

VANCOUVER CITY PAGE

Weather Forecast: Vancouver, British Columbia

Local Time: Thursday, October 29, 2009, 12:09 PM PDT

Current Weather Updated: Thursday, October 29, 2009, 10:00 PDT - Vancouver Airport

6°C
Light rain

Feels Like: - Wind: E 13km/h
Relative Humidity: 87% Pressure: 101.56 kPa
Sunrise: 7:56 Visibility: 8.0 km
Sunset: 17:55 Ceiling: 1800 ft

Related Links
 Watch Long Term Forecast
 NEW Your Weather Gallery
 Watch Today's Weather News
 See Latest Satellite/Radar Maps

Add the weather to your smartphone

Hourly | Last 24 Hours | Historical | Webcams | Radar Maps | Snow Report

Viewer Photos & Videos



View Gallery | Upload | Share your weather image!

Short Term Forecast

Updated: Thursday, October 29, 2009, 12:00 PDT

	Thursday Evening	Thursday Overnight	Friday Morning	Friday Afternoon
	Light rain	Light rain	Light rain	Rain
Temp.	8°C	8°C	11°C	13°C
Wind	NE 10km/h	NE 5km/h	E 5km/h	SE 10km/h
Humidity	96%	100%	98%	100%
P.O.P.	80%	90%	90%	100%
Rain	close to 1mm	2-4mm	2-4mm	close to 15mm

Hourly | 14 Day Trend | Weather Maps | Highway Forecast | Video Forecast

24 Hour Precipitation Outlook

20-30 mm of rain from Thursday Evening to Friday Afternoon.

Dress For The Weather!
Get your local SchoolDay Forecast today. Find and bookmark your school and dress prepared!

Pets & Weather
Get useful tips on how weather impacts on your pet.
SPONSORED BY IAMS

Long Term Forecast

Updated: Thursday, October 29, 2009, 9:00 PDT

Friday Oct. 30	Saturday Oct. 31	Sunday Nov. 1	Monday Nov. 2	Tuesday Nov. 3	Wednesday Nov. 4
Rain	Isolated showers	Rain	Rain	Isolated showers	Light rain
P.O.P. 100%	40%	90%	90%	40%	90%

WHITE-SAND SAVINGS

SAVE BIG

Barcelo HOTELS & RESORTS | transat HOLIDAYS | MEXICO go!

ONLY ROGERS CUSTOMERS

CANADIAN TICKETS THE ULTIMATE GAMEDAY EXPERIENCE.

PLUS over 1000 prizes to be won.

ROGERS

workopolis.com
It's a great day to look for a new job in Vancouver. Click Here.

Vancouver Advertisements

MDO

CAPREIT Welcomes You Home
Apartment Rentals in Vancouver and Area

Travellers Forecast
On TV Mornings @ :52

Top Banner

Big Box

Tower

Half Banner

- The Weather Network is ranked #1 News website in Canada
- Our Local Forecast City Page is the most popular section on our website
- Vancouver City Page has an average of over 2.2 million page views per month!
- **FANTASTIC** opportunity to capture thousands of visitors during month of "Winter Paralympics"

ADVERTISING OPPORTUNITIES

- **Top Banner, Big Box, or Tower**
CCCTA Stakeholder Cost:
 10% of impressions per month = 220 @ \$14 CPM = **\$3080 p/month (March)**
 (non-partner rate: \$4400 p/month)
- **Bottom Half Banner**
CCCTA Stakeholder Cost:
 Flat rate @ **\$385 p/month (March)**
 (non-partner rate: \$550 p/month)

CAMPAIGN MEASUREMENT

- At the end of the campaign, you will receive a report with number of clicks and impression to measure the success of your campaign.

Cariboo Chilcotin Coast Tourism Association

Media Kit – March 2010 Weather Network – “Online”

Winter Paralympic 'Spin-Off' Opportunity

* Booking Deadline: Feb.. 15th

* Ad Material Deadline: Feb. 19th

CCCTA Marketing Purchase Agreement

Company Name: _____

Top Banner @ \$ 3,080.00

Big Box @ \$ 3,080.00

Tower @ \$ 3,080.00

Bottom Half Banner @ \$ 385.00

Add 5% GST = _____ TOTAL COST = \$ _____

Method of Payment (in advance please) **Visa** **Mastercard**

Name on Card: _____ Exp. Date: _____

Card # : _____

Mailing Address & City: _____

Phone Number and/or 1-800 #: _____

Website: _____ Email: _____

Fax #: _____ Name & Title: _____

Signature: _____

PLEASE FAX signed agreement to: 250-392-2838

* This is a contract and is legally binding *

For information, contact Brad McGuire, Marketing & Sales Manager CCCTA

250-392-2226 or brad@landwithoutlimits.com

THE CARIBOO CHILCOTIN COAST DELIVERS

Adventures of a Lifetime. Everyday.



