

# Geo-Targeting Capabilities

## Geo-Targeting Overview

Every day people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. To help advertisers deliver a more relevant message to this dedicated audience, AccuWeather offers the ability to target web and mobile users based on their location.

## Geo-Targeting Capabilities

Advertising can be targeted to the following:

- Nationally (available on Web, Mobile Apps, Mobile Web)
- Regionally (available on Web, Mobile Apps, Mobile Web)
- DMA (available on Web, Mobile Apps, Mobile Web)
- Zip code (available on Web, Mobile Apps, Mobile Web)
- Canadian Postal Codes (available on Web, Mobile Apps, Mobile Web)

## Unique Visitors United States Presence

