



## Rich Media and Third-Party Ad Serving Policy

weather.com has working relationships with most Third Party and Rich Media Ad Serving companies, including:

Third Party Vendor	Rich Media Vendor
<ul style="list-style-type: none"><li>• 24/7 Real Media</li><li>• ACM (Eyeblaster)</li><li>• Atlas DMT</li><li>• Bluestreak</li><li>• Doubleclick</li><li>• TruEffect</li><li>• MediaPlex</li><li>• X+1 (Poindexter)</li><li>• Zedo</li></ul>	<ul style="list-style-type: none"><li>• Atlas Rich Media</li><li>• BrightRoll</li><li>• dartMotif</li><li>• Eyewonder</li><li>• Eyeblaster</li><li>• Interpolls</li><li>• KlipMart (Doubleclick)</li><li>• Pointroll (<b>Ad Types:</b> FatBoy, BadBoy, TowelBoy, TomBoy)</li><li>• Rovion</li><li>• Unicast</li></ul>

### Ad Server not on the list?

To use an ad server not on the list, please submit a request to a TWC Media Solutions Account Manager, who will then initiate a vendor review with the TWCi Ad Operations Team.

### Special Note:

For Atlas Rich Media and Dart Motif, weather.com prefers javascript tags for these Rich Media Vendors.

### Ad Tag formats accepted:

- Standard: <a href><img src>
- IFRAME/JavaScript
- JavaScript only

### Atlas Rich Media and dartMotif

- Must be served via Javascript only

*All third party ad server tags must be configured to allow weather.com's ad server to count clicks.*