



NBC NEWS

# 6 WJAC

Creating solutions. Delivering results.



[wjactv.com](http://wjactv.com)

MeTV

6 WJAC  
mobile

## Why Advertise On WJAC-TV?

- Most watched TV Station in the market, reaching over 225,000 different households – 48,000 more than any other station!
- Your local NBC affiliate with top rated shows:  
Sunday Night Football, The Voice, Today Show, Revolution, Go On, Parenthood, Grimm, Law & Order SVU and Saturday Night Live
- The first TV station in the market to broadcast Local News in Hi Definition
- WJAC-TV produces more Local News than any other station
- The market's best daytime line-up with: Live with Kelly & Michael, Ellen, Family Feud, Days of Our Lives, Dr. Phil and Judge Judy
- Available on all Mobile Smart Phones – reaching an average of 758,186 views per month.
- Provides Live Coverage of Penn State Athletics with the Penn State Insider Report.



Coverage You Can Count On



## wjactv.com

### Why Advertise On WJACTV.com?

- WJACTV.com is the #1 local television website in our market - reaching an average of 1,218,098 views per month and an average of 214,067 unique visitors per month.
- Channel 6 *LIVE* streaming news on our website.
- WJACTV.com News pages average over 453,000 visits per month.
- WJACTV.com Homepage averages over 342,000 visits per month.
- WJACTV.com receives over 369,000 visits per month on average over the past 12 months.

### HOW MANY PEOPLE? VISUALIZING THE USERS

The average monthly visitors to wjactv.com would be enough to:



**Fill the Bryce Jordan Center  
24.9 times!**

Based on the stadium's capacity of 16,000

**Fill PNC Park  
9.97 times!**

Based on the stadium's capacity of 38,362





**“It is estimated that by 2014 half of Americans’ web browsing will be done on mobile devices.”**

- Aaron Maxwell, founder of Mobile Web Up

## Why Advertise On WJAC Mobile?

- *Over 773,000 average monthly page views.*
- The market’s best mobile line-up with: News, Sports Weather, Video, Live News, School Closings, Entertainment, Community Events, Horoscopes and so much more.
- Over 98,000 per month on average go to WJAC Mobile Homepage.
- Monthly News page views averaging over 400,000.
- Weather page views averaging over 179,000 per month.



### WJAC-TELEVISION

49 Old Hickory Lane  
Johnstown, Pa 15905  
Phone: 814-255-7621  
Fax: 814-255-3958

**Network Affiliation: NBC**  
DMA: Johnstown/Altoona  
Rank: 102

General Manager: Kevin Hayes  
General Sales Manager: Debbie Miller  
Local Sales Manager: Steve Campbell  
News Director: Jim Platzer

### DMA Estimated Station Totals:

TV Households: 294,770  
Cable Households 162,123 (55%)  
ADS Penetration: 123,803 (42%)  
*Source: Nielsen Jul 2012*

### News & Sales Office also located:

#### Centre County Office:

Phone: 814-272-5314  
Fax: 814-231-4593

#### Clearfield County Office:

Phone: 814-653-8890  
Fax: 814-653-8891

