

13 ON YOUR SIDE

# 2018 Media Kit

**13** abc **MARKETING SOLUTIONS**

# 13 On Your Side

We are COMMUNITY ADVOCATES with HEART. Our goal is to speak out for our community. To make our community a better place. We are here to help people reach their goals by providing information that helps them learn, grow, change and succeed.

We tell the stories that celebrate the uniqueness of our community.

And do it all with COMPASSION and EMPATHY.

We are COMPASSIONATE COMMUNITY ADVOCATES.

**We are 13 ON YOUR SIDE.**



# WEST MICHIGAN MARKET PROFILE

43

The Grand Rapids-Kalamazoo-Battle Creek television market (DMA) is ranked the 43<sup>rd</sup> largest by Nielsen Media

The DMA spans 14 counties, from Oceana and Newaygo up north, down to St. Joseph and Van Buren in the south

14

2

There are 2 separate Metropolitan Statistical Areas in the DMA: Grand Rapids and Kalamazoo

The market stretches over 150 miles, down the coast of Lake Michigan, and from “Beer City” to “Cereal City”

150

# HYPHENATED MARKET

Grand Rapids-Kalamazoo-Battle Creek is ranked the 43<sup>rd</sup> largest television market in the United States, with **709,670** television households.

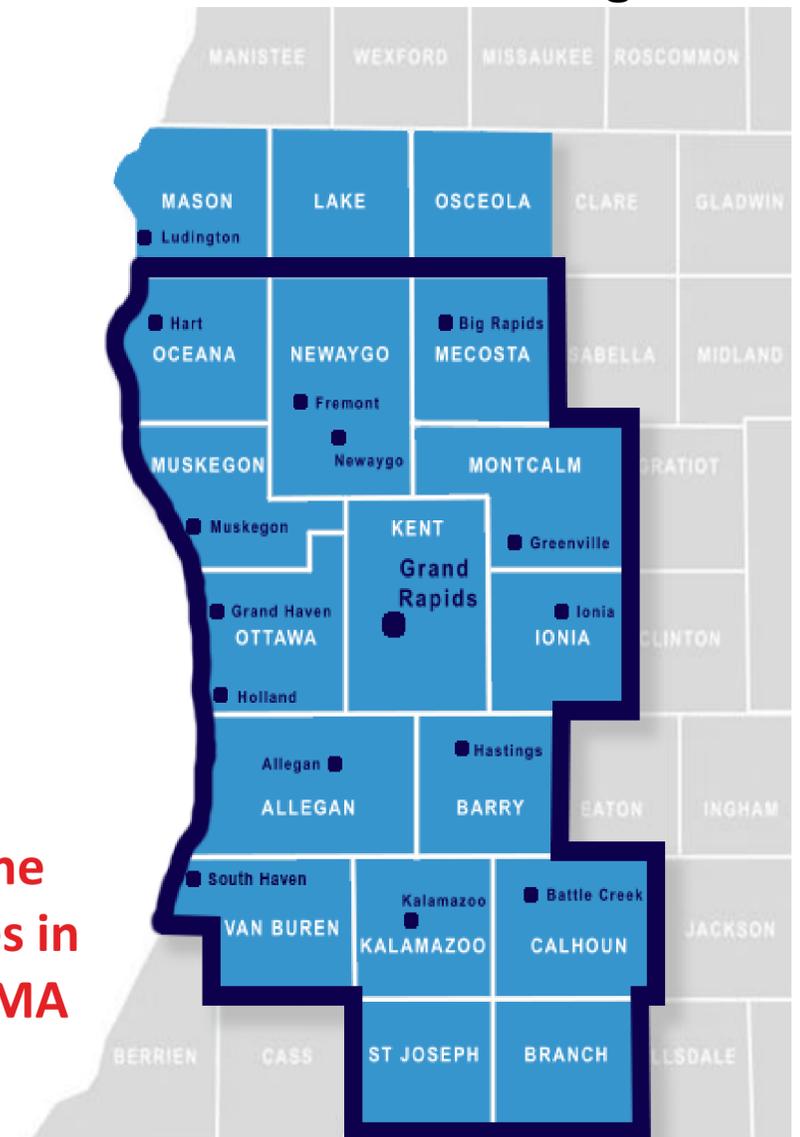
As a hyphenated market, there are 2 population centers separated by 50 miles. The northern 7 counties encompasses **62%** of the population.

