

2012 MEDIA KIT

LOCAL 15, LOCAL15TV.COM, UTV44, UTV44.COM
THE WEATHER AUTHORITY NETWORK



YOUR GULF COAST SUPERSTATION

LOCAL 15



UTV44

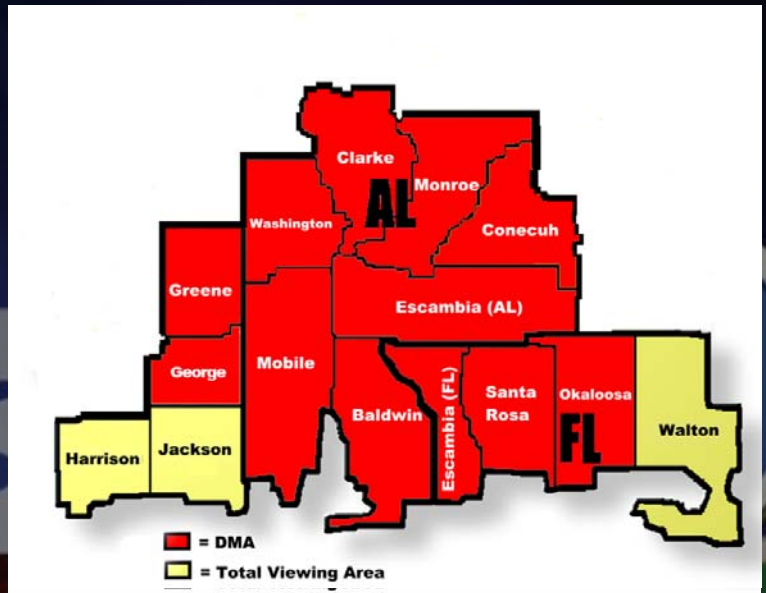
LOCAL 15
THE WEATHER
AUTHORITY
NETWORK

HELMOVK
YUHOVILA
THE WEATHER
NETWORK

Coverage Area

Cable Penetration

Baldwin Co	32%
Clarke Co	22%
Conecuh Co	16%
Escambia Co AL	18%
Mobile Co	56%
Monroe Co	19%
Washington Co	6%
Escambia Co FL	70%
Okaloosa Co	77%
Santa Rosa Co	47%
Greene Co MS	3%
George Co MS	7%



2010 Total Households 544,300

2011 Total Households 527,930

Cable Penetration 53%

Metro Households

Alabama Counties

Mobile	155,740
Baldwin	74,410

Florida Counties

Escambia	113,120
Santa Rosa	56,840



A Letter From LOCAL 15

On behalf of LOCAL 15, UTV44, The Weather Authority Network, LOCAL15TV.com and UTV44.com - Welcome!

We are proud to be a leader in news broadcasting and advertising service for the Gulf Coast and have been a cornerstone in the community for over 20 years. We operate as visionaries through our properties to provide the latest technologies and resources to our viewers driving interest and growth to individuals, local and national businesses.

Take a tour of our website and visit some of our exclusive products such as The Weather Authority Network our weather broadcast featured 24 hours a day, 7 days a week and **Seek It Local**, providing direct links to local businesses, classifieds, business searches, driving directions and more.

We are proud to offer more coverage and more products to our community than any other. We are dedicated to providing exceptional service and delivering unequalled advertising results for your business.

If you would like to find out more about how LOCAL 15, UTV44, The Weather Authority Network, LOCAL15TV.com and UTV44.com can deliver measurable results for you, please give me or one of our sales professionals a call. We look forward to using the power of our products to unlock the unlimited potential of your business.



Why Advertise?

Advertising Creates Store Traffic

Continuous store traffic is the first step toward increasing sales and expanding your business. The more people who come into the store, the more opportunities you have to make sales. *A National Retail Federation survey found that for every 100 items shoppers plan to buy, they make 30 unanticipated purchases.*

Advertising Attracts New Customers

Your market changes constantly. Newcomers to your area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. *The shopper who wouldn't consider your business a few weeks, months, or a year ago, may be a PRIME CUSTOMER now!*

Advertising Encourages Repeat Business

Shoppers don't have the store loyalty they once had. Shoppers have mobility and freedom of choice. You must advertise to keep pace with your competition.

