• **Lansing is the capital of Michigan**, located in the middle of the state between Detroit, Grand Rapids, and the Flint/Saginaw/Bay City TV markets.

• Nielsen **market rank is 113**. Lansing DMA is 5 counties (Ingham, Eaton, Clinton, Jackson & Hillsdale), but has strong viewership in surrounding counties, particularly Shiawassee County to the northeast (in Flint DMA), and the fastest growing county in the state, Livingston County, to the east (in Detroit DMA).

• The Lansing area is home to **2 major GM plants**, which make the Cadillac ATS, Cadillac CTS, Chevrolet Camero, Chevrolet Traverse & Buick Enclave. The area is reliant on the car industry, and generally thrives when the car industry thrives.

• East Lansing is home to **Michigan State University**, adding over 50,000 students to our market.

• The Lansing area serves as the **headquarters for several national companies** including: Auto-Owners Insurance, Jackson National Life, Accident Fund Insurance, Emergent BioSolutions, Biggby Coffee, Dart Container, Two Men and a Truck, Spartan Motors, Alro Steel, Dawn Foods, and more.
**Market Data**
**Lansing/Jackson DMA**

### Lansing, Michigan:
- Population: 114,485
- Average Age: 32
- 48% Male, 52% Female
- Married: 34.3%
- Median HH Income: $42,150
- Average Commute: 19 Minutes
- Median Home Value: $76,600

### Jackson, Michigan:
- Population: 32,255
- Average Age: 31
- 46% Male, 54% Female
- Married: 34.9%
- Median HH Income: $31,479
- Average Commute: 18 Minutes
- Median Home Value: $62,500

### East Lansing, Michigan:
- Population: 48,669
- Average Age: 21
- 51% Male, 49% Female
- Married: 16.8%
- Median HH Income: $88,566
- Average Commute: 16 Minutes
- Median Home Value: $171,800

---

**TABLE 1 - UNIVERSE ESTIMATES - JAN. 2017**

<table>
<thead>
<tr>
<th>AREA</th>
<th>TOTAL HOUSEHOLDS</th>
<th>TV HOUSEHOLDS</th>
<th>TV HOUSEHOLDS BY COUNTY SIZE</th>
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<tr>
<td></td>
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<tr>
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**TABLE 2 - UNIVERSE ESTIMATES PENETRATION**

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<th>CABLE TV</th>
<th>ADS</th>
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<td>84</td>
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<tr>
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**TABLE 3 - SAMPLE SIZES: HOUSEHOLDS**

<table>
<thead>
<tr>
<th>AREA</th>
<th>INITIAL DESIGNATED HOUSEHOLDS</th>
<th>HOUSEHOLDS</th>
<th>IN-TAB DIARY HOUSEHOLDS</th>
<th>DIARY RESPONSE RATE</th>
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<tr>
<td>METRO DMA(INCL METRO)</td>
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<td>263</td>
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<tr>
<td>NSI(INCL DMA)</td>
<td>8676</td>
<td>316</td>
<td>447</td>
<td>763</td>
</tr>
</tbody>
</table>
# Market Data
## Lansing/Jackson DMA

### GENDER
- Women: 51%
- Men: 49%

### AGE
- 18 - 24: 18%
- 25 - 34: 16%
- 35 - 49: 20%
- 50 - 54: 12%
- 55 - 64: 17%
- 65+: 17%

### MARITAL STATUS
- Married: 51%
- Single: 27%
- Divorced/separated: 9%
- Living Together: 7%
- Widowed: 6%

### NUMBER OF CHILDREN
- No Children: 60%
- 1 Child: 15%
- 2+ Children: 24%

### PRIMARY RESIDENCE
- Own a House: 62%
- Rent: 26%
- Live w/parents/guardian: 8%
- Own a Condo: 2%
- Other: 2%

### PRIMARY RESIDENCE
- Own a House: 62%
- Rent: 26%
- Live w/parents/guardian: 8%
- Own a Condo: 2%
- Other: 2%

### ETHNIC BACKGROUND
- Caucasian: 81%
- African American: 8%
- Other: 11%

### NUMBER OF CHILDREN
- No Children: 60%
- 1 Child: 15%
- 2+ Children: 24%

### HOUSEHOLD INCOME
- Less Than $20K: 20%
- $20-$30K: 13%
- $30-$50K: 23%
- $50-$75K: 17%
- $75K+: 27%

### OCCUPATION
- White Collar/Mgr/Prof: 27%
- Working Women: 23%
- Retired: 22%
- Blue Collar/Operative: 14%
- Clerical: 9%