When buying the Grand Rapids-Kalamazoo-Battle Creek DMA, make sure to focus your media buy on the northern tier of the market. Why focus on **Kent, Ottawa, and Muskegon** counties? Consider these facts:

- Kent, Ottawa and Muskegon counties alone account for **53%** of the entire 14-county population of the market
- Kent, Ottawa and Muskegon counties enjoy a combined higher median household income in comparison to the southern tier of the DMA—Kalamazoo, Van Buren and Calhoun counties
- Kent, Ottawa and Muskegon counties have shown a larger population growth since 2000 when compared to the southern tier counties

**WZZM 13 is the only station to fully cover the most populous, wealthy and growing counties in the Grand Rapids-Kalamazoo-Battle Creek DMA**

**WZZM 13 Coverage Area**



# NETWORK AFFILIATION

- ABC provides WZZM 13 with popular programming that appeals to a variety of audiences. Sports and special programming includes:
  - NBA
  - Indy 500
  - NCAA Football
  - CMA Awards
  - Academy Awards: Oscars
  - American Music Awards
  - New Year's Rockin' Eve



# The Tale of Two ABC Stations

WZZM 13 is the **DOMINANT** ABC affiliate in the Grand Rapids-Kalamazoo-Battle Creek DMA

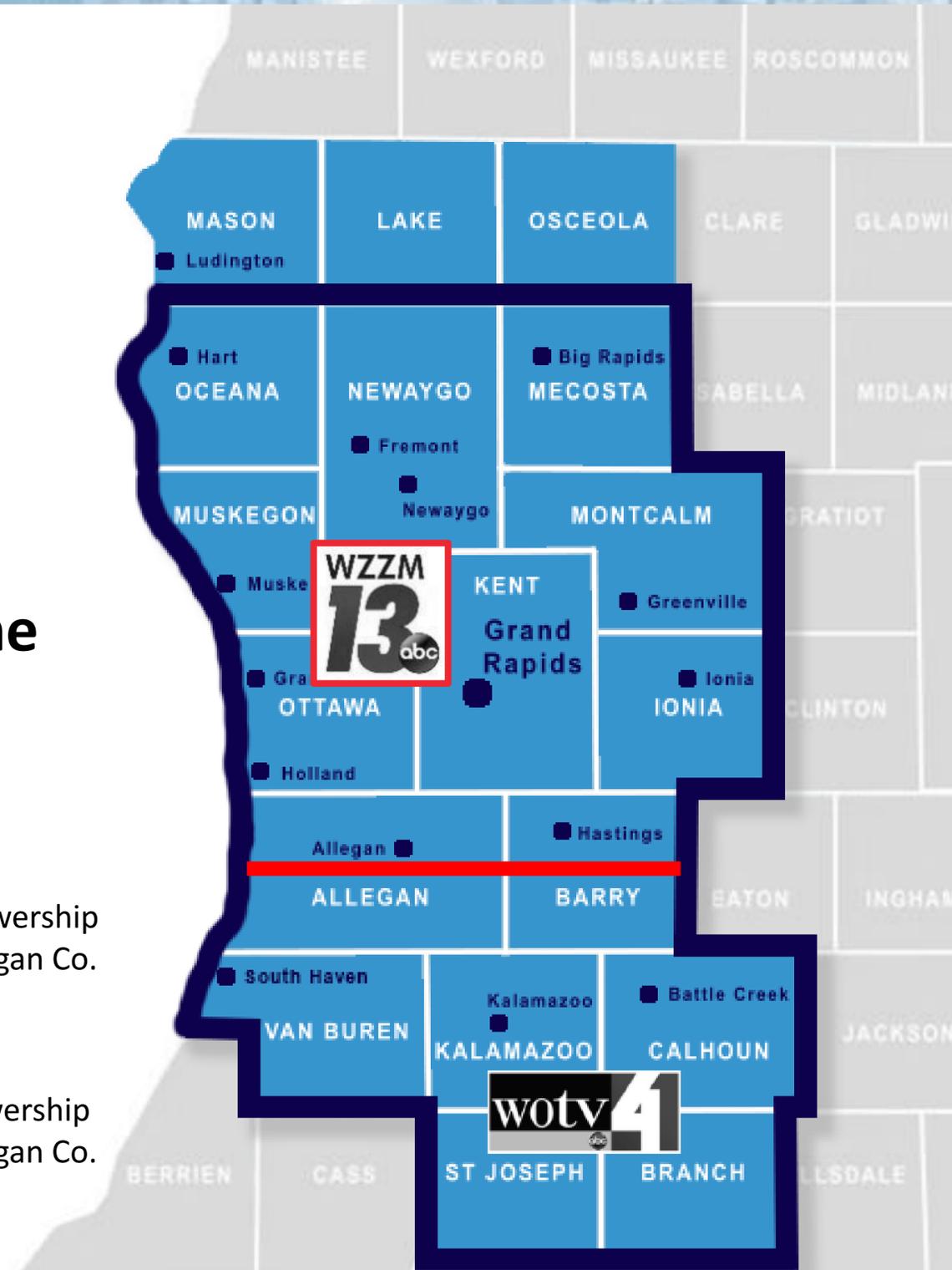
There are **two ABC Affiliates** in the DMA



