

For Longer, More Lucrative User Engagement Get...

MAXWEB

**Fully Monetize The Digital Content Your Audience
Turns To Several Times A Day**

Max Web unlocks your weather content with cutting-edge technology designed to better engage and monetize each visitor to your website. With Max Web, you'll create a better user experience on every device.

Max Web is the solution for any web project. Max Widgets and Max Map are plug-and-play solutions for quickly assembling an amazing weather page. Max Content Data Services provide reliable APIs for powering your own weather or traffic properties, while maintaining the highest quality of data and consistency across all WSI product platforms.

Max Map was designed to provide stations with website content compelling enough to attract an internet audience; and an interactive experience rich enough to bring that audience back to your site again and again. It delivers geo-contextual weather and traffic information when users need it most. A new responsive design interface with HTML5 technology makes it the perfect solution for generating ad revenue on desktop, tablet, and mobile web pages. This is a very high-value sponsorship opportunity, proven to drive the most CPM-based ad impressions on the site during severe weather events.



WSI[®]
WEATHERCENTRAL

MAXWEB

Max Widgets and Max Daily make it easy to design a weather page that reflects your station's brand. The Max Daily delivers a robust weather section, with content navigation and email alerting capabilities, into your site with just a few lines of code. Max Widgets seamlessly plug custom-styled weather content like search, forecast, alerts and more into your website with very little coding required.

Max Content has all the data you need to power your website. Easy to use and backed by a robust and reliable infrastructure, it will keep your custom-built websites and applications running. Our unique Forecast Editor allows your weather team to change the forecast in Max Content for consistency on television, mobile, and web displays.

Use Max Web For More Reach, Relevance & ROI

- Promote your website and weather page during your weathercast, especially during severe.
- Create unique video content for your site, providing localized coverage of neighborhoods within your DMA and using the Interactive Map.
- Remember: More video content means more time spent on your site, leading to higher CPMs, more page views and more ad dollars.

Keep Viewers Engaged Online With WSI's Max Map Featuring:

- Severe weather warnings, watches and advisories
- High quality local forecast 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