### EDUCATION
- High School: 26%
- Some College: 25%
- Vocational Technical: 3%
- College Graduate: 28%
- Some Graduate Work: 3%

Source: Marshall Marketing
Unique HH each week by station:

- WLNS: 229,840
- WILX: 196,727
- WSYM: 199,031
- WLAJ: 168,876
- ELAJ: 71,522

Market Rank: 115
Total Households: 241,940

Source: Comscore November 2018
Our Media Products
Broadcast Programming
Television Advertising

Broadcast television has the largest footprint of any advertising medium- Signals reach over a large geographic area.

Television is the only medium which engages all of our senses- Uses sight, sound and motion which leads to emotion, making your message more effective.

Television is the most active and powerful advertising medium- Presidential & local elections, Art Van, Wal-Mart, Sam Bernstein.

Television gives you more impact- People more actively retain what they both see AND hear, making your message more memorable.

Television builds brand identity- Create a bond with customers, giving a familiarity with your services which people will recall for years.

Television advertising is the best use of your advertising budget- Largest number of potential clients reached for the lowest cost-per-person of any medium.
WLNS TV has been a Mid-Michigan Television icon for nearly 70 years. First taking the air in 1950 as WJIM TV (Changing to WLNS in 1984) WLNS has been “Here For You” for generations of residents in our community. A CBS Affiliate for the better part of 60 years, you’ll continue to see the best that network and local programming has to offer, every day.
WLNS Facts

• WLNS was the first television station in the Lansing market

• WLNS is the only station with a news bureau & dedicated reporter in Jackson, the second biggest city in the market, 30 minutes south of Lansing

• 6 News delivers 31 hours of local news per week, the most in the market

• 6 News produces the only noon news in the market

• Local newscasts have consistently grown in share over the last 4 years, and every newscast is now #1 in the time period.

• Sports are a big draw, most specifically Michigan State & University of Michigan basketball, March Madness, and the NFF.

• WLNS produces local sports specials featuring Michigan State football & basketball teams. Specials generally air before the football season starts, before the Bowl game, and each week the Michigan State basketball team advances in the NCAA Tournament

• There is high demand for awards shows on CBS: Grammy’s, ACM Awards, Tony Awards and more!
6 News

- Weekday Mornings at 4:30am, 5:00am, 5:30am, 6:00am & 6:30am.
- Weekdays at Noon, 5:00pm, 5:30pm, 6:00pm & 11:00pm
- Weekends at 6:00am & 8:00am and at 6:00pm & 11:00pm

Here for You. Mid-Michigan’s Largest News Organization, committed to protect, engage and inform our community.

The award winning 6 News Team is truly “Here for You” bringing you almost 30 Hours of local news, weather and sports every week.

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<thead>
<tr>
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<td>-0.7</td>
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**WSYM M-F 10-11P**

November 2017 vs 2018 ComScore Comparison
Adults 25-54
CBS This Morning is hosted by John Dickerson, Gayle King and Norah O’Donnell. The show set out to redefine CBS' morning landscape with their lively and original reporting on international news stories and interviews with important figures in politics, business and entertainment on this weekday program.

The CBS Evening News is the flagship evening television news program of CBS News. The weekday editions of the program have been anchored by Jeff Glor.

CBS This Morning Saturday is a slightly lighter version of its weekday counterpart, hosted by Alex Wagner and Anthony Mason. The show tends to feature more traditional morning show segments like cooking, musical guests and lifestyle oriented news.

CBS Sunday Morning: The sparkling notes of a trumpet fanfare and the familiar logo of the sun alert viewers that it's time for CBS’s Sunday morning staple. Journalist Jane Pauley helms the show that offers longer-length segments on a variety of topics, from architecture to ballet to music to pop culture to politics.

Face The Nation is one of the longest-running news programs in the history of television. The current moderator is Margaret Brennan.
WLNS Daytime TV

The Doctors features specialists from across health and wellness fields join ER physician Dr. Travis Stork and cosmetic and reconstructive surgeon Dr. Andrew Ordon to delve into real-life stories and provide sought-after answers and advice.

