



2020-Q1 2021 AMS Weather Band Media Kit

The AMS Weather Band is a new global community of enthusiasts committed to advancing our shared understanding and appreciation of weather.

An initiative of the American Meteorological Society—a respected nonprofit organization at the forefront of atmospheric and related sciences for over 100 years—AMS Weather Band is well positioned to become a premier weather enthusiast offering.

Members are weather hobbyists, science teachers, retirees, nature photographers, storm chasers, weather experts, and more—all learning, discussing, and sharing their love of weather on a digital platform that delivers original content, curated news stories, online events, and a discussion forum to fuel their desire for weather knowledge.

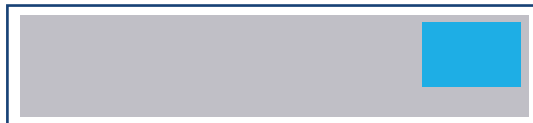
AMS Weather Band offers your organization a number of opportunities to be a prominent part of the AMS Weather Band’s launch. Come join the band!

2020-Q1 2021 Digital Advertising Rates & Specifications

Weather Band Website Home Page

300 x 250 medium rectangle
\$250

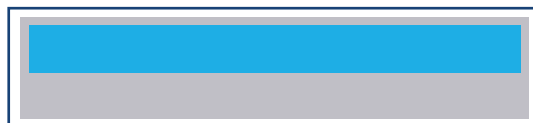
With a maximum of three rotating ads on a highly trafficked home page, you can build your brand, promote your services, and sell your products to both current and prospective Weather Band members.



Community Forum Landing Page

728 x 90 leaderboard
\$200

Your ad will be the first message our members see when logging in to discuss all things weather. (Maximum of three rotating ads.)



The Complete Package

\$950

Space permitting, your ad will be present across all four areas.

Ad image formats accepted include PNG, JPG, and GIF. Animated graphic ads are acceptable.

Monthly Member-Only Email Newsletter

580 x 120 banner
\$300

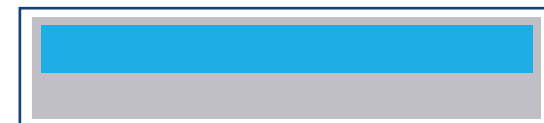
Be the sole sponsor of a fun monthly newsletter that goes directly to the inbox of every single Weather Band member.



Main Community Forum

728 x 90 leaderboard
\$250

An exclusive sponsorship ad spot in a member-only, frequently visited space. (Your ad will also be included in a regular email digest of forum conversations.)



Q1 2021 AMS Weather Band Editorial Planner

January	Arctic Expeditions, Avalanches, Ski Weather, Winter Weather Safety
February	Weather and Health, Forecasting Tools, Umbrellas and Weather Protection
March	Weather and Flight, Birds, Airplanes, Unpersoned Aerial Vehicles

Sponsorship

Inaugural Sponsorship opportunity for 2020/21

\$2500

Proudly show your organization's support of science education by being one of the AMS Weather Band's very first sponsors:

- ⚡ One 30-day home page ad
- ⚡ One 30-day community landing page ad
- ⚡ Linked logo on bottom of home page for three months
- ⚡ Social media thanks with handle mention
- ⚡ Community open forum thanks with a 50-word post

Ready to get started?

Visit [Weather Band Advertising and Sponsor Opportunities](#)

Questions?

For more sponsorship program details, please contact Adam Kelly: akelly@ametsoc.org, 617-226-3904

For ad placements or technical questions, please contact Sangjun Lee: slee@ametsoc.org, 617-226-3921