

iMap® Ads

A comprehensive ad serving environment optimized to help you monetize your investment in the iMap solution.

iMapAds Benefits

- Monetize stickiness of iMap outside the map
- Monetize inside the map using our location-based and weather-based self-serve Ad Engine
- With an average of 8 minutes spent viewing iMap and at least 6 interactions, iMapAds provides the capability to maximize the number of impressions and CPM on any weather page

iMapAds Features

iMapAds is a self-serve Ad Engine that allows the local station to sell ad campaigns to place hyper local ads within iMap that are geo-targeted and stimulated by weather conditions.

- Ad placement both in iMapInteractive and iMapMobile
- Banner ads at the bottom of the iMap
- Ads within the iMap forecast bubbles
- Progressively disclosed branded icons placed at locations chosen by the advertiser which avoid visual “clutter” and maximize brand impact for advertisers
- You can develop ads directly for targeted local campaigns and serve them within and outside of iMap and on iMapMobile apps

Self-serve your own ads, or let loose your sales team and let them sell ad campaigns directly into iMap!

Maximize iMapAds

- iMap can be turned into a custom flash-based “skin” that can be used for premium sponsor placement
- Talk to us about integration of your ads with major third party ad serving operations



Time of Day | Map Area | Weather | Context

Weather Delivery Parameter
Choose the temperature and weather conditions that will trigger your campaign.

Temperature Conditions
 No Limits Refine Limits

Range = 161 °F

Standard Weather Conditions
(\$0.10 per weather condition)

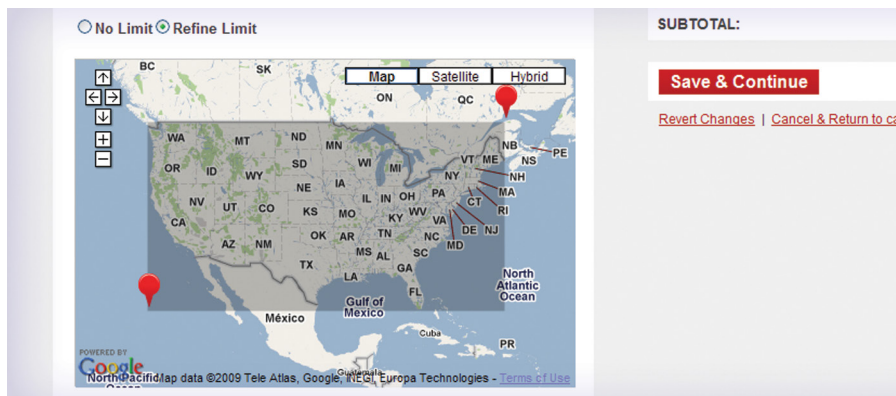
No Limits Refine Limits

Rain
 Snow
 Fog
 Sleet

Severe Weather Conditions

No Limits Refine Limits

Hurricane \$0.71
 Tornado \$0.23
 Tsunami \$0.76
 Volcano eruption \$0.67
 Earthquake \$0.31



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