



The most powerful choice for advertising in Central Pennsylvania



WTAJ-TV



A CBS Affiliate



The Market

Total Retail Sales ***\$10,152,427,011***

Sales:

Automotive:	\$1,411,885,061
Eat/Drink Establishments:	\$939,606,005
Food Store:	\$1,157,600,994
Furniture/Appliances:	\$126,945,903
General Merchandise:	\$1,545,208,050

Source: Survey of Buying Power and Media Markets 2009



The Market Statistics

DMA Rank: 102

DMA TV Households: 293,940

DMA TV Population: 691,946

Median Age: 39.8

Cable Penetration: 58.9%

Satellite Penetration: 37.4%

Cable Interconnect Homes: 156,376 (53.2%)

Interconnect to TV HH Gap: 137,564

Median Household Effective Buying Income: \$36,448

Effective Buying Income (EBI): Money income less personal tax and non-tax payments (“disposable” or “after-tax” income)

Source: TVB 2011, 2009 Nielsen Claritas Inc., a part of the Nielsen Company, and/or infoUSA, Inc.



Demographics

AGE

	<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50+</u>
DMA	13%	13%	20%	37%
Blair	9%	12%	20%	38%
Cambria	10%	11%	19%	40%
Centre	27%	14%	17%	25%
Clearfield	8%	12%	22%	38%

DMA: Designated Market Area

**Johnstown-Altoona DMA includes the following counties:
Bedford, Blair, Cambria, Cameron, Centre, Clearfield, Elk,
Huntingdon, Jefferson, and Somerset**

Source: Survey of Buying Power and Media Markets 2009



Our People

Philip J. Dubrow

Vice President/General Manager

Susie Gutshall

Local Sales Manager

Jennifer Bates

eMedia Manager

Joe Bergstrom

Account Executives

Geoff Boltz

Brandy Jones

Paula Lamb

Machiel Marino

Josh Steiner

Kim Wagner

Emily Youngdahl

Cierra McEldowney

Ad Sales Coordinator

Jennifer Finochio

National Sales Assistant

Dave Beeney

Marketing Director/Production Mgr.



Our Offices

Altoona

**5000 Sixth Avenue
Altoona, PA 16602-1445
Phone: (814) 942-1010
Fax: (814) 943-4576**

Cambria

**907 Old Scalp Avenue
Johnstown, PA 15904-1762
Phone: (814) 266-6461
Fax: (814) 266-4676**

DuBois

**2 West Park Avenue
Suite 2
DuBois, PA 15801-2432
Phone: (814) 371-4872
Fax: (814) 371-3631**

State College

**403 South Allen Street
Suite 104
State College, PA 16801-2835
Phone: (814) 235-1010
Fax: (814) 238-3169**



Our History

WTAJ-TV started in 1952 as **WFBG-TV**. The call letters came from the initials of the station's founder, **William F.B. Gable**, owner of Gable's Department Store in Altoona. Channel 10's **first regular broadcast** occurred on **March 1st, 1953**. In those early days, all programs were produced and transmitted "live" from the studios on Wopsononock Mountain in Altoona. At that time, channel 10 was one of the strongest stations in the entire country, utilizing over 300,000 watts to serve the community.

Personalities of the Past



Charlie Flynn



Charlie Ritchey
as "Sy Seaweed"



Elayne Law
Poth



Bob James



Al Wolfe

WFBG-TV became a CBS Television Network affiliate in July of 1955. In 1956, the station was sold to **Triangle Publications, Inc.** (founders of TV Guide® magazine) and studios and offices were moved from the mountain location to our present location at 5000 6th Avenue in Altoona in August of 1959.





Our History



Standing, left to right: **John Riley, Pam Jenkins, Ted Johnson.**
Seated, left to right: **Bob Moore, Wes Maley.**

Then, in 1973, WFBG-TV was sold again. This time, Gateway Communications, Inc. bought the station and changed the call letters to WTAJ-TV - reflecting our industry (Television), and two of the major cities we covered at that time, (Altoona and Johnstown). Gateway Communications also operated WBNG-TV in Binghamton, New York and WOWK-TV in Huntington/Charleston, West Virginia.



