# WBNS 10TV  Media Kit

Columbus, OH Market

# About WBNS-TV



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.

Advertisers benefit from WBNS-TV's leadership role and impressive coverage of the market.

WBNS-TV stands on the cutting edge of television broadcasting as it has since its inception.  On television, online and on-the-go, 10TV News is Central Ohio's News Leader.

# Columbus, OH Television Market

| | | |
|---|---|---|
| TV Households | 896,980 | 100% |
| Counties | 21 | |
| | | |
| Homes w/ Adults 18+ | 896,980 | |
| Homes w/ Men 18+ | 628,922 | 70% |
| Homes w/ Women 18+ | 663,197 | 74% |
| | | |
| Homes w/ Adults 18-49 | 584,058 | 65% |
| Homes w/ Men 18-49 | 426,427 | 48% |
| Homes w/ Women 18-49 | 454,335 | 51% |
| | | |
| Homes w/ Adults 25-54 | 589,930 | 66% |
| Homes w/ Men 25-54 | 429,349 | 48% |
| Homes w/ Women 25-54 | 459,430 | 51% |
| | | |
| Homes w/ HHI $50K+ | 508,063 | 57% |
| Homes w/ HHI $75K+ | 343,726 | 38% |
| Homes w/ HHI $100K+ | 227,770 | 25% |
| | | |
| Homes w/ Some College | 281,254 | 31% |
| Homes w/ College | 201,126 | 22% |
| Homes w/ Graduate School | 139,432 | 16% |



www.10TV.com
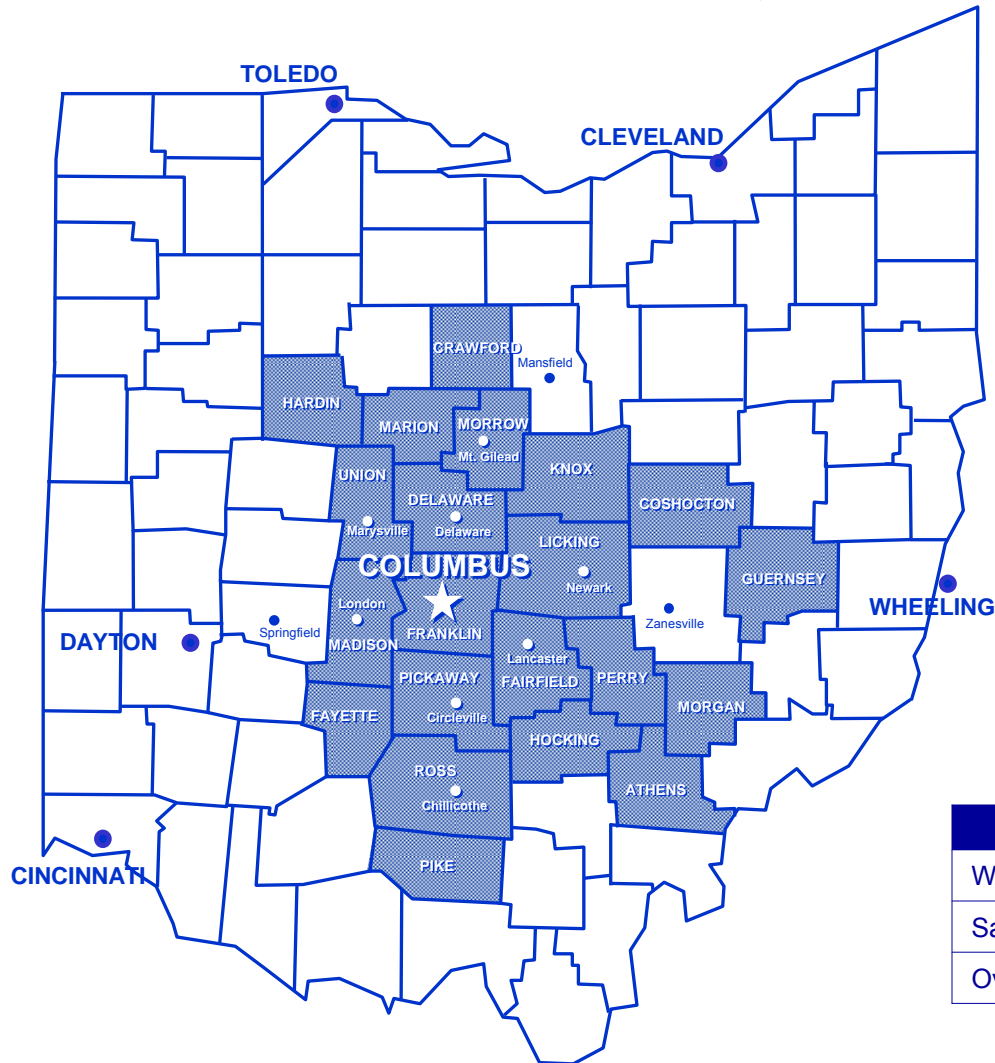770 Twin Rivers Dr., Columbus, OH 43215  •  (614) 460-3719  •  (614) 460-3890 fax

WBNS-10TV • Columbus, OH | 10TV.com | facebook.com/WBNS10TV

# Columbus, OH Broadcast Coverage Map

## 2017-18   TV Households   896,980

TOLEDO

CLEVELAND

CRAWFORD
Mansfield

HARDIN

MARION

MORROW
Mt. Gilead

KNOX

COSHOCTON

UNION

DELAWARE
Marysville        Delaware

LICKING

GUERNSEY

COLUMBUS

Newark

WHEELING

London

Zanesville

DAYTON

Springfield

FRANKLIN

MADISON

PICKAWAY

Lancaster

FAIRFIELD

PERRY

MORGAN

FAYETTE

Circleville

HOCKING

ROSS

Chillicothe

ATHENS

CINCINNATI

PIKE

| TV Source | % |
|-----------|-----|
| Wired Cable | 59.4 |
| Satellite | 25.1 |
| Over The Air | 15.5 |

www.10TV.com
770 Twin Rivers Dr., Columbus, OH 43215  •  (614) 460-3719  •  (614) 460-3890 fax

Source:  comScore

WBNS-10TV • Columbus, OH | 10TV.com | facebook.com/WBNS10TV

# 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**
Entrepreneur, host, actress and producer, Kelly Ripa, is one of the most powerful voices in media, with a diverse body of work both on and off camera.  Ryan Seacrest holds preeminent positions in broadcast and cable television as well as nationally syndicated radio and local radio.

**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 in1984.  Hosted by Alex Trebek.

**Weekdays on 10TV 3-4pm**
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 7:30-8pm**
Syndication's longest-running and most successful series hosted by Pat Sajak and Vanna White.

**Weekdays on 10TV 4-5pm**
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.

# Subchannel Programming

**OFFERS A MIX OF HEROIC CHARACTERS & ICONIC SERIES**

- Timeless and contemporary programming create a **dynamic** and **powerful brand**

- Younger skewing programming while maintaining **strong multi-generational** appeal

**EBNS 10.2**

# Why Television?



## 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.

Source: Television Bureau of Advertising

## Television offers the greatest opportunity for producing assured sales results!

# TV / Media Terms

**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.

**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.