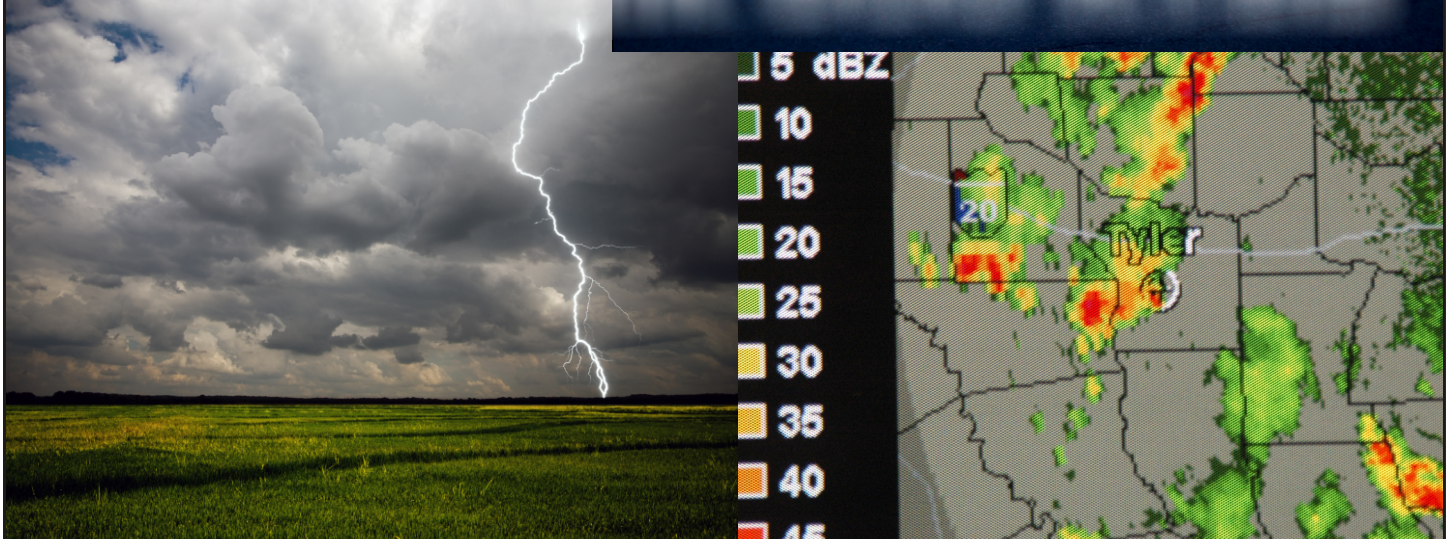


Total Weather from **Newstalk 600 KTBB**



**The Number One reason
for turning on the radio
just got better!**

 **KTBB AM 600**
News | Talk | Sports

In every audience preference study ever conducted about radio...

...one service stands at the top of the list as the most important information a radio station can provide.

WEATHER

KTBB has met that challenge and is on the cutting edge of weather reporting in the 21st century.

For nearly 40 years, KTBB has been the leader among East Texas media outlets in providing coverage of the area's dynamic weather.

- KTBB is the only radio station in East Texas with a fulltime meteorologist on the staff.
- KTBB's Dr. Bob Peters is the official Cooperating Observer for the National Weather Service.
- KTBB was the first in East Texas with a full weather almanac on the internet..
- KTBB was the first in East Texas with fulltime radar available on the internet.

Put simply, no other radio station has the staff or the experience in weather forecasting and reporting that KTBB brings to work every day.

**Now, weather reporting on
KTBB and KTBB.com moves to
a whole new level.**



Introducing KTBB Total Weather

KTBB's *Total Weather* combines the expertise and authority of Dr. Bob Peters' on-air forecasts on Newstalk 600 KTBB with the most comprehensive weather website of all media outlets in East Texas.

KTBB's *Total Weather* delivers accurate weather 24 hours a day, seven days a week.

No other media outlet website offers more.

And it is all overseen by Dr. Bob Peters, the only fulltime radio meteorologist in East Texas and the only media weatherman credentialed by the National Weather Service.

