



From its founding in 1949, WBNS-TV has strived to bring to central Ohio the highest quality news and entertainment programming, while utilizing the best in television technology.

WBNS-TV is the most watched news channel in central Ohio, delivering 24-hour news, CBS programming and sports, top-rated syndicated programs and award-winning local programming.

WBNS-TV has led the Columbus television market in ratings more often than any other station in the past 50 years. Advertisers benefit from WBNS-TV's leadership role in the market and impressive coverage of 31 Ohio counties.

WBNS-TV stands on the cutting edge of television broadcasting as it has since its inception over 50 years ago. Today, high definition television (HDTV) is the way of the future and WBNS-DT (digital television) is broadcasting many programs in this breakthrough technology. 10TV News HD is central Ohio's first HD newscast.

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CENTRAL OHIO'S NEWS LEADER



Columbus, OH Television Market



Market Rank	32 nd Nielsen DMA
% of US Households	0.81%
Wired Cable Penetration	68%
Alternate Delivery System	22%
DMA TV Households	932,680
Counties	22
Persons 2+	2.3 Million
Persons 18+	1.8 Million
Persons 18-49	1.05 Million
Persons 25-54	999,000
Men 18+	855,000
Women 18+	906,000
Base: Adults 18+	
Median Age	45
Median HH Income	\$49,776
Home Ownership	70%
Attended College or more	54%

Sources: The Nielsen Company NOV 2011. Scarborough Research Columbus, OH 2011 Release 2.

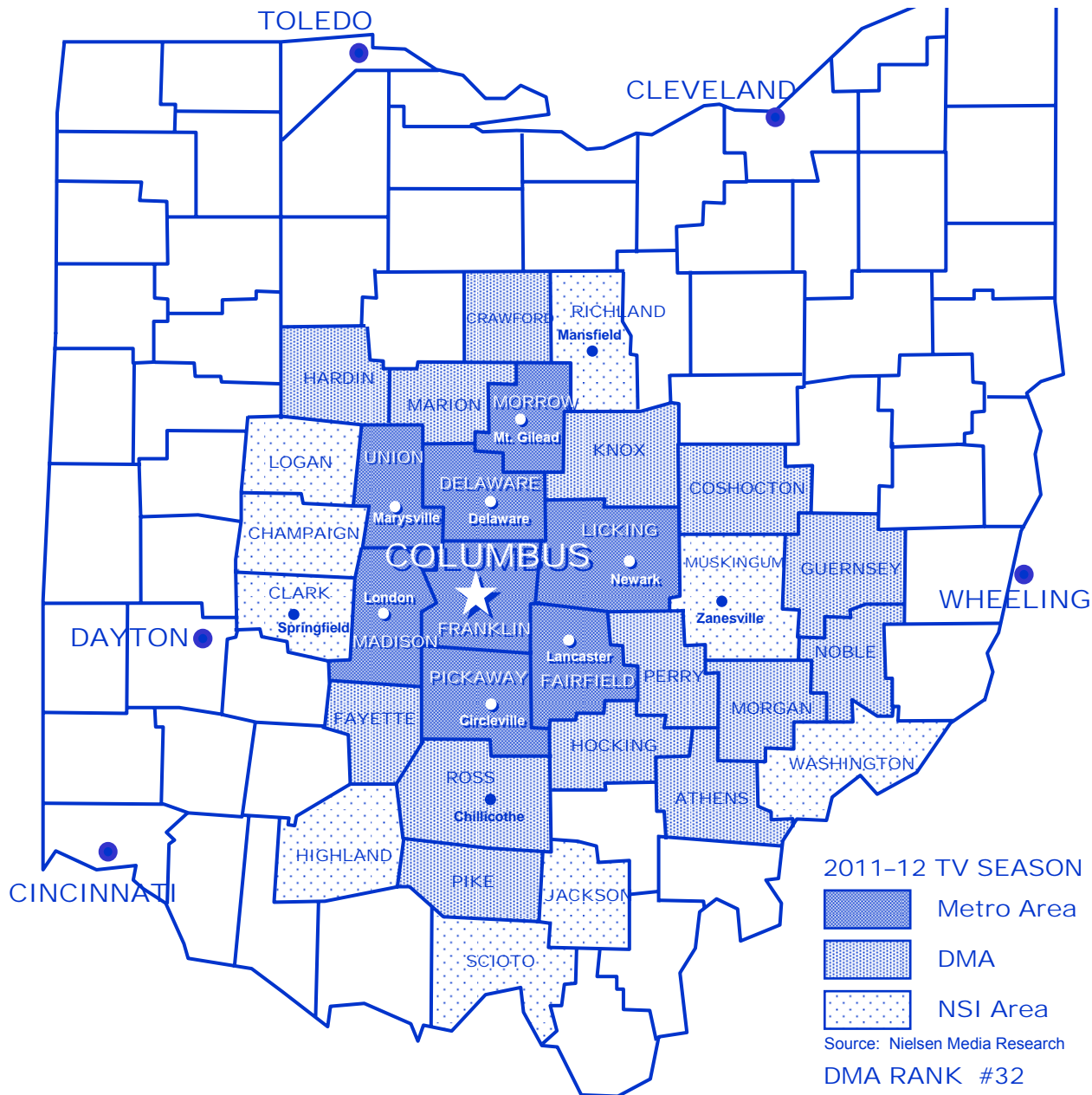
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Broadcast Coverage Map



