

Television-Digital-Community

abc affiliate in the Greenville/ Spartanburg/Asheville/Anderson market

REACH WESTERN NC

- *Only local television station based in Western North Carolina.*
- *#1 source of news in Western North Carolina*
- *Available over-the-air, and to all cable and satellite subscribers in the region. (#4 Satellite Market in the top 50 markets in the USA)*

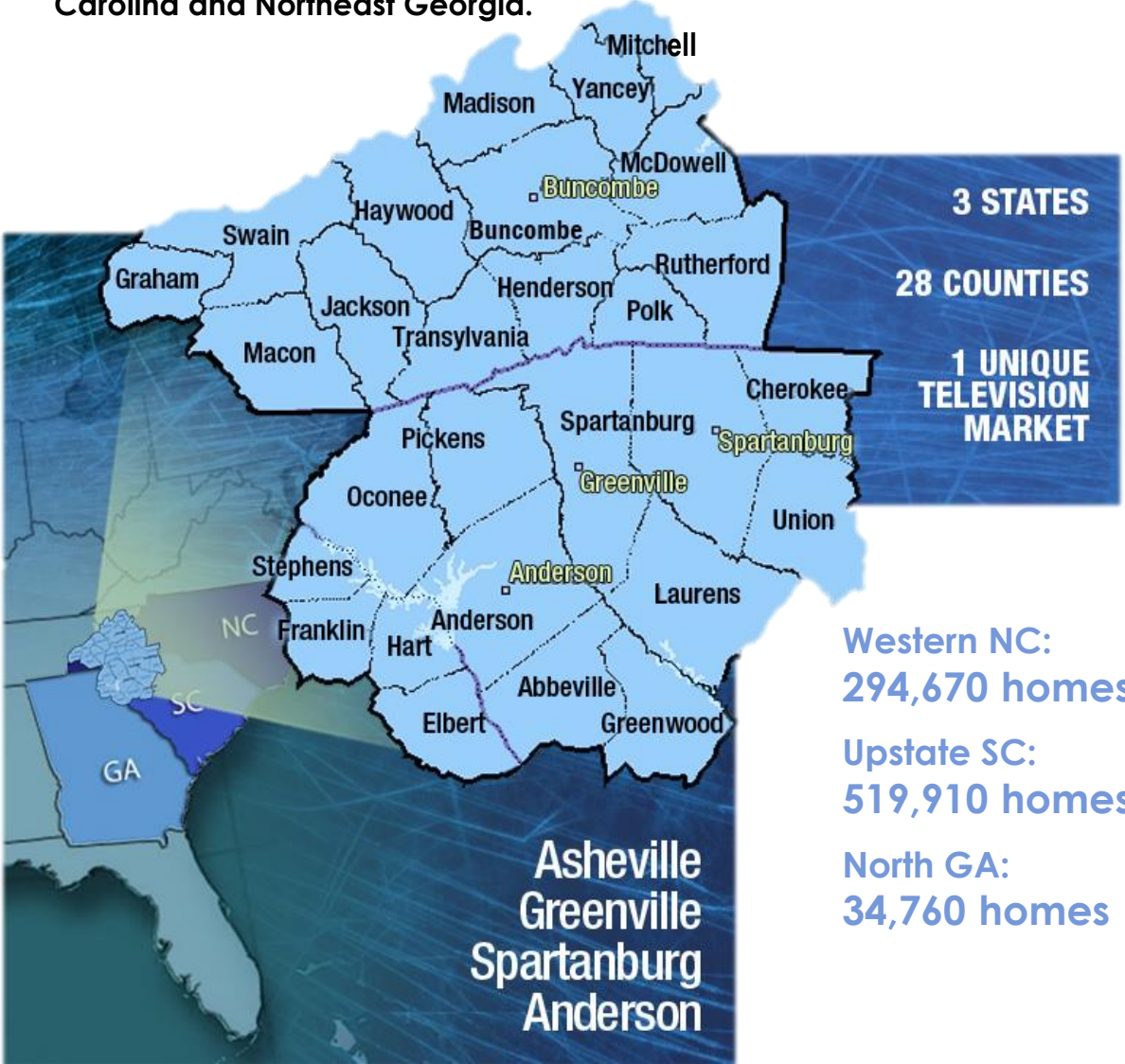
REACH WESTERN NC & UPSTATE SC

- **Access programming - Wheel Of Fortune & Jeopardy**
- **Prime programming – Dancing With The Stars, Grey’s Anatomy & Modern Family**
- **Daytime/Fringe/Sports – The View, Jimmy Kimmel, NBA, College Football & ACC Sports**



About The Market

Greenville-Spartanburg-Asheville-Anderson is the 37th market in the country serving 845,990 households. The market spans three states, 4 main cities and 28 counties of Western North Carolina, South Carolina and Northeast Georgia.



