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

<table>
<thead>
<tr>
<th>Advertising Option</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather Band Website Home Page</td>
<td>$250</td>
</tr>
<tr>
<td>Community Forum Landing Page</td>
<td>$200</td>
</tr>
<tr>
<td>Main Community Forum</td>
<td>$250</td>
</tr>
<tr>
<td>Monthly Member-Only Email Newsletter</td>
<td>$300</td>
</tr>
<tr>
<td>The Complete Package</td>
<td>$950</td>
</tr>
</tbody>
</table>

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.

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

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

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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
- 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

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

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

Visit Weather Band Advertising and Sponsor Opportunities

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

Ready to get started?