

Read the Blog!



2021 Media Kit



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. 1st).

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.

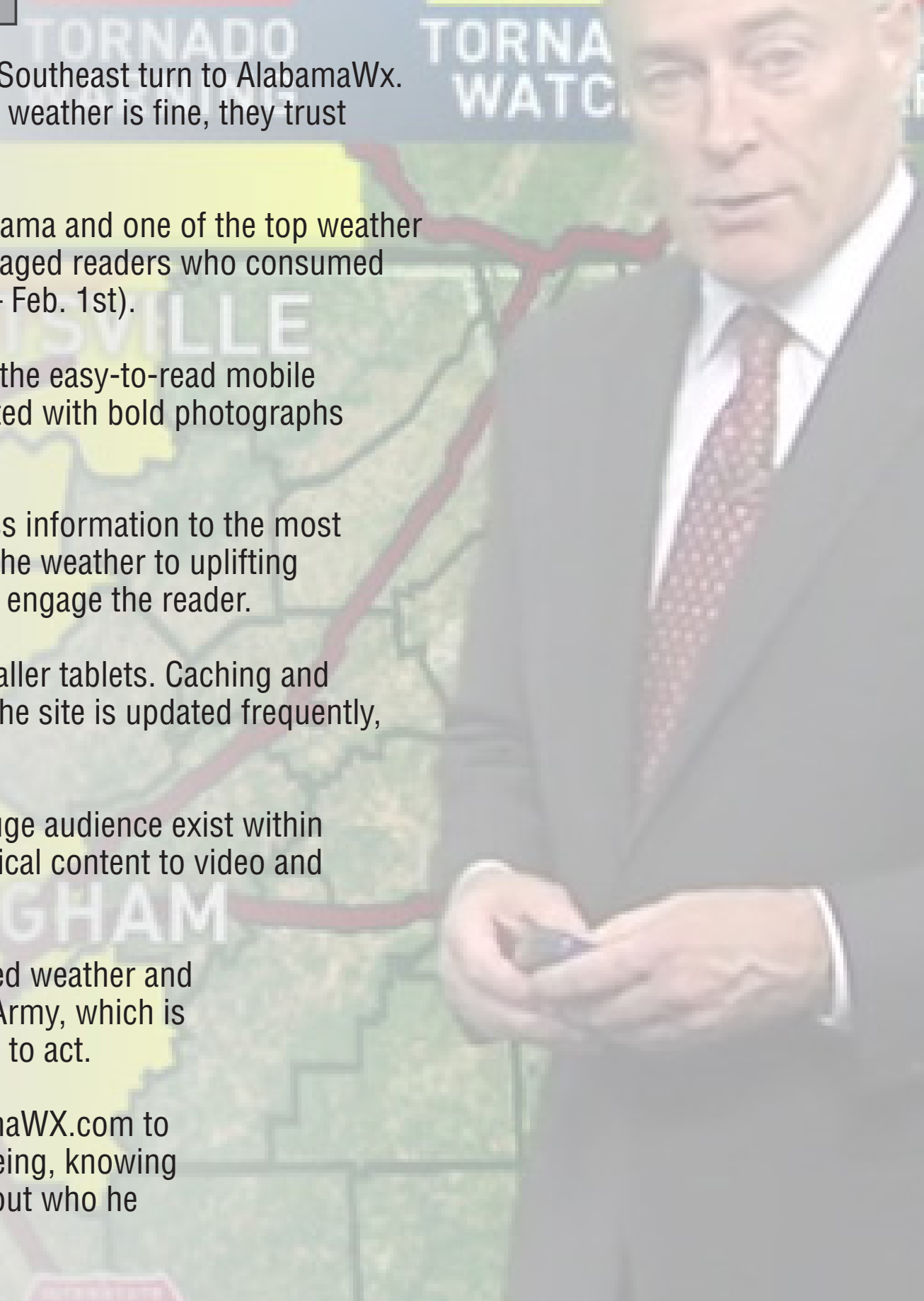
AlabamaWx.com is ***Informative***. Creative content ranges from lifesaving alerts and preparedness information to the most detailed local forecasts available in the state to educational stories about the how's and why's of the weather to uplifting information about the great State of Alabama. Text, 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.

