




# WTEV CBS47

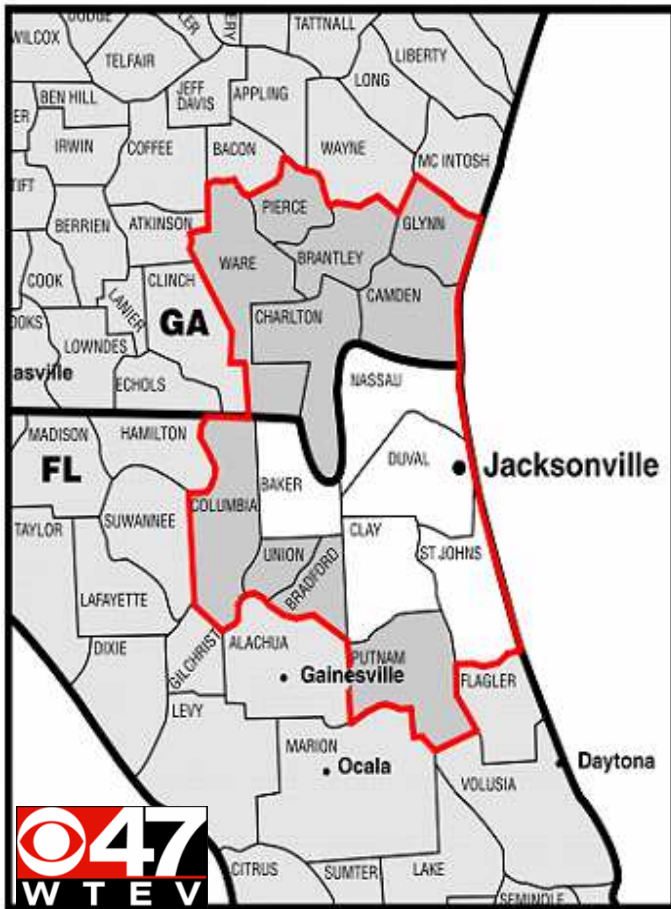
2011 Media Kit



11700 Central Parkway, Unit 2  
Jacksonville, Florida 32224



# The Jacksonville Television Market



Source: Nielsen Media Research, DMA County HH, FEB10

The Jacksonville-Brunswick DMA includes 9 Florida Counties and 6 Georgia Counties.

The majority (79%) live within the 5 county Metro area of Duval, Nassau, Baker, Clay, and St. Johns.

Number of TV HH in DMA	678,430
Percentage of Multi-Set TV HH	86.9%
Percentage of Hardwired Cable HH	59.0%
Cable/Alternate Delivery Penetration	92.3%
ADS Penetration	34.1%

County	TV HH	% of DMA
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## Florida Counties

Metro		
DUVAL	348,600	66%
ST JOHNS	75,640	14%
CLAY	69,390	13%
NASSAU	28,410	5%
BAKER	8,650	2%

Non-Metro		
PUTNAM	29,360	6%
COLUMBIA	24,820	5%
BRADFORD	9,510	2%
UNION	3,850	1%

## Georgia Counties

BRANTLEY	6,150	1%
CAMDEN	17,040	3%
CHARLTON	3,380	1%
GLYNN	32,220	6%
PIERCE	7,480	1%
WARE	13,930	3%

<b>Metro:</b>	530,690	79%
<b>Non-Metro:</b>	147,740	22%

Rank	Designated Market Area (DMA)	TV Homes	% of US
49	Jacksonville	678,430	0.585

Source: Nielsen Media Research, DMA County HH, OCT10

# Why Jacksonville?

The Jacksonville DMA has a population whose age, sex and income levels mirror the U.S. averages. Jacksonville, as a result, serves as an ideal test market for many companies.



