

The Weather Channel®

Desktop version 6



Extend your reach beyond the browser and be a part of consumers' first interactive experience of the day

Desktop User Demographics	
TARGET	COMPOSITION
Age 25-54	61%
HHI \$50K+	66%
HHI \$75K+	40%
Bachelor's Degree+	38%

Source: Nielsen/Net Ratings, Applications, Feb. '08

Every morning, over 5.9 million Desktop Weather users are automatically synched to essential and up-to-the-minute weather information, traffic maps and lifestyle planning content. Your ads are seen in an uncluttered and contextually relevant environment.

The screenshot shows the Desktop Weather interface with the following callouts:

- 1**: Navigation menu on the left side.
- 2**: Location management area at the top showing Atlanta, GA and New York, NY.
- 3**: Interactive map showing the New York City area.
- 4**: Desktop Today area at the bottom left.
- 5**: Forecast section showing hourly, 3-day, and weekend forecasts.
- 6**: A 300x250 Ad-based Home Screen for Wynn casino resort.

Version 6 Highlights

- Upgraded for increased functionality and lighter downloads
 - New modern look and feel
 - Content sections easily accessed from the Home Screen.
- 1 Flexible, intuitive navigation to deeper content
 - 2 Easier & more personal location management, including location nicknames
 - 3 New interactive maps
 - 4 Desktop Today area that scrolls to highlight content
 - 5 Easy access to four forecasts on Home Screen
 - 6 300x250 Ad-based Home Screen

For more information visit twcmediakit.com



AD OPPORTUNITIES



Start Sponsorship with Custom Frame

Increase your ad's impact with a Custom Frame tailored to your message.

Adaptor Creative

Tailor ad creative in real-time to deliver a more relevant and compelling message based on the weather, time and location of the consumer viewing the ad.

Capabilities include:

- Weather information from the user's location (current temperature, current conditions)
- Weather information from remote location (current temperature, current conditions)
- Town name, state, zip code
- Store locator



More Opportunities

DEMO TARGETING - 300x250, 728x90

GEO TARGETING - 300x250

WEATHER TRIGGERING - 300x250

SEVERE WEATHER TRIGGERING - 300x250

LIFESTYLE

- Driving - 300x250
- Business Travel - 300x250
- Allergies and Pollen - 300x250
- Fitness - 300x250
- Health - 300x250
- Golf - 300x250
- MLB Baseball - 300x250
- Traffic - 728x90
- Green Living - 300x250

WEATHER NEWS

- Hurricane Central, National Forecast, Storm Watch - 728x90

RUN OF DESKTOP - 300x250, 728x90