Let's Make a Deal, hosted by Wayne Brady, involves selected members of the studio audience, referred to as "traders," making deals with the host. The program's defining game mechanism is that the other item is hidden from the trader until that choice is made. The trader thus does not know if he or she is getting something of greater value or a “zonk.”

"Come on down!" "The Price Is Right" -- hosted by Bob Barker until 2007 and Drew Carey thereafter -- features a wide variety of games and contests with the same basic challenge: Guess the prices of everyday (or not-quite-everyday) retail items.

Following WLNS Noon News, are 2 of the longest running and most successful soaps on network TV. Since its debut, The Young and the Restless has won nine Daytime Emmy Awards for Outstanding Drama Series. The Bold and the Beautiful a ‘sister show’ to Y & R, features characters that have crossed over since the early 1990s.

The Talk, created by actress Sara Gilbert, an executive producer, features Julie Chen (moderator), Sharon Osbourne, Aisha Tyler, and Sheryl Underwood discussing the day's latest headlines, while usually tying in the show's theme of motherhood or at least parenthood, such as by giving their opinions "through the eyes of mothers." It also contains celebrity interviews and segments for mothers and parents in general.
Grammy and Emmy winner Harry Connick Jr. enters the daytime genre with this lighthearted show that puts the focus on family-friendly entertainment rather than the conflict-driven topics of other daytime fare. Connick's stated goal is to "bring the party back to daytime."

Dr. Phillip C. McGraw's show “Dr Phil” draws on his 25 years of experience in psychology, sociology and observation. Beginning his TV career as the resident expert on human behavior on Oprah Winfrey's daily talk show, Dr. Phil continues to deal with real issues in his blunt style.

Each episode gives viewers an inside look at television, film and music, including interviews with each industry's biggest stars. Over the years, many celebrities have "broken their silence" regarding various scandals or tragedies with hosts and correspondents from "ET." "Entertainment Tonight" is the template by which many other entertainment newsmagazines are based.

Inside Edition includes investigative reports, interviews with newsmakers, human interest stories, and celebrity and pop-culture features. The long-running series, which premiered in 1989, has been anchored by Deborah Norville since 1995.

Improvis actor and comic Stephen Colbert flexes the hosting muscles he honed over nearly 1,500 episodes of the popular and critically celebrated "The Colbert Report" at the helm of this long-running late-night talk show. Following the genre's classic formula, each show kicks off with a monologue and a look at recent headlines, and features sketch comedy, celebrity interviews and musical performances. Joining Colbert is his bandleader, Julliard-trained Jon Batiste, and house band Stay Human. The show is filmed in New York's famed Ed Sullivan Theater, the longtime home of "The Late Show."
**CBS Primetime** has been the most powerful slate of shows for a number of years. From great comedies like *Big Bang Theory* and *Man with a Plan*, to cutting edge dramas like *NCIS*, *Elementary* & *Scorpion*, to the always groundbreaking *60 Minutes*, as well as three award winning reality programs, there is no other network that produces so many hit shows, and provides as much consistency in programming as CBS.
WLAJ began broadcasting on October 13, 1990, operating from a converted appliance store—and became the first ABC station licensed to the Lansing-Jackson DMA. In August 2013, WLAJ returned to branding itself as "ABC 53" using the updated ABC logo. In spring of 2014, WLAJ relocated operations to Saginaw St, joining WLNS. WLNS now operates WLAJ, provides 6 News programming, and sales services. The Joint Operating & Sales Agreement (JOA/JSA) between Nexstar Media Group and Shield Media has offered tremendous growth for the station!
CBS Sports brings you some of the biggest and most important sporting events anywhere.

**NFL Football** Including AFC Football Games on Sundays, Thanksgiving Day, the NFL Playoffs, and home of Super Bowl LIII in 2019!

**College Football** Featuring the best of the SEC, and other marquee games like the Army Navy Game, the Sun Bowl, and more!

CBS is the home for **College Basketball**. CBS airs some of the biggest games of the year during the regular season, not to mention being the home for NCAA March Madness, and the 2019 Final 4!

**PGA Golf** is a seasonal staple to CBS, bringing a huge selection of tournaments happening almost weekly throughout the spring and summer- and featuring two of the Major Championships: The Masters & the PGA Championship.
6 News (Simulcast)

- Weekday Mornings at 5:00am, 5:30am, 6:00am & 6:30am.
- Weekdays at 6:00pm & 11:00pm
- Weekend Mornings at 7:30am
  Rebroadcast of 11pm News.