Gender	US	Jax
Male	49%	<b>49%</b>
Female	51%	<b>51%</b>

Age	US	Jax
Under 18	26%	<b>26%</b>
18-34	24%	<b>23%</b>
35-49	23%	<b>24%</b>
50-64	15%	<b>15%</b>
65+	12%	<b>12%</b>

Median Ages	US	Jax
Median Age - Both Sexes	35	<b>36</b>
Median Age - Male	34	<b>35</b>
Median Age - Female	37	<b>37</b>

Household Size	US	Jax
Avg HH size	2.59	<b>2.62</b>

Household Income	US	Jax
Under \$20K	22%	<b>22%</b>
\$20,000-\$39,999	25%	<b>27%</b>
\$40,000-\$59,999	20%	<b>21%</b>
\$60,000 to \$74,999	10%	<b>10%</b>
\$75,000 to \$99,999	10%	<b>9%</b>
\$100,000 to \$124,999	5%	<b>4%</b>
\$125,000 to \$149,999	3%	<b>2%</b>
\$150,000 to \$199,999	2%	<b>2%</b>
\$200,000 or more	2%	<b>2%</b>

Urban/Rural	US	Jax
Urban	79%	<b>79%</b>
Rural	21%	<b>21%</b>

# Why Jacksonville?

Located on the St. Johns River and the Atlantic Ocean, Jacksonville is home to the largest deepwater port in the south and is the leading hub for automobile imports.

Jacksonville is home to the regional headquarters of Blue Cross & Blue Shield and the corporate headquarters of Fortune 500 Companies Winn Dixie, CSX and Fidelity Information Services.

As the third largest military presence in the U.S., the Jacksonville area is home to four military facilities, including NAS Jacksonville, NAS Mayport, Blount Island Command and Naval Submarine Base Kings Bay.

## Jacksonville Business Rankings

Jacksonville International Airport ranked 4th among U.S. airports - JD Power and Associates

Jacksonville ranked in the Top 10 Pro Business States - Pollina Corporate Real Estate

Jacksonville ranked in the Top 25 Best Places to Start a New Business - BizJournals

Jacksonville ranks 5th in a Tax Foundation Study of Business Friendly Tax Climates

Jacksonville ranked in the Top 50 Best Labor Markets for Young Adults - Portfolio.com

Jacksonville ranked as one of the Best Run City Governments in Florida - Tax Watch

Jacksonville ranks highest among Florida cities for Best U.S. Business Cities - Market Watch

Jacksonville ranked 13th in the list of Best Places to Start a Business - Portfolio.com/BizJournals

Jacksonville ranks as the 12th Best Large City for Business - Inc.com

Florida's Economic Outlook ranked 5th among the 50 U.S. states - American Legislative Exchange Council

## Top Employers in Jacksonville

Naval Air Station	25,245
Duval County Public Schools	14,489
Naval Station Mayport	12,677
City of Jacksonville	8,828
Baptist Health System	8,276
Blue Cross & Blue Shield of Florida	6,000
Mayo Clinic	4,978
Citibank (Citi-Cards)	4,836
United Parcel Services	4,100
Clay County School Board	4,000
St. Vincents Medical Center	4,000
Bank of America	3,800
U.S. Postal Service	3,797
Shands Jacksonville Healthcare	3,500
St. Johns County School District	3,357
CSX	3,300



# Why Television Now?

Television is more influential than other traditional forms of media and it is the most powerful advertising platform, particularly during tough economic times.

**Unmatched Reach**

**Impact and Connection to Consumers**

**Cost-Efficiency When it Counts Most**

**Powerful Engagement**

**Drives Consumer Demand**

**Effective at All Stages of the Purchase Funnel**

**Broad and Narrow Targeting, Rooted in Local Markets**

## Television Delivers the Highest Reach and Most Time Spent

**Adults 18+**

Medium	% Reached Yesterday	% of Media Hours
Television	89.5%	51%
Radio	60.6%	15%
Internet	67.5%	25%
Newspaper	38.6%	4%
Magazine	28.6%	2%

### Why Advertise Now?

Today's economy calls for bold, audacious marketing.

