

Mid-Missouri's CW

Creating new customers and reaching your current customers.



AMERICA'S NEXT
top model



GOSSIPGIRL

Did you know *this* about advertising?

1 - Advertise to Reach New Customers

Your market changes constantly. New families in the area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now. Remember, 20% of families will move this year, 5 million people will be married and 4 million babies will be born.

2 - Advertise Continuously

Shoppers don't have the store loyalty they once did. You must advertise to keep pace with your competition. The National Retail Merchants Association states: "Mobility and non-loyalty are rampant. Stores must promote themselves to get former customers to return and to seek new (customers)."

3 - Advertise to Remain With Shoppers Throughout the Buying Process

Many people postpone buying decisions. They often go from store to store comparing prices, quality and service. Advertising must reach them steadily through the entire decision-making process. Your name must be fresh in their minds when they ultimately decide to buy.

4 - Advertise Because Your Competition is Advertising

There are only so many consumers in the market who are ready to buy at any one time. You'll need to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep your share of customers or you will lose them to the more aggressive competitors.

5 - Advertise Because it Pays Off Over a Long Period

Advertising gives you a long-term advantage over competitors who cut back or cancel advertising. A five year survey of more than 3,000 companies found advertisers who maintain or expand advertising over a five year period see their sales increase an average of 100%. Companies, which cut advertising, averaged sales decreases of 45%.

6 - Advertise to Generate Store Traffic

Continuous store traffic is the first step toward sales increases and expanding your base of shoppers. The more people who come into the store, the more possibilities you have to make sales and sell additional merchandise. For every 100 items that shoppers plan to buy, they make 30 unanticipated "in the store" purchases, an NRMA survey shows.

7 - Advertise to Make More Sales

Advertising works! Businesses that succeed are usually strong, steady advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most successful.

8 - Advertise Because There is Always Business to Generate

Your doors are open. Salespeople are on the payroll. Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach. Advertising can generate customers now and in the future.

9 - Advertise to Keep a Healthy Positive Image

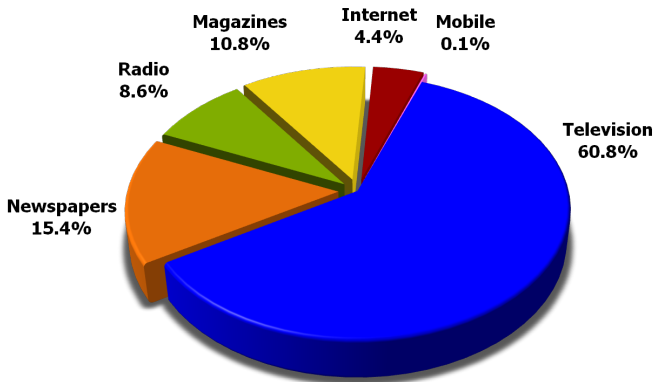
In a competitive market, rumors and bad news travel fast. Advertising corrects misleading gossip and punctures "overstated" bad news. Advertising that is vigorous and positive can bring shoppers into the marketplace, regardless of the economy.

10 - Advertise to Maintain Employee Morale

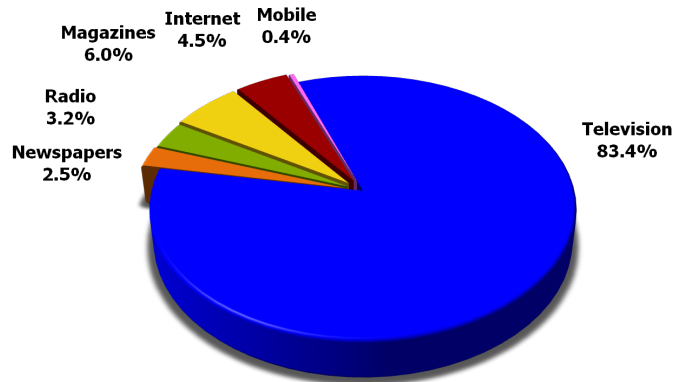
When advertising and promotion are suddenly cut or canceled, salespeople may become alarmed and demoralized. They may start false rumors in an honest belief that your business is in trouble. Positive advertising boosts morale. It gives your staff strong additional support.

Did you know *this* about television?