HERE FOR YOU. Mid-Michigan’s Largest News Organization, committed to protect, engage and inform our community.

6 News on WLAJ offers a lower cost option for local news programming, while still offering a sizeable audience! Though the simulcast offers lower audience volume than the WLNS broadcast, the audience profile is just as desirable, and in certain areas even gives advertisers a higher percentage of female viewers than the counterpart.
Good Morning America’s co-anchors report the morning’s top headlines from a set in Times Square. Featuring a combination of breaking news, interviews, in-depth reporting and weather. The program covers important issues with key figures from around the world and a wide spectrum of topics, including medicine, finance, consumer issues, computer technology, education and gardening.

ABC World News Tonight (currently titled as ABC World News Tonight with David Muir for its weeknight broadcasts and ABC World News Tonight with Tom Llamas for its weekend broadcasts) Bringing you the latest world and national news each day. This ABC News staple has been a mainstay of the national news scene since 1953.

20/20, an hourlong broadcast includes insightful interviews with notable figures from the worlds of news, politics and entertainment, hosted by Elizabeth Vargas and David Muir. A revolving team of journalists from ABC News also contribute investigative stories.

Nightline is a half-hour program provides viewers with in-depth reporting on one or more of the major stories in the news, with occasional segments on pop culture. Journalists Dan Harris, Juju Chang and Byron Pitts share hosting duties for this late-night program.

This Week: Former Clinton White House staffer and current co-anchor of ABC's weekday morning news show "Good Morning America," George Stephanopoulos offers a look at current events with a focus on the politics of the day. Each week's show includes interviews with top newsmakers.
"The View" is a daytime talk show hosted by women -- Whoopi Goldberg, Joy Behar, Paula Faris and Sara Haines -- and each offers her take on the day's news during the opening "Hot Topics" segment. The ladies welcome various celebrities each day and are known for their freewheeling style, the hosts are often lampooned in late-night sketches.

"The Real" is a panel show featuring a group of outspoken female hosts, who are all going through varied life experiences. They bring their unique perspectives to topics ranging from the day's news to beauty, fashion, relationships and more. Hosts include comic Loni Love, singer Adrienne Bailon, fashion expert Jeannie Mai and actress Tamara Mowry-Housley.

Michael Strahan and Sara Haines are teaming up as co-hosts of Strahan and Sara, the new third hour of Good Morning America known as GMA DAY. Strahan, a GMA anchor, pairs up with Haines, who started her career at ABC News on GMA weekend and was most recently a co-host of The View.

Soap Mainstay General Hospital features the wealthy Quartermaine family as they continue to be a looming presence in the town of Port Charles, with interests in much of the city's business. Characters come and go, but viewers can always count on at least one Quartermaine or Spencer to create havoc.

Veteran TV journalist Maury Povich -- yes, he began his TV career as a news anchor -- tackles volatile issues with his guests and studio audience on this daily, hourlong talk show. Known widely for offering guests the chance to take DNA tests to prove or disprove paternity -- usually with guests breaking out in tears of joy or sorrow.
Radio host and author **Wendy Williams** brings her distinctive personality to television. In addition to celebrity interviews, regular segments include Hot Topics, which usually opens the show and features Williams giving her honest, opinionated and often-unpredictable take on the latest pop-culture and entertainment headlines.

**The Ellen Show** - a daily talk-variety show features comic **Ellen DeGeneres** in the studio performing an opening monologue and interviewing guests who include celebrities, newsmakers and ordinary people with extraordinary talents. Additionally, segments include performances from top music acts, audience participation and man-on-the-street interviews.

**Steve Harvey** hosts, the well-known game show in which five members of one family are pitted against five members of another family. Each team's goal is to guess the results of audience survey questions. The winning family gets a chance to earn extra cash in a bonus round.

**Jimmy Kimmel Live**: Emmy-winning funnyman **Jimmy Kimmel** serves up comedy bits and welcomes guests that include other comics, celebrities, athletes and musicians, as well as everyday people with unusual or compelling personal stories. Recurring segments include the FCC-pleasing This Week in Unnecessary Censorship in which they take TV clips and "bleep and blur things whether they need it or not," as Kimmel describes it.

**Nightline** is a half-hour program provides viewers with in-depth reporting on one or more of the major stories in the news, with occasional segments on pop culture. Journalists **Dan Harris, Juju Chang and Byron Pitts** share hosting duties for this late-night program.
ABC Sports brings you some of the biggest and most important sporting events anywhere.

