

FOX TOLEDO
MULTI-MEDIA KIT

Just You Watch

NEWS

SPORTS

COMEDY

CONTESTS



DRAWING



The Face of
FOX TOLEDO

Julia Johnston
2008-2009



FOX TOLEDO.com

FOX TOLEDO MULTI-MEDIA KIT

WHO WE ARE

FOX TOLEDO is one of the top-rated FOX affiliates in the nation with **growth in key demos** including prime, sports and syndicated programming, as well as local newscasts at four and ten pm.

FOX TOLEDO is a consistent member of the "FOX #1 Club" for marketing, promotion and ratings.

FOX TOLEDO showcases high-quality, advertiser-friendly, syndicated programming throughout all day parts including shows such as: "*Deal or No Deal*", "*The Simpsons*", "*Seinfeld*," "*Everybody Loves Raymond*" among many others.

FOX SPORTS' technical innovations has successfully grown audience size in key demos for both men and women in Baseball, Football, NASCAR and the BCS.

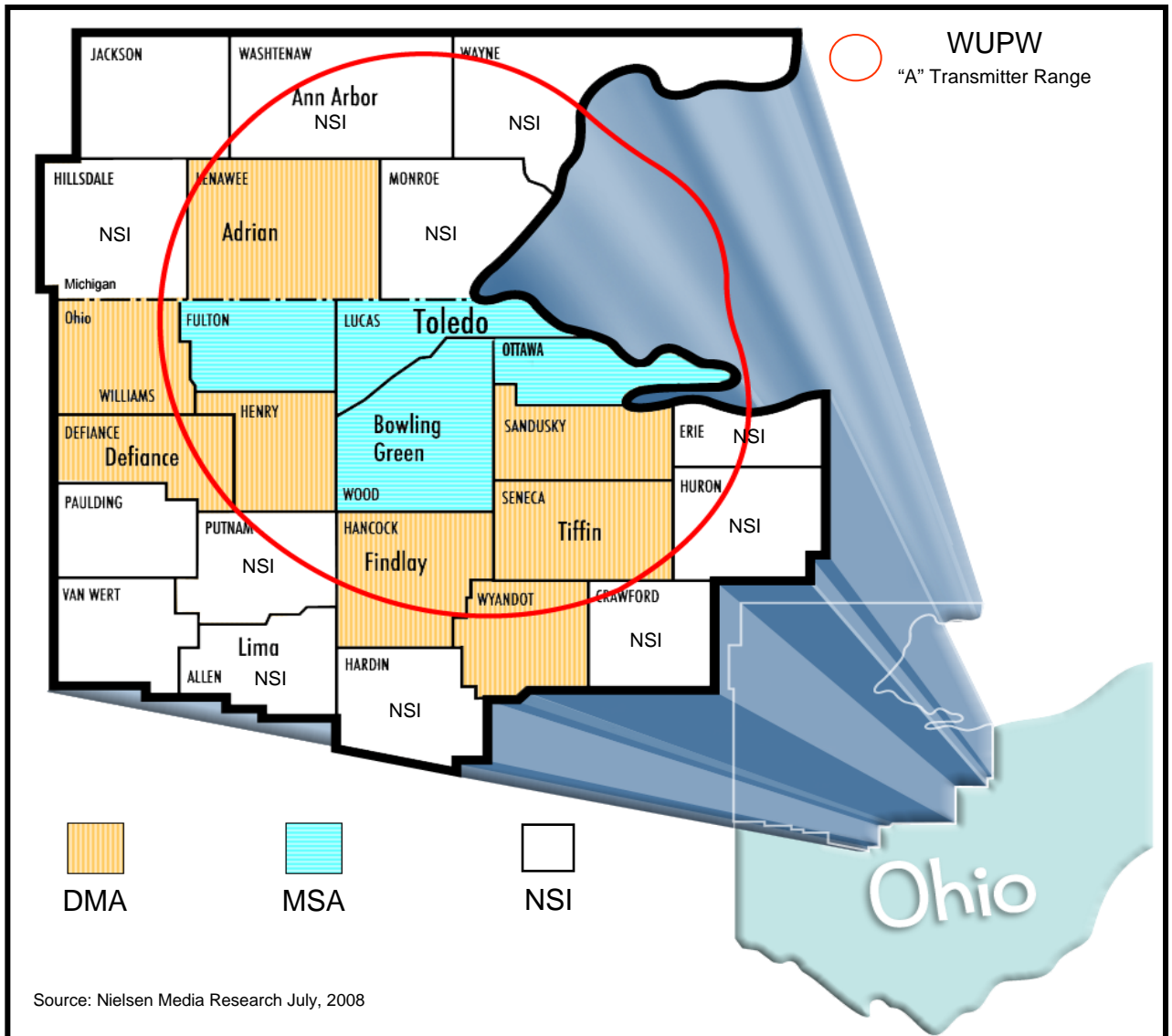
FOX TOLEDO NEWS FIRST @ 4 and FIRST @ 10 have each won multiple Emmy Awards for "Outstanding Daily Broadcast."



