

Media Kit - Pricing

Brad Sugden Wx, LLC is owned and operated by Michigan native Brad Sugden. I studied Meteorology at Central Michigan University and have experience in all five major markets in Michigan (Detroit, Flint, Lansing, Grand Rapids and Northern Michigan). The experience from those markets allows me to bring people the information they need, when they need it, and HOW they need it. I provide a platform few meteorologists in the state can, and even fewer meteorologists certified by the American Meteorological Society are able to. Here, local businesses have the opportunity to expand their marketing efforts and branding through partnerships and branded content from a TRUSTED source.



CHOOSE YOUR WEATHER

**ANNIVERSARY
SPECIAL**

**10% off
6 months**

Build Your Own 6-Pack



Need Flexibility? Want to save money?

Choose from *any offering* to adjust
your needs based on the month AND
save money! 10% off any 6 month
commitment

**ANNIVERSARY
SPECIAL**

**10% off
6 months**

**Spring Special!
10% off 6 month purchase**



Sprinkle

\$75/mo

10 days of mentions
2-3 Sentences & tag
x1 per day

**Spring Special!
10% off 6 month purchase**



Thunderstorm

\$125/mo

20 days of mentions
2-3 sentence ad & tag
x1 per day

**BASE
PRICE**

**Spring Special!
10% off 6 month purchase**



Hurricane

\$150/mo

20 days of mentions (x1)
2-3 sentence ad & tag
PLUS:
10 follower tags, 10 group
shares, 10 channel shares.

✉ bradsugdenwx@gmail.com

(616)-320-1155

🌐 @BradSugdenWx

*includes YouTube Long Form

** choose graphic you want to sponsor & get one custom created weather graphic


Media Kit - Extras

Increase your brand's impact by securing more mentions per day—because in advertising, repetition is the key to success! Studies show that consumers need to see or hear a message at least seven times before they take action. The more frequently your brand is mentioned, the more likely it is to stay top-of-mind, build trust, and drive conversions. With multiple mentions throughout the day, your message reaches potential customers at different times, reinforcing brand recall and increasing the likelihood of engagement. Don't let your brand get lost in the noise—boost your daily mentions and watch your advertising results soar!



Choose your weather!

Spring Special!
10% off 6 month purchase




Double Down

\$199/mo

20 days of mentions
2-3 sentence ad & tag
x2 per day

Savings of \$50/mo
Savings of \$425/6mo

Spring Special!
10% off 6 month purchase




Triple Threat

\$249/mo

20 days of mentions
2-3 sentence ad & tag
x3 per day

Savings of \$125/mo
Savings of \$905/6mo

Spring Special!
10% off 6 month purchase




Severe Sponsor

\$269/mo

1 available
Priority Access to Big Content
Snow maps, severe outlooks,
LIVE Video coverage, cannot
be part of the 6pack.

\$325/mo



Total Takeover

Daily mentions x5 per day
PLUS:
10 follower tags, 10 group
shares, 10 channel shares

Savings of \$275/mo
Savings of \$1800+/6mo

THE ANALYTICS

Brad Sugden Wx, LLC has seen remarkable growth, particularly on social media, where its reach continues to expand rapidly. Just two years ago, Brad Sugden celebrated 19,000 Facebook followers, a number that has now exploded to 46,000. Tik Tok also catapulted to 66,000 followers in spring of 2024. With tens of thousands actively engaging with his forecasts every day, Brad's audience is steadily increasing, proving the demand for accurate, trusted weather information in the digital space. This momentum, combined with his expertise and strong community presence, positions Brad Sugden Wx, LLC for continued exponential growth. As digital engagement and reliance on personalized weather forecasting continue to rise, the potential to reach tens of millions is well within sight, making Brad Sugden Wx a rising powerhouse in the industry.

