

**FOX TOLEDO**

**MULTI-MEDIA KIT**

**Just You Watch**

**NEWS**

**SPORTS**

**COMEDY**

**CONTESTS**

**DRAMA**



**FOX TOLEDO.com**

4 Seagate \* Toledo, OH \* 43604 \* (PH) 419-244-3600 \* (FX) 419-244-8842 \* [www.FoxToledo.com](http://www.FoxToledo.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 Office"*, *"Seinfeld,"* *"Everybody Loves Raymond"*, *"TMZ"*, among many others.

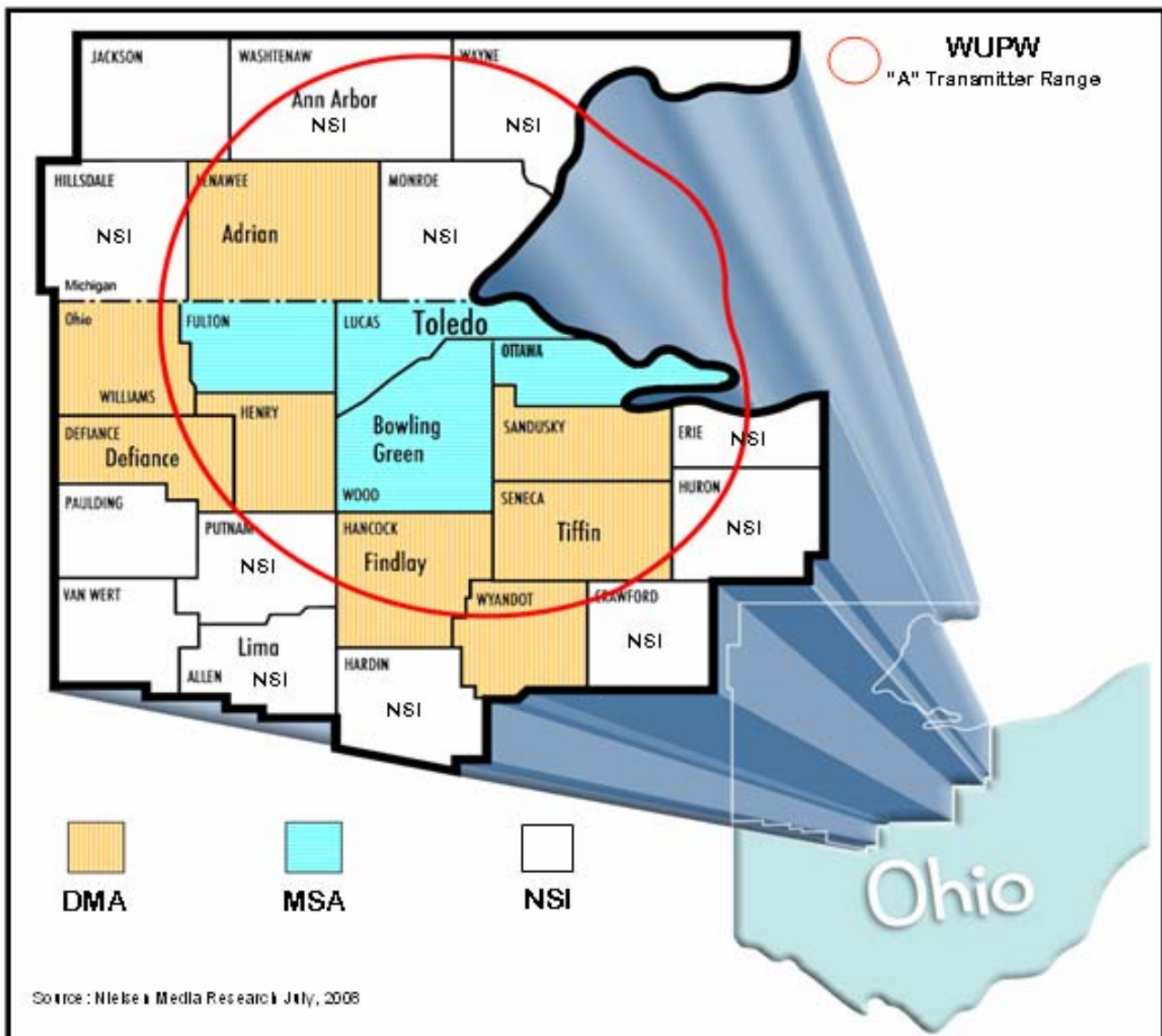
**FOX SPORTS'** technical innovations has successfully grown audience size in key demos for both men and women in Baseball, Football, NASCAR and the BCS.