Standing, left to right: **Steve Wagner, Sue Shapiro, Bob Friedman, John Riley, David Breimhurst, Barb Allen.** Seated, left to right: **Mike Matters, Patrick Van Horn, Jan Van Uffel.**



Our History

WTAJ-TV has been recognized with nine Iris Award nominations from the National Association of Television Program Executives and has twice taken home first-place honors in that prestigious competition. WTAJ NEWS was honored with a Mid-Atlantic Emmy Award from the Philadelphia Chapter of the National Academy of Television Arts and Sciences in 1999. WTAJ-TV has also received numerous awards over the years from the Pennsylvania Associated Press Broadcasters and the Pennsylvania Association of Broadcasters.

In December 2000 the Gateway stations were acquired by **SJL Northeast, L.L.C.** In 2004, WTAJ-TV was acquired by **Television Station Group License Subsidiary, LLC.** In January 2007, **Nexstar Broadcasting Group, Inc.** acquired WTAJ-TV.

With our ongoing expansion and continual technical upgrades, WTAJ-TV is dedicated to continue providing the area's most complete news, weather, and sports coverage.

WTAJ-TV was the first television station in Central Pennsylvania to purchase its own **state-of-the-art satellite uplink truck** for use in daily news operations. **SKYLINK** helps WTAJ NEWS bring you the news from virtually anywhere in the continental United States! By transmitting to a satellite orbiting above the earth, SKYLINK is not limited by mountainous areas that would interfere with a standard microwave signal. As a result, WTAJ NEWS can deliver your news as it's happening, right from the source.

WTAJ NEWS, Central Pennsylvania's news leader, delivers more news, more often - to be there when you need us the most.





