



# ***WEATHER*** **225**

**WEATHER 225 FALL MEDIA PACKET**



WEATHER 225 WEATHER 225 WEATHER 225

LIVE 24/7 WEATHER

NORTHWEST ARKANSAS | ARKANSAS RIVER VALLEY  
NORTHEAST OKLAHOMA | SOUTHWEST MISSOURI



CHIEF WEATHER ANALYST / OWNER  
**JOSHUA WISEL**

# WHERE WE COVER IN RELATION TO YOUR COMPANY





## TV STYLED ADS

WE CAN AIR YOUR TV STYLED ADS  
HERE ON OUR STREAM!

WEATHER  
225

YOUR ONE STOP  
WEATHER SHOP



CHIEF FORECASTER  
JOSHUA WISEL

YOUR LOGO HERE!  
LEARN MORE ABOUT  
ADVERTISING HERE!

YOUR LOGO HERE!  
LEARN MORE ABOUT  
ADVERTISING HERE!

WE'LL BE RIGHT BACK:

1:25

YOUR LOGO HERE!  
LEARN MORE ABOUT  
ADVERTISING HERE!

YOUR LOGO HERE!  
LEARN MORE ABOUT  
ADVERTISING HERE!

IMAGINE YOUR  
LOGO HERE!



YOUR LOGO ON THE SCREEN (L-BAR)  
STILL OR IN ROTATION



**YOUR LOGO ON SPECIFIC FORECAST GRAPHICS**

**WEATHER  
225**

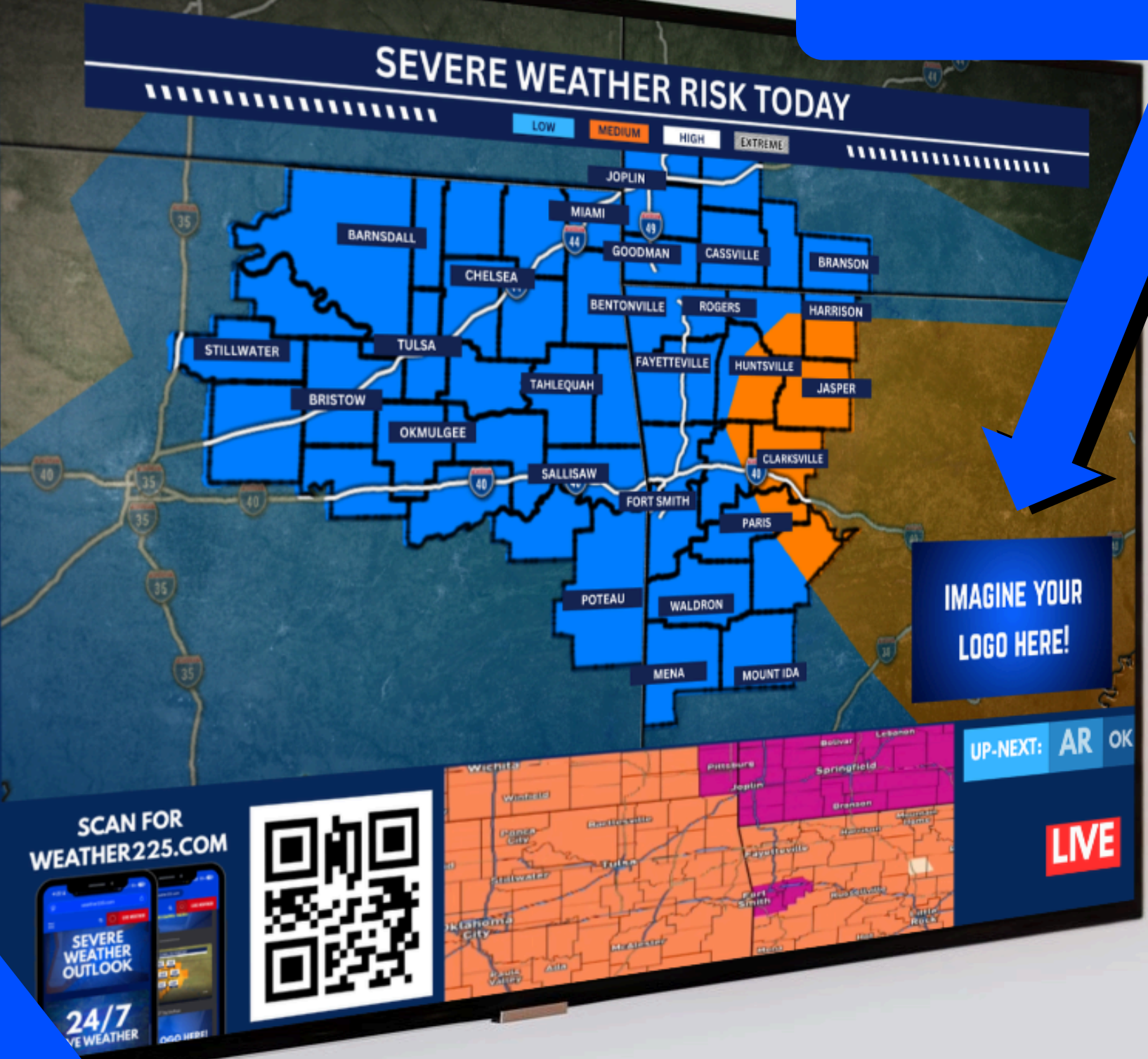
YOUR ONE STOP  
WEATHER SHOP!