- Licensed to Grand Rapids
- Receives 83% of the total ABC viewership
- Larger ABC audience north of Allegan Co.



- Licensed to Battle Creek
- Only receives 17% of the ABC viewership
- Larger ABC audience south of Allegan Co.



WZZM 13 abc Coverage Area

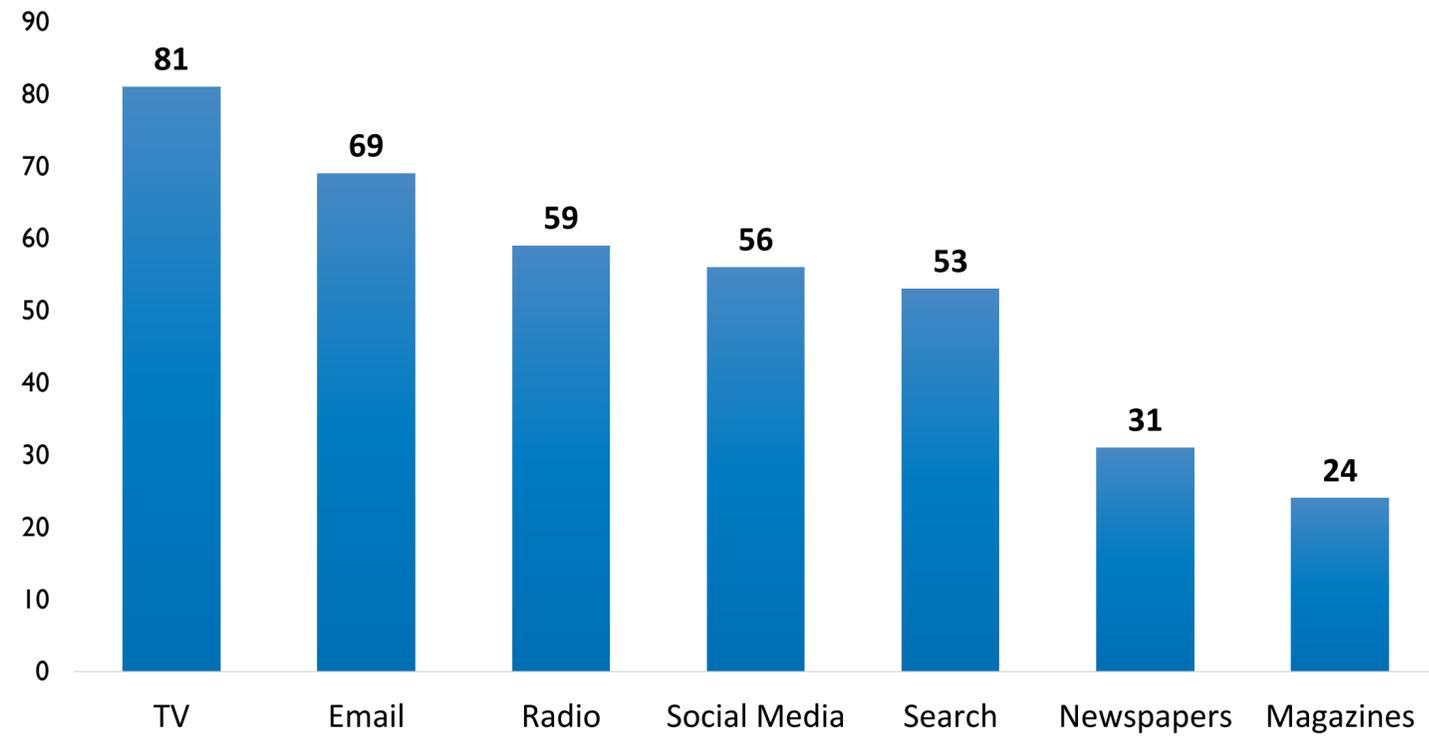
DMA

Blue Represents Actual Coverage Area (Broadcast, Cable, and Satellite)

