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

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

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

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

Please note, averages are overall direct campaign averages and performance may vary based on deal type, targeting, and flight
728 X 90 Leaderboard

**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)

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

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

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

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

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

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

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