The National Retail Federation states: *"Mobility and non-loyalty are rampant. Stores must promote to get former customers to return and to seek new ones."*

Advertising Generates Continuous Business

Your doors are open. Employees are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. *Advertising can generate traffic NOW...and in the future.*

Advertising is an Investment in Success

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A survey of more than 3,000 companies found that advertisers who maintained or expanded advertising over a five-year period saw their sales increase an average of 100 percent, and companies that cut advertising grew at least half the rate of those who advertised steadily.

Advertising Keeps You in the Competitive Race

There are only so many customers in the market ready to buy at any one time. You have to advertise to maintain regular customers and to counterbalance the advertising of your competition. You must advertise to keep or expand your market share or you will lose to more aggressive competitors.



Why Advertise?

Advertising Keeps Your Business Top-of-Mind

Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision making process. Your name must be fresh in their minds when they decide to buy.

Advertising Gives Your Business a Successful Image

In a competitive market, rumors and bad news travel fast. Nothing sets the record straight faster than advertising; it can tell your customers and competitors that your doors are open and you're ready for business.

Advertising Maintains Morale

Positive advertising boosts morale. It gives your staff strong, additional support. When advertising or promotion is suddenly cut or canceled, salespeople and employees may become alarmed or demoralized. They may start false rumors in the honest belief that your business is in trouble.

Advertising Brings in the Bucks

Advertising works. Businesses that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most successful.

- To create "top of mind" awareness of your location and specialized brands.
- Distinguish yourself from your competition.
- To reach potential customers on a consistent basis, that you may currently be missing.
- To prevent seasonal losses and to maximize seasonal gains.
- TV creates a more "High Profile/High Quality" image of your businesses products and services to your potential customers.
- Using TV, you can effectively target your customers through the use of different programs and times.



Why Television?

While TV reaches virtually everyone, you don't have to buy everyone.

You can select just the type of customer that is most susceptible to your sales message.

You can target the customer base you want simply by airing your commercial message in the programs that best fit your target customer.

TV is extremely effective in recruiting new customers.

People **see and hear** your message. TV can get your story in front of their eyes and into their ears and minds before they can do anything to reject it.

With TV you get the Sound of radio, the Sight of Newspapers, the Size of Billboards, and the Emotion no other medium can provide.

TV rules in time spent with media by all adult groups.

Dozens of studies show TV has an image of being the **Most Authoritative** of all media and the

Most Exciting...

Most Influential...

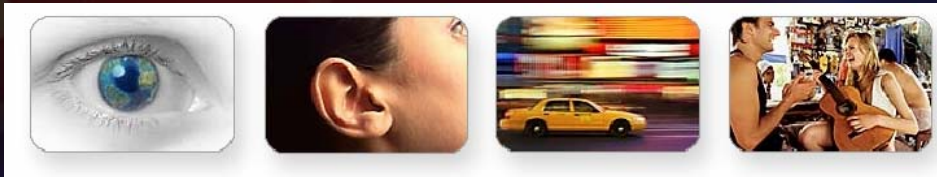
Most Persuasive...

not to mention the **Most Likely**

media used to learn about

products or brands adults might buy.

TV combines sight, sound and motion creating an emotion toward your business, products and services more effectively than any other medium.



Daily, 83% of all adults watch television for an average of 253 minutes.

The average home watches at least seven (7) hours of TV per day.

TV is 49% more Authoritative, 66% more Persuasive, 74% more Exciting and 78% more Influential.

52% of adults 18+ say they are most likely to learn about products through TV.



Why Advertise with Us?

We offer the power of MultiMedia with FIVE powerful properties

LOCAL 15 UTV44 THE WEATHER AUTHORITY NETWORK
LOCAL15TV.com UTV44.com

Experienced Sales Department

Our sales department is experienced in developing successful local MultiMedia advertising campaigns for businesses to fit their budgets. You may be surprised to learn the depth of effective advertising avenues our advertising properties can offer your business. Let us help you "Mix It Up" and make an impression on consumers. [How do we do it?](#)

Community Involvement



Awards



How do we do it?



WE LISTEN to you tell us about your business, your consumers and your needs. No selling here, just listening. If we're talking, we can't hear you.