CHIEF FORECASTER  
JOSHUA WISEL

IMAGINE YOUR  
LOGO HERE!

OR HERE



IMAGINE YOUR  
LOGO HERE!

**YOUR LOGO ON THE SCREEN (L-BAR)  
STILL OR IN ROTATION**





Joshua Wisel - Weather 225 · Boost

Posted by Forecastix Alerts

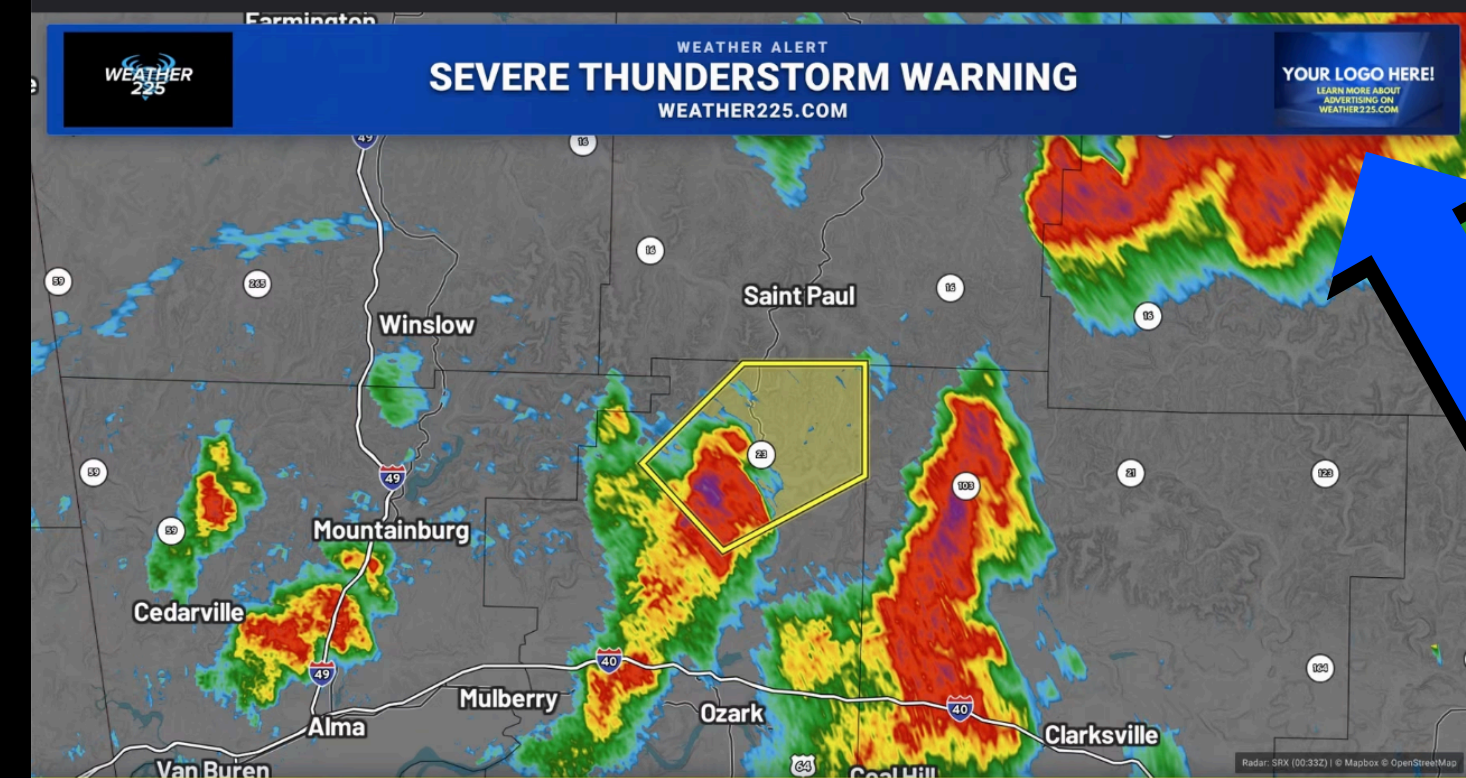
2d · ⚙️

Severe Thunderstorm Warning until 8:15 PM C... See more



WEATHER ALERT  
**SEVERE THUNDERSTORM WARNING**  
WEATHER225.COM

YOUR LOGO HERE!  
LEARN MORE ABOUT  
ADVERTISING ON  
WEATHER225.COM



WIND **60 MPH** / HAIL **QUARTER SIZE** / EXPIRES **8:15 PM 8/7/26** / STORM MOTION **NE 13 MPH**

Like Comment Share



Joshua Wisel - Weather 225 · Boost

Posted by Forecastix Alerts

2d · ⚙️

Severe Thunderstorm Warning until 8:15 PM C... See more



WEATHER ALERT  
**SEVERE THUNDERSTORM WARNING**  
WEATHER225.COM

YOUR LOGO HERE!  
LEARN MORE ABOUT  
ADVERTISING ON  
WEATHER225.COM



**YOUR LOGO ON ALERT POSTS**  
**\*\*LARGEST BUNDLE FCFS\*\***



**YOUR LOGO ON ALERT POSTS**  
**\*\*LARGEST BUNDLE FCFS\*\***



HOME

ADVERTISE WITH US

STREAMING NOW

LIVE RADAR

TODAYS FORECAST

SEVERE WEATHER RISK

7-DAY FORECASTS

ESPAÑOL

WEATHER SAFETY

NATIONAL

WEATHER BLOG

JOIN OUR TEAM

SUPPORT LOCAL WEATHER

DOWNLOAD OUR FREE APP

LIVE WEATHER

Home / REGIONAL FORECAST TODAY

REGIONAL FORECAST TODAY

TODAYS REGIONAL FORECAST

THIS AFTERNOON

101

101

100

103

102

101

100

103

103

101

103

102

ADVERTISE WITH US!

ADVERTISE WITH US!