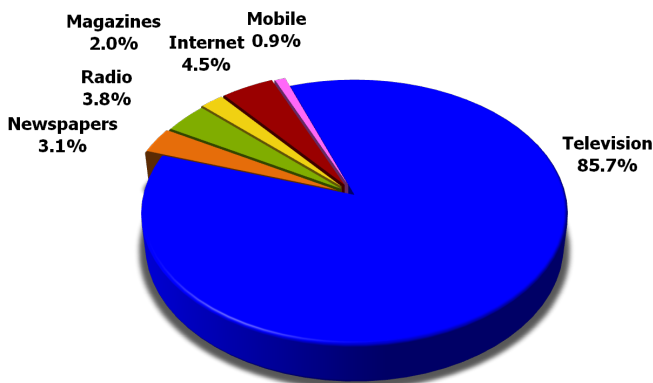
Most Authoritative Medium



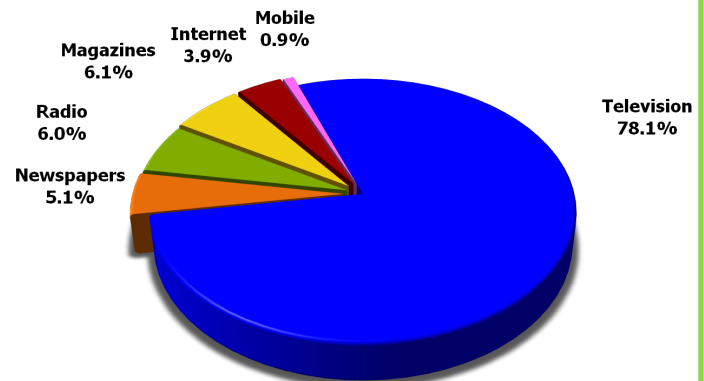
Most Exciting Medium



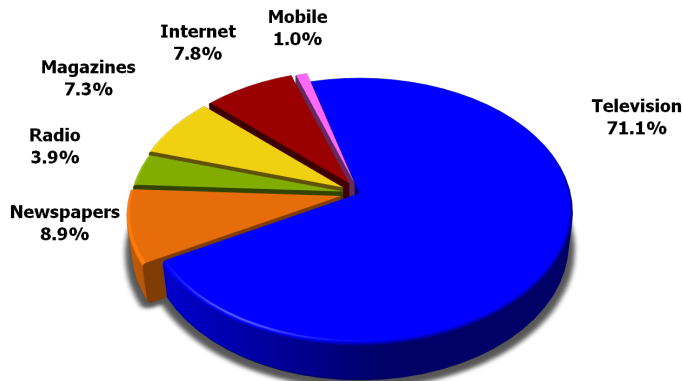
Most Influential Medium



Most Persuasive Medium

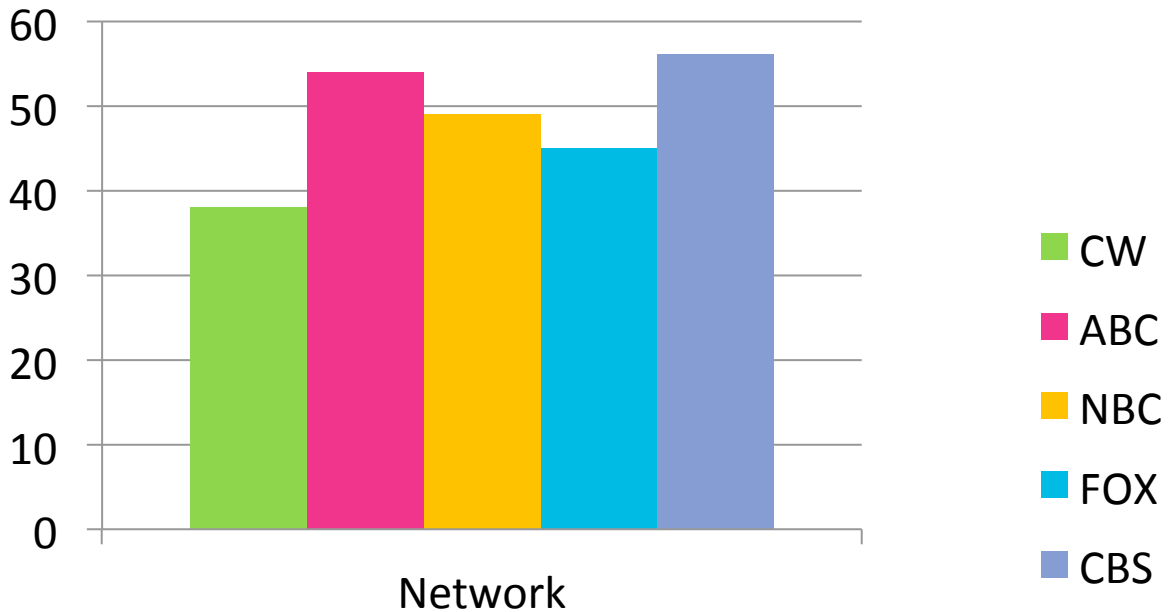


Medium through which people are most likely to learn about products or brands they might try or buy



Did you know *this* about television?