And today's consumer has to be motivated to action. Advertising is distributed information, and a fundamental part of the business process.

It's not a luxury, it's essential.

There's no better time to increase share of voice and top-of-mind awareness. Less aggressive advertisers leave the door open to consumer brand switching.

Go after or protect market share. It's less expensive than trying to rebuild later and studies show it leads to long term profitability. It's a good time to leverage funding relationships and look for communication partnerships.

You will find great media values.



# Why Broadcast Television?

The Wall Street Journal recently reported that while cable subscriber growth has stalled, the number of ADS homes have soared, trouncing cable in the battle for subscribers...

And the Jacksonville-Brunswick market is no exception. Jacksonville's ADS penetration has climbed steadily over the past several years and is among the highest of the 210 DMA's in the nation!

The Jacksonville-Brunswick DMA is composed of 15 counties, **TEN** of which are home to primarily Alternate Delivery System subscribers, meaning that if your business is advertising on cable, the vast majority of consumers in these counties will not see your ad.

And many of the remaining counties are rapidly moving toward a majority ADS subscription status!

**Ensure your message is reaching 100% of the TV market with CBS47!**

State	County	% Cable HH	% ADS HH
FL	Baker	31.4%	<b>57.2%</b>
FL	Bradford	17.2%	<b>70.9%</b>
FL	Columbia	42.9%	<b>50.8%</b>
FL	Nassau	45.3%	<b>48.8%</b>
FL	Putnam	35.6%	<b>54.3%</b>
FL	Union	10.9%	<b>71.9%</b>
GA	Brantley	6.3%	<b>91.1%</b>
GA	Camden	28.1%	<b>69.3%</b>
GA	Charlton	10.7%	<b>81.7%</b>
GA	Pierce	33.2%	<b>63.2%</b>

# Why Television Works

## Marketing

- **Advertising enables your business to retain existing customers.** Businesses thrive on repeat customers and referrals. Consistent and sustained advertising keeps your business top-of-mind as customers make a purchase.
- **Advertising enables you to reach new customers.** The market is constantly changing. As new families move into your area and consumer buying habits change, your business can use advertising to stay connected with your target market.
- **Advertising generates customer traffic.** Continuous traffic means an increase in revenue and an expanded consumer base. The more customers that come into your business, the greater the possibility of forming new relationships and making sales.
- **Advertising gives your business an advantage over competitors who cut back on or cancel their advertising.** Marketing your business as others reduce or stop advertising altogether will not only help you attract new customers, it will also give you the opportunity to corner the market in your category by branding your business.

## Information

- **Advertising reaches your customers regardless of their media habits.** Advertising builds awareness, which builds familiarity and trust. Each time your ad is seen or heard, it builds brand recognition for your business.
- **Advertising creates long-term memory.** According to a study by Pew Research, people are bombarded with an estimated 2,700 messages a day. The more impressions you make, the longer they will remember both your ad and your company.
- **Advertising helps consumers with the decision-making process.** Many consumers postpone buying decisions. By advertising to them throughout the buying process, your name will be fresh in their minds when they are ready to buy.
- **Advertising keeps your business top of mind.** Consistent and sustained advertising builds awareness and trust in your company.

## Identifying

- **Advertising strengthens your identity.** Advertising establishes your company's reputation, reliability and brand.
- **Advertising keeps a healthy and positive image of your company.** It corrects and counters misleading and/or negative information.
- **Advertising maintains morale.** Morale is improved when you see your marketing at work. Cutting back on advertising can lead to the impression that your business is in trouble.
- **Advertising improves your business' image.** It tells your customers and competitors that your doors are open and ready for business.

# CBS News in Jacksonville

In April 2009, WTEV CBS47 and WAWS FOX30 launched a single news brand called Action News.

