What is AlabamaWx?

AlabamaWx.com is Alabama’s Trusted Weather Source. Alabamians and residents around the Southeast turn to AlabamaWx.com when the weather turns bad, 24 hours a day, 7 days a week, 365 days a year. Even when the weather is fine, they trust AlabamaWx.com to find the most detailed forecasts and informative weather content around.

AlabamaWx.com is Eyeballs. AlabamaWx.com is the most widely read weather website in Alabama and one of the top weather websites in the nation. As of February 1, 2021, AlabamaWx has served over 168,000 unique, engaged readers who consumed nearly 2.2 million pages of creative, up-to-the-minute weather and information content (Jan 1st – Feb. 11st).

AlabamaWx.com is Simple and Clean. The attractive format for desktop and quick-to-load and the easy-to-read mobile format ensures that the most relevant content is front-and-center. Each story is brilliantly illustrated with bold photographs that help bring the text to life.

AlabamaWx.com is Informative. Creative content ranges from lifesaving alerts and preparedness information to the most detailed local forecasts available in the state to educational stories about the how’s and why’s of the weather to uplifting information about the great State of Alabama. Text, video and social media are woven together to engage the reader.

AlabamaWx.com is Fast. A mobile-friendly theme makes viewing easy on smartphones and smaller tablets. Caching and content distribution means pages load extremely fast, even when they are packed with content. The site is updated frequently, especially on active weather days.

AlabamaWx.com is Flexible Messaging. Countless opportunities to tailor your message to a huge audience exist within the content-rich layout. From boldly prominent display advertising to creative sponsorship of critical content to video and special packaging, AlabamaWx.com can tailor a program that will fit any organization’s budget.

AlabamaWx.com is James Spann. Alabama’s Chief Meteorologist and one of the most respected weather and communication experts in the country, Spann is a Trust Agent. When he raises his Social Media Army, which is over 1.34 million strong, he can instantly engage personal networks across the state and country to act.

AlabamaWx.com is Selective and Exclusive. Our broad and engaged audience relies on AlabamaWX.com to provide timely and accurate forecasts and weather-related information for their safety and well-being, knowing that AlabamaWX.com promotes only quality services and products. James Spann is selective about who he will be associated with, making this opportunity to partner very exclusive.
Consider The Facts

SITE DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School</td>
<td>24%</td>
</tr>
<tr>
<td>Some College</td>
<td>28%</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>32%</td>
</tr>
<tr>
<td>Graduate</td>
<td>10%</td>
</tr>
<tr>
<td>Some High School</td>
<td>6%</td>
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</table>

RUNNING THE NUMBERS

<table>
<thead>
<tr>
<th>Statistical Item</th>
<th>Jan 1st - Dec 31st 2016</th>
<th>Jan 1st - Dec 31st 2020</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Visits</td>
<td>3,320,779</td>
<td>4,295,045</td>
<td>29.3%</td>
</tr>
<tr>
<td>Unique Users</td>
<td>745,503</td>
<td>1,447,289</td>
<td>94.1%</td>
</tr>
<tr>
<td>Page Views</td>
<td>5,771,561</td>
<td>20,403,618</td>
<td>253.5%</td>
</tr>
<tr>
<td>Elapsed Time Per Visit</td>
<td>1m 46s</td>
<td>1m 49s</td>
<td>2.8%</td>
</tr>
<tr>
<td>Page Views Per Visit</td>
<td>1.74</td>
<td>4.75</td>
<td>173.0%</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>61.9%</td>
<td>13.7%</td>
<td>-77.9%</td>
</tr>
</tbody>
</table>

Star Power
James Spann is the MOST FOLLOWED TV weather personality in the nation on social media with over 1.34 MILLION FOLLOWERS across the top social networks.
Facebook: 715,000+ Twitter: 424,100+ Instagram: 203,000+

Hyper Local
AlabamaWx is focused on Alabama’s weather, but covers NATIONAL WEATHER STORIES as well.

Audience On The Rise
Growing audience with 40.3% INCREASE IN UNIQUE VISITORS over the past three years.

Love It
OVER 50% of the audience says they VISIT AT LEAST TWICE PER DAY on most days.

Excellent Demographics
58% of the audience is 26-45 YEARS OLD.

Technology
The MOBILE-FRIENDLY FORMAT has made the site even more accessible.

Front And Center

A. Header Sponsor
Exactly what it says, your organization can be the Title Sponsor of the entire website.
• Your logo in the site header of both the desktop and mobile versions
• Top billing on every single page on the site
• Your organization name mentioned when AlabamaWX is mentioned as the YourCompany AlabamaWX blog
• Regular Guest Posts in our Partner News Center Category

B. Leaderboard
The premiere display ad on the site’s desktop and mobile versions.
• Dominating banner ad
• Top of every page on the site
• Desktop 900 x 100, mobile 320 x 100
• A percentage of the page views can be purchased
• Linked to your site

C. Content Sponsor
Prominent display ad atop content on all pages.
• Superior banner ad position
• Seen on every page view
• Desktop 600 x 100, mobile 320 x 100
• A percentage of the page views can be purchased
• Linked to your site

D. Mid-Content Sponsor
Prominent display ad in the middle of content on all posts.
• Seen on every post
• Desktop 600 x 100, mobile 320 x 100
• A percentage of the page views can be purchased
• Linked to your site

