Max Web

Designed for longer, more lucrative user engagement

The Weather Company

Max Web from The Weather Company can unlock your weather content with cutting-edge technology designed to better engage and monetize each visitor to your website. By using data APIs from The Weather Company, you can power your own weather and traffic properties while maintaining the highest quality of data and consistency across all The Weather Company platforms.

Max Web provides plug-and-play tools and interactive content to display weather data on your website. These widgets include location search, current conditions, daily forecast, hourly forecast and even informative weather and traffic maps that you can embed on your website in minutes.

Max Web's weather and traffic maps provide stations with compelling, interactive web content that is designed to attract audience attention and drive repeat visits. These maps can deliver geo-contextual weather or traffic information when users need it most. A responsive design interface enables users to embed high-value sponsorships, which can drive the most CPM-based ad impressions on websites during severe weather.

### Use Max Web to help improve your reach, relevance and ROI

– Promote your website as part of your forecast, especially during severe weather.

– Create unique video content for your site, providing localized coverage of neighborhoods within your designated market area (DMA) and using and using the interactive map.

Max Web's highly-customizable weather widgets can enable you to design a page that reflects your station's brand and stands out from the competition. These tools can adjust to fit most layouts, helping you create an optimal experience on desktop and mobile browsers.

To deliver high-quality widgets, The Weather Company offers among the industry's most accurate, reliable weather forecasts.[1] Strengthen your online brand and provide value to your visitors by integrating Max Web weather and traffic content on your website.

Visit theweathercompany.com/media/max-web or reach us by email at business@weather.com
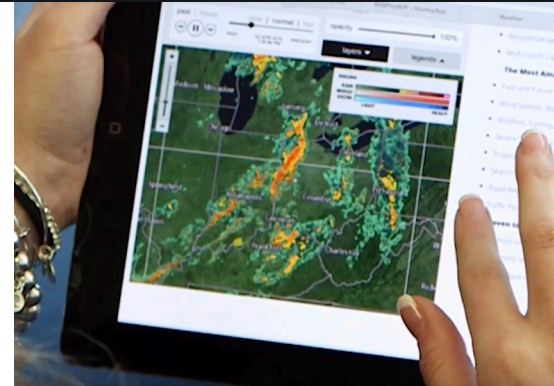
Keep viewers engaged online with Max Web weather maps featuring:

– Severe weather warnings, watches and advisories

– High-quality radar

– HD satellite images

– Road-weather index

– Storm and hurricane tracking

– Earthquake location and intensity

– Fire-weather index and plotting

– Lightning-strike locations

– Responsive user interface, optimized for mobile

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