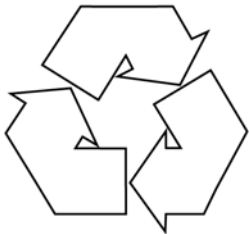
WE RESEARCH what you told us to discover which of our properties fits your needs. It could be one, several or all. If it's (ZIP), we will help point you in the right direction. FYI: Our sales department has the research tools (Marshall Marketing, Creative Services, Nielsen and more) available to help your business target your customers more effectively.



WE DEVELOP ideas based on the information you gave us and we uncovered to successfully target your core customer.



WE PROPOSE, no NOT marriage, IDEAS! However, we hope to propose a partnership for success



WE BUILD a continuous relationship. If you accept our proposal for success we will continue listening, providing market information, services and ideas. Communication is the key to success for all of us. Now, if you can't accept our proposal, we promise not to stalk you but we would like to keep the doors open.



LOCAL 15



SMASH



Parent hood



30 ROCK





GREG PETERSON



KYM THURMAN

...EAKING NEWS BREAKING WEATHER BREAKING NEWS ... BREAKING WEATHER BREAKING NEWS BREAKING WEATHER



HELMOBK
YUINOBILA
THE MEVTHEB
TOCVETIC



Greg Peterson



Kym Thurman



Pat Greenwood



Angela Martin



Frank Morales



James Gordon



Andrea Ramey



John Dzenitis



Darwin Singleton



Tami Brehse



Trish Williford



LOCAL 15

The Weather Authority



Derek Beasley
Chief Meteorologist



Kelly Foster
Meteorologist



Dietra Tate
Meteorologist

LOCAL 15 Sports



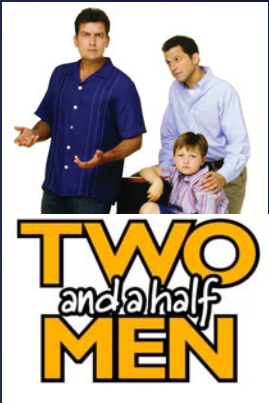
Lance Crawford
Sports Director



Clement Townsend
Sports Reporter

Awards





WJTC UTV44 is the only full market independent television station in Mobile/Pensacola. We're not restrained by affiliates. Our programming is what viewers want to see... local talk, local sports, and the best of syndicated programming



The Weather Authority Network

- **10 minutes (Local on the 8's on The Weather Channel) is *too long* to wait for local weather**
 - WeatherPlus offers on-demand local conditions/forecasts 24 hrs/day
- **Recognized, trusted local meteorologists/reporters & technology**
 - Derek Beasley
 - Kelly Foster
 - Diedre Tate
- **Unprecedented weather forecasting, weather emergency leadership, news gathering, talent... all from LOCAL 15, The Weather Authority**
 - Market-leading LOCAL 15
 - News and weather talent
 - Affiliated reporters from around the country create the largest weather news-gathering entity in the world.

Digital Channel 15.2
Comcast Digital Cable
– Channel 242
Cox Digital Cable
– Channel 716
MediaCom Digital Cable
– Channel 190



Special Projects



Year Round

GROUPIGG - gift certificates from local businesses that viewers / users buy at ½ price or more on local15tv.com.



Year Round

Seek It Local combines the strength of traditional television with the interactivity of the internet to allow local residents access to local business through a LOCAL search engine resident on both our station websites.



One of the leading new business development opportunities that provides a partnership between LOCAL 15/UTV44 and your business. This partnership will help your business realize sources of revenue that were previously untapped and unavailable. This program is a unique partnership that only NBC15/UTV44 can bring to the Mobile, Pensacola, Ft Walton Beach area. See your Account Manager for more details.

Hurricane Tracking Chart

June 1 – November 30, 2012

We track every storm that threatens our area both online and through our broadcast channels. You can align your message with this coverage through web ads and online exposure.



Spirit Of Giving

An outpouring of support, showcasing area talent and gathering donations for the Salvation Army.



Contact Us

WPMI-LOCAL 15, WJTC-UTV44

and

**The Weather Authority
Network**

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Mobile, Alabama 36609
251-602-1500
251-602-1547 fax

Local 15 Web Address:

www.local15tv.com

UTV44 Web Address:

www.utv44.com

Mobile News Bureau

News Tip Hotline: 251-602-1558

News Hotline: 877-ITELL15

Fax: 251-602-1550

Baldwin County News Bureau

Phone: 251-964-2580

Fax: 251-964-2586

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