**May 2010
Primetime – Median Age**



Only one television network is watched by viewers with a median age under 40...

Only one television network targets its programming to adults 18 to 34 years old...

Only one...



Did you know *this* about brand loyalty?

When You Were 17...

- had you purchased a used car??
- had you purchased a new car??
- had you had a child??
- had you purchased a refrigerator??

The answer to the questions above is "probably no"

but by age 35...

- had you purchased a home??
- had you used a major credit card??
- had you purchased a couch??
- had you chosen a bank??

The answer to the questions above is "probably yes"



Virtually all "Brand Loyalties" are created between the ages of 18 and 34. Remember...It's easier to create a new young customer than to change an old customer's habits and preferences.

Reach this all important demo on the only local network that targets 18 to 34 year old adults...

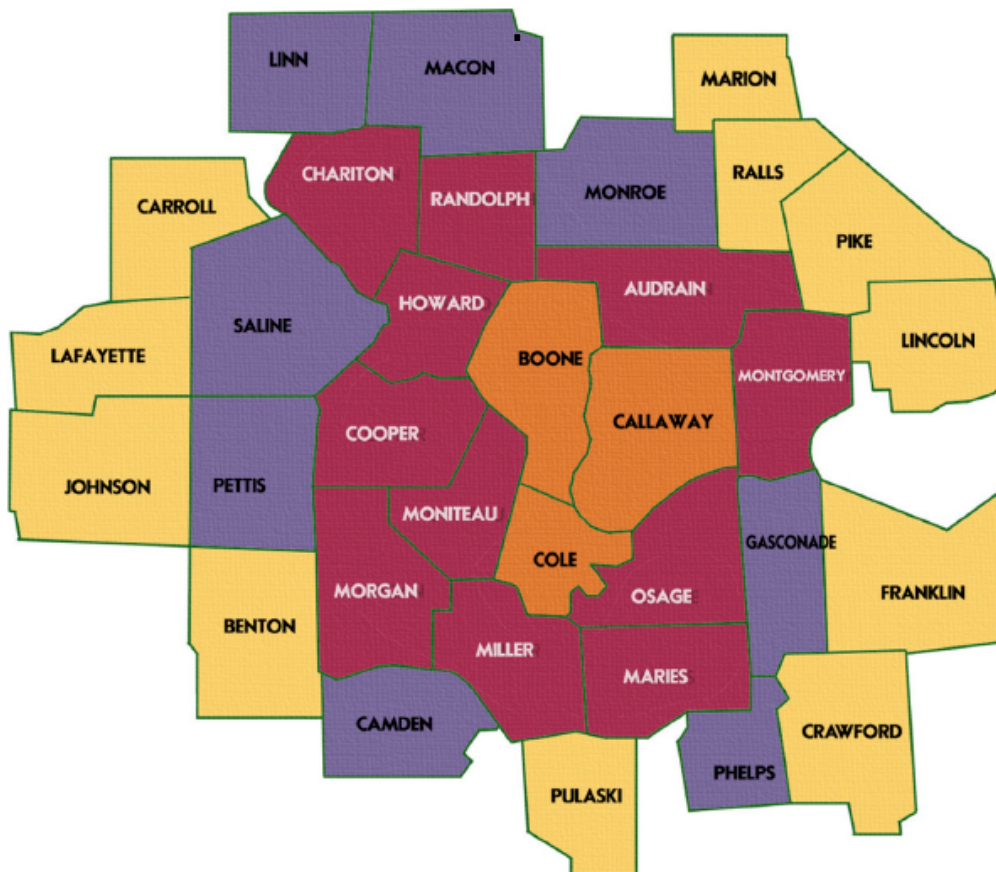
Mid-Missouri's CW.