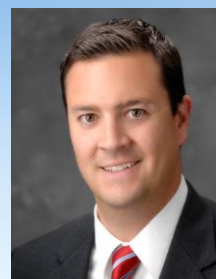
WTAJ Newsroom



Carolyn Donaldson
Anchor



John Clay
Anchor



Patrick Schurr
Anchor



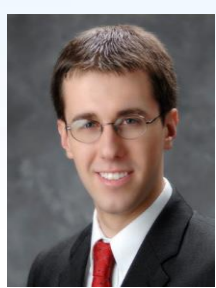
Angie Koehle
Anchor



Joe Murgo
Meteorologist



Regina Miller
Meteorologist



Brian Thompson
Meteorologist



Charlotte Ames
Health Reporter



K.C. Kantz
Sports Reporter



Aaron Cheslock
Reporter



Kevin Flanigan
Reporter



Ben Manning
Reporter/
Weekend Anchor



Mallory Lane
Reporter



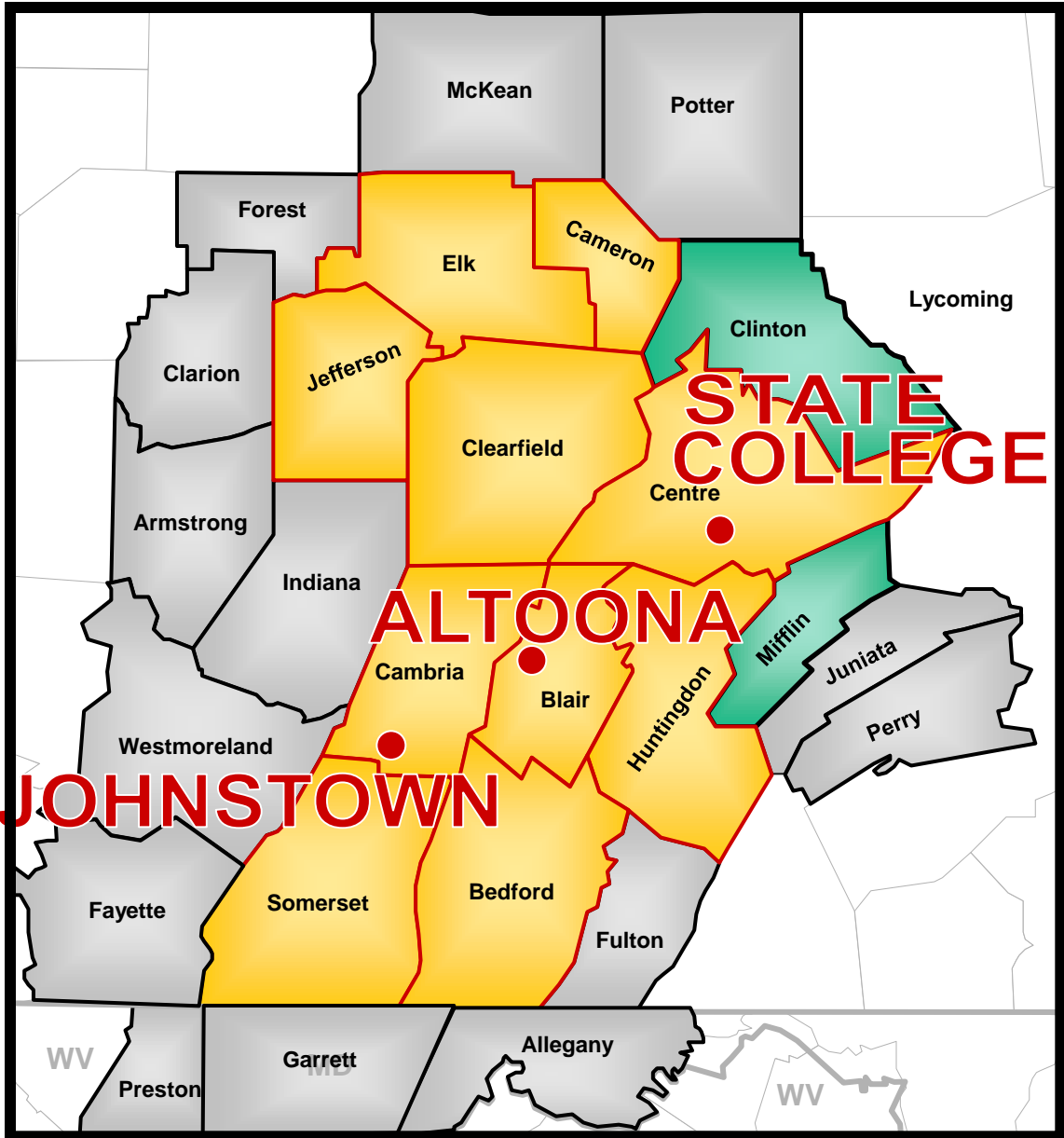
Danielle Krout
Reporter



Leah Kirstein
Reporter

Coverage Map

Johnstown-Altoona-State College, PA DMA



Johnstown-Altoona-State College DMA



Counties from Harrisburg/Scranton DMAs, but WTAJ dominates viewing



Non-Johnstown-Altoona-State College DMA

Program Schedule

4:30	CBS Morning News				Awesome Adventures	Today's Homeowner			
5:00	WTAJ News This Morning				American Athlete	Paid Program			
5:30					Today's Homeowner	Paid Program			
6:00					Paid Program	Paid Program			
6:30					Paid Program	Truth that Transforms			
7:00	CBS This Morning				CBS Kids	Wild About Animals			
7:30					CBS Kids	Teen Kids News			
8:00					CBS This Morning Saturday	Paid Program			
8:30	God & Country								
9:00	Rachael Ray				CBS Sunday Morning	CBS Sunday Morning			
9:30	700 Club								
10:00	Price Is Right								
10:30	WTAJ News at Noon				CBS Kids	Face the Nation			
11:00					CBS Kids				
11:30	Young & Restless				CBS Kids	CBS Sports or Various Programming			
12:00P	Bold & Beautiful				CBS Kids				
12:30	The Talk				CBS Sports or Various Programming				
1:00	Let's Make A Deal								
1:30	Central PA Live								
2:00	WTAJ News 5PM								
2:30	WTAJ News 5:30PM								
3:00	WTAJ News at 6PM								
3:30	CBS Evening News								
4:00	Inside Edition						60 Minutes		
4:30	Two and A Half Men								
5:00	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
5:30	Met Your Mother	NCIS	Survivor	Big Bang Theory	CSI: NY	Crimetime Saturday	Amazing Race		
6:00	Partners			2 1/2 Men					
6:30	2 Broke Girls	NCIS: LA	Criminal Minds	Person of Interest	Made in Jersey	Crimetime Saturday	The Good Wife		
7:00	Mike & Molly			Elementary					
7:30	Hawaii Five-O	Vegas	CSI	Blue Bloods	48 Hours Mystery	The Mentalist			
8:00	WTAJ News at 11PM								
8:30	The Late Show With David Letterman				Made in Hollywood	Penn State Football Story			
9:00	The Late, Late Show With Craig Ferguson				Private Practice	The Closer			
9:30					Comics Unleashed	Criminal Minds	Criminal Minds		
10:00					Paid Program	The Closer	2 1/2 Men		
10:30	Up To The Minute				Cars.TV	Cars.TV	Up To The Minute		
11:00					Great Estates			Paid Program	