ESTIMATES	NSI	DMA	METRO
TV Households	1,182,800	932,680	719,110
Wired Cable Penetration		68%	73%
Alternate Delivery System (ADS)		22%	16%

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Broadcast Coverage Map

METRO AREA The central part of the NSI market usually corresponding to the Metropolitan Statistical Area (MSA). This is the most densely populated portion of the market and is a helpful geographic break for many local advertisers.

DELAWARE COUNTY	64,100 TV HH	Ashley, Delaware, Galena, Kilbourne, Lewis Center, Ostrander, Powell, Radnor, Shawnee Hills, Sunbury
FAIRFIELD COUNTY	54,180 TV HH	Amanda, Baltimore, Bremen, Canal Winchester, Carroll, Hide A Way Hills, Lancaster, Lithopolis, Millersport, Pickerington, Pleasantville, Rushville, Stoutsville, Sugar Grove, Thurston
FRANKLIN COUNTY	472,320 TV HH	Amlin, Bexley, Blacklick, Brice, Columbus, Dublin, Gahanna, Galloway, Grove City, Groveport, Harrisburg, Hilliard, New Albany, Reynoldsburg, Upper Arlington, Westerville, Whitehall, Worthington
LICKING COUNTY	63,860 TV HH	Alexandria, Brownsville, Buckeye Lake, Croton, Etna, Granville, Gratiot, Heath, Hebron, Homer, Jacksontown, Johnstown, Kirkersville, Newark, Pataskala, Saint Louisville, Summit Station, Utica
MADISON COUNTY	14,540 TV HH	London, Mount Sterling, Plain City, Sedalia, South Solon, West Jefferson
MORROW COUNTY	12,710 TV HH	Cardington, Chesterville, Edison, Fulton, Iberia, Marengo, Mount Gilead, Shauck, Sparta
PICKAWAY COUNTY	19,420 TV HH	Ashville, Circleville, Commercial Point, Derby, Lockbourne, New Holland, Orient, Tarlton, Williamsport
UNION COUNTY	17,980 TV HH	Broadway, Irwin, Magnetic Springs, Marysville, Milford Center, Raymond, Richwood, Unionville Center

DESIGNATED MARKET AREA A group of counties in which stations located in the Metro area achieve the largest audience share. DMA's are non-overlapping areas and each county in the U.S. is assigned to only one DMA.