FOX TOLEDO

MULTI-MEDIA KIT

BROADCAST MAP



TERM	Definition
MSA	Metropolitan Statistical Area – 4 counties
DMA	Designated Market Area – 12 counties
NSI	Nielsen Station Index – 22 counties

FOX TOLEDO MULTI-MEDIA KIT

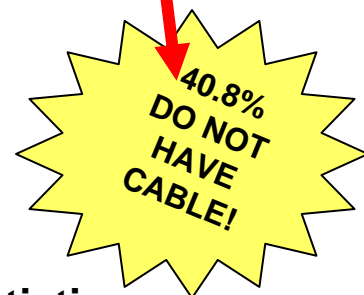
FOX AND FIGURES

TOLEDO DMA RANK: 73 (out of 211 markets)

AREA	Population*	Total Households	TV Households
MSA	656,696	263,500	261,450
DMA	1,081,457	427,800	425,890

Interconnect/ MSO Cluster Name	Interconnect/ MSO Cluster DMA U.E.	% Wired Cable DMA Household U.E.	% of Total DMA Household U.E.
Buckeye Cable	131,770	52.5%	30.9%
Time Warner	91,420	36.2%	21.5%
Total DMA Cable HH Universal Est.	252,320	100%	59.2%

AREA	Cable %	ADS %	Cable Plus %
MSA	65	18	83
DMA	59	24	83



Source: November 2008 Nielsen Media Research

*Source: U.S. Census Bureau 2005 estimates

TOLEDO DMA – County Cable/ADS Statistics

County	Cable HH	ADS HH	County	Cable HH	ADS HH
Lenawee, MI	42%	40%	Ottawa, OH	48%	32%
Defiance, OH	42%	36%	Sandusky, OH	54%	30%
Fulton, OH	32%	43%	Seneca, OH	58%	27%
Hancock, OH	67%	21%	Williams, OH	51%	29%
Henry, OH	30%	52%	Wood, OH	63%	23%
Lucas, OH	70%	13%	Wyandot, OH	40%	38%

Source: November 2008 Nielsen Media Research Cable Universe Estimates

The Toledo DMA is served by 52 cable distribution systems

FOX TOLEDO MULTI-MEDIA KIT

TOLEDO MARKET

INDUSTRY	PERCENT
Agricultural	1.3%
Construction	5.8%
Manufacturing	24.7%
Wholesale Trade	3.2%
Retail Trade	11.3%
Transportation, Warehousing & Utilities	5.3%
Information	1.7%
Finance, Real Estate	4.3%
Professional, Scientific, Management, Admin, Waste Management	6.7%
Education, Health, Social Services	20.4%
Arts, Recreation	7.7%
Other Services	4.4%
Public Administration	3.1%