CLICK HERE TO LEARN MORE

**YOUR LOGO ON OUR WEBSITE**



# OUR AUDIENCE STATS:

AS OF 7/23/2026

**8,000+** FOLLOWERS COMBINED FOR OUR ARKANSAS,  
OKLAHOMA, SW MISSOURI RELATED MEDIA:

**OVER 14,000 VISITORS** TO THE WEBSITE SINCE OUR SPRING  
RELAUNCH! CONSISTENTLY ON OUR WEBSITE OVER THE LAST  
3 YEARS

**OVER 1,700,000 VIEWS** ACROSS OUR PLATFORMS SINCE RE-  
LAUNCH IN SPRING OF 2026!

**WE REACH LOCAL VIEWERS ANYWHERE FROM OUR WEBSITE,  
YOUTUBE, STREAMING, SOCIAL MEDIA, AND OTHER  
PLATFORMS.**



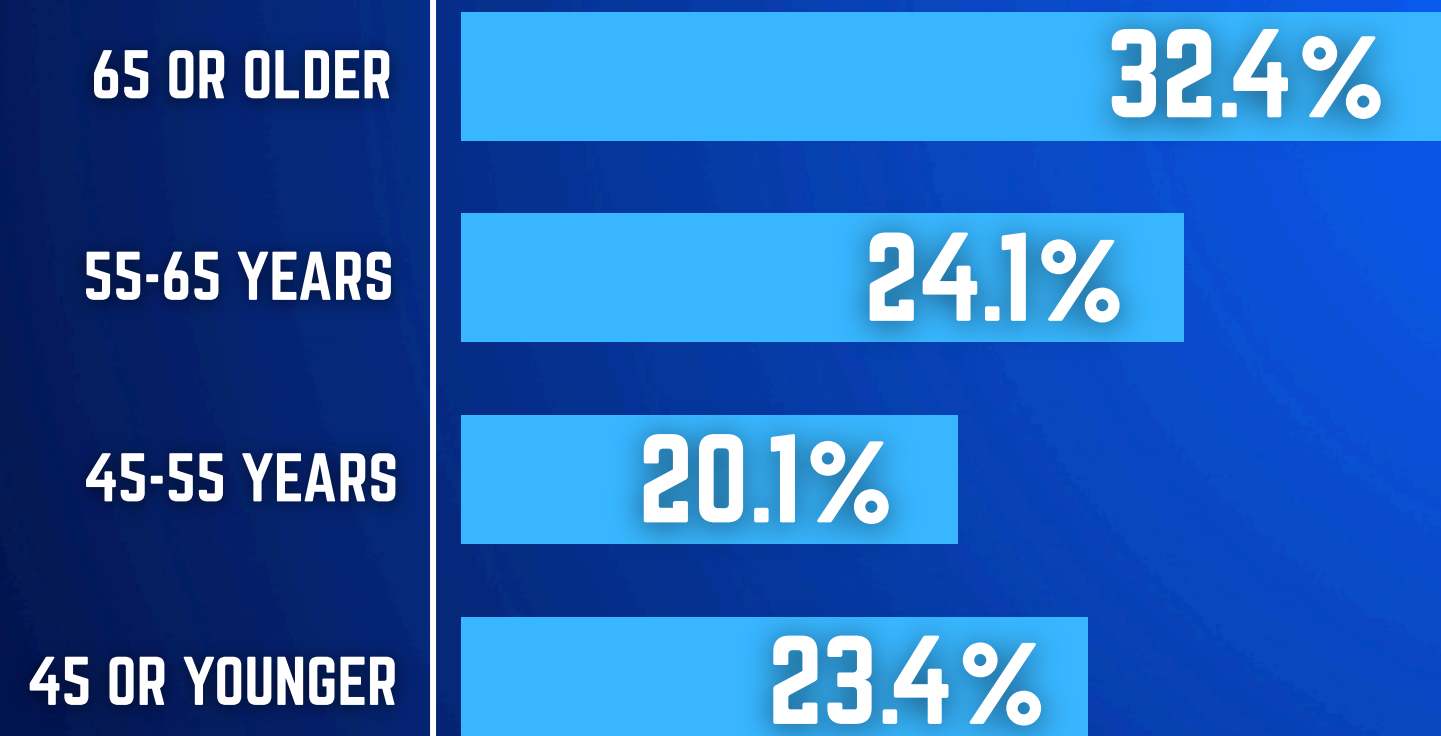


# AUDIENCE DEMOGRAPHICS

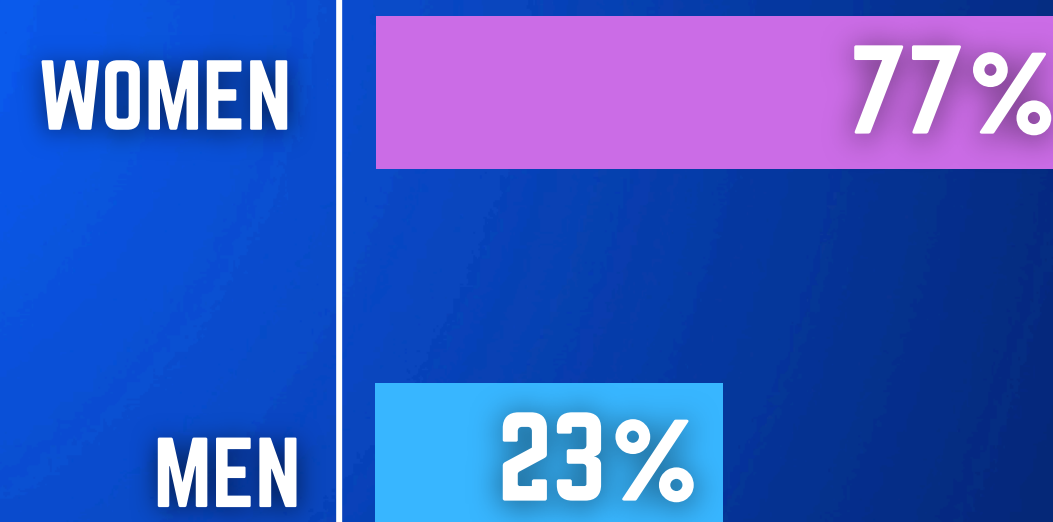