The Mid-Missouri's CW Coverage Map

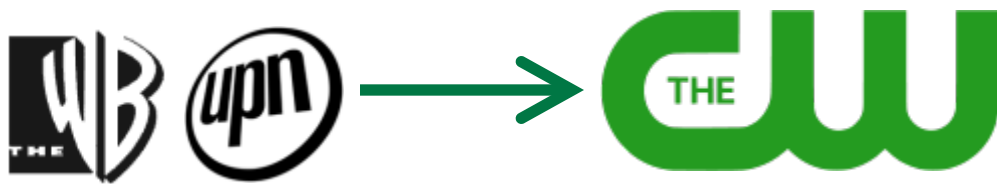
Mid-Missouri's CW is currently available in more than 97% of homes in the market. Mid-Missouri's CW is carried by Dish Network and DirecTV



and by various local cable providers. Over the air, Mid-Missouri's CW can be viewed on channel channel 8.3, 5 or position 705 in the HD neighborhood on Mediacom.



About Mid-Missouri's CW



On September 18, 2006, the WB and UPN Networks merged to form a single network – The CW. On that same day the local WB affiliate – KJWB or WB5 – began broadcasting as Mid-Missouri's CW. A joint venture between CBS Corporation and Warner Brothers Entertainment, the CW Network initially featured a mix of programming from both UPN and the WB. Since then, the CW has expanded its programming mix and is currently the only network that targets 18 to 34 year olds.



The purpose of the CW Free 2 Be campaign is to educate and promote green lifestyles for viewers and their families. From helping the environment to promoting sustainability awareness, Mid-Missouri's CW has the wellbeing of the Mid-Missouri community in mind. Mid-Missouri's CW believes everyone is Free 2 Be involved, diverse, educated, and green.

Non-traditional marketing with Mid-Missouri's CW

Mid-Missouri's CW wants to take your business beyond the traditional 30-second commercial. We want to help you find new and creative ways to get your business's name in front of your customers.

AMERICA'S NEXT **top model** Casting Call

Business sponsors of our local ANTM Casting Call received prominent recognition as hundreds of girls lined up for a chance to appear on one of the CW's most popular shows.



DVD Giveaways

Mid-Missouri's CW, through its affiliation with the CW, gives our viewers the opportunity to win popular merchandise, including the latest DVDs.

Style Stocking Giveaways

The CW is proud to be the only TV network that targets females ages 18-34 years old. During the holiday season, local businesses have the opportunity to partner with Mid-Missouri's CW to give away style stockings filled with the hottest merchandise.



Movie Screenings

A local business has the opportunity to pair with the CW to host a movie screening before a film hits theaters.

KOMU 8 News on **Mid-Missouri's CW**

KOMU 8 News at Nine on the CW began airing on Mid-Missouri's CW on July 5, 2010.

KOMU 8 News at Nine (M-Sun 9-9:30 pm)



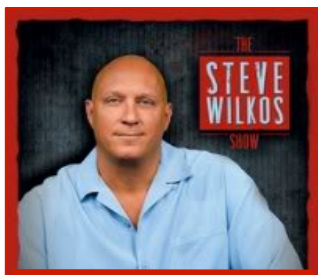
KOMU 8 News at Nine Anchors
(from left): Meteorologist
Michelle Bogowith, Angie Bailey,
Jim Riek

The stories that matter... one hour earlier. KOMU 8 News at Nine on the CW brings viewers LIVE coverage of breaking news, investigative reporting and accurate LIVE Doppler 8 First Alert forecasts. KOMU 8 News Anchors Jim Riek and Angie Bailey lead this newscast Sunday-Friday with Meteorologist Michelle Bogowith providing weather information to keep Mid-Missourians safe and informed.

Mid-Missouri's CW Daytime Programming

The Daily Buzz (M-F 5-7 and 7:30-8 am)

"The Daily Buzz" is a refreshing alternative news program that targets the highly coveted young adult demographic. A morning TV show with a late night attitude, "The Daily Buzz" delivers news and weather at a whole new level.



The Steve Wilkos Show (M-F 8-9 am and 1-2 pm)

Steve Wilkos is the host of "The Steve Wilkos Show," which debuted on September 10th, 2007. The six-foot three-inch TV veteran, best known for his role as Head of Security on "The Jerry Springer Show," has become one of the most recognizable figures in talk TV.

The Jeremy Kyle Show (M-F 9-10 am)

"The Jeremy Kyle Show" is one of Britain's most talked about shows. In November 2010 this popularity spread to the US when the show was picked up in 70% of US television markets - ahead of its September 19, 2011 debut. The show is characterized by its confrontational style and Kyle's strong emphasis on traditional family values.



House of Payne (M-F 10-11 pm)

Writer and producer Tyler Perry brings Mid-Missouri viewers one of his most popular hit TV show. "House of Payne" follows Pops as his family is forced to move into his house, putting three generations under one roof.

