



Nightly Business Report

on

WVIA-TV

Weeknights at 11pm

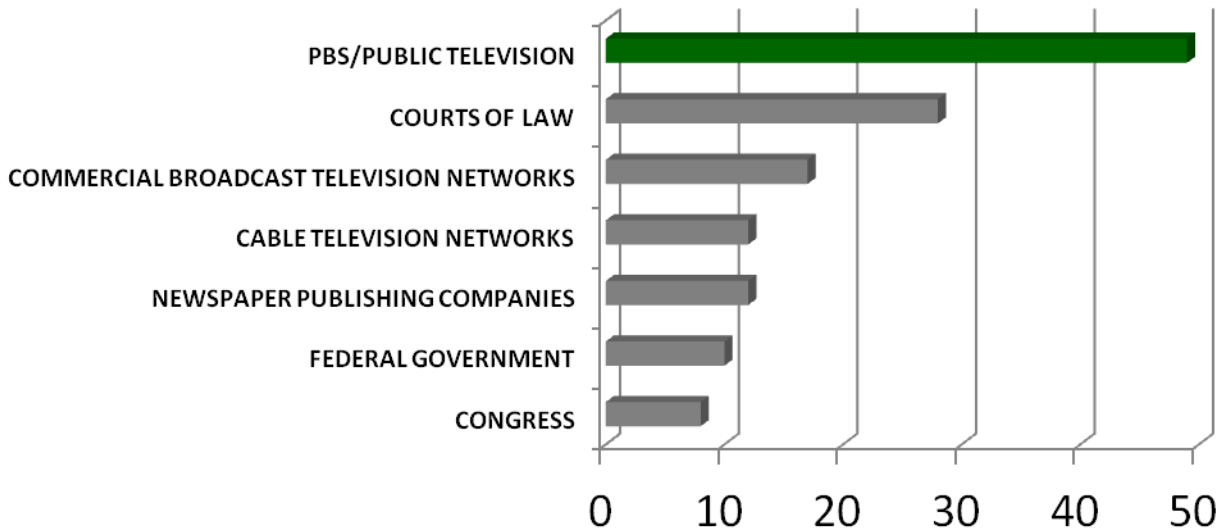


Why Nightly Business Report on WVIA...

PBS & TRUST

HOW MUCH DO YOU TRUST EACH ORGANIZATION?

Percent saying they trust the organization "A Great Deal" (on a four-point: A Great Deal, Somewhat, Not Too Much, Not At All).



ENGAGED VIEWERS

Common Characteristics of PBS's Male 35-64 Viewers:

PBS's Male 35-64 viewers are: (% more likely than the general American public)

WEALTH/SPENDING/INFLUENCE

- **167 %** more likely to own \$150,000 in Mutual Funds (stocks)
- **85%** more likely to use stock rating services
- **73%** more likely to be a member of a local body of government
- **64%** more likely to have spent \$500-\$1,000 in travelers checks
- **49%** more likely to be a member of business clubs
- **45%** more likely to have a post graduate degree
- **45%** more likely to have used financial planning/money management counsel
- **42%** more likely to have household income of \$150,000+
- **38%** more likely to have written something that has been published
- **29%** more likely to own a vacation/weekend home

Nightly Business Report Sponsorship

For more than 30 years, NIGHTLY BUSINESS REPORT has provided business news in a fast-paced format. Consistently television's most-watched daily business news program, the award-winning series combines business and economic news, extensive financial market coverage, in-depth analysis, corporate profiles, features and commentaries by noted economists and business experts.

This sponsorship includes:

- Your :15 second TV spot will air EVERY night on *Nightly Business Report*
- (5) spots EVERY WEEK!
- (260) total spots/year
- Your logo & hyperlink will be included in (1) issue of V-Notes (WVIA's weekly e-newsletter- 10,000+ subscribers)
- Your name & hyperlink on the WVIA Corporate Sponsorship webpage
- FREE admissions to WVIA's Family Day at Knoebels Amusement Resort
- FREE admissions to WVIA's Ski Day at Elk Mountain or Ski Sawmill
- FREE production of all spots!!!