**FOR NORTHWEST ARKANSAS, RIVER VALLEY, SOUTHWEST MISSOURI, AND OKLAHOMA VIEWING AREAS:**

## AUDIENCE BY AGE:



## AUDIENCE BY GENDER:



**\*\*BASED ON A COMBINATION OF SOCIAL MEDIA AND WEB AUDIENCE STATS\*\***

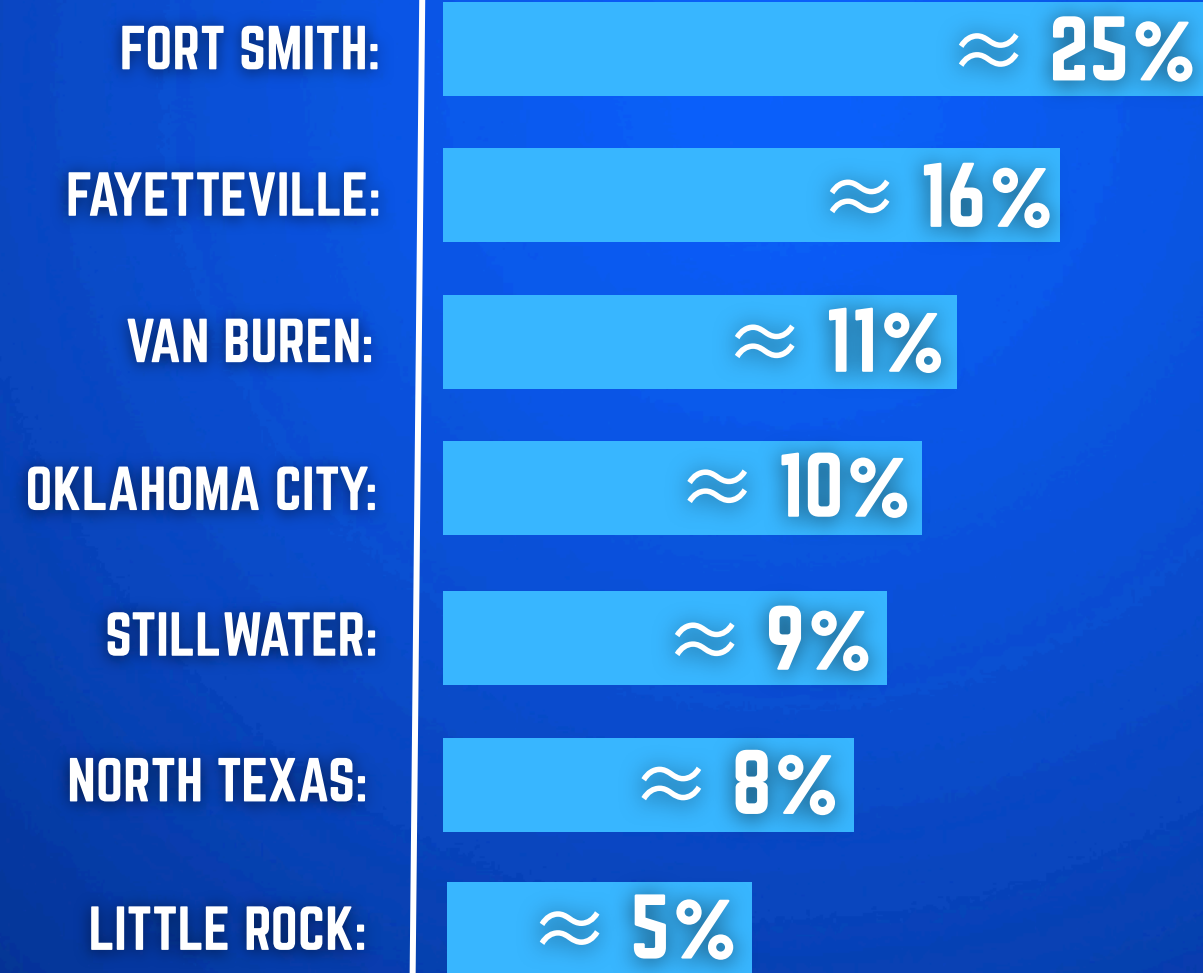


# HIGHEST VIEWING LOCATIONS



**FOR NORTHWEST ARKANSAS, RIVER VALLEY, AND OKLAHOMA VIEWING AREAS CONTINUED:**

## AUDIENCE BY VIEWING CITY:



**\*\*BASED ON A COMBINATION OF SOCIAL MEDIA AND WEB AUDIENCE STATS\*\***



# MORE DETAILED INFORMATION



COMBINED STATS BETWEEN JAN 1 - AUG 20



**TOTAL VIEWS: 1,711,548 (SO FAR)**



**23 DAYS OF TOTAL WATCH TIME (550 HOURS) (SO FAR)**



**19,000 VISITS TOTAL (SO FAR)**



**5,757 NET FOLLOWERS**

STATS COMBINED FROM WEBSITE,  
FACEBOOK AND YOUTUBE OUR LARGEST  
PLATFORMS (SO FAR)





# PRE AND POST RE-LAUNCH IN 2026



RE-LAUNCH ON MAY 14, 2026



**PRE LAUNCH: +420,000 VIEWS**

**POST LAUNCH: +731,000 VIEWS**



**PRE LAUNCH: 168 HOURS WATCH TIME**

**PRE LAUNCH: 384 HOURS WATCH TIME**



**PRE LAUNCH: 310 NET FOLLOWERS**

**PRE LAUNCH: 655 NET FOLLOWERS**

STATS COMBINED FROM FACEBOOK  
PAGES AND YOUTUBE OUR LARGEST  
PLATFORMS (SO FAR)