The Dr. Oz Show (M-F 12-1 pm)

Dr. Mehmet Oz, made famous by his appearances on the Oprah Winfrey Show, hosts the most popular medical talk show on TV. This award-winning program features relevant health tips and topics.



Dr. Drew's Lifechangers (M-F 2-3 pm)

"Dr. Drew's Lifechangers" is an empowering daily talk show designed to help people turn their lives around by making simple changes. Dr. Drew Pinsky and his team of 35 experts in a variety of fields – the Lifechangers – help facilitate these changes.

Meet the Browns (M-F 3-4 pm)

Follow the adventures of one of Tyler Perry's most well-known characters, Leroy Brown, as he and his family run the new family business, a home for the elderly. Brown learns the important lessons of life through a whole lot of love and laughter!



Mid-Missouri's CW Evening Programming



That 70's Show (M-F 4-5 pm)

Travel back in time to the 1970's with Eric Forman and his group of best friends as they live through their teenage years and hide their mischief from Eric's overbearing mother and father.

'til Death (M-F 5-5:30 and 9:30-10 pm)

"Til Death" is a comedy about the triumphs and tribulations of marriage and friendship from very different perspectives – a newlywed couple and their long-married neighbors.



King of Queens (M-F 5:30-6 and 10-10:30 pm)

Watch as blue collar couple Doug and Carrie attempt to make their marriage work while dealing with the mishaps of Carrie's oddball father, Arthur.

Seinfeld (M-F 6-7 pm)

"Seinfeld", "the show about nothing," is considered by many to be the greatest TV program of all time. The show features Jerry Seinfeld as a fictionalized version of himself along characters based on real-life friends and acquaintances. The show aired for nine years and solidified itself as a cultural phenomena.



South Park (M-F 10:30pm-11:30 pm)

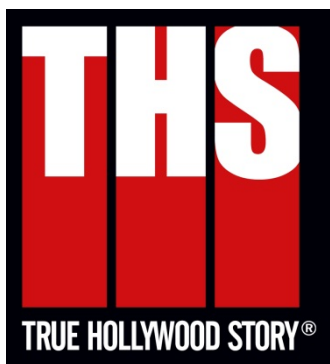
South Park has been chronicling the crazy adventures of Stan, Kyle, Cartman and Kenny since this animated series began in 1997.

Roseanne (M-F 11:30-12:30 pm)

"Roseanne" is a classic sitcom that centers around the life of a working class family living in Illinois. This popular show has been recognized for its comedic twist on topics that are normally taboo.



Mid-Missouri's CW Weekend Programming



E! True Hollywood Stories (Saturday 12-1 pm)

This popular documentary series delivers scandals, mysteries and biographies involving celebrities, television shows, movies and public figures.

House (Saturday 7-9 pm)

This medical drama features Dr. Gregory House, a pessimistic medical genius who often clashes with his fellow physicians because of his unconventional tactics.



Cheaters (Saturday 10-11 pm and 2-3 am)

"Cheaters" is a hidden camera reality series that investigates people who are suspected of committing adultery, or cheating, on their partners.

Troubadour, TX (Sunday 5-6 pm and 12-1 am)

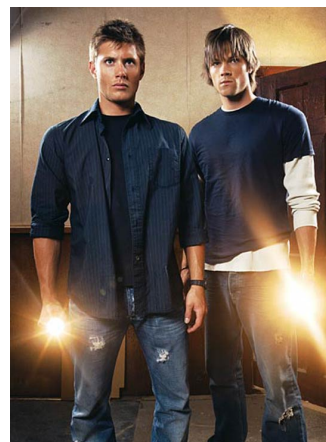
This unique television series offers an inside look into the lives of singers and songwriters as they chase their dreams across the Lone Star State.



Heartland (Sunday 6-7 pm)

A heartwarming and exciting family series, "Heartland" features a kind, hard-working family who cares for abused or neglected horses.