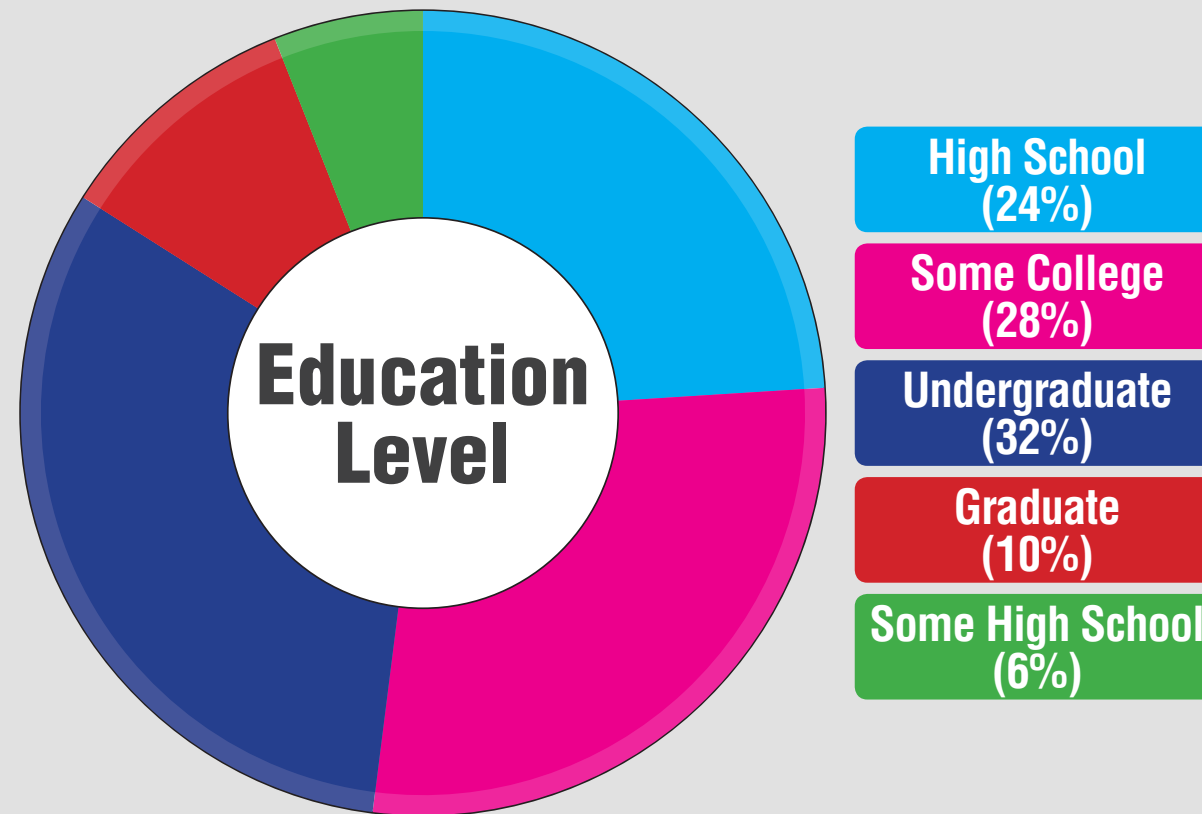
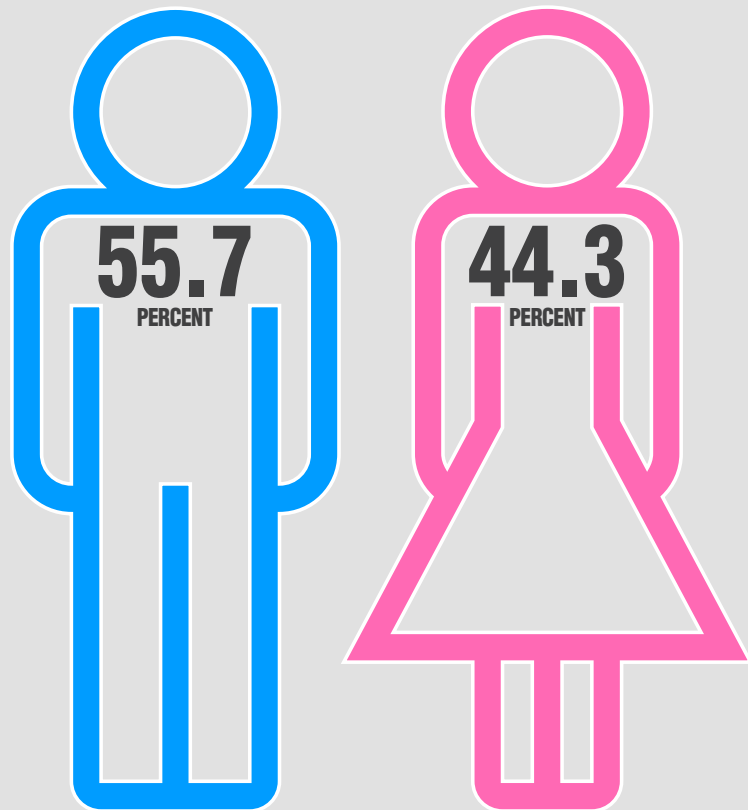
AlabamaWx.com is ***James Spann***. Alabama's Chief Meteorologist and one of the most respected weather and communication experts in the country, Spann is a Trust Agent. When he raises his Social Media Army, which is over 1.34 million strong, he can instantly engage personal networks across the state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

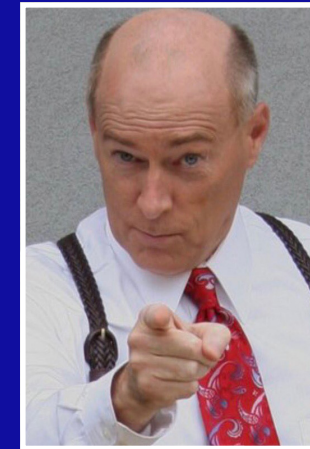


RUNNING THE NUMBERS

Huge Traffic Increase Over 4-Year Period

Comparison of AlabamaWx.com's numbers between January 1st - December 31st, 2016 and January 1st - December 31st, 2020.