**NBA Basketball** Including 19 regular season (weekend) games, plus rounds 1 & 2 of the playoffs and the NBA Finals. ABC Sports is the home for the biggest and best NBA Games!

**College Football** Featuring great college football every week! B1G, PAC12, SEC, ACC and more! ABC College football is the template that all other football broadcasters follow.

Indy Racing is on ABC each Spring. ABC Sports broadcasts the Indy 500, including time trials, as well as other marquee races in April, May & June.

What began as the ABC Wide World of Sports long ago, continues today as ABC Sports brings great sporting events to a national audience with events like the **World of X Games** The **Colgate Skating & Gymnastics Spectacular**, and the **Little League World Series**. Plus great sports programming from ESPN, like the award-winning documentary series **30 for 30**.
ABC Primetime Brings you some of the most talked about shows on Television. From mainstays like *20/20* and *America’s Funniest Home Videos*, to laugh out loud comedies like *Modern Family* and *Fresh off the Boat*... ABC has been delivering prime at its finest. In 2017-2018 look for the return of *American Idol* and *Roseanne*, new shows like *Marvel’s Inhumans*, *The Gospel of Kevin*, and *Deception*—the always anticipated *Dancing with the Stars* and the *Bachelor/Bachelorette* and more... and we’ll also see a few spin-offs like *The Bachelor Winter Games*, *Dancing with the Stars Junior*, and even new cast for *Once Upon a Time*!
The CW Television Network (commonly referred to as just The CW) is an American broadcast television network that is operated by The CW Network, LLC, a limited liability joint venture between CBS Corporation, the former owners of United Paramount Network (UPN) and Warner Bros. Entertainment, a division of Time Warner, former majority owner of The WB Television Network. The "CW" name is an acronym derived from the first letters of the names of its two parent corporations (CBS and Warner Bros.). In Lansing, the CW lives on WLAJ’s Broadcast Signal at 53.2. The network is also featured prominently on Lansing DMA Cable and Satellite systems where it is known as “CW 5”
**CW Primetime** has been making huge strides in recent years and has become a major player in the prime-time arena. The programming generally is geared toward a slightly younger audience, with a focus on 18-34/18-49. Whether it be the “comic book” related shows like Supergirl, Flash, Arrow, and DC’s Legends of Tomorrow—other shows within the realm of science fiction—Or hip comedies like Crazy Ex Girlfriend or Jane the Virgin—CW continues to grow it’s share and while the audience continues to grow, it remains one of the most affordable audiences in prime-time.
The former Chicago cop and security guard of "The Jerry Springer Show“, **Steve Wilkos** gets his own talk show that is adapted from the popular "Steve to the Rescue" shows he did while filling in for Springer.

**Jerry Springer** is the dean of daytime, Tasteless talk shows come and go, but one magazine declared this long-running daytime chatfest "the worst show in the history of television." Loaded with bleeped profanity and guests who aren't afraid to embarrass themselves on national TV, "Jerry Springer" features a host who is the anti-Oprah, aiming his show squarely at viewers who rubberneck at traffic accidents. Best known for her sassy personality and bold judgments, Judge Karen Mills-Francis is now presiding over

**Judge Glenda Hatchett** presided over her self-titled courtroom show from 2000-2008. Now, she returns to the medium with "The Verdict." In the half-hour series, the Atlanta native and former juvenile-court judge rules over small-claims cases brought in front of her.

"**Supreme Justice with Judge Karen.**" Judge Karen boasts over 13 years of legal experience and is a successful published author. As a seasoned legal veteran of the courtroom, Judge Karen isn’t afraid to put litigants in their place.

**The Best of Maury Povich** -- tackles volatile issues with his guests and studio audience on this daily, hourlong talk show. Known widely for offering guests the chance to take DNA tests to prove or disprove paternity -- usually with guests breaking out in tears of joy or sorrow.

Celebrity chef **Robert Irvine** steps out of the kitchen to serve a helping of tough love and up-front advice to people facing issues from sour relationships to bitter family strife. A talented chef, fitness guru, and strong advocate for military veterans and their families, Robert combines straightforward analysis with a unique therapeutic style to help people overcome their personal conflicts and get on with their lives.

