



# WEATHER ADVERTISING CHART

## CURRENT WEATHER CONDITIONS (REAL TIME)

CONDITION	LEVEL RANGE	FORECAST / PAST RANGE
Daily Temperature	Fixed Value or Range	
Above Normal Temperature	Plus "X" degrees above normal	
Below Normal Temperature	Plus "X" degrees below normal	
Windy Conditions	Fixed Value or Ran	
Rain	Light, Moderate, Heavy	
Snow	Light, Moderate, Heavy	
Icy Conditions	Present yes/no	
Thunderstorms	Present yes/no	
Fog	Present yes/no	
Humidity	Low, High	
Dew Point	Fixed Value	
Sunny	Present yes/no	
Cloud Cover	Low, Medium, High	
Barometric Pressure	Low, Medium, High	
Pollen Count	Low, Medium, High	
UV Index	Low, Medium, High	
Air Quality	Poor, Good	
Cold & Flu Level	1 - 5 outbreak severity	

## FORECAST WEATHER CONDITIONS

Ads can be scheduled based on daily forecasts up to 7 days out.

CONDITION	LEVEL RANGE	FORECAST / PAST RANGE
Forecast Temperature	Fixed Value	Daily, out to 7 days
Forecast High Temperature	Daily high	Daily, out to 7 days
Forecast Low Temperature	Daily low	Daily, out to 7 days
Forecast Above Normal High	Daily high	Daily, out to 7 days
Forecast Above Normal Low	Daily low	Daily, out to 7 days
Forecast Below Normal High	Daily high	Daily, out to 7 days
Forecast Below Normal Low	Daily low	Daily, out to 7 days
Forecast Snowfall	Light, Moderate, Heavy	Daily, out to 2 days
Forecast Rainfall	Light, Moderate, Heavy	Daily, out to 2 days
Forecast Cloud Cover	Low, Medium, High	Daily, out to 7 days
Forecast Precipitation Probability	Percent chance of precipitation	Twice per day, out to 7 days
Forecast Humidity	Low, High	Daily, out to 7 days
Forecast Dew Point	Fixed point	Daily, out to 7 days
Forecast Thunderstorms	Present yes/no	Daily, out to 4 days
Forecast Windy Conditions	Present yes/no	Daily, out to 7 days
Forecast Air Quality	Poor, Good	Daily, out to tomorrow
Forecast Pollen Count	Low, Medium, High	Daily, out to tomorrow

## PAST WEATHER CONDITIONS

Ads can be scheduled based on previous day's weather report.

CONDITION	LEVEL RANGE	FORECAST / PAST RANGE
Past Heavy Snow	Present yes/no	Past Day
Past Snow	Present yes/no	Past Day
Past Heavy Rain	Present yes/no	Past Day
Past Rain	Present yes/no	Past Day
Past Heavy Ice	Present yes/no	Past Day
Past Ice	Present yes/no	Past Day
Past Above Normal High	Daily high	Past Day
Past Above Normal Low	Daily low	Past Day
Past Below Normal High	Daily high	Past Day
Past Below Normal Low	Daily low	Past Day