KTBB AM600 News | Talk | Sports

Today is Friday February 08, 2008

Home News + Weather + Sports + Business Blogs + Audio/Video + Programming + More + Contact +

HOME | Decision '08 | Half Price Friday | Smokey's Sports Blog | Dallas Cowboys Blog | You Tell Me | Media Kit | Lotto! | Sitemap

Advertisement

American Standard HEATING & AIR CONDITIONING

Choose a new level of cool. American Standard Heating & Air Conditioning 6200 Troup Highway Tyler, TX 75711 www.americanstandardair.com

Search for Zip Code or City GO

Tyler, TX
Friday February 8, 2008
10:41:52 AM CST

Click to change units C°/F°

There are **no alerts** for your area.

Current Conditions: Tyler - Tyler Pounds Field

| | | | | | | |
|--|----------------|-----------|---------------|----------|-------------|--------------------|
| Sunny, Cool. 48-Hour Forecast > | Temperature | 54°F | Comfort Level | 39°F | Local Radar | Regional Satellite |
| | Wind Direction | S | Pressure | 29.93" | | |
| | Wind Speed | 20mph | Humidity | 34% | | |
| | Visibility | 10.0miles | Dew Point | 26°F | | |
| | Sunrise | 07:10 AM | Sunset | 06:00 PM | | |
| | Moonrise | 08:03 AM | Moonset | 07:50 PM | | |

Expanded 7 -Day Forecast [Updated: Feb 08 2008 / 07:06 AM CST]

| Day | | High Temp | Low Temp | Wind/Dir | Humidity | Comfort Level | UV Index | 24 hr. Precip. Total | Chance of precip. |
|-----|------------------------------------|-----------|----------|----------|----------|---------------|----------|----------------------|-------------------|
| Fri | Sunny, Mild. | 70°F | 39°F | 13mph/S | 28% | 70°F | Low | | 2% |
| Sat | Sunny, Mild. | 72°F | 41°F | 6mph/S | 28% | 76°F | Low | | 3% |
| Sun | Passing clouds, Mild. | 72°F | 43°F | 9mph/SE | 45% | 77°F | Low | | 6% |
| Mon | A mixture of sun and clouds, Mild. | 67°F | 51°F | 18mph/S | 65% | 67°F | Low | | 13% |
| Tue | Thunder showers, Overcast, Mild. | 62°F | 56°F | 20mph/N | 75% | 51°F | Minimal | 0.49" | 68% |
| Wed | Tstorms early, Overcast, Cool. | 56°F | 38°F | 17mph/SE | 51% | 49°F | Minimal | 0.25" | 52% |
| Thu | Increasing cloudiness, Mild. | 63°F | 39°F | 10mph/W | 53% | 55°F | Low | | 23% |

Advertisement

Gutter Helmet NEVER CLEAN YOUR GUTTERS AGAIN

KTBB's *Total Weather* Coverage includes:

- Dr. Bob Peters' weather reports and forecasts 13 times each day.
- Temperature and forecast updates seven times each hour each weekday morning from 5 to 9 a.m.
- Current conditions including temperature, cloud coverage, wind, humidity, barometric pressure and more via KTBB.com.
- A continually updated six-day forecast.
- Current animated satellite image.
- Current animated radar image.

Plus...

All of the information above for not only Tyler and East Texas,

but virtually every city in the world!



Sponsorship of KTBB *Total Weather*...

...will be offered to a single exclusive advertiser.

As the exclusive sponsor of KTBB's *Total Weather* you will receive:

- Fifteen produced promotional announcements per week featuring a sponsor billboard credit for KTBB's weather coverage.
- A full banner at the top of the Weather Page on KTBB.com.
- A weather sponsorship billboard announcement in each of the more than 40 weather updates each day on Newstalk 600 KTBB.
- Sponsorship billboard credit in special weather broadcasts, alerts, major weather events, school closings, etc.

Sponsorship of KTBB *Total Weather* will deliver your business more than 10,400 on-air impressions and more than 100,000 page views in the next 12 months.

Exclusive sponsorship of KTBB's *Total Weather* Coverage is available as follows::

- A 12-month commercial media purchase on Newstalk 600 KTBB equal or equivalent to a minimum investment of \$1,200 per month.
- A monthly sponsorship fee of \$600 that will be allocated to promotional announcements, live billboard announcements on and web banner space on KTBB.com

Total investment: \$1,800

