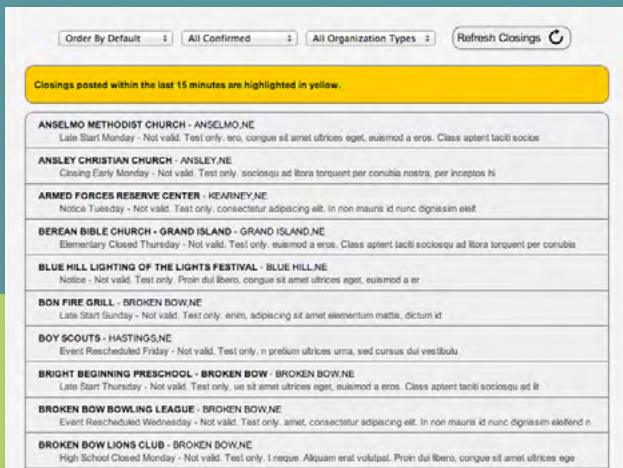


School Closings/Alerts Network for Media

Since 2004, WeatherThreat.com has been the preferred closings system for much of the United States. We have worked with several of the largest media organizations in the country, and countless "tiny" stations of all sizes and locations. The end user consists of schools, businesses, and other organizations who enter closings using their individual organization accounts. It is the listeners, readers, and viewers who ultimately absorb that information through media websites, TV crawlers, and other routes of syndication.



Cluster pricing available to broadcast media. Call for details.

HOLLMAN
MEDIA

(402) 370-5470

123 N 4th Street
Norfolk, NE 68701

hollmanmedia.com
questions@hollmanmedia.com

Market Rank

Large Market: Nos. 3-11 / Medium Market: Nos. 12-109 / Small Market: Nos. 110 & Below
New York or Los Angeles Market: Call for Details

Bronze Plan

- ✓ Most economical plan
- ✓ Coverage area includes up to 25 counties
- ✓ Email support during normal business hours
- ✗ License limit to website and verbal on-air usage
- ✗ No option to embed sponsor advertisements on widgets

Small Market:\$480/year

Medium Market:\$720/year

Large Market:\$960/year

Silver Plan

- ✓ Coverage area includes up to 50 counties
- ✓ Ability to embed sponsor advertisements on the widgets
- ✓ Includes National Weather Services alerts for your coverage area.
- ✓ Ability to filter certain types of alerts (ask for details).
- ✓ Phone support during business hours plus after-hours email support.
- ✗ License limited to website and verbal on-air usage

Small Market:\$790/year

Medium Market: .. \$1,185/year

Large Market: \$1,580/year

Extended License Package

Includes Silver Plan, plus:

- ✓ License to use raw data for other uses:
 - ✓ TV crawl
 - ✓ Text messaging
 - ✓ In-house widget
 - ✓ Mobile app
 - ✓ Other options available
- ✓ Uptime guarantee

Small Market: \$2,400/year

Medium Market: .. \$3,600/year

Large Market: \$4,800/year