11:30					Paid Program			Paid Program	



The Most Watched News and Weather

WTAJ NEWS is Your News Leader in local news, bringing the viewers of Central PA the information they need and want. Each week, WTAJ NEWS delivers more than 24 hours of LIVE broadcasts.

- ◆ **WTAJ News This Morning**
- ◆ **WTAJ News at 5:30PM**
- ◆ **WTAJ News at Noon**
- ◆ **WTAJ News at 6PM**
- ◆ **WTAJ News at 5PM**
- ◆ **WTAJ News at 11PM**



Television: The Ideal Medium

If you were to invent the ideal medium for communications, marketing and advertising, it would need to achieve, among other characteristics:

Reach	Efficiency	Sight
Frequency	Accessibility	Sound
Impact	Availability	Motion
Selectivity	Performance	Color
Targeting	Measurement	Emotion

By any measure, only television is capable of delivering all these attributes.



Television's Role in Providing Information

When asked by Bruskin/Audits & Surveys Worldwide about the sources from which they are most likely to learn about products or brands of products they might like to try, over half (71%) of the public cited television commercials.

Where Most Likely to Learn About Products/Brands or Products Might Like to Try or Buy

	<u>Adults</u>	<u>Men</u>	<u>Women</u>
Television Commercials	71%	68%	73%
Magazine Ads	7%	7%	7%
Newspaper Ads	7%	8%	6%
Ads Featured on the Internet	8%	10%	7%
Radio Ads	4%	5%	3%

**Source: THE MEDIACENTER/TVB based on Bruskin/Audits & Surveys Worldwide
2010 Media Comparison Study**



Television's Reach Among Adults Far Exceeds All Other Media

Television is the most pervasive of all media in reaching adults in every demographic category.

Consumer media habits confirm that television, not newspaper, is the best medium to reach customers with the greatest buying power.

REACHED YESTERDAY BY MAJOR MEDIA

	TELEVISION Commercials	Radio Ads	Newspaper Ads	Magazine Ads	Ads Featured on the Internet
Adults	88%	67%	35%	28%	73%
Men	89%	68%	37%	23%	71%
Women	87%	66%	33%	32%	75%

Source: THE MEDIACENTER/TVB based on Bruskin/Audits & Surveys Worldwide
2010 Media Comparison Study



Television Dominates in Time Spent With Major Media

The time spent by adults with television alone exceeds the combined time spent with radio, newspapers, magazines and the Internet by more than a half-hour a day!

TIME SPENT YESTERDAY IN MINUTES WITH MAJOR MEDIA

	Adults	Men	Women
Television Commercials	284	273	283
Radio Ads	106	96	112
Newspaper Ads	22	20	23
Magazine Ads	15	13	17
Ads Featured on the Internet	160	161	163

**Source: THE MEDIACENTER/TVB based on Bruskin/Audits & Surveys Worldwide
2010 Media Comparison Study.**