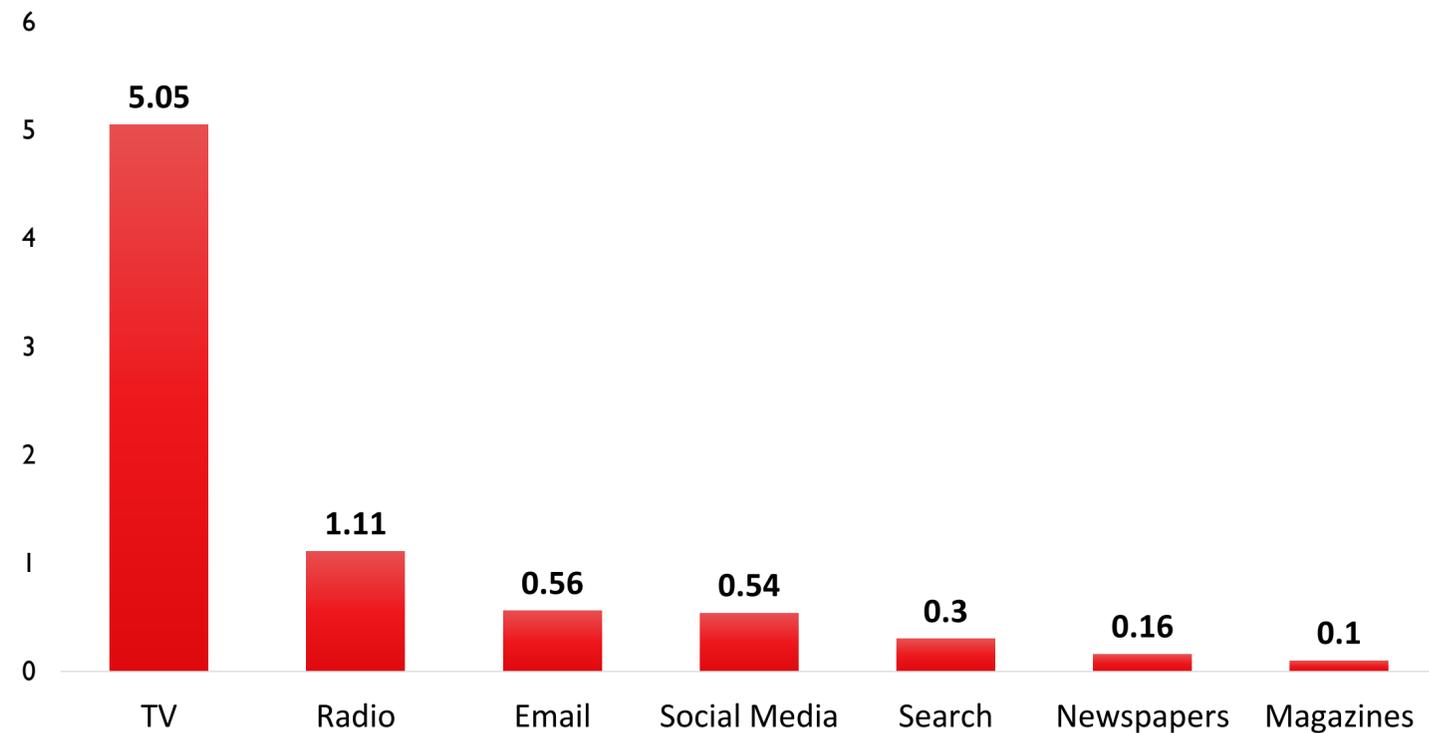
# THE POWER OF TELEVISION

TV leads in reach and time spent among all ad supported platforms!

% of A18+ Reached Yesterday



Hours Spent Yesterday



# CORPORATE OWNERSHIP

- TEGNA owns 46 broadcast television stations reaching nearly 35 million households
- G/O Digital, TEGNA's digital marketing services organization, provides best-in-class digital services
- Premion, TEGNA's OTT solution provides advertising in premium long form over the top (connected TV) content

# TEGNA

PREMION™  
A TEGNA Company

GO  
DIGITAL

13 ON YOUR  
abc SIDE

13 ON YOUR SIDE

## TEGNA FOOTPRINT



# 13 ON YOUR SIDE PROGRAMMING

## SYNDICATED PROGRAMMING



## ABC NETWORK PROGRAMMING



## LOCAL PRODUCED PROGRAMMING



# 13 On Your Side News Operation



13 On Your Side features some of the most tenured and respected team of anchors, meteorologists and reporters in West Michigan. Each week, 13 On Your Side produces 34 ½ hours of news content.

(L to R) Morning and Noon News Anchor **Dan Harland**; Evening and Late News Anchors **Juliet Dragos & Nick LaFave**; Weekend Anchor **Amir Abbas & Meredith TerHaar**; 13 On Target Meteorologists **Aaron Ofseyer, Alana Nehring, Laura Hartman & George Lessens**; Sports Director **Jamal Spencer**

# The Exchange: Paid Segments



## Segment Appearances

*“My first customer of the day saw The Exchange this morning and by 11 o'clock were at my door”*  
Steven Crooks, Owner - Waterdog Outfitters

### Harness the full power of The Exchange:

- A segment on the Exchange provides your business the opportunity to be featured by either Catherine Behrendt or Kylie Ambu.
- Each segment last approximately 4 minutes and will reach more that 15,000 people watching My West Michigan & an additional 20,000 people watching the Noon News.