Online Advertising Specifications

Standard Online Ads - TheWeatherNetwork, MétéoMédia, Farmzone, Zoneverte

	Formats	Weight	Click Through	Execution	Flash Notes
Leaderboard - 728x90	swf, gif, jpg, standard 3 rd party tags	Max 40kb file size	All creatives must be accompanied by a working web based click through URL (email addresses not accepted) Flash creative should use the IAB standard clicktag www.iabcanada.com/clicktag 3 rd party tags must accommodate click tracking and cache busting variables	Up to 30 seconds automatic animation, unlimited during user interaction. Audio must be user initiated	Flash 6,7,8,9 accepted. Backup ads required (gif or jpg)
Big Box - 300x250					
Skyscraper - 160x600					
Banner - 468x60 TWN/MM Only		Max 60kb file size		Up to 15 seconds animation. No Audio	
Billboard - 300x600		Max 20kb file size			
Halfbanner - 234x60 TWN/MM Only					

Rich Media Online Ads (TWN, MM, FZ, ZV) - [submit all ads to WebCreative@pelmorex.com](mailto:submit_all_ads_to_WebCreative@pelmorex.com)

	Formats	Weight/Design	Click Through	Execution	Notes
In-unit embedded video 728x90, 300x250, 160x600	approved 3 rd party vendor tags only	Max 40kb initial load, up to 2.2mb progressive	3 rd party tags must accommodate click tracking and cache busting variables	Up to 30 seconds automatic animation, unlimited during user interaction.	Audio must be user initiated, including volume (on/off)
In-Stream video ad Player size = 320x240 TWN/MM Only	.mov or .mpg (16:9 or 4:3)	n/a (encoding done through Pelmorex)	All videos must be accompanied by a working web based click through URL (email addresses not accepted)	Max length 30 seconds	Pre-Roll ad can be booked with companion 300x250 ad
Expandable Ads 728x90 expands down 360 300x250 expands left 600 160x600 expands left 320	approved 3 rd party vendor tags only	Max 40kb initial load, up to 2.2mb progressive. Z-Index 200+	3 rd party tags must accommodate click tracking and cache busting variables	Expand on user interaction. Expand on roll-over, retract on roll-off (or click open, click close)	Audio must be user initiated, including volume (on/off), IAB close button must be used
Top Layer/Voken/DHTML 500x500 TWN/MM Only	approved 3 rd party vendor tags only	Max 60kb initial load, up to 2.2mb progressive		Visible for up to 10 seconds, non companion TLA cannot run on homepages	No Audio, Must be frequency capped
Catfish Ads 60pixels x Browser width TWN/MM Only	approved 3 rd party vendor tags only	Max 40kb initial load, up to 2.2mb progressive		User initiated expansion allowed, as detailed above	Audio must be user initiated, including volume control (on/off)
Transitional Ads 640x480 TWN/MM Only	swf, gif, jpg 3 rd party tags not supported	Max 120kb No progressive download	Flash creative should use the IAB standard clicktag www.iabcanada.com/clicktag	Up to 15 seconds animation	Flash 6,7,8,9 accepted. Backup ads required (gif or jpg) No Audio

Web Tagged Ads (TWN, MM)

	Formats	Weight	Click Through	Execution	Flash Notes
Leaderboard - 728x90	Swf only, no 3 rd party tags	Max 40kb file size	All creatives must be accompanied by a working web based click through URL (email addresses not accepted)	Up to 30 seconds automatic animation, unlimited during user interaction. Audio must be user initiated	Flash 6,7,8,9 accepted. Backup ads required (gif or jpg)
Big Box - 300x250			Flash creative should use the IAB standard clicktag www.iabcanada.com/clicktag		
Skyscraper - 160x600			3 rd party tags must accommodate click tracking and cache busting variables		

Production Notes;

Web-tagged ads DO NOT support individual urls for dealers.

Web-tagged ads must be set up with the following:

- A single frame at the end of your ad with a dynamic text box where the tagged/dynamic text will reside. Please ensure the box will accommodate the longest text string in your dealer list
- Ensure the font for the dynamic/tagged portion can be embedded. Include it with the ad (swf and fla required) if it doesn't belong to the Adobe OpenType Font-Folio

All web-tagged ads must be submitted with a complete dealer listing, a minimum 5 business days prior to launch, to ensure time for testing the dynamic tagging element.