**Cops Reloaded** features newly edited episodes that showcase the show's most memorable criminals, car chases and moments.

**King of Queens**—Doug Heffernan puts in a long day's work delivering parcels and comes home each night to his loving wife, Carrie; unfortunately, he also comes home to his wacko father-in-law, Arthur.
The Goldbergs—In the 1980s, geeky Adam uses a video camera to document his family's crazy life. His mother, Beverly, is overprotective and lacks boundaries, while his dad has a hot temper and finds it difficult to parent without screaming. Rounding out the clan are Adam's terrifying sister, Erica; his older brother, Barry, who has middle-child syndrome; and the family's beloved grandfather, Al "Pops" Solomon. This Hit ABC Sitcom is on CW 5 5 days a week!

American Dad—Stan Smith is a CIA agent painfully dedicated to homeland security. His home life includes doting wife Francine, a ditzy housewife, liberal daughter Hayley and socially awkward teenaged son Steve. Also living in the family's Langley Falls, Va., home are Klaus, a goldfish with the brain of an East German Olympic ski jumper, and Roger, an escaped alien from Area 51

Sick, twisted and politically incorrect, The Family Guy features the adventures of the Griffin family. Endearingly ignorant Peter and his stay-at-home wife Lois reside in Quahog, R.I., and have three kids. After 15 seasons on Fox, the show is still running strong!

Page Six, the long-running gossip column of the New York Post, gets a TV version with this daily show featuring a group of hosts, including John Fugelsang. Hollywood headlines are included in the gossip, of course, but the show goes beyond the entertainment industry to cover stories dealing with such topics as fashion, real estate and politics.

Almost 20 years since the final episode aired, Seinfeld still is one of the most popular television shows of all time. Four single friends -- comic Jerry Seinfeld, bumbling George Costanza, frustrated working gal Elaine Benes and eccentric neighbor Cosmo Kramer -- deal with the absurdities of everyday life in New York City.
Digital Services
WLNS.com is the award-winning online arm of 6 News, the market’s #1 Newsroom. The 6 News Team published over 500 stories per month of local news, plus wlns.com has distribution agreements with additional news-gatherers such as the AP.

Stormtracker 6 Weather is continuously updated on the site with local reports, as well as state of the art weather technology allowing for each user to have their own personal precision forecast.

6 News Traffic Tracker and SkyView Cams offer an unprecedented look at traffic conditions across the market and region.

WLNS.com features the industry’s most effective display advertising units to engage with your audience in a meaningful way.

All of this translates into the most complete portal for Mid-Michigan news and information available.

WLNS.com- Always On. Always Free. Always HERE FOR YOU.
# Digital Overview

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WLNS partners with industry-leading data providers to leverage a variety of targeting tactics that will ensure your messaging is being delivered to your brand’s precise target audience.
Measurement

Performance Reporting

- Impressions
- Clicks
- Video Views
- Video Completion Rate
- Geo Performance
- Site-Level Performance
- Creative Engagement/ Actions
- Conversions/ Leads
- Shares/ Pins/ Tweets/ Likes

MOAT

- Verification
- Domain-Level Quality Scores
- Viewability
- Time Spent
- In-Demo Delivery
- Fraud Monitoring & Blocking
- Whitelisting & Blacklisting
- Real-Time Signals & Optimization

1 applicable and minimum budget is met
2 top viewable sites available on Insights, full site-level performance dependent on strategy and budget
Platform Insights

Utilize the Digital Proof feature on our Platform Insights dashboard to gain 24/7 access to campaign stats, viewability metrics, and live ad creative trafficked on a site-by-site basis.

**Insights-Driven Reporting**
Track in-flight creative through our user-friendly Platform Insights reporting tool to access delivery metrics alongside the preview to view the exact impressions, clicks, and interactions the ad unit has recorded.

**Accessible 24/7**
Our Digital Proof insights reporting provides a full look into the actual ads that run across each and every campaign, available within days after your campaign launch.

**Full Transparency**
Receive greater transparency with digital proofs that display the live creative your campaign is running, along with the top 10 websites the campaign is delivering based on viewability.
Creative Services

Our full range of video and digital creative services offers the most efficient use of your time and budget.

