy will be approved at the discretion of the product owner and creative director but cannot be assumed).
- Please refer to our Brand Safety Guidelines for full information.

DIGITAL ADVERTISING SPECS

Wallpaper Creative

CREATIVE

- No copy or logos are allowed on the wallpaper.
- Due to the responsive nature of the website, visibility of the wallpaper will vary depending on the user's screen size.
- Avoid using red as the primary background colour. This is to ensure the integrity of our alerts and warnings distribution system. If red is a part of the client's brand/campaign colours and has to be used, it must be used sparingly and is subject to approval by the internal design team.
- Wallpapers should not overpower our brand. Avoid using bold, striking colours and busy patterns that may be distracting from our content. This is also to ensure that the experience for users with visual impairments or cognitive sensitivities is not affected.
- For better legibility of our content, we may need to apply a colour opacity or tint overtop of the wallpaper image.
- All wallpapers should follow guidelines set out by Pelmorex to support our Inclusive Design Principles and the Accessibility for Ontarians with Disabilities Act (AODA) compliance.
- Wallpapers are not clickable.

BRAND SAFETY

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- No images of physical violence.
- No imagery containing weapons (i.e. knives, swords, guns, etc.)
- No graphical representations of war (sci-fi or fantasy will be approved at the discretion of the product owner and creative director but cannot be assumed).
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Météo Média | The Weather Network®

TECHNICAL
- Please use PSD template to build creative

DIMENSIONS
- 2560 × 1200 pixels

MAX FILE SIZE
- 400 KB

HTML5 GUIDELINES AND BEST PRACTICES

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.

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
- 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 **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.

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.

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	2 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.