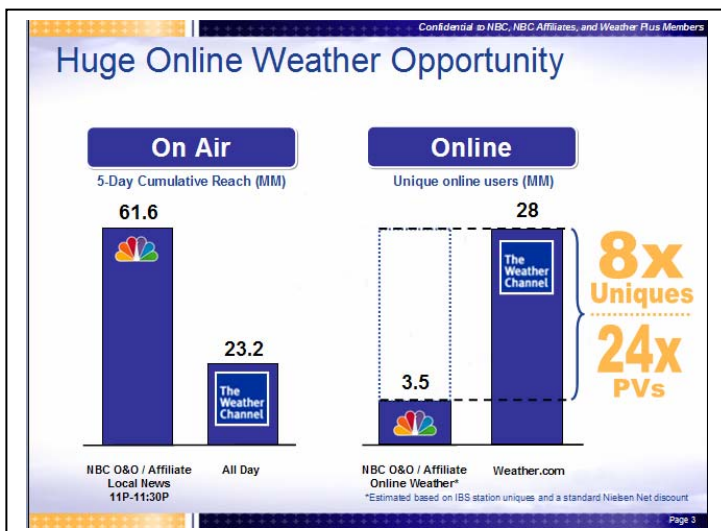




## NBC Weather Plus Interactive Solutions

### Pricing and Implementation

The Online Opportunity: \$1 Billion+ Advertising Revenue

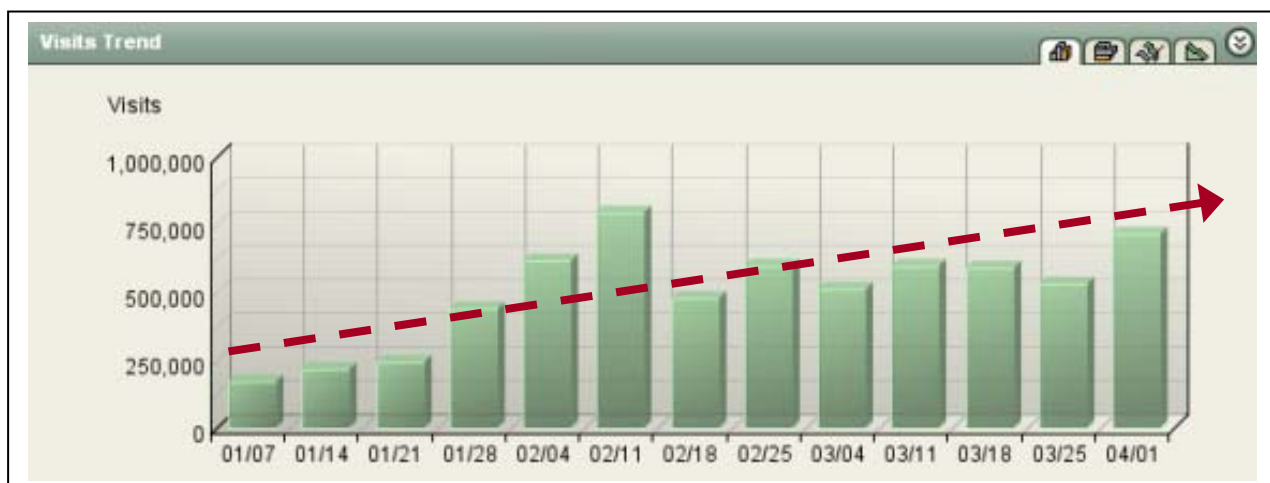


On-Air, NBC reaches 300% more viewers in *one half-hour* than The Weather Channel reaches *all day!*

On-Line, Weather.com has more than 800% the unique viewers, and 24x more page views than NBC O&Os and Affiliates.

**NBC Weather Plus, local station branding and local meteorologists drive viewers ONLINE.**

Weather Plus.com results so far: +30% increase in web traffic for participating stations in three months. We expect to DOUBLE web traffic in the next 12 months for participating stations.



# Weather Plus Interactive Products

*National promotion of Your Station Website to 100+ million people every day*

## Weather Plus.com

Highly Local  
Your Brand  
Video-Centric

Your current local content  
+ local & nat'l content =  
More users & page views  
More Ad Revenues

- Your Localized Weather Plus Brand
- Local Meteorologist Blog
- Local Weather Plus Video
- On-Air and On-Line Forecasts Match
- Severe Weather Alerts, Weather EMAILS
- Travel Weather, Home & Garden, Driving Weather and more...
- High School Football Forecast, Local Area Golf Forecast, other CUSTOM forecasts (you choose 4)
- Clickable, interactive maps with your local points of interest



## Revenues

You own: 50% ad inventory for local selling  
 You own an equity stake in Weather Plus.com  
 You own a piece of National Ad \$\$ (25% share)  
 You own all page views and uniques  
 National Portal drives *new* viewers to your site  
 National *may* buy out your local unused inventory!

## Costs

\$ 10,000 set-up fee  
 \$ 1633 monthly content fee  
 \$ 677 bandwidth, video, ad service fee

To Sign up: Call Kevin Baird at  
 608.411.0400

# Weather Plus Interactive Products

Custom desktop application with 50% ad revenue share from national ads!

## Weather Plus Desktop Application

Always On  
Alerts to Viewer Desktops  
Video-Centric  
Your Brand  
Hyper-Local

- Your radar and local content
- Your Local Brand in the users' tool tray
- Desktop alerts: news, weather, sports – whatever you want to send
- Local Weather Plus Video
- Seasonal content (severe weather, hurricanes, gardening, winter weather)
- Custom content: Local beach forecasts, ski resort forecasts, golf forecasts... your imagination is the only limit
- Drive viewers to your website with direct navigation!



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You own an equity stake in Weather Plus.com  
You own a piece of National Ad \$\$ (25% share)  
You own all page views and uniques  
National Portal drives *new* viewers to your site  
National *may buy out your local unused inventory!*

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