Facebook Tik Tok
YouTube Bluesky
Instagram Threads

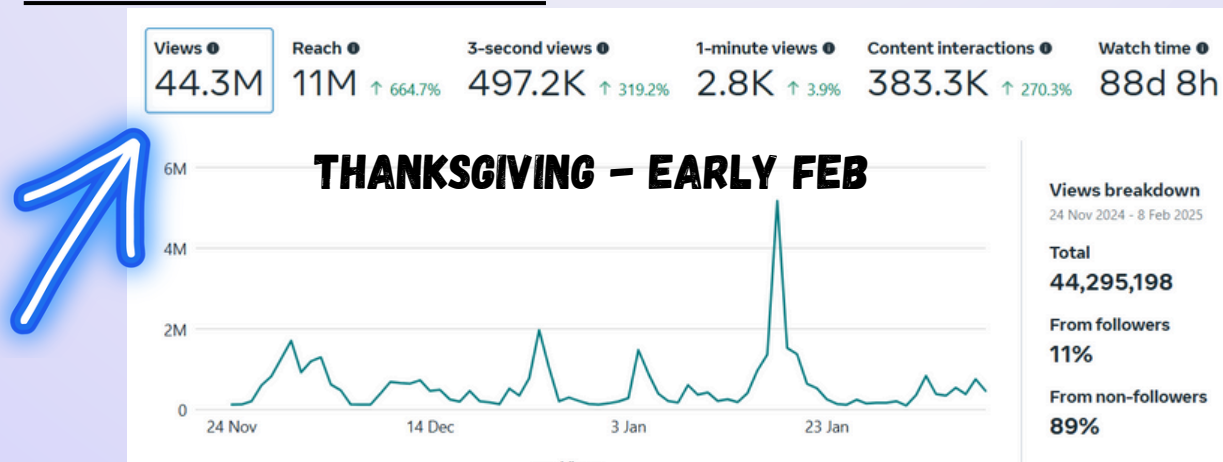
110k
Followers!!

AUDIENCES

Female	66%
From USA	94%
Aged 25-34	19%
Aged 35-44	26%
Aged 45-54	21%
Aged 55-64	16%

KEY STATS

Avg. Monthly Engagement	150-250k
Avg. Monthly Views	3-8 M
Avg. Monthly Follower Growth	5%*
Viral Posts	55
Avg. since April 1st	
*As high as 66%	