INCLUDES METRO COUNTIES

ATHENS COUNTY	22,720 TV HH	Albany, Amesville, Athens, Buchtel, Cabondale, Carpenter, Chauncey, Coolville, Glouster, Guysville, Hockingport, Jacksonville, Millfield, Nelsonville, New Marshfield, Shade, Sharpsburg, Stewart, The Plains, Torch, Trimble
COSHOCTON COUNTY	14,250 TV HH	Bakersville, Blissfield, Conesville, Coshocton, Fresno, Keene, Plainfield, Walhonding, Warsaw, West Lafayette
CRAWFORD COUNTY	17,640 TV HH	Bucyrus, Chatfield, Crestline, Galion, New Washington, North Robinson, Oceola, Sulphur Springs, Tiro
FAYETTE COUNTY	11,170 TV HH	Bloomington, Jeffersonville, Milledgeville, Washington Court House
GUERNSEY COUNTY	15,760 TV HH	Buffalo, Bylesville, Cambridge, Cumberland, Derwent, Fairview, Kimbolton, Kipling, Lore City, Old Washington, Pleasant City, Quaker City, Salesville, Senecaville
HARDIN COUNTY	11,460 TV HH	Ada, Alger, Dola, Dunkirk, Forest, Kenton, McGuffey, Mount Victory, Ridgeway, Roundhead
HOCKING COUNTY	10,980 TV HH	Carbon Hill, Haydenville, Laurelville, Logan, Murray City, Rockbridge, South Bloomingville, Union Furnace
KNOX COUNTY	22,450 TV HH	Bladensburg, Brinkhaven, Centerburg, Danville, Fredericktown, Gambier, Howard, Martinsburg, Mount Liberty, Mount Vernon
MARION COUNTY	24,010 TV HH	Caledonia, Green Camp, La Rue, Marion, Martel, Morral, New Bloomington, Prospect, Waldo
MORGAN COUNTY	5,880 TV HH	Chesterhill, Malta, McConnelsville, Stockport
NOBLE COUNTY	4,780 TV HH	Batesville, Belle Valley, Caldwell, Dexter City, Sarahsville, Summerfield
PERRY COUNTY	13,390 TV HH	Corning, Crooksville, Glenford, Junction City, Mount Perry, Moxahala, New Lexington, New Straitsville, Shawnee, Somerset, Thornville
PIKE COUNTY	10,710 TV HH	Beaver, Cynthiana, Idaho, Jasper, Latham, Picketon, Stockdale, Wakefield, Waverly
ROSS COUNTY	28,370 TV HH	Adelphi, Bainbridge, Bourneville, Chillicothe, Clarksburg, Frankfort, Hallsville, Kingston, Londonderry, Richmond Dale, South Salem

INCLUDES METRO & DMA COUNTIES

NSI AREA Is comprised of the viewing in the Metro and DMA areas and additional counties which account for 95% or more of the average quarter-hour audience to a station.

CHAMPAIGN COUNTY	14,920 TV HH	Cable, Chrisitansburg, Mechanicsburg, Mingo, North Lewisburg, Rosewood, Saint Paris, Urbana, Westville, Woodstock
CLARK COUNTY	53,510 TV HH	Catawba, Donnelsville, Enon, Medway, New Carlisle, North Hampton, South Charleston, South Vienna, Springfield, Tremont City
HIGHLAND COUNTY	16,370 TV HH	Buford, Danville, Fairview, Greenfield, Highland, Hillsboro, Leesburg, Lynchburg, Mowrystown, Sinking Spring
JACKSON COUNTY	12,560 TV HH	Coalton, Jackson, Oak Hill, Wellston
LOGAN COUNTY	17,660 TV HH	Belle Center, Bellefontaine, De Graff, East Liberty, Huntsville, Lakeview, Lewistown, Middleburg, Quincy, Rushsylvania, Russells Point, West Liberty, West Mansfield, Zanesfield
MUSKINGUM COUNTY	33,140 TV HH	Adamsville, Blue Rock, Chandlersville, Dresden, Duncan Falls, East Fultonham, Frazeyburg, Fultonham, Hopewell, Nashport, New Concord, Norwich, Philo, Roseville, Trinway, White Cottage, Zanesville
RICHLAND COUNTY	47,290 TV HH	Bellville, Butler, Lexington, Lucas, Mansfield, Ontario, Plymouth, Shelby, Shiloh
SCIOTO COUNTY	29,980 TV HH	Franklin Furnace, Friendship, Haverhill, Lucasville, McDermott, Minford, New Boston, Otway, Portsmouth, Rarden, Scioto Furnace, South Webster, Stout, Wheelersburg
WASHINGTON COUNTY	24,690 TV HH	Barlow, Bartlett, Belpre, Beverly, Coal Run, Cutler, Fleming, Little Hocking, Lowell, Lower Salem, Macksburg, Marietta, New Matamoras, Newport, Reno, Vincent, Waterford, Watertown, Whipple, Wingett Run

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Syndicated Programming

10TV's daytime and access syndicated talk and game shows are respected category leaders. Our syndicated programming offers a quality advertising environment that viewers welcome in their home.