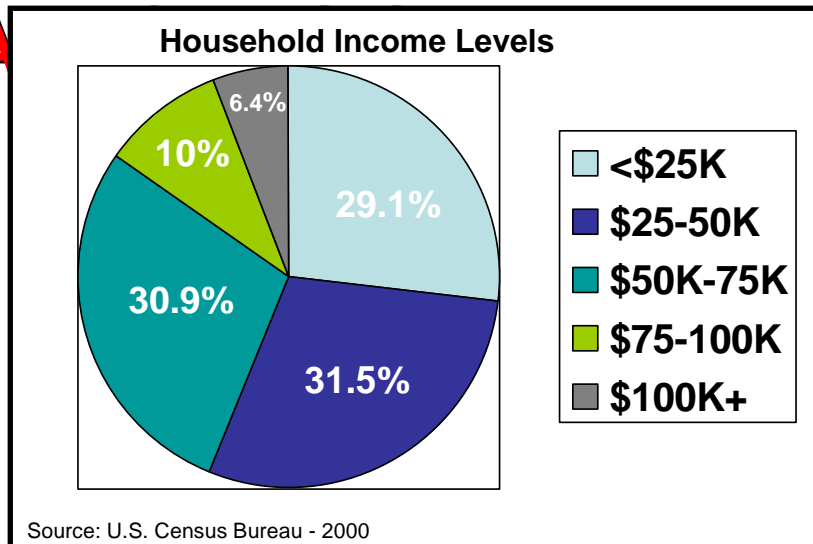
Source: U.S. Census Bureau - 2000

Toledo MSA Age Ranges

Age Range	Percent
0-14 years	21.3%
15-24 years	14.7%
25-54 years	42%
55+	22%

25 - 54 Year Ranges	Percent
25 - 34 Years	12.8%
35 - 44 Years	15.4%
45 - 54 Years	13.8%

Source: U.S. Census Bureau - 2000

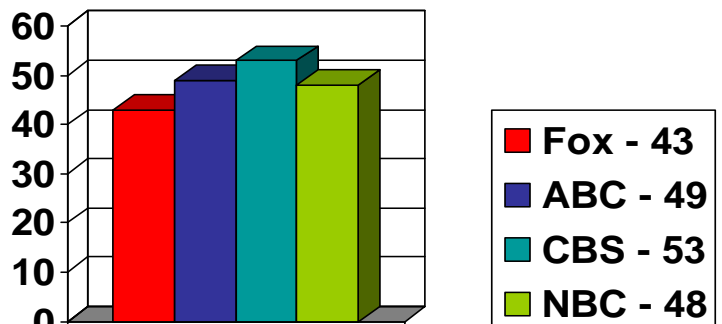


Toledo MSA Median Household Income: \$41,175

GENDER	PERCENT
Male	48.6%
Female	51.4%

RACE	PERCENT
White	86.3%
Black	9.1%
Asian	0.8%
Other	3.8%

Toledo MSA Median Age: 35.8



Median Age of Network Viewers

Source: Fox Affiliate Research - May, 2008

FOX TOLEDO MULTI-MEDIA KIT

NEWS

FOX TOLEDO NEWS FIRST @ 4 and FIRST @ 10

6-time EMMY AWARD WINNERS
for "Outstanding Daily Broadcast."

Fox Toledo News @ 4 2X EMMY WINNER!

Fox Toledo News @ 10 3X EMMY WINNER!

Fox Toledo News @ 10 Weekend 1 X EMMY WINNER!

FOX TOLEDO NEWS is FIRST
airing one-hour before
any other local newscast.

FOX TOLEDO NEWS
features a variety of
news, weather, sports and
entertainment franchises
that are also available *on-line*
24 hours a day.