**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

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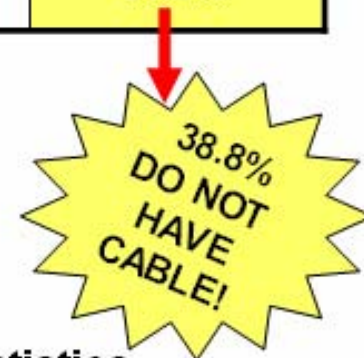
## FOX AND FIGURES

TOLEDO DMA RANK: 73 (out of 211 markets)

AREA	Population*	Total Households	TV Households
MSA	656,696	262,500	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	137,510	52.8%	32.3%
Time Warner	88,310	33.9%	20.7%
Total DMA Cable HH Universal Est.	260,440	100%	61.2%

AREA	Cable %	ADS %	Cable Plus %
MSA	67	17	84
DMA	61	23	84



Source: July 2009 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	44%	40%	Ottawa, OH	49%	33%
Defiance, OH	49%	36%	Sandusky, OH	58%	26%
Fulton, OH	34%	42%	Seneca, OH	62%	26%
Hancock, OH	66%	23%	Williams, OH	49%	29%
Henry, OH	34%	49%	Wood, OH	61%	22%
Lucas, OH	73%	12%	Wyandot, OH	41%	42%

Source: July 2009 Nielsen Media Research Cable Universe Estimates

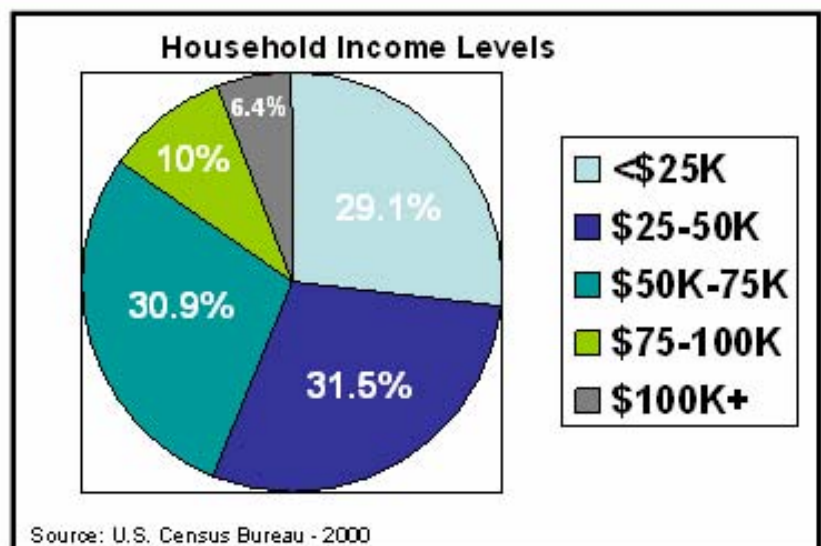
The Toledo DMA is served by 52 cable distribution systems

# FOX TOLEDO MULTI-MEDIA KIT

## TOLEDO MARKET STATISTICS

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 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%

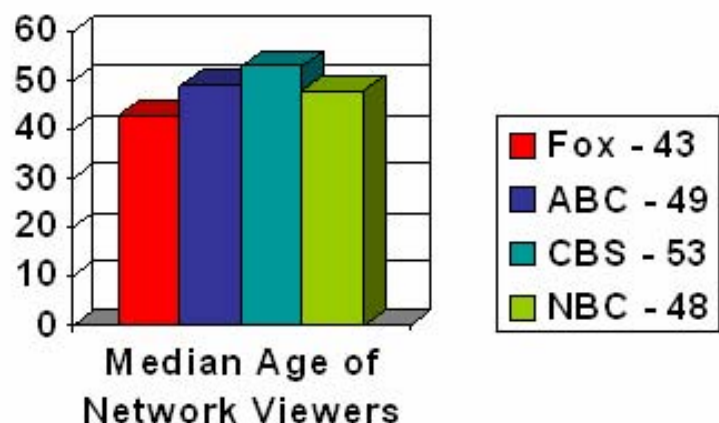
### Toledo MSA Age Ranges

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 Age: 35.8



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

## NEW 5P – 8P LINE UP!

5:00PM

It all starts with  
**TMZ on TV!**



5:30PM

Laugh out loud with  
**EVERYBODY  
LOVES RAYMOND**



6:00PM

Try your luck  
with  
**DEAL  
OR NO DEAL**



7PM & 7:30PM Watch back-to-back episodes  
of **THE OFFICE** "That's what she said!"