Weekdays on 10TV 9-10am

Kelly Ripa is the host of the popular syndicated morning talk show "LIVE! with Kelly." As she heads toward her 11-year anniversary with the show, she now takes the lead on "LIVE" as the search for a new co-host commences.



Weekdays on 10TV 3-4pm

Drawing on over 30 years of experience in psychology and human functioning, Dr. Phil addresses a wide range of issues – all with his signature "tell it like it is" style. Firmly established as appointment television for daytime audiences, everyone wants to 'Get Real' with Dr. Phil.



Weekdays on 10TV 4-5pm

Dr. Oz is the most trusted doctor in America, there for viewers everyday as a source of newsworthy and lifesaving information. The Dr. Oz Show is a fast-paced, upbeat, multiplatform, life-changing program.



Weekdays on 10TV 7-7:30pm

A test of knowledge, covering topics such as literature, history and pop culture. More than 300 game shows have come and gone since Jeopardy! premiered in syndication in 1984. Hosted by Alex Trebek.



Weekdays on 10TV 7:30-8pm

Syndication's longest-running and most successful series hosted by Pat Sajak and Vanna White.

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Why should an advertiser invest their money in television?



The answer is simple!

Television reaches more of an advertiser's prospective customer base, in almost every major demographic segment.

Television reaches more of an advertiser's prospective customers for longer periods of time every day.

The public perceives television as the most exciting, influential, authoritative and persuasive medium.

And, of vital interest to advertisers, television is the medium where consumers are most likely to learn about products.

Television offers the greatest opportunity for producing assured sales results!

Source: Television Bureau of Advertising

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TARGET AUDIENCE—That portion of the television audience seen by the advertiser to be the most likely to purchase the product. For example, women 18-34; men 25-54.

RATING—The audience of a particular TV program or station at a particular time expressed as a percent of the audience population. The percent sign is not shown, and the rating may represent household viewing or a specific demographic audience segment's viewing.

SHARE—The audience of a particular television program or station time period expressed as a percent of the population viewing TV at that particular time. Share is usually reported on a household basis.

HOMES USING TELEVISION (HUT)—The percentage of all TV households in the survey area with one or more sets in use during a specific time period. HUT differs from rating because it combines all viewing, rather than identifying specific program viewing.

REACH—The number or percentage of different homes or persons exposed at least once to an advertising schedule over a specific period of time. Reach is also referred to as the cume (cumulative audience) or net reach.

FREQUENCY—The number of times the average household or person is exposed to an advertiser's commercial among those reached at least once within a given period of time.

GROSS RATING POINTS (GRPs)—The sum of the ratings to each message in a schedule. Example: ten announcements, each with a 10 rating, would produce a total of 100 GRPs. The total of the ratings includes duplication of viewing, thus the name "gross rating points." Also, the term GRP is generic and may refer to household GRPs or to specific target segment GRPs.

COST-PER-THOUSAND (CPMs)—CPM is the cost of a television schedule to reach each 1,000 of a specified target audience. CPM is determined by dividing the television audience into the cost of the schedule times 1,000.

COST-PER-POINT (CPP)—The cost of a television schedule to reach one rating point (one percent) of the specified target audience. CPP is determined by multiplying the CPM by the target audience, divided by 100,000.

METRO AREA—Central city area of the market. Usually corresponds to the government's MSA (Metropolitan Statistical Area), which is the most densely populated and the trading area for many local advertisers.

DMA (DESIGNATED MARKET AREA)—An exclusive geographic area of counties in which the home market television stations hold a dominance of total hours viewed. DMA is an A.C. Nielsen Company term.

CUME—Net, unduplicated number of homes or people reached by a television advertising schedule over a specific period of time.

DAYPARTS—Times of telecast; generally morning, afternoon, early evening, primetime (sometimes referred to as nighttime) and late night.

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