- Plus, your segment will be posted on [wzzm13.com](http://wzzm13.com), shared on the My West Michigan Facebook page and sponsored on Facebook to reach new potential customers.

Catherine Behrendt  
& Kylie Ambu



# Community Outreach and Health Focus

## Community Outreach

13 On Your Side is committed to serving the community. We are proud to be partners with many non-profit organizations and community events throughout West Michigan.



## Commitment to Health

13 On Your Side has a long standing commitment to providing the latest, in-depth medical information. Val Lego, the market's only dedicated health reporter, brings you health stories in our "Healthy You" news franchise.

**13 Friends for Life** is a major station initiative designed to help women protect themselves from breast cancer.



Val Lego



# Research Services

**13 On Your Side retains some of the most comprehensive research tools available to make sound decisions to drive your company's growth.**



**NIELSEN MEDIA RESEARCH** provides Nielsen's quantitative ratings and audience data



**KANTAR MEDIA** allows for tracking creative occurrences, expenditure, and execution as well as advertising trends and consumer behavior



**SCARBOROUGH** provides qualitative audience data from a 2-part survey to measure shopping patterns, media usage, lifestyle trends, and more



**AdMall** is the leader in local and digital media sales intelligence, providing sales opportunities, audience psychographics and consumer trends

# wzzm13.com Owned Marketing Services



wzzm13.com marketing solutions provides opportunities to reach your target audience on desktop, mobile, app, and through social media on Facebook and Instagram.