Continuing the success of CBS47 News, Action News features more breaking news coverage, in-depth investigative reporting, up-to-date weather information and more reporters in the field covering the stories you want to know about!

Action News is Coverage You Can Count On!



Action News on WTEV CBS47

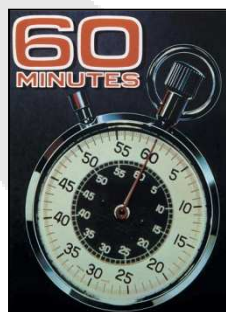
M-F 5:00AM, 5:30AM, 6AM, 12:00PM,  
5PM, 5:30PM, 6:00PM  
M-Sun 11-11:35pm



M-F 6:30- 7pm



Sun 9-10:30am



Sun 7-8:00pm



M-F 7-9:00am

# 1Q 2011 Program Schedule



TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY				
5:00AM	Action News at 5:00am					Paid Program	Paid Program				
5:30AM	Action News at 5:30am					Paid Program	Paid Program				
6:00 AM	Action News at 6:00am					Words of Light Ministries	<b>FACING FLORIDA</b>				
6:30 AM						American Town Hall	Paid Program				
7:00 AM	<b>The Early Show</b>					Sabrina the Animated Series	Paid Program				
7:30 AM						Sabrina the Animated Series	Paid Program				
8:00 AM						Saturday Early Show					Paid Program
8:30 AM											Paid Program
9:00 AM	<b>Rachel Ray</b>					CBS Sunday Morning					
9:30 AM	<b>The Doctors</b>										
10:00 AM	<b>The Price Is Right</b>					Noonbory & The Super 7	Face The Nation				
10:30 AM	<b>The Price Is Right</b>					<b>Busytown</b>	Paid Program				
11:00 AM	<b>The Price Is Right</b>					Doodlebops Rockin' Road Show	Paid Program				
11:30 AM	<b>The Price Is Right</b>					<b>Strawberry Shortcake</b>	Paid Program				
12:00 PM	Action News at Noon					<b>NCAA Basketball/CBS Sports/Movies</b>					
12:30 PM	<b>The Young and the Restless</b>										
1:00 PM	<b>The Bold and the Beautiful</b>										
1:30 PM	<b>The Talk</b>										
2:00 PM	<b>The Talk</b>										
2:30 PM	<b>The Talk</b>										
3:00 PM	<b>Let's Make a Deal</b>										
3:30 PM	<b>Let's Make a Deal</b>										
4:00 PM	Judge Joe Brown										
4:30 PM	Judge Judy										
5:00 PM	Action News at 5PM										
5:30 PM	Action News at 5:30PM										
6:00 PM	Action News at 6PM					Action News at 6pm	<b>CBS Evening News</b>				
6:30 PM	<b>CBS Evening News</b>					<b>CBS Evening News</b>	Action News at 6:30pm				
7:00 PM	Judge Judy					Two and a Half Men	<b>60 Minutes</b>				
7:30 PM	Two and a Half Men					Two and a Half Men					
8:00 PM	HOW I MET YOUR MOTHER	NCIS	SURVIVOR	THE BIG BANG THEORY	MEDIUM	<b>CRIMETIME SATURDAY</b>	<b>THE AMAZING RACE</b>				
8:30 PM	RULES OF ENGAGEMENT			#\$! MY DAD SAYS							
9:00 PM	TWO AND A HALF MEN	NCIS: LA	CRIMINAL MINDS	CSI: CRIME SCENE INVESTIGATION	CSI: NY	<b>CRIMETIME SATURDAY</b>	<b>UNDERCOVER BOSS</b>				
9:30 PM	MIKE & MOLLY										
10:00 PM	HAWAII FIVE-0	THE GOOD WIFE	THE DEFENDERS	THE MENTALIST	BLUE BLOODS	48 HOURS MYSTERY	CSI: MIAMI				
10:30 PM	HAWAII FIVE-0	THE GOOD WIFE	THE DEFENDERS	THE MENTALIST	BLUE BLOODS	48 HOURS MYSTERY	CSI: MIAMI				
11:00 PM	Action News at 11					Action News / Action Sports 360	Action News / Action Sports 360				
11:30 PM	<b>The Late Show With David Letterman (11:35PM)</b>					Two and a Half Men	Two and a Half Men				
12:00 AM	<b>The Late Show With David Letterman (11:35PM)</b>					How I Met Your Mother	How I Met Your Mother				
12:30 AM	<b>The Late Late Show With Craig Ferguson (12:37AM)</b>					The Unit	House				
1:00 AM	<b>The Late Late Show With Craig Ferguson (12:37AM)</b>					The Unit	House				
1:30 AM	The New Adventures of Old Christine					House	Stargate Universe				
2:00 AM	Scrubs					House	Stargate Universe				
2:30 AM	<b>Up To The Minute News</b>					Paid Program	Judge Judy				
3:00 AM						Paid Program	Judge Judy				
3:30 AM						Paid Program	Mighty Church...Redeemed				
4:00 AM						Paid Program	Paid Program				
4:30 AM						<b>CBS Morning News</b>	Paid Program	Paid Program			
4:30 AM	<b>CBS Morning News</b>					Paid Program	<b>CBS Morning News</b>				

