

OneCaribbeanWeather

Your Island's Weather, Travel Tips and Visitor Guide



Banner Advertising

OneCaribbeanWeather.com banner Ads are available in a variety of IAB standard sizes and formats. All banner ads are priced **Cost-Per-Thousand (CPM) Impressions**. This means you can purchase as many views (impressions) as you wish.

Ad spaces are positioned in areas of impact on every page of the web site. Most can be targeted to your individual location within the region.

Tile (120X90)

Multiple Ad Sizes

- Page-topping leader board
- Tile ad (button 1)
- Big Box

Ad Formats

- Text
- Image (.gif, .jpg)
- Redirect (HTML, Flash, JavaScript)

Leaderboard (728X90)

Big Box (300x250)

Targeting

- Entire site
- Weather total audience
 - Also by 31 regions
- Tourism total audience
 - Also by 31 regions

The screenshot shows the OneCaribbeanWeather.com website layout. At the top, there is a navigation bar with links for WEATHER, YOUR VIDEOS, TRIP PLANNER, BLOGS & EMAIL, and HOME. Below this is a search bar and a section for 'Interactive Advertising Bureau'. The main content area features a large image of a tropical beach, a 'BLOG ASK BOB' section, and a 'CUSTOMIZE YOUR WEATHER' section with a map. At the bottom, there is a 'TODAY'S POLL' section, a 'SIGN UP FOR OUR NEWSLETTER' form, and a 'YOUR PHOTOS' section. A large 'Interactive Advertising Bureau' logo is visible at the bottom center of the page.