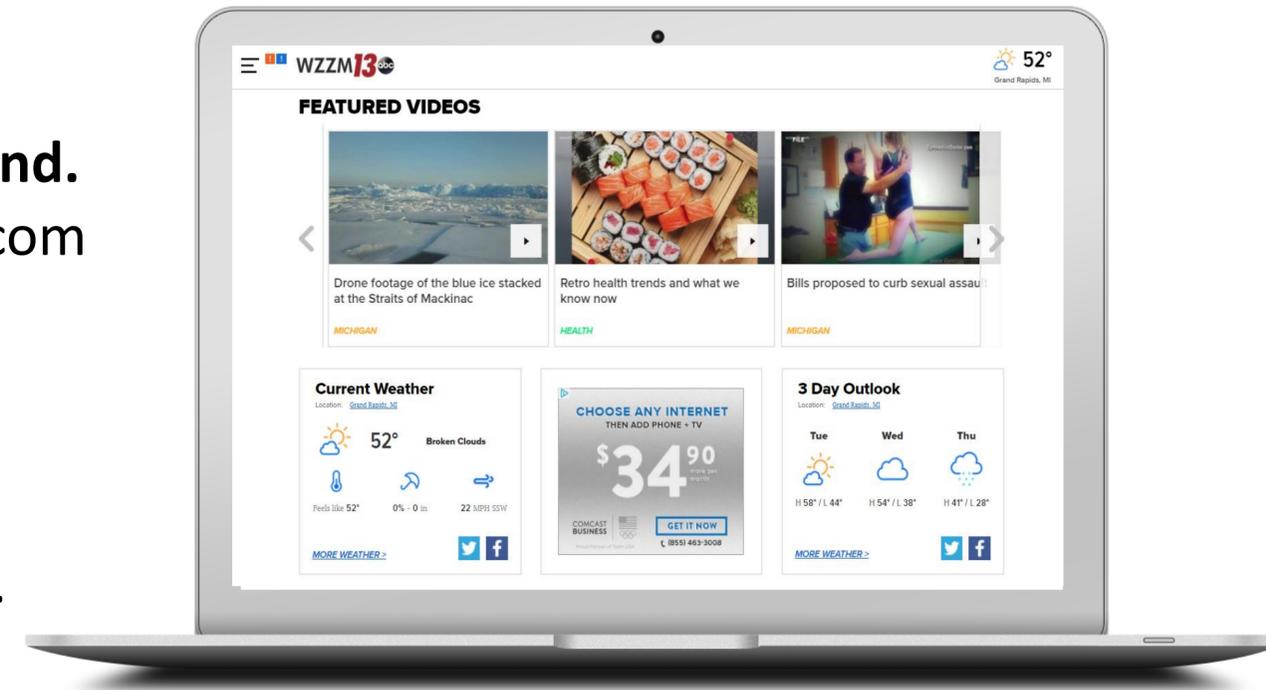
wzzm13.com is an extension of the 13 On Your Side news brand. Every month over 1,000,000 unique visitors come to wzzm13.com (desktop/mobile) for news, weather and local information.



**WZZM 13 iPhone & Android App** offers 13 On Your Side news, video, weather and more on iOS and Android products. Free download available at Apple or Google Play stores.



**WZZM 13 WEATHER iPhone & Android App** offers detailed weather information free for iOS and Android products.



# Social Media Advertising with Facebook Branded Ads



**13 On Your Side has a large social media presence with over 250,000 followers on Facebook plus a large following on Instagram and Twitter.**

## Facebook Branded Ads:

Position your brand as a partner with WZZM 13 on Facebook to raise awareness and reach a new audience. The sponsored ad comes through the news feed on WZZM 13. The ad can be targeted to geo, gender and age of your choice.



# G/O Digital Marketing Services



**G/O digital delivers a simple suite of digital marketing solutions to connect with consumers locally in a meaningful, personal way that drives measurable results.**



## SEARCH ENGINE OPTIMIZATION

Boost your rankings on search by gaining qualified traffic and conversions for your business



## SEARCH ENGINE MARKETING (PPC)

SEM, Pay Per Click, is considered to be one of the top two ROI producing advertising channels. Direct highly qualified traffic to your website for optimal performance