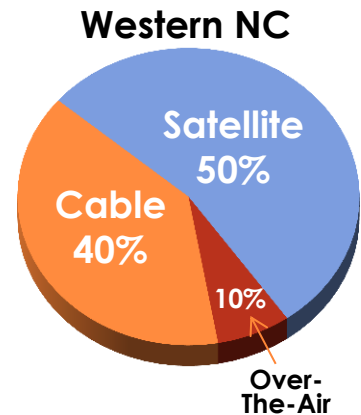
The Market			
DMA Rank:	37th	Persons 18-34*:	25%
Persons 2+:	2,035,000	Persons 35-49*:	23%
Persons 18+:	1,637,000	Persons 50+*:	52%
TV Households:	845,990	Black/Hispanic:	18%



Source: Nielsen NOV 2016
 *Percent of Adults 18+

WLOS-TV is the only television station located in Western North Carolina. Its tower stands on Mt. Pisgah and penetrates areas that cable cannot reach. With only 40% cable penetration, over-the-air strength and satellite are very important to providing total coverage. WLOS-TV has the ability to reach all television homes.

Viewing is somewhat polarized to each station's hometown. WLOS-TV dominates all television viewing in Western North Carolina. No other television station reaches more viewers than WLOS-TV . . . cable or non-cable.



WLOS-TV provides 30 hours a week of local news, which focuses on living and working in Western North Carolina. Western North Carolina Adult 18+ viewers turn to WLOS-TV for news! Compare viewing at 6pm with the next nearest competing station.

WLOS NEWS 13	71,000
WSPA NEWS 7	15,000

Dollar for dollar, WLOS-TV outdelivers all other advertising media including newspaper, radio, and cable. No one else can do for you what WLOS can . . . which is to reach the most people, the most number of times at the lowest cost per person.

WLOS-TV offers marketing ideas which allow you to stand apart from your competition with the power of television, internet and mobile advertising.



WLOS-TV WEBSITE & NEWS 13 APP

WLOS News 13 provides up-to-date information on local news and weather to **wlos.com**, making it a must for viewers. This website is promoted in every newscast, with news anchors pushing viewers to **wlos.com** for more in-depth information regarding particular news stories.

5,164,00,000+ Page Views Per Month

NEWS 13 FACEBOOK

News 13 FACEBOOK fans can interact with the station and anchors through contests and content. News 13 also keeps viewers informed with breaking news posts.

262,500 Fans (As of JUNE 2017)

COMMUNITY INVOLVEMENT

Through the power of its multi-media platform, WLOS-TV provides opportunities for community organizations to positively affect the region. Over the years WLOS-TV has helped hundreds of organizations raise money and awareness of their programs and services. WLOS-TV is truly honored to help make a difference in the community that it serves. Below are some of WLOS-TV's 2017 community partnerships.

LiveWell "Health" Expo
Inheritance of Hope Legacy Run
Polar Plunge for Haywood County
Waterways Association
March of Dimes March for Babies
Brother Wolf Run for the Paws 5k
Spring Clean Coat Drive
Operation Blood Drive
Children's First Food Drive
Southern Highland Craft Fair
Ingles Giving Tree

Mountain High BBQ Festival
NC Mountain Apple Festival
Ingles Tools for Schools
American Cancer Society
Feasting for FEAST
Friends of the Smokies telethon
Authors for Literacy
Taste of Compassion
Jingle Bell Run
Asheville Holiday Parade
Ingles Magical Christmas Toy Drive



WLOS-TV DIGITAL OPPORTUNITIES

wlos.com / News 13 APP

R.O.S. (Run Of Site)	SIZE	CPM
Leaderboard (Banner)	728X90	\$10
Medium Rectangle (Cube)	300X250	\$10
Skyscraper (Tower)	300X600	\$10
Mobile (Banner)	320X50	\$10
Interstitial		\$35
Sliding Billboard	1330X30 /1330X300	\$20
Corner Peel	500X500	\$40

*Targeting available \$2 CPM per select.

HIGH IMPACT ADS	SIZE	CPD
One Day Homepage Takeover		\$2,500
Wallpaper / Sliding BB / 728X90 / 300X250/ 300X600 / 320X50		
One Day Above The Fold (Home Page)		\$1,200
Wallpaper / Sliding BB / 728X90 / 300X250/ 300X600 / 320X50		

PRE-ROLL/POST-ROLL	LENGTH	CPM
R.O.S. Includes:	10/15 Sec	\$30

