

FOX TOLEDO

NET²HEALTH



NET²HEALTH

Connecting the Toledo Area
with the best local health specialists



Welcome

Welcome to Net 2 Health -

[http://www.foxtoledo.com/dpp/
net_2_health/wupw_net2health
_learnabouthealth_03172009](http://www.foxtoledo.com/dpp/net_2_health/wupw_net2health_learnabouthealth_03172009)



We've narrowed the search to the best medical practices in your area. Stay healthy with our leading experts on Net 2 Health - your connection to Toledo's leading medical specialists. Check out the featured medical specialists and video below.



Laura Emerson has been FOX Toledo News' primary anchor since the station's introduction of a news department in January 1996. She anchored the city's first-ever 10 p.m., half-hour broadcast.

Since her time in the Glass City, Laura has seen the transformation of FOX Toledo's news content expand and evolve to what it is today, from a handful of employees to a competitive news team that has snagged five State of Ohio Outstanding Newscast Emmys.





Who We Are

FOX Toledo News First at Four and Ten is anchored by Laura Emerson. News Director Steve France and FOX Toledo News have won over 30 awards including:

- 2001 Emmy - Best Daily Newscast
- 2002 Emmy - Best Daily Newscast
- 2002 AP Extraordinary Coverage of a Scheduled Event
- 2003 AP Best Regularly Scheduled Newscast
- 2004 AP Best Website
- 2004 AP Outstanding Daily Sports Cast
- 2004 Emmy - Outstanding Daytime Newscast (4PM)
- 2005 Emmy - Outstanding Daily Newscast (10PM)
- 2005 Emmy - Outstanding Daytime Newscast (4PM)
- 2007 Emmy - Outstanding Weekend Newscast



FOX Toledo Cares about the community we live in and works with many charities including:

- **CMN Telethon**
- **Victory Center**
- **Black History Month**
- **Toledo Zoo**
- **American Heart Walk**
- **MS Bike to the Bay**
- **American Diabetes Association**
- **Better Business Member**
- **Toledo Chamber of Commerce Member**
- **United Way of Toledo**
- **Red Cross**
- **The Anne Grady Center**
- **The National Cancer Society**
- **St. Michael's We Care Telethon**

FOX TOLEDO

NET²HEALTH

Sample Station Promotion

Sample on-air promotion building the
Net 2 Health Brand -

[http://www.foxtoledo.com/dpp/about_us/
advertise/wupw_net2health_Stayhealthyb
ewise_03182009](http://www.foxtoledo.com/dpp/about_us/advertise/wupw_net2health_Stayhealthybewise_03182009)



FOX TOLEDO

NET²HEALTH

Sample Client Promotion

**Sample on-air promotion building
the Net 2 Health Brand with the
sponsor -**

[http://www.foxtoledo.com/dpp/about_us/
advertise/wupw_net2health_UTOrthopae
dicCenter30_03182009](http://www.foxtoledo.com/dpp/about_us/advertise/wupw_net2health_UTOrthopaedicCenter30_03182009)





Fox Toledo Promotional Commitment

A. Monthly promotional schedule on WUPW-TV using:

30 second announcements

10 second announcements

5 second announcements

A minimum of 5,000,000 TV impressions for the year.

B. Quarterly Email distributions

C. Monthly promotional visibility on Net 2 Health site section and other sections of FoxToledo.com

D. Net 2 Health Press Releases

E. Local News coverage opportunities



Our Strategy

A :30 Second Promotional “Partnership Announcement” that will:



- Highlight your specialty and Practice
- Incorporate you!
- Provide affected or interested individuals with an emotional appeal to get more information



Our Strategy

An online branding page for your specialty

- Incorporates into the stations health directory
- Provides valuable information about your specialty and the services you provide
- Offers information about your facility and how to contact you

A screenshot of the FOX TOLEDO.com website. The page is titled "Health" and features a "Holiday Park Videos" section. The main content area displays a video player for "Holiday Park - About Us" with a description: "Holiday Park Physical Rehabilitation is a facility like no...". To the right of the video player is a list of related content items, including "Holiday Park - About Us", "Holiday Park - Staff", "Holiday Park - Recommended", "Holiday Park - DRX 9000", and "Holiday Park - VAX-D". Below the video player is a "Full Story" link. On the right side of the page, there is a "Health News from CNN.com" section with several news items, an "Advertisement" for "Northwest Ohio's most comprehensive outpatient physical rehab facility" (Holiday Park Physical Rehabilitation), and another "Advertisement" for "THE UNIVERSITY OF TOLEDO MEDICAL CENTER". The bottom of the page includes a "Content Disclaimer" link.

