



Sponsorship Tiers



Hurricane

- ✓ TV Pre-Roll Ads (15-sec) x 5
- ✓ Branded Weather Segment (7 mentions/week)
- ✓ Homepage Banner (App + Web) 4 x 4 weeks
- ✓ Podcast Pre-Roll Ad (15-sec)
- ✓ Podcast Mid-Roll Ad (30-sec)
- ✓ Sponsored Social Reel x 3 reels
- ✓ Push Notifications (App)
- ✓ Social Media Image Post
- ✓ Full Social Media Campaign (4 post + 2 stories)
- ✓ Podcast Episode Sponsorship (intro, logo, social)
- ✓ Newsletter Banner Ad
- ✓ Live Stream Sponsor Tag (logo + shoutout)
- ✓ Red Alert Sponsorship (Hurricane + Severe Weather)
- ✓ Podcast Pre-Roll + Mid-Roll



Tornado

- ✓ TV Pre-Roll Ads (15-sec) x 4
- ✓ Branded Weather Segment (7 mentions/week)
- ✓ Homepage Banner (App + Web) 3 x 3 weeks
- ✓ Podcast Pre-Roll Ad (15-sec)
- ✓ Podcast Mid-Roll Ad (30-sec)
- ✓ Sponsored Social Reel x 2 reels
- ✓ Push Notifications (App)
- ✓ Social Media Image Post
- ✓ Full Social Media Campaign (3 post + 2 stories)
- ✓ Podcast Episode Sponsorship (intro, logo, social)
- ✓ Newsletter Banner Ad



Thunder

- ✓ TV Pre-Roll Ads (15-sec) x 3
- ✓ Branded Weather Segment (7 mentions/week)
- ✓ Homepage Banner (App + Web) 2 x 2 weeks
- ✓ Podcast Pre-Roll Ad (15-sec)
- ✓ Podcast Mid-Roll Ad (30-sec)
- ✓ Sponsored Social Reel x 1 reel
- ✓ Push Notifications (App)
- ✓ Social Media Image Post
- ✓ Full Social Media Campaign (2 post + 1 stories)



Rain

- ✓ TV Pre-Roll Ads (15-sec) x 2
- ✓ Homepage Banner (App + Web) 1 x 1 week
- ✓ Podcast Pre-Roll Ad (15-sec)
- ✓ Podcast Mid-Roll Ad (30-sec)
- ✓ Push Notifications (App)
- ✓ Social Media Image Post

Rainbow

- ✓ Splash Screen Sponsorship (1 year commitment)
- ✓ IMR Exclusive (Premium Weather Explainer)
- ✓ Bilingual version
- ✓ Social media cutdown
- ✓ Platform-specific formats

Immersive Media Reports (IMRs) are more than just content - they are cinematic, data-driven experiences that visually bring weather and climate topics to life. Using mixed reality, 3D graphics, and expert narration, IMRs transform complex information into emotional storytelling that informs, inspires and captivates viewers. "Brought to you by..." branding logo embedded in visuals and script. Will include final video + usage rights across platforms. Bilingual version.



Reserve your spot today!

Be an early partner with the only 24/7 Spanish Weather Channel in the U.S. Reach 3M+ Spanish-speaking viewers. Trusted source for urgent weather information. Advertising requires a **1-year commitment** to maximize exposure and impact.