# Max Traffic Sponsorships

Max Traffic provides engaging graphics and digital media integration. This can help you dominate and own the traffic category in your market on virtually 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, an IBM Business, 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

## Take traffic sponsorships to the next level

| Market Size | Sponsorship ROI Minimums* |
|---|---|
| Large | $250k per year |
| Mid | $150k per year |
| Small | $75k per year |

* Sponsorships are designed to add at least 3x-4.5x ROI. Actual results may vary.



*The INRIX 2018 Global Traffic Scorecard shows that drivers from North America:

• Lost USD 87 billion annually in time, an average of $1,348 per driver
• Lost 97 hours annually due to traffic congestion (Boston lost the most time: 164 hours lost in congestion)

* "INRIX 2018 Global Traffic Scorecard," (Drivers' results for North America), inrix.com/scorecard

## Key benefits

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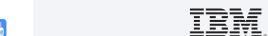– Create positive publicity

## Mobile features

– Full-screen sponsor splash page
– 320x50 sponsor on each page
– White label
– Station-branded mobile app for iOS and 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

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