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



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.



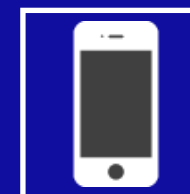
Love It

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.

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

The screenshot shows the AlabamaWx website with several ad placements highlighted with letters A through F:

- A Header Sponsor 600px X 90px**: Located at the top of the page, above the main content.
- B Leaderboard 900px x 100px**: Located below the header, spanning the width of the page.
- C Content Sponsor 600px x 100px**: Located at the top of the main content area.
- D Mid-Content Sponsor 600px x 100px**: Located in the middle of the main content area.
- E Post-Content Sponsor 600px x 100px**: Located at the bottom of the main content area, above the footer.
- F Footer 900px x 100px**: Located at the very bottom of the page.

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

The screenshot shows the AlabamaWx mobile website with several ad placements highlighted with letters A through F:

- A Header Sponsor 320px X 90px**: Located at the top of the page.
- B Mobile Leaderboard 320px x 100px**: Located below the header.
- C Mobile Content 320px x 100px**: Located in the middle of the main content area.
- D Mobile Mid-Content 320px x 100px**: Located in the middle of the main content area.
- E Mobile Post Content 320px x 100px**: Located at the bottom of the main content area.
- F Mobile Footer 320px x 100px**: Located at the very bottom of the page.

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

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/salepromotion that your company is offering



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

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

	Full Year (per month)	Six Months (per month)	Three Months (per month)	One Month
Header Sponsor	\$10,000	\$12,000	—	—
Leaderboard Sponsor*	\$6,000	\$7,500	\$8,500	\$9,500
Content Sponsor*	\$5,000	\$6,000	\$7,000	\$8,000
Mid-Content Sponsor	\$2,000	\$3,000	\$4,000	\$5,000
Category Sponsor	\$1,500	\$2,000	\$2,500	\$3,000
Post-Content Sponsor	\$1,500	\$2,000	\$2,500	\$3,000
Footer Sponsor	\$1,000	\$1,500	\$2,000	\$3,000
Beach Forecast	\$3,000	\$4,000	\$5,000	\$6,000
SEC/UAB Football Forecast	—	—	\$5,000	\$6,000
Weather Xtreme Video	\$2,000	\$2,500	\$3,000	\$4,000
Seven-Day Forecast	\$2,000	\$2,500	\$3,000	\$4,000
Radar Sponsor	\$1,500	\$2,000	\$2,500	\$3,000
Midday Forecast	\$1,000	\$1,250	\$1,500	\$1,750
Monthly Almanac	\$500	\$750	\$1,000	\$1,250
Footer Four Panel	\$500	\$750	\$1,000	\$1,250



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

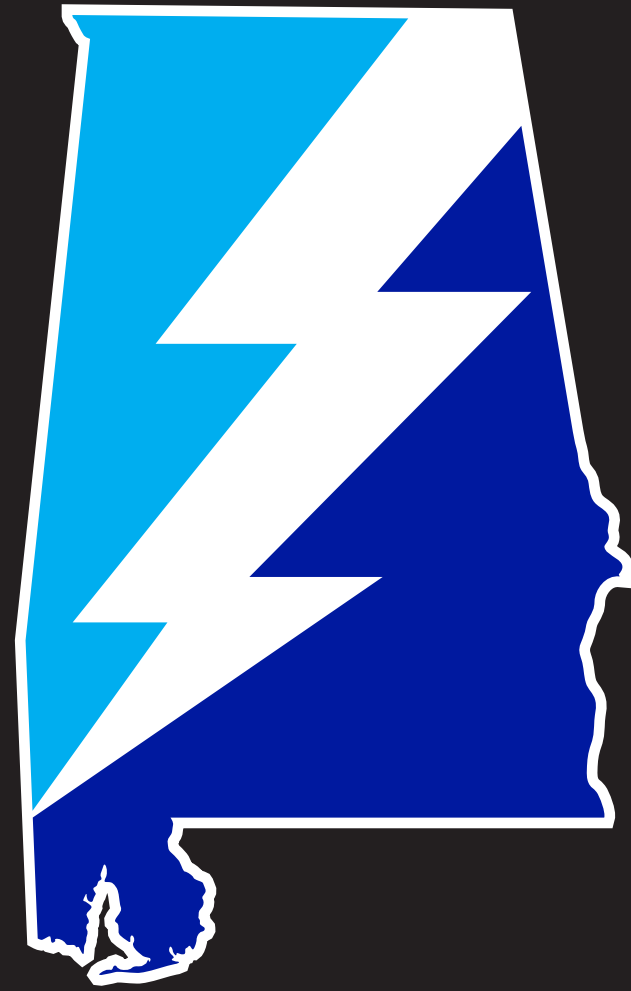
Footer Four-Panel

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.



AlabamaWx ***WEATHER BLOG***

POWERED BY **the Weather**  **FACTORY** 