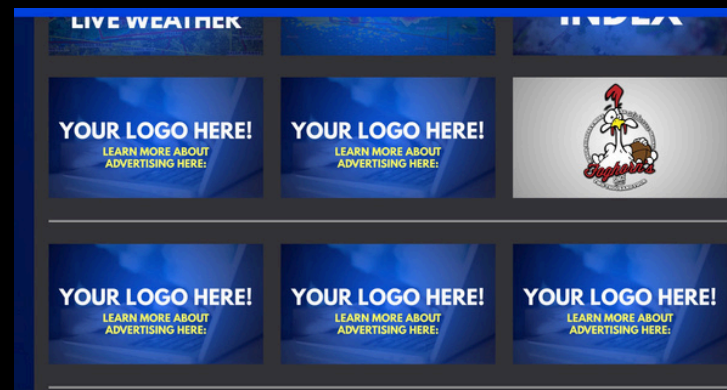




# MONTHLY PLANS AND RATES

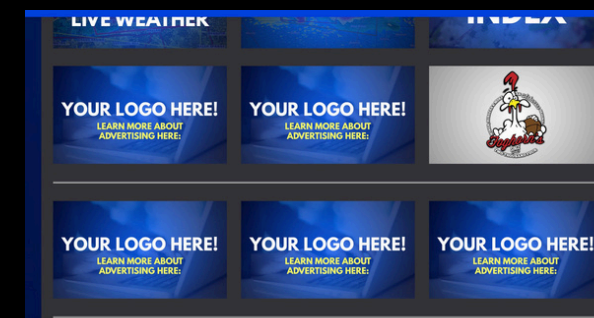
## BUDGET FRIENDLY \$200 / MONTH

- SPOT ON AD ROTATION L-BAR
- SPOT ON WEBSITE



## INFLUENCER PKG \$600 / MONTH

- SPOT ON MOBILE SHORT CONTENT
- MENTION / TAG IN POST ("POWERED BY")
- SPOT ON WEBSITE
- AD ON ROTATION L-BAR



## TV PACKAGE \$400 / MONTH

- SPOT ON AD ROTATION L-BAR
- TV-STYLED AD



## TV ADVANCED \$600 / MONTH

- SPOT ON AD ROTATION L-BAR
- TV-STYLED AD / AD IN FORECAST SEGMENT AND BREAKS IN COVERAGE
- AD ON GRAPHIC SET OF CHOICE
- VERBAL PROMOTION DURING SHOWS

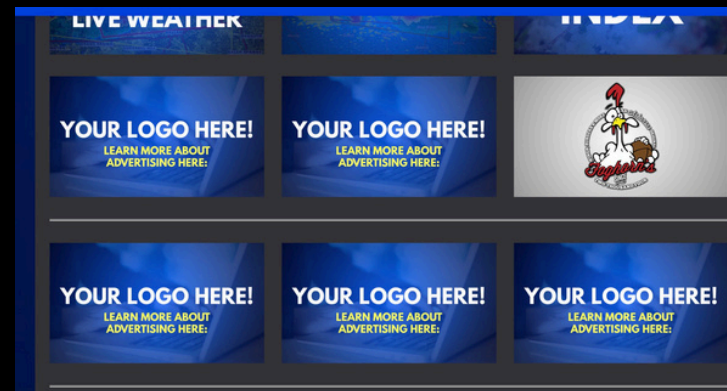




# \*\*\*SAVE BY BUNDLING ANNUALLY\*\*\*

## CLASSIC BUNDLE \$2,500 / YEAR

- SPOT ON AD ROTATION L-BAR
- SPOT ON WEBSITE
- SPOT ON ROTATION L-BAR



## LARGEST BUNDLE \$5,000 / YEAR

- SPOT ON AD ROTATION L-BAR
- TV-STYLED AD / AD IN FORECAST SEGMENT AND BREAKS IN COVERAGE
- AD ON GRAPHIC OF CHOICE
- VERBAL PROMOTION DURING SHOWS

**PRETTY MUCH EVERYTHING**



# PREMIUM VISIBILITY AND EXCLUSIVE SPOTS

## SEVERE WEATHER \$500 / MONTH

\*\* WE ENCOURAGE MONTHLY, AS EVERY STORM SEASON IS DIFFERENT, IF YOU ONLY WANT SEVERE WEATHER ADS, OR HAVE A SEASONAL COMPANY SEVERE WEATHER RELATED\*\*

- SPOT ON AD ROTATION L-BAR
- SEVERE WEATHER OUTLOOK AD
- AD ON SEVERE WEATHER COVERAGE L-BAR

## RADAR BANNER / ALERTS

**\$10,000 / YEAR**

\*\*\*FIRST COME FIRST SERVE\*\*\*

- YOU GET YOUR LOGO ON THE RADAR BANNER FOR COVERAGE, RADAR SEGMENTS, VIDEO UPDATES WITH RADAR, AND LOGO ON OUR AUTOMATED ALERTS (MOST EXPOSURE)



# ***WE CAN MAKE YOUR AD***



***WE CAN HELP PRODUCE, EDIT, OR SHOOT YOUR  
ADVERTISEMENTS FOR AN ADDITIONAL FEE.***

***CONTACT US TODAY YOUR IDEAS OR NEEDS FOR A QUOTE.***



# ***HAVE A SHOW / VIDEO PODCAST?***



***LOCAL BUSINESSES WITH A PRE-RECORDED SHOW / VIDEO  
PODCAST INTERESTED IN AIRING THEIR CONTENT ON OUR  
PLATFORM CAN CONTACT US FOR A QUOTE.***

***IF CONTENT IS APPROVED WE CAN AIR YOUR SHOW AT SET  
DAYS ON OUR CHANNEL.***

***CONTACT US FOR MORE: [WEATHER225SALES@GMAIL.COM](mailto:WEATHER225SALES@GMAIL.COM)***