Mid-Missouri's CW Primetime Programming



SUPERNATURAL



NIKITA

ONE
TREE
HILL



GOSSIP GIRL



90210



HART OF DIXIE



RINGER



AMERICA'S NEXT
top model

Last words about advertising with Mid-Missouri's CW

It doesn't cost as much as you might think to advertise on Mid-Missouri's CW

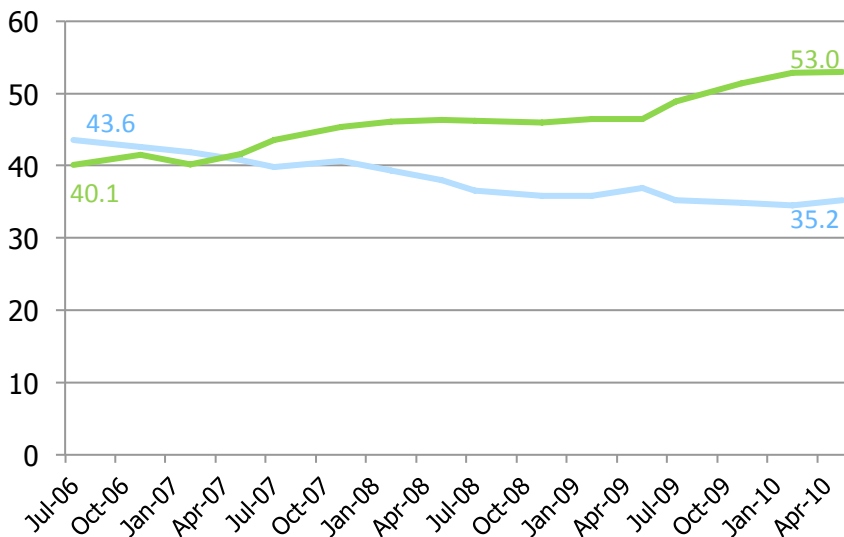
A 30-second ad can cost your business as little as **\$20**. Advertising rates vary by time of day, and by day of the week. As you might expect, the more popular the program, the more it will cost a business to advertise in that program. But advertising on Mid-Missouri's CW isn't about how much money you spend...it's about how wisely you spend the money you have. A Mid-Missouri's CW/KOMU 8 sales representative will work WITH your business to find the right mix of programs and number of ads to ensure that you target the right customers at the price that's right for you.

It doesn't cost as much as you might think to produce a television commercial at Mid-Missouri's CW

It does take time and effort to create an effective television commercial. From writing the script, to finding the correct video angles and lighting, to adding video graphics, to the beautiful finished product, a television commercial can't be produced in a single day. KOMU 8, however, boasts the largest Creative Services department in Mid-Missouri and can produce a high-quality, effective television commercial in less than a week, for as little as **\$250**.

An ad on Mid-Missouri's CW can be seen in every household – not true with cable

The Mid-Missouri market consists of more than 170,000 households. Cable television accounts for 35.2% of the market while alternate delivery systems (satellite/telephone companies that offer bundling) account for 53% of the market. Mid-Missouri's CW's signal can be received via an over-the-air signal, alternate delivery systems (both Direct TV and Dish Network) and on all local cable providers.



The chart on the left shows the decline of cable penetration and the rise of alternate delivery system (satellite) penetration in Mid-Missouri over the past two years. The green line represents alternate delivery system penetration while the blue line represents cable television penetration.

Mid-Missouri's CW might not be the only media outlet you should use to advertise your business

Mid-Missouri's CW can be viewed in more than 97% of homes in the market, however, we encourage our clients to incorporate additional forms of media into their advertising mix to generate the greatest profit possible.

We would be happy to discuss all of your advertising options with you at your convenience. Please see the following page for Mid-Missouri's CW /KOMU 8 contact information.



How (*and who*) to contact at **Mid-Missouri's CW**

Mid-Missouri's CW/KOMU 8 Sales Department

If you are interested in finding out more about KOMU 8 and how KOMU 8 can help your business grow, please feel free to contact any of the individuals listed below.

Tom Dugan
General Sales Manager
(573) 884-2381

John M. Parker
National Sales Manager
(573) 884-4154

Gerry Blaise
Account Executive
(573) 884-4784

Andrea Kaiser
Account Executive
(573) 884-4007

Diana Rowland
Account Executive
(573) 884-4112

Kori Sands
Account Executive
(573) 884-2888

Karen Schaefferkoetter
Account Executive
(573) 884-2528

Lisa Stevens
Account Executive
(573) 884-4136

Sales Department e-mail address
sales@komu.com

Other important Mid-Missouri's CW/KOMU 8 contacts

Marty Siddall
General Manager
(573) 884-4546

Matt Garrett
Director of Audience Development
(573) 884-3269

Gary Peel
Manager Business/Fiscal Operations
(573) 884-2904

Shelly Silvey
Director of Creative Services
(573) 884-2974

Sharon Glasker
Traffic Director
(573) 884-2899

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