

OneCaribbeanWeather

Your Island's Weather, Travel Tips and Visitor Guide



Features and Benefits

OneCaribbeanWeather.com advertising programs targets everyone living in or traveling to the Caribbean, Americas and Mexico. The site is built around our customized, professional daily televised weather show. Contact us today to begin reaching new customers.

Top-notch weather forecasts for the Web

- Twice daily originally-produced video forecasts by CBS-affiliate forecasters and meteorologists
- 31 NOAA reporting areas updated as conditions change
- 24/7 hurricane & severe-weather alerts and information
- Important weather links organized in one, convenient location

User-Generated Video and Images

- Users are invited to upload video and photos from vacations
- Residents are invited to upload wind, water, beach conditions

Multiple Ad Formats

- Page-topping leader board
- Tile ad (Button 1)
- Big Box
- Pre-roll with companion ad

Multiple Targeting Options

- Weather watchers
- Tourists & visitors
- 31 locally-oriented travel & weather pages



Audience Size and Demographics

- We expect over 30,000 unique visitors/month and up to 150,000 to 300,000 page views/month within the first year
- Typical Caribbean visitors have household incomes over \$135,000; are 47 years old; 6 of 10 are college educated; slightly more female; spend 8 days and \$4,000 on a trip.*

Local. Local, Local

- 8 travel and tourism-oriented categories for each area can be sponsored exclusively
- Many tourist agencies are working with **OneCaribbeanWeather.com**

Search Engine Optimized

- Site constructed with latest techniques to enhance ranking on major internet search engines.
- Partner web sites will benefit