Max Traffic
Sponsorships

Max Traffic provides engaging graphics and digital media integration, to help you own the traffic category in your market on every device. It also offers prime real estate for sponsors and since Max is an open architecture platform, it allows advertisers to be creative. The Weather Company can assist in designing and creating the final product if needed.

Use Max Traffic to Drive the Highest ROI

• On-air mention of sponsor at least once per hit, five days a week
• 3D embedded sponsors on billboards or buildings
• Sponsored as a non-map graphic can be used during the PM newscast as standalone anchor-read report
• Graphic anchored on banner or standalone on screen
• Sponsor live or virtual camera network (only XD)
• Sponsor web and mobile pages

Use Max Traffic to Drive the Highest ROI

<table>
<thead>
<tr>
<th>Market Size</th>
<th>Sponsorship ROI Minimums*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>$250k per year</td>
</tr>
<tr>
<td>Mid</td>
<td>$150k per year</td>
</tr>
<tr>
<td>Small</td>
<td>$75k per year</td>
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</tbody>
</table>

*At least 3x-4.5x ROI

*By 2020, with a continued good economy:

• Annual delay per commuter will grow from 42 hours to 47 hours
• Total delay nationwide will grow from 6.9 billion hours to 8.3 billion hours
• The total cost of congestion will jump from $160 billion to $192 billion

https://tti.tamu.edu/2015/08/26/traffic-gridlock-sets-new-records-for-traveler-misery/

Key Benefits

• Premium ad placement
• Enhance brand images to viewers
• Create positive publicity

Mobile Features

• Full-screen sponsor splash page
• 320x50 sponsor on each page
• White label
• Station-branded mobile app for iOS & Android
• Use Prism to publish Max content to mobile
• Add traffic incident & drive time data to your mobile app

Web Features

• Interactive map
• White label
• Station-branded HTML5 traffic map for your station’s website
• Use Prism to publish Max content to web
• Add traffic incident & drive time data to your website

ibm.com/weather