6:30PM

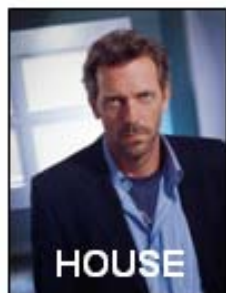
The fun continues with  
**ARE YOU SMARTER  
THAN A 5<sup>TH</sup> GRADER?**



# FOX TOLEDO MULTI-MEDIA KIT

## PRIME TIME

The 2009-2010 Season features returning favorites  
and **NEW** rising stars!



# 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  
Cotton Bowl

**PLUS OTHER FOX SPORTS SPECIALS**

# FOX TOLEDO.com MULTI-MEDIA KIT

## WEBSITE

The image shows a screenshot of the FOX TOLEDO.com website interface. Several callout boxes with arrows point to specific features on the page:

- Easy Navigation Tabs:** Points to the top navigation menu with categories like Local News, Sports, and Entertainment.
- Streaming Video:** Points to a video player area featuring a 'HARDCORE FOOTBALL CHALLENGE' banner.
- Most Popular Stories:** Points to a section titled 'Budget battle lines' with a video thumbnail.
- Fresh Clean Look:** Points to the overall layout and design of the website.
- Doppler Weather:** Points to a weather widget showing a 27-degree temperature and a Doppler radar map.
- Web Polls:** Points to a 'YOUR OUTDOOR' section featuring a poll for 'LELAND'S OUTDOOR WORLD COMPANION'.
- Specialty Pages:** Points to a 'Jim White Honda' advertisement and other specialty content.

# FOX TOLEDO.com MULTI-MEDIA KIT

## WEBSITE

Website Statistics 1/1/2009 to 8/30/2009

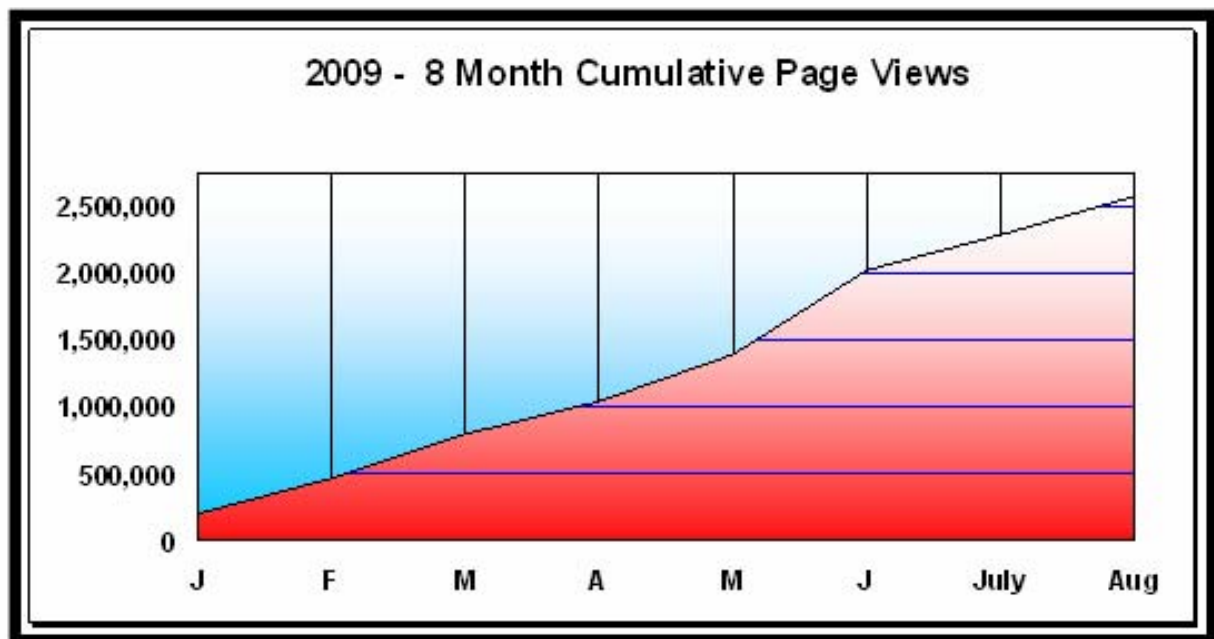
### Website Statistics

8 Month Cumulative Page Views 2,572,053

8 Month Cumulative Monthly Unique Visitors 935,844

8 Month Cumulative Video Views 366,513

Average Time Spent on Site/Visit 21.93 minutes



Source: Omniture, Inc. Site Catalyst HBX 2009

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