FOX TOLEDO MULTI-MEDIA KIT

SPORTS



MLB Regular Season
All Star Game
MLB Play-Offs
World Series



NFL Regular Season
NFC Wild-Card
NFC Championship
Pro Bowl



Daytona 500
Cup Races
Bud Shoot-Out
Coca-Cola 600
NASCAR Truck



Fiesta Bowl
Orange Bowl
Sugar Bowl
BCS National
Championship

PLUS OTHER FOX SPORTS SPECIALS

FOX TOLEDO.com

MULTI-MEDIA KIT

WEBSITE

Easy Navigation Tabs

Streaming Video

Most Popular Stories

New Clean Look

Doppler Weather

Web Polls

Specialty Pages

The screenshot shows the FOX Toledo website with the following elements:

- Navigation Tabs:** Home, Local News, National News, World News, Traffic, Sports, On Air, Net 2 Health, Face of FOX, Contests, Entertainment, Community, Video.
- Latest News:** Budget battle lines (with video thumbnail), Supreme Court rejects Brandt-Ber's plea, Budget battle lines, Budgets join Wallage at new arena.
- Weather:** 27° Cloudy/Cloudy, Doppler weather map, Stormtracker Forecast, Severe Weather.
- Top Videos:** Budget, On a food, Owing back, Rand and, Electric, Homicide.
- Advertisements:** YOUR OUTDOOR COMPANION (CLELAND'S OUTDOOR WORLD), Jim White Honda (dependable car, dependable dealer), FRINGE, DTV Transition Information.
- Web Polls:** Obama Transition: Who would President-Elect Obama tab as his 'Auto Coor'? (Options: Lee Iacocca, Daniel Tarullo, Jennifer Oramholm, Alan Greenspan, other).
- Specialty Pages:** Directory (Lobby, Horoscopes, CouponBug, Mobile News), Entertainment (FOX on Demand, On TV Tonight Toledo across).
- Footer:** Holiday Park Physical Rehabilitation (Northwest Ohio's most comprehensive outpatient physical rehab facility), 27511 Holiday Lane Suite 105 Perrysburg OH 43051, www.holidayparkphysicalrehab.com.

Streaming Media – 1/1 to 12/31 2008

Website Statistics

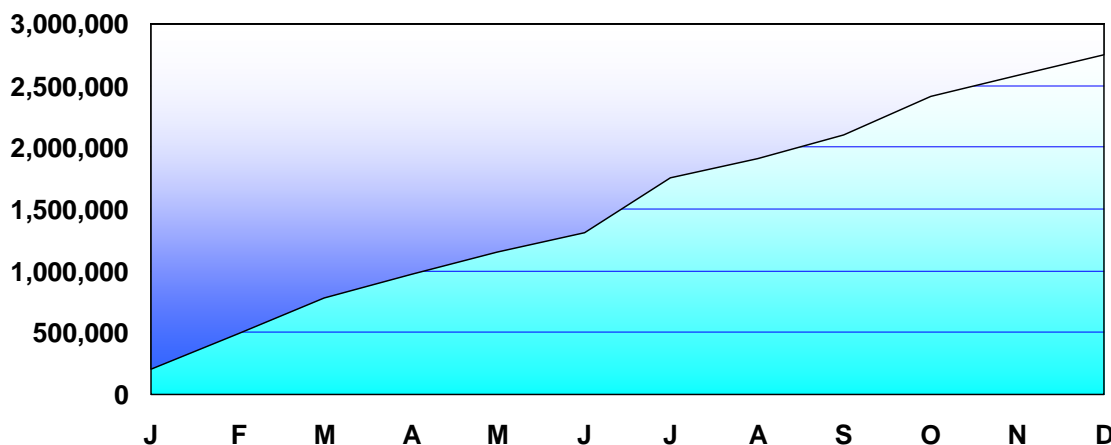
12 Month Cumulative Page Views **2,747,675**

12 Month Cumulative Monthly Unique Visitors **746,165**

12 Month Cumulative Video Impressions **182,240**

Average Time Spent on Site **8:40**

2008 12 Month Cumulative Page Views



FOX TOLEDO
MULTI-MEDIA KIT

Just You Watch

NEWS

SPORTS

COMEDY

Just You Click!



FOX TOLEDO.com