**WE ARE CBS**   
**AMERICA'S MOST WATCHED NETWORK**

# WTEV CBS47 Prime IQ 2011

## CBS TELEVISION NETWORK 2011 PRIMETIME SCHEDULE

### MONDAY

8:00-8:30 PM HOW I MET YOUR MOTHER  
8:30-9:00 PM RULES OF ENGAGEMENT / MAD LOVE (2/14)  
9:00-9:30 PM TWO AND A HALF MEN  
9:30-10:00 PM MIKE & MOLLY  
10:00-11:00 PM HAWAII FIVE-0

### TUESDAY

8:00-9:00 PM NCIS  
9:00-10:00 PM NCIS: LOS ANGELES  
10:00-11:00 PM THE GOOD WIFE

### WEDNESDAY

8:00-9:00 PM SURVIVOR  
9:00-10:00 PM CRIMINAL MINDS  
10:00-11:00 PM BLUE BLOODS  
CRIMINAL MINDS: SUSPECT BEHAV (2/16)

### THURSDAY

8:00-8:30 PM THE BIG BANG THEORY  
8:30-9:00 PM \$#! MY DAD SAYS / RULES OF ENGAGEMENT (2/17)  
9:00-10:00 PM CSI: CRIME SCENE INVESTIGATION  
10:00-11:00 PM THE MENTALIST

### FRIDAY

8:00-9:00 PM THE DEFENDERS / CHAOS (4/1)  
9:00-10:00 PM CSI: NY  
10:00-11:00 PM BLUE BLOODS

### SATURDAY

8:00-9:00 PM CRIMETIME SATURDAY  
9:00-10:00 PM CRIMETIME SATURDAY  
10:00-11:00 PM 48 HOURS MYSTERY

### SUNDAY

7:00-8:00 PM 60 MINUTES  
8:00-9:00 PM THE AMAZING RACE  
9:00-10:00 PM UNDERCOVER BOSS  
10:00-11:00 PM CSI: MIAMI



# CBS Prime Programming New 2010-11 Shows

## **Mike and Molly** (Monday 930pm )

Mike & Molly is a comedy from Chuck Lorre (Two and a Half Men and The Big Bang Theory) about a working class Chicago couple who find love at an Overeaters Anonymous meeting.

## **Hawaii Five-0** (Monday 10pm )

Hawaii Five-0 is a contemporary take on the classic series about a new elite federalized task force whose mission is to wipe out the crime that washes up on the Islands' sun-drenched beaches. Detective Steve McGarrett (Alex O'Loughlin), a decorated Naval officer turned cop, returns to Oahu to investigate his father's murder and stays after Hawaii's governor persuades him to head up the new team: his rules, her backing, no red tape and full blanket immunity to hunt down the biggest "game" in town.