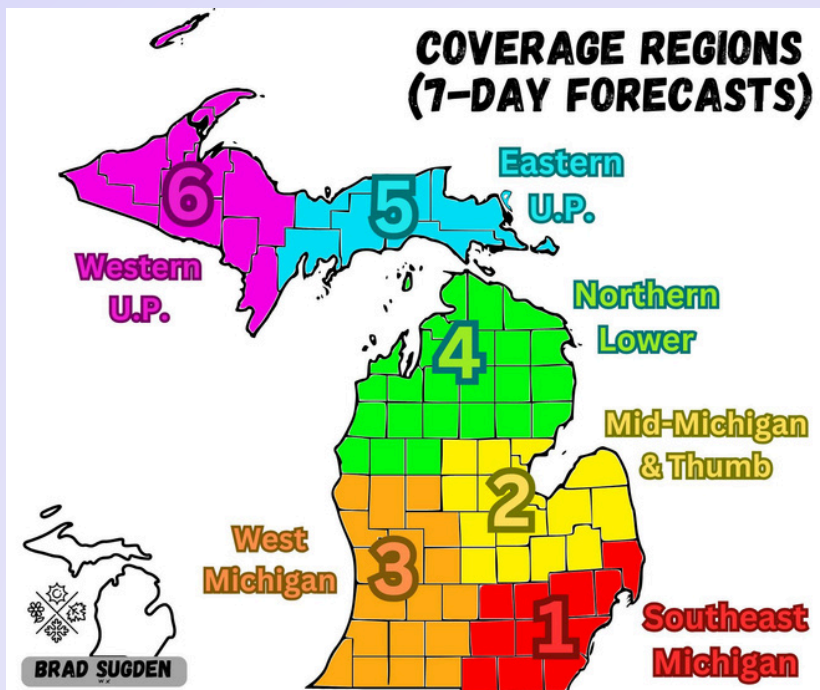


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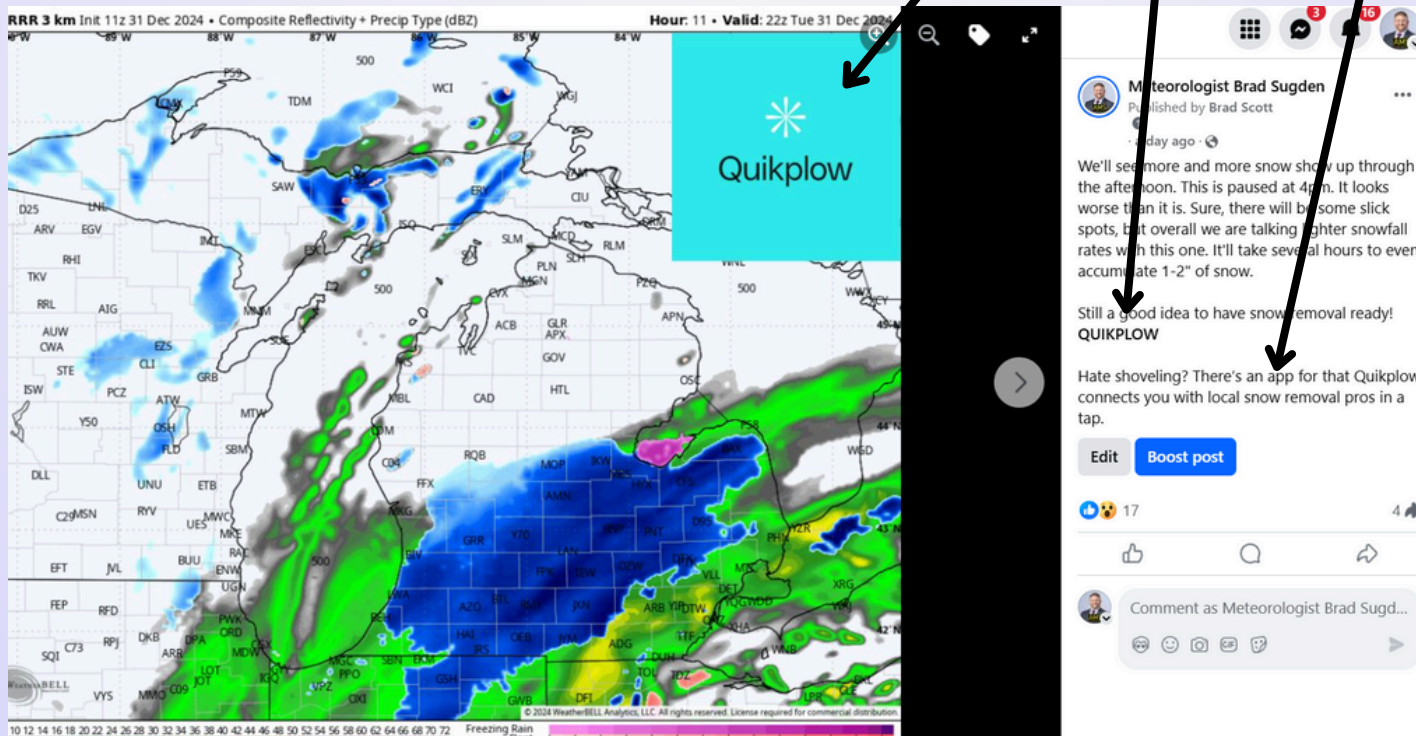
COVERAGE AREA



FOR 7-DAY FORECASTS

What does a post look like?

LOGO / TAG / COPY



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EXPLAIN THAT WEATHER!

Mentions: A post with your exclusive sponsorship information such as tagged page, ad copy, contact info, and logo.

Video: A forecast with your exclusive sponsorship including full video length logo displayed, verbal reading of ad copy, contact information, and tagged page. This includes long-form YouTube and TikTok.

Custom Graphic: I will build you a forecast graphic to your liking that will feature your sponsorship. (This can be declined and exchanged for 5 more mentions)

Severe Sponsor: Severe weather (thunderstorms, flooding, snow, wind events, ice storms, etc.) can bring in 5-50x more viewers, or more. Weather impacts everyone and my reputation for accuracy and simple explanations dominates the Michigan landscape when bad weather strikes.

Daily Mention: When a package contains 10, 20 mentions. These are once per day. The packages with 40, 60, 100 mentions are multiple times per day over 20 days per month. That's 2x, 3x, or 5x per day.

