



Weather Sponsorship:

An exclusive weather sponsorship provides prime visibility on the main home page. Every month 70% of all web site traffic interacts with the weather. An advertiser can promote their brand and even incorporate a special gift or coupon throughout the year as part of this sponsorship. A weather sponsorship is a great way to get users to try a product/service or promote their company even during the cold weather season.

Includes:

- Client branding within the weather sponsorship to include a **logo and link to their site**
- Client attached to prime real estate on the site in two locations
- Ability to offer a special or downloadable coupon as necessary

Reach by Station:

- WSHH: 58,986 Page Views Per Month
- WJAS: 27,855 Page Views Per Month
- WMNY: 22,762 Page Views Per Month

Best Use of this Application:

- Promoting a product or service launch
- Relationship building
- Driving traffic

Campaign:

- 52 weeks: \$3,600; 26 weeks: \$2,250; 13 weeks: \$1,350
*Individual station rates available upon request



Signature: _____

Date: _____