E. Post-Content Sponsor
Prominent display ad at the end of content on all posts.
• Seen on every post
• Desktop 600 x 100, mobile 320 x 100
• A percentage of the page views can be purchased
• Linked to your site

F. Footer Sponsor
The display ad on the site’s desktop and mobile versions located in the footer.
• Bottom of every page on the site
• Desktop 900 x 100, mobile 320 x 100
• A percentage of the page views can be purchased
• Linked to your site

G. Sidebar Sponsor
Sponsor display ad specifically for the sidebar.
• Seen on every desktop page view
• Desktop 265 x 80
• A percentage of the page views can be purchased
• Linked to your site

H. WeatherBrains Sponsor
Sponsor display ad specifically for WeatherBrains.
• Seen on every desktop page view
• Desktop 265 x 80
• A percentage of the page views can be purchased
• Linked to your site
If you would like to have your company’s name and likeness attached with a hot feature on AlabamaWx.com, these opportunities are a great place to start.

**Beach Forecast**
Nearly everyone in Alabama and the Southeast takes AT LEAST one trip to the beautiful beaches of Alabama and Northwest Florida every year! AlabamaWX provides the most specific and detailed forecast available for Panama City/Rosemary, Destin/Fort Walton and Gulf Shores/Orange Beach/Pensacola, including wave heights and rip current alerts.

- Sponsor the entire feature and own all of the advertising exposure, or:
- Purchase sponsorship of one destination
- Complete customization of the actual forecast for one or more of the locations
- Minimum 20% of Banner ad on Front Page of site
- Rotating mention inside the text forecast written by AlabamaWX meteorologists in each and every forecast package, Weather Xtreme video post and E-mail Forecast

**SEC/UAB Football**
Football is King in the South! The sign on the side of the East Upper Deck at Legion Field may be gone, but don’t kid yourself, Birmingham is still the Football Capital of the South with the highest TV ratings for football and the most loyal fans in the country. Connect for the long bomb by sponsoring the AlabamaWX SEC/UAB Football Forecast.

- Complete customization of the actual forecast pages with your message
- Banner on the front page of the site
- Daily mentions inside the text forecast written by AlabamaWX meteorologists in each and every forecast package, Weather Xtreme video post and E-mail Forecast

**Midday Forecast**
Nearly everyone wants to know what the weather holds when they go out on lunch break, and the Midday Forecast is the place to get that information.

- Have your own banner ad in each Midday Forecast
- Naming rights to the Midday Forecast
- Space included to feature the latest special/sale promotion that your company is offering

**Weather Xtreme Video**
James Spann’s twice daily video explanation of Alabama’s weather is must-see viewing for thousands of people each day.

- Naming rights on video widget featured on the sidebar of the main page
- 30-second pre-roll video and 15-second post roll
- Space included in each post to feature the latest special/sale promotion that your company is offering
<table>
<thead>
<tr>
<th></th>
<th>Full Year (per month)</th>
<th>Six Months (per month)</th>
<th>Three Months (per month)</th>
<th>One Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Sponsor</td>
<td>$10,000</td>
<td>$12,000</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Leaderboard Sponsor*</td>
<td>$6,000</td>
<td>$7,500</td>
<td>$8,500</td>
<td>$9,500</td>
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<tr>
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<td>$6,000</td>
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<tr>
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<td>Post-Content Sponsor</td>
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<td>$3,000</td>
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<tr>
<td>Footer Sponsor</td>
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<tr>
<td>Beach Forecast</td>
<td>$3,000</td>
<td>$4,000</td>
<td>$5,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>SEC/UAB Football Forecast</td>
<td>—</td>
<td>—</td>
<td>$5,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Weather Xtreme Video</td>
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<td>$3,000</td>
<td>$4,000</td>
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<tr>
<td>Daily Almanac</td>
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<tr>
<td>Monthly Almanac</td>
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<td>$750</td>
<td>$1,000</td>
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</tr>
<tr>
<td>Footer Four Panel</td>
<td>$500</td>
<td>$750</td>
<td>$1,000</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

* Can buy 1/2 the impressions for 1/2 the cost.

**More Features**

**Radar**
The live National Weather Service radar feed from Birmingham is one of the most visited pages on AlabamaWX. The loop is generated directly from their primary data. The sponsor of this important feature will receive:
- Graphic superimposed in the corner of the image
- Sponsored by in the title
- Text in the widget on the front page
- Customization of the radar landing page with your graphics

**Monthly Almanac**
Climate is what you expect, and weather is what you get. The AlabamaWX Monthly Almanac series allows Central Alabamians to keep up with what weather is expected in given months. The sponsor of this informative series will receive:
- Logo on the infographic
- “Sponsored by” in the title
- Text in the widget on the front page
- Customization of each almanac page with your graphics

**Daily Almanac**
The new Daily Almanac feature will create a custom infographic on the fly each day with pertinent climate information for the day, including high and low temperatures and rainfall and comparisons to the extremes and averages as well as month to date variances.
- Logo on the infographic
- Sponsored by in the title
- Text in the widget on the front page
- Customization of each almanac page with your graphics

**Footer Four-Panel**
The four-panel display ad in the footer on the site allows you to get your message out in a very economical and graphically pleasing way. A great way to use visually stunning imagery to communicate your brand message.

**Content Partners**
AlabamaWX is pleased to enter into content sharing arrangements with organizations that create original news, sports, or entertainment content that is compatible with the informational mission of the site. Call or email to set up a meeting discuss opportunities that will deliver lots of eyeballs to your organization’s message.