Sponsorships (TWM, MM, FZ, ZV)

Sponsorships that include submasthead logos and backgrounds require extra elements to be submitted, which may include*:

- a high resolution copy of the logo to be used, preferably in .psd, .ai or .eps format
- a background image OR elements for the TWN designers to build a background image from
- Clear, concise instructions for building the background

All sponsorships backgrounds will be created by development and a mock-up will be provided for client approval. To accommodate this process, all elements must be submitted a minimum of 5 business days prior to the start of the sponsorship.

*see appendix A

Advertorials (TWN, MM)

Advertorials require the following to be submitted:

- a high resolution copy of the logo to be used, preferably in .pdf or .eps format
- Elements for the TWN designers to build any images required
- Clear, concise instructions for building the advertorial
- Advertorial text

All advertorials will be created by development and a mock-up will be provided for client approval. To accommodate this process, all elements must be submitted a minimum of 5 business days prior to the start of the advertorial.

***Advertorials are NOT tracked through the ad server; therefore we do not provide metrics for them.**

Mobile Product Ad Specs - submit all ads to WebCreative@pelmorex.com

	Formats	Weight/Design	Click Through	Execution	Notes
Blackberry WeatherEye / Blackberry MétéoÉclair 112x20, 215x34, 216x36 300x50	gif, jpg or png. No animated gif's	112x20 = 3kb 216x36 = 5kb 300x50 = 5kb	All creative must be accompanied by mobile compliant click through URL, 3rd party tracking URLs accepted (no tags)	See Special Production Notes below for Jump page specs	Application runs on Blackberry Devices including; Curve, Pearl, Bold, Storm, Tour
Blackberry TrafficEye 120x20 216x36	jpg or png.	120x20 = 5kb 216x36 = 5kb			
iPhone WeatherEye App	jpg, gif, png, No animated gif's	300x50 = 5kb			Application runs on iPhone and iPod Touch
Android WeatherEye App	jpg, gif, png, No animated gif's	300x50 = 5kb			Application runs on Mobile phones that utilize the Android Operating System
Windows Mobile App	jpg, gif, png, No animated gif's	216x36 = 5kb 300x50 = 5kb			Application runs on Mobile phones that utilize the WinMobile Operating System
Mobile Websites mobile.theweathernetowk.com mobile.météomédia.com	jpg, gif, png, No animated gif's.	168x28 = 5kb			Runs in any Mobile Web Browser

Mobile Component Production Notes

Jump Pages (Mobile Compliant web pages):

Jump pages can be built by TWN developers for clients who do not have mobile sites or mobile compliant pages to link to. These require extra elements to be supplied which may include:

- Header image
- Other images to be used in the jump page
- Text for inclusion on the page - Maximum 1000 characters, (recommended 25-30 words)
- Phone number (for click to call - it is recommended that the advertiser provide a unique 800 number to track calls.)
- Clear, concise instructions

*Jump pages can be a maximum of 20kb, it is recommended to keep images and image sizes small, and text condensed.

TWN developers follow the standards below. For clients providing their own jump pages, please follow these guidelines, or refer to the MMA guidelines point 2.2 (<http://mmaglobal.com/mobileadvertising.pdf>)

Standard Landing Pages

Header image should be 300 pixels wide and no more than 5kb. Image should be static JPG, GIF (no animation) and PNG are acceptable.

Text: Limited to 1000 characters (Recommended 25- 30 words)

Must be xhtml/mobile compliant page, should be no more than 20kb

Click-to-call Landing Pages

Header image should be 300 pixels wide and no more than 5kb. Image should be static JPG, GIF (no animations) and PNG are acceptable.

Text: Limited to 1000 characters (Recommended 25- 30 words)

Click-to-call action text: Limited to 50 characters

Phone number: area code plus number

Must be xhtml/mobile compliant page, should be no more than 20kb

Desktop Product Ad Specs - [submit all ads to WebCreative@pelmorex.com](mailto:WebCreative@pelmorex.com)