**Nextar Media of Lansing** provides a full range of services video production services including:

- Pre-production planning
- Script writing
- Location and studio recording
- Audio recording and mixing
- Non-linear editing
- Graphics and post-production

**Our Producers, Directors, Videographers and Editors have 100 years plus combined experience in:**

- Production in retail commercials
- Promotions
- News
- Corporate and industrial video presentations
- “Live” event coverage

**Our Digital creative services create every element necessary to execute a complete digital campaign:**

- Animated and Static display ads
- In banner video, expandable and rich media
- Email creative
- Contesting and Microsite
- Native advertising and content marketing
Audience Profiles

2018 Survey
**Gender**
- Women: 52%
- Men: 48%

**Age**
- 18 - 24: 11%
- 25 - 34: 11%
- 35 - 49: 18%
- 50 - 64: 35%
- 65+: 25%

**Number Of Children**
- No Children: 63%
- 1 Child: 21%
- 2+ Children: 16%

**Occupation**
- Retired: 29%
- White Collar/Mgr/Prof: 26%
- Working Women: 24%
- Clerical: 11%
- Blue Collar/Operative...: 9%

**Household Income**
- <$30K: 25%
- $30-$50K: 25%
- $50-$75K: 19%
- $75K+: 31%

**Years Lived Present Area**
- 1 - 4 Years: 13%
- 5 - 10 Years: 13%
- 11+ Years: 74%
Audience Profile
WLNS TV | News Programming

Gender
- Men: 50%
- Women: 50%

Age
- 18 - 24: 13%
- 25 - 34: 9%
- 35 - 49: 17%
- 50 - 64: 36%
- 65+: 26%

Household Income
- <$30K: 26%
- $30-$50K: 24%
- $50-$75K: 19%
- $75K+: 31%

Number Of Children
- No Children: 65%
- 1 Child: 22%
- 2+ Children: 13%

Occupation
- Retired: 30%
- White Collar/Mgr/Prof: 25%
- Working Women: 23%
- Clerical: 12%
- Blue Collar/Operative...: 10%

Years Lived Present Area
- 1 - 4 Years: 13%
- 5 - 10 Years: 12%
- 11+ Years: 75%
**Audience Profile**

**WLAJ TV | All Programming**

### Gender
- Women: 57%
- Men: 43%

### Age
- 18-24: 14%
- 25-34: 10%
- 35-49: 19%
- 50-64: 33%
- 65+: 23%

### Household Income
- <$30K: 32%
- $30-$50K: 23%
- $50-$75K: 16%
- $75K+: 28%

### Number of Children
- No Children: 66%
- 1 Child: 17%
- 2+ Children: 17%

### Occupation
- Retired: 26%
- Working Women: 26%
- White Collar/Mgr/Prof: 25%
- Clerical: 12%
- Blue Collar/Operative...: 9%

### Years Lived Present Area
- 1-4 Years: 16%
- 5-10 Years: 14%
- 11+ Years: 70%
Audience Profile
CW 5 (ELAJ) | All Programming

**Gender**
- Women: 52%
- Men: 48%

**Age**
- 18 - 24: 17%
- 25 - 34: 16%
- 35 - 49: 21%
- 50 - 64: 29%
- 65+: 16%

**Household Income**
- <$30K: 34%
- $30-$50K: 22%
- $50-$75K: 20%
- $75K+: 24%

**Occupation**
- White Collar/Mgr/Prof: 20%
- Retired: 20%
- Working Women: 19%
- Blue Collar/Operative...: 13%
- Clerical: 9%

**Number Of Children**
- No Children: 59%
- 1 Child: 21%
- 2+ Children: 20%

**Years Lived Present Area**
- 1 - 4 Years: 20%
- 5 - 10 Years: 14%
- 11+ Years: 66%
**Audience Profile**

CW 5 (ELAJ) | Prime-Time Shows

**Gender**
- Men: 52%
- Women: 48%

**Age**
- 18 - 24: 23%
- 25 - 34: 12%
- 35 - 49: 18%
- 50 - 64: 31%
- 65+: 15%

**Household Income**
- <$30K: 38%
- $30-$50K: 20%
- $50-$75K: 17%
- $75K+: 25%

**Number Of Children**
- No Children: 65%
- 1 Child: 12%
- 2+ Children: 23%

**Occupation**
- Retired: 22%
- White Collar/Mgr/Prof: 18%
- Working Women: 17%
- Blue Collar/Operative...: 12%
- Clerical: 12%

**Years Lived Present Area**
- 1 - 4 Years: 23%
- 5 - 10 Years: 12%
- 11+ Years: 65%