## **The Defenders** (Wednesday 10pm )

The Defenders stars Jim Belushi and Jerry O'Connell in a comedic drama about two colorful Las Vegas defense attorneys who go all-in when it comes to representing their clients. Nick and Pete are the local go-to guys with an eclectic client list who are still looking to hit their own jackpot.

## **\$#! My Dad Says** (Thursday 830pm )

\$#! MY DAD SAYS, based on the popular Twitter feed by Justin Halpern, stars Emmy Award winner William Shatner as Ed Goodson, a forthright and opinionated dad who relishes expressing his unsolicited and often wildly politically incorrect observations to anyone within earshot.

## **Blue Bloods** (Friday 10pm )

Blue Bloods is a drama about a multi-generational family of cops dedicated to New York City law enforcement. Frank Reagan (Tom Selleck) is the New York Chief of Police and patriarch of the Reagan brood, which he heads as diplomatically as he does the force, even when dealing with the politics that plagued his unapologetically bold father, Henry (Len Cariou), during his stint as Chief.



**MIKE & MOLLY**  
Mondays 9:30/8:30c



**HAWAII FIVE-0**  
Mondays 10/9c



**THE DEFENDERS**  
Wednesdays 10/9c



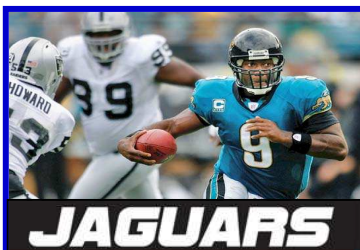
**\$#! MY DAD SAYS**  
Thursdays 8:30/7:30c



**BLUE BLOODS**  
Fridays 10/9c

# SPORTS

With its powerhouse sports lineup, CBS47 is your home for sporting events you love to watch year-round.



Catch all of the Jaguars action this season on WTEV CBS47 – The official station of the Jacksonville Jaguars.



Tune into WTEV CBS47 as the pros hit the links in major tournaments like The Masters, The Pebble Beach Pro-Am and The PGA Championship.



Catch all of the action of NCAA Basketball and the excitement of March Madness on WTEV CBS47.



Tune into WTEV CBS47 as the world's most notable tennis players compete for the U.S. Open Championship Title.



WTEV CBS47 is also home to the NFL on CBS and the AFC Divisional Playoffs and the AFC Championship.



WTEV CBS47 is the station to watch for all the excitement of SEC Football, The Florida Gators and The Gator Bowl.

# Promotional Opportunities

Throughout the year, WTEV CBS47 has a multitude of promotional opportunities that offer you more ways to promote and generate buzz for your business within the community.

## Keep It Local/Seek It Local

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Keep It Local/Seek It Local is a proven program to help local Jacksonville businesses capture new customers using the power of television and the internet.

## Casting Calls

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Each week, thousands of viewers tune to CBS47 to watch Survivor, The Amazing Race and Big Brother. Now, you have the opportunity to make a local resident's dream a reality by hosting a casting call at your business' location.

## Weather Cam Network

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The #1 reason viewers tune into local news is for up-to-date weather information. Imagine your business or product as a part of that content on each Action News newscast.

## Green Tips

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CBS47 has a catalogue of 50+ professionally produced green tips that can align your business with the green movement.

## Show Sponsorships

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Naming rights to the Jaguars pre-game/post game shows, The Gator Bowl, US Open Championship. *Segment Sponsorships* – injury reports, game time weather, game day trivia.

## Online Guides

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Auto, Back-to-School, Beauty, Career, Finance and Taxes, Health, Legal, Outdoor, Parenting, Wedding, etc.

*Ask your Account Executive for a complete listing of promotional opportunities offered exclusively by WTEV CBS47.*



# Station Contacts

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