



AUGUST 2026

SPONSOR + ADVERTISING MEDIA KIT

A trusted Maine weather brand built for daily utility.

Verified audience data through July 29, 2026.

28.5M

Facebook views / 90 days
100% organic

80.5K

Facebook followers
as of July 29, 2026

NEARLY 3K

Combined app downloads
Apple + Google

Maine-focused. New England reach. Built for daily utility.

Jason Nappi Weather connects an engaged audience with trusted forecasts, live alerts, radar, storm coverage, outdoor tools and practical local information across the app, website and social channels.

- **A premium, non-disruptive sponsor environment**
Clean Presented By integrations with no splash screens, pop-ups or interstitials.

FULL-PLATFORM SPONSORSHIP

● WEBSITE + APP

High-utility placement across forecasts, radar, maps, alerts, live cameras and premium weather tools.

● STORMS + FORECASTS

Presenting opportunities around severe weather, tropical tracking, daily maps and seasonal coverage.

● SOCIAL + CUSTOM

Flexible campaigns can combine app, website, forecast graphics, Facebook storytelling and local features.

Build a weather partnership people see when it matters.

Sponsorships can be tailored by product, season, region or platform.

[START A CONVERSATION](#)



SPONSORSHIP OPPORTUNITIES

Website | App | Forecast products | Social media

Choose one focused placement or combine products into a custom campaign.

1 Storm Centers + Severe Weather

Maine Storm Desk, U.S. Storm Center, Nor'easter Center and Tropics Tracker during high-attention weather.

2 Interactive Radar + Live Cameras

Brand visibility alongside radar, current conditions and real-time Maine camera tools.

3 Daily Forecasts, Maps + NappiCast

Daily Maine maps, 10-day forecasts, NappiCast videos, premium forecasts and forecast graphics.

4 Marine + Coastal Weather

Tides, Lakes & Marine, Fishing Forecast and Maine Surf Forecast for coastal and outdoor audiences.

5 Outdoor + Travel Weather

Road Trip Weather, ski forecasts, mountain conditions and seasonal recreation coverage.

6 Climate + Seasonal Weather

Climate Center, seasonal outlooks, historical features and Maine weather-pattern coverage.

7 Featured Food + Community

Featured Food, local business spotlights, community sponsor listings and Maine lifestyle content.

8 App + Cross-Platform

App, website, social media, premium content and forecast products combined into one partnership.

CUSTOM MULTI-PLATFORM PARTNERSHIP

Build a campaign around your business, audience, goals and season.

Specific placements, pricing, availability and category exclusivity vary. Final terms are documented in the sponsorship agreement.



AUDIENCE + PERFORMANCE

Verified platform snapshots | Figures are rounded where shown

THE APP

Firebase snapshot ending July 29, 2026

High-frequency use, not passive downloads

3.7K

active users
past 30 days

1.4K

active users
past 7 days

11m 18s

average engagement time
per active user

8.4 engaged sessions per active user | 667 active users in the past day

FACEBOOK

90 days: May 1 - July 29, 2026

Large-scale organic weather reach

28.5M

content views
all organic

2.95M

Facebook viewers
reported period

268K

content interactions
reported period

A loyal, established Facebook community

80,485

followers

5,065

net new followers

904 days

watch time

Audience profile

64.2% women

35.8% men

98.3% U.S.

45+ core age

WEBSITE

Website analytics snapshot reported August 2026

Maine-first utility across high-intent destinations

22.8K+

monthly views

13K

visitors

8,091

Storm Desk views

12,934

views from Maine

One partnership. Multiple connected touchpoints.

App utility, website tools, social reach, forecast graphics and storm coverage can work together in a single campaign.

Sources: Firebase Analytics, Apple App Store, Google Play Console, Meta Business Suite and website analytics.

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