Our Strategy

A 3-5 minute long form video available online



- Highlight your facility
- Tells your story
- Reviews some of the most common question associated with your specialty
- Provides testimonials from local patients that have benefited from your services



Who watches Fox Toledo TV – Meet Anne



HEALTH CARE - DECISION MAKERS

Women 30 – 64 are the main decision makers for themselves and their households. The Fox Toledo TV Net 2 Health schedule will target women 30-64 in Toledo and the surrounding area.



Who watches WUPW Fox Toledo?

~ Decision Maker – Health Care: 253,539 or 93% of decision makers watched TV in the past 7 days

~ Doctors Visited in the past 12-Months: Decision Maker Decision Maker Plus “Shares Equally”

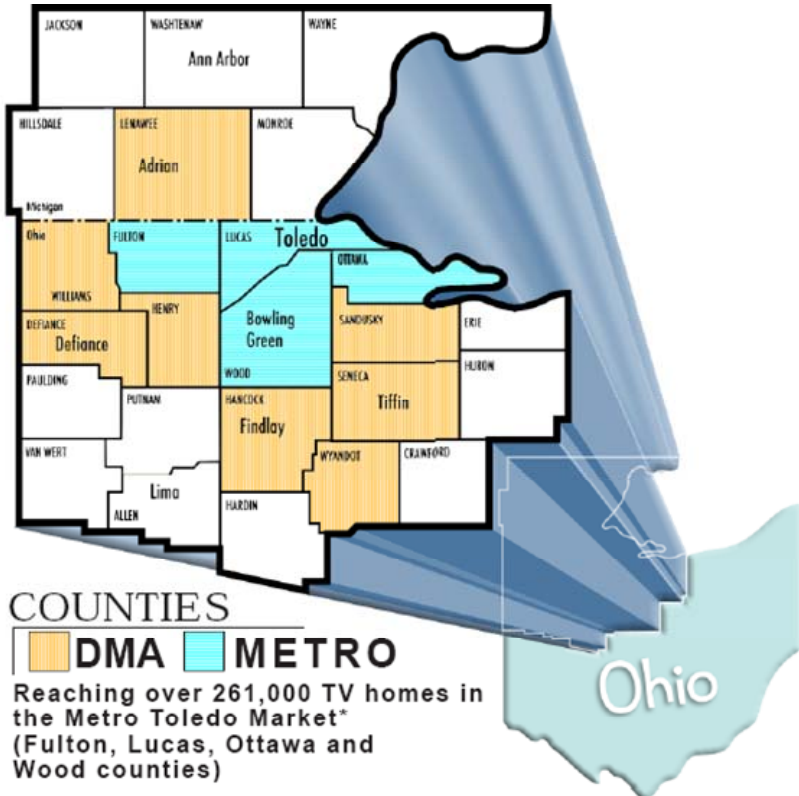
General/Family Practitioner	199,450	73.2%	350,142	73.9%
Dentist	154,167	56.5%	291,785	61.6%
Eye Doctor	113,230	41.5%	208,169	43.9%
Any Medical Specialist	331,851		606,307	

~ What do health decision makers watch most?

Fox Toledo News First @ 10pm	88,842	36.0%
Fox Toledo News First @ 4pm	40,072	18.0%
Fox Comedy Block	114,502	42.0%
Court Block	71,422	18%
Daytime 9pm – 1pm	57,251	21%

~ According to the 2007 Marshall Marketing Survey

Unprecedented On-Air Coverage



Toledo DMA Adult Population

Total Adults.....	796,871
Adults 25-54.....	430,239
Adults 35-64.....	415,610
Women 18+.....	405,577
Women 25-54.....	211,300
Working Women.....	198,457
Men 18+.....	386,108
Men 25-54.....	143,083

Source: NSI November '07

Total Adults 18+ Daily Reach/ Time Spent

DAILY % REACHED

TV.....	93%
Radio.....	80%
Newspaper.....	75%
Internet.....	69%

DMA Cable/ADS Penetration

Cable.....	64%
Satellite.....	21%
Antenna.....	15%

Source: Nielson Nov 07

Estimate of Household in Market (DMA)

Total Households.....	427,800
TV Households.....	424,670
Market.....	72

Source: NSI Nov '07

Daily Television Viewing

(Per Person, Hours Per Home)

2007.....	3 hrs. 45 min.
2007.....	8 hrs. 11 min.