Follower Tags: I will tag my top fans, followers, and highlight you in my weather groups. This will directly notify more than 4,000 people of a post with your logo and ad each day its utilized.

Hospitality & more...

\$30/MO



PERSONALIZED FORECASTS FOR YOUR GUESTS



**ALLOW ME TO SEND YOU 7-DAY FORECASTS FOR
YOUR BUSINESS TO DISPLAY FOR YOUR GUESTS.**



**I WILL TAILOR THE FORECAST TO YOUR AREA.
NO MORE GENERIC WEATHER CHANNEL STUFF.**

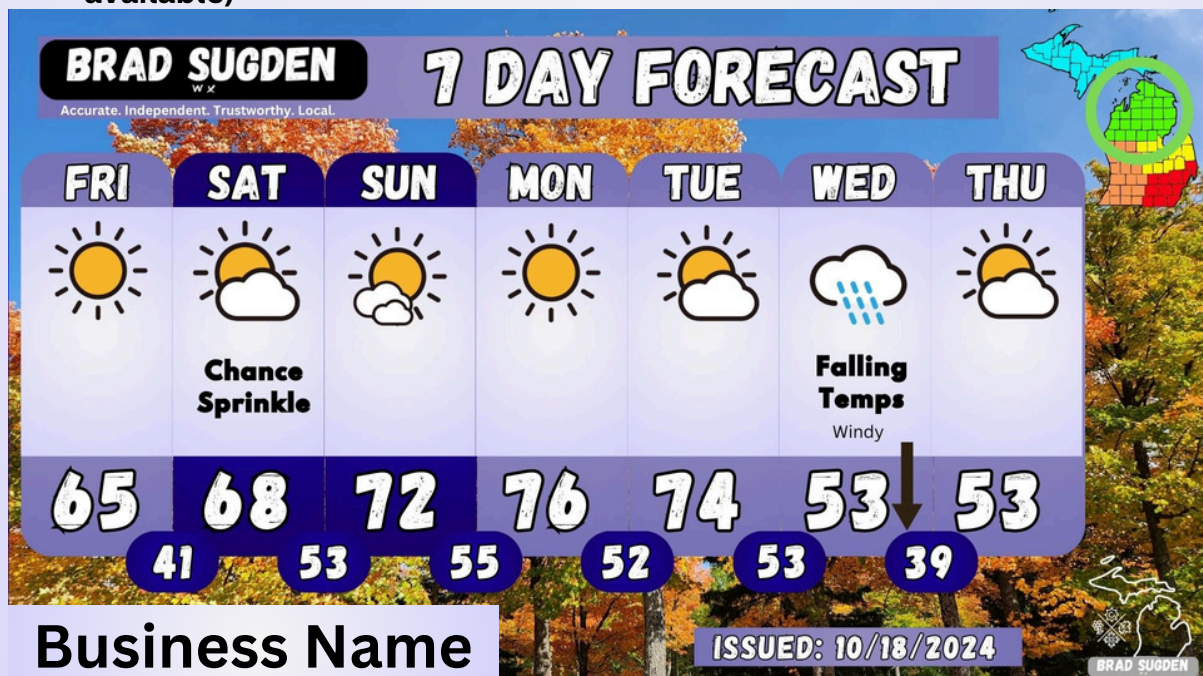


**THESE WILL BE SENT OUT ON SUNDAYS AND
THURSDAYS IN DIGITAL FORMAT (NOT PRINT).**

(Grey scale for
easy printing
available)



**IDEAL FOR HOTELS, CAMPGROUNDS, RESORTS,
CANOEING, KAYAKING, ETC.**

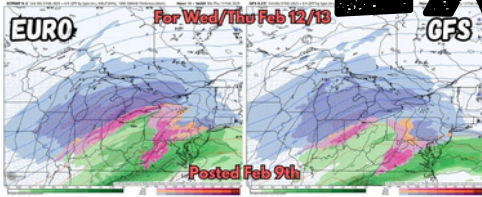


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EXAMPLES



Potential significant storm Feb 12-13

- Travel will be highly impacted.
- Watching for shifts in track.
- Wind up to 25mph
- Over 1" per hour