	Formats	Weight/Design	Click Through	Execution	Notes
Desktop Ads - 234x60 WeatherEye PC MétéoÉclair PC WeatherEye Vista MétéoÉclair Vista GolfEye (English only) TrafficEye(English only)	swf, gif, jpg, standard 3 rd party tags	Max 20kb	Web click URL, no email addresses, Flash creative should use the IAB standard clicktag www.iabcanada.com/clicktag	Up to 15 seconds automatic animation, unlimited during user interaction.	Flash 6,7,8,9 accepted. Backup ads required (gif or jpg) No Audio
WeatherEye Skin 420x535(min) to 500x575(max) WeatherEye PC, WeatherEye Vista	png, swf (PC only)	Max 40kb	None, hard coding available (PC only)	n/a	Flash 6,7,8,9 accepted. The outer skin is clickable as a SWF only - but not trackable. Cannot use the colour #ff00ff (255, 0, 255)

Desktop Skin Production Notes

WeatherEye (Vista WxEye, PC WxEye)

Is a type of sponsorship and requires extra elements to be submitted, which may include:

- a high resolution copy of the logo to be used, preferably in .psd, .ai or .eps format
- a background image OR elements for the TWN designers to build a background image from
- Clear, concise instructions for building the background

All WeatherEye skins created by the Pelmorex design team include a mock up for client approval. To accommodate this process, all elements must be submitted a minimum of 5 business days prior to the start of the sponsorship.

Email Product Ad Specs - [submit all ads to WebCreative@pelmorex.com](mailto:WebCreative@pelmorex.com)

	Formats	Weight/Design	Click Through	Execution	Notes
Email Direct Ads 728x90 + one 300x250 or 160x600 or 300x600	.gif, jpg. No animated gif's or 3 rd party tags/pixels	Max 40kb	All creative must be accompanied by a working web based click through URL, 3 rd party redirects accepted (email addresses not accepted)	n/a	Same specs for all directs; Bugs, Marine, Pollen, School Day, Warnings & Weather

Appendix A - Element Submission for development by Pelmorex Design Team

Logos, Wordmarks and Branding Illustrations

Acceptable File Formats	Colours	Fonts & Type	Style Guides	Notes
Adobe Illustrator .ai Encapsulated PostScript .eps Acrobat Portable Document .pdf	Provide RGB/Websafe equivalent for any CMYK colors Hexadecimal format (#ff0000) or RGB value format (R=100 G=20 B=15)	Text must be converted to outlines/curves OR necessary TrueType, Open Type or PostScript fonts must be provided	Please provide any brand style guides to assist the design team in creating a consistent feel	n/a

Images

Acceptable File Formats	Colours	Fonts & Type	Style Guides	Notes
JPG GIF PNG* Photoshop PSD* TIFF* <i>*non-flattened</i>	Provide RGB/Websafe equivalent for any CMYK colors Hexadecimal format (#ff0000) or RGB value format (R=100 G=20 B=15)	Text must be converted to outlines/curves OR necessary TrueType, Open Type or PostScript fonts must be provided	Please provide any brand style guides to assist the design team in creating a consistent feel	Minimum 800x600 resolution 72dpi or better No compression

Flash

Acceptable File Formats	Colours	Fonts & Type	Style Guides	Notes
Flash FLA format Version 6-8	Provide RGB/Websafe equivalent for any CMYK colors Hexadecimal format (#ff0000) or RGB value format (R=100 G=20 B=15)	Text must be converted to outlines/curves OR necessary TrueType, Open Type or PostScript fonts must be provided	Please provide any brand style guides to assist the design team in creating a consistent feel	Minimum 800x600 resolution 72dpi or better No compression

Appendix B - Submission Options and Timelines

Submission Options

Submission via Email

Creative should be sent to **WebCreative@pelmorex.com**

Most creative can be submitted via email. Creative should be sent as file attachments, not embedded images. We recommend zipping multiple files together using WinZip.

*Please note - any zip attachments that include javascript files such as **AC_RunActiveContent.js** will be blocked by our email servers.

Anything over 3 MB in size should be sent via FTP (see below).

Submission via FTP

Large files should be sent to our servers using File Transfer Protocol (FTP). Anything over 3 MB should be sent in this way. Please be descriptive, but concise with your file names so that it is easy to find your files. If submitting files via FTP, you must send an email to **WebCreative@pelmorex.com** indicating that files have been uploaded.

FTP Host Address: <ftp2.twncs.com>

Username: clientaccess

Password: ftpsite

Submission Timelines

Type of Creative	Creative Submission Deadline	Notes
Standard Creatives	3 Business Days prior to campaign start	n/a
Rich Media Creatives	5 Business Days prior to campaign start	n/a
New formats / sizes	5 Business Days prior to campaign start	May require development work
Web Tagged Ads	7 Business Days prior to campaign start	Requires Pelmorex Design Team development work
Production Elements	7 Business Days prior to campaign start	Requires Pelmorex Design Team development work