Source: Television Bureau of Advertising

The logo for FOX Toledo, featuring the word "FOX" in white on a black background and "TOLEDO" in white on a blue background, with a stylized heartbeat line below it.The logo for NET 2 HEALTH, featuring the words "NET 2 HEALTH" in white on a blue background, with a red heart containing the number "2" and a heartbeat line to the right.

Net 2 Health
Sample Package

20X	M-F	4PM - 5PM	Fox Toledo News First @ Four
8X	M-F	6PM – 8:00PM	Fox Fringe (Simpson's, Raymond, Deal or No Deal, TMZ)
8X	M-F	8:00PM - 10PM	Fox Prime (House, 24, American Idol, Fringe, Bones, Lie to Me, Dollhouse, Hell's Kitchen, Terminator)
8X	M-F	10PM-11PM	Fox News at 10P

44X per Month
Thirty-Second Announcements

The logo for FOX Toledo News, featuring the words "FOX TOLEDO NEWS" in white on a black background, with a stylized heartbeat line below it.



Sample Package

528 - :30 Announcements Annually

Females 25+		Females 25+	
Reach	Frequency	Net Reach	Gross Impressions
97.5%	17.9	346,206	7,808,089

- Reach 290,282 female adults per month
- Your message will reach 86.5% of the Toledo television viewing audience each month



On-Air Partnership Announcements

Link to 30 second spot -

http://www.foxtoledo.com/dpp/about_us/advertise/wupw_net2health_universityqualitycare30_03182009



beta



Hardcore Racing Challenge
Sign up for your chance to win great prizes! [Learn more](#)

Home :

Live Streaming

AIG chief Edward Liddy testifies on Capitol Hill

Latest News

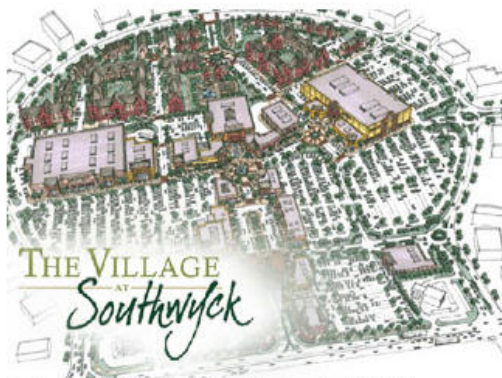
Local News

National News

Strange News

Dollars&Sense

Pause



Rendering of what The Village of Southwyck will look like once completed. Rendering courtesy: Dillin Corp.

[+ Large Photo](#)

Southwyck demolition starts Monday

After months of wondering and waiting the shuttered Southwyck Mall on Reynolds Road in the south end will soon be coming down.

- Southwyck demolition starts Monday
40 min ago
- Used car sales up
- GM Powertrain will be idled next week

Radar

Extended

Traffic

47° Cloudy, Light rain



- Stormtracker Forecast
- Severe Weather

Top Videos



Advertisement



Home : Health :

Net 2 Health Sponsors



We've narrowed the search to the best medical practices in your area. Stay healthy with our leading experts on Net 2 Health - your connection to Toledo's leading medical specialists. Check out the featured medical specialists and video below.

Want to add your specialty to this list? Contact Brian Lorenzen, General Sales Manager at 419-244-2493 or blorenzen@foxtoledo.com.

Featured Doctors and Specialists



[Visit our website](#)



[Visit our website](#)



[Visit our website](#)



[Visit our website](#)



[Visit our website](#)

Net 2 Health Sponsors

[Reed Vision](#)

[Reynolds Corners Dental](#)

[University of Toledo Orthopaedic Center](#)

Advertisement

For information call (419) 383-BONE

Click Here to Visit Our Website

THE UNIVERSITY OF TOLEDO
MEDICAL CENTER

Net 2 Health News

- Learn about Net 2 Health
- When to seek Hospice care
- Treating back pain
- Hospice a tough decision
- Vax-D

[More Stories](#)

Advertisement

Northwest Ohio's most comprehensive outpatient physical rehab facility

HOLIDAY PARK PHYSICAL REHABILITATION www.holidayparkphysicalrehab.com

South 27511 Holiday Lane, Suite 105 Perrysburg OH 43551 p 419.873.3486 / f 419.873.4777	West 3130 Central Park West, Suite C Toledo, OH 43617 p 419.720.1290 / f 419.720.1291
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Specialty Page

Sign In | Newsletters | About Us

FOX TOLEDO.com

News Weather Traffic Sports On Air Net 2 Health Face of FOX Contests Entertainment Community Video

Home > Health > **Live Streaming** **AIG chief Edward Liddy testifies on Capitol Hill**

Reynolds Corners Dental
Makin' every smile count

About Us

Since 1969, we've been committed to making general, restorative and cosmetic dentistry convenient, affordable and gentle. Each of our 5 locations offers a variety of services to help you make your smile the best it can be. And now, no matter where you are in the greater Toledo area, quality dental care is just a moment away.

See our locations

Why RCD

We offer general, restorative, cosmetic and orthodontic services. All of our doctors are board-certified and regularly participate in continuing education. We utilize the latest technology to provide you with quality dental care. We accept a variety of dental insurance plans, and if you don't have dental coverage, we'll arrange a payment plan that's convenient for you.

Meet the Doctors

Each dentist on our team is dedicated to making your smile one you can be proud of. And they're really smart—they've completed more than twice the annual continuing education coursework required.

- Scott B. Kalniz, DDD
- William Choi, DDD
- Alap I. Choksey, DMD
- Steven J. Lardy, DDD
- George L. Namax, Jr., DDD

Technology

Our facilities are equipped with BIOLASE laser technology. This advanced laser allows us to perform procedures like gum reshaping and drill-less cavity removal, which means your visit to our offices will be comfortable and painless.

Hate the sound of the dental drill? You'll love our gentle microabrasion techniques. Using a combination of air and fine particles, we can often fix cavities and perform other procedures without an anesthetic. The best part is you don't have to hear or see a drill.

DIAGNOdent is a state-of-the-art device that helps us detect cavities at the earliest possible stage. Early diagnosis can prevent the tooth from becoming painful, and it prevents against tooth loss.

Health News from CHL.com

- How 'minor' head injuries turn serious
- Inside the prostate cancer screening...
- Obesity can shorten lifespan up to a...
- VA to look into effects of 'burn pit'...
- Family visits across Richardson after...

More Stories >

Northwest Ohio's most comprehensive outpatient physical rehab facility

HOLIDAY PARK PHYSICAL REHABILITATION

www.holidayparkphysicalrehab.com

27511 Holiday Lane, Suite 105
Perryburg OH 43551
p 419.873.3488 / f 419.873.4777

3130 Central Park West, Suite C
Toledo OH 43617
p 419.720.1290 / f 419.720.1291

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Content Disclaimer

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Partner Content:
The leading specialists in the Toledo area will educate our community through:

- Articles
- Video Streaming
- Before & after pictures
- Testimonials
- Related links
- Links to your site

Call To Actions:
Motivate interested or at risk individuals to act.



Make yourself Visible and Increase Traffic to your website by using *Search Engine Optimization (SEO)* and FoxToledo.com

The Google logo, featuring the word 'Google' in its characteristic multi-colored font (blue, red, yellow, green, red, blue) with a trademark symbol.



The YAHOO! logo, with the word 'YAHOO!' in a bold, red, sans-serif font with a registered trademark symbol.

Use  to capitalize on:

Keyword/Phrase Searches

Site Relevancy/Popularity



Multiple uses for your long-form video

- “Net 2 Health” site
 - Your Website
 - Email to patients
 - Health Show/Expo
- CD/DVD – Referral/Viral Marketing
 - Business to Business
 - Waiting Room Visual
 - Team/Event Sponsorship





Long-form video sample

Link to Long Form Video -

http://www.foxtoledo.com/dpp/about_us/advertise/wupw_net2health_Importantleveloforthopaediccare_03182009





Next Steps

Week One

- ▶ Meet with key practices to identify ideal partners

Week Two

- ▶ Meet with each partner to formalize custom strategy for each specialty
- ▶ Begin collecting assets, construction of online elements and script reviews with each partner

Week Four

- ▶ Begin filming and editing of on-air promotional spots
- ▶ Finalize online elements

Week Eight

- ▶ Finalize and review completed on-air & online elements
- ▶ Begin launching individual partners



Thank you for your time and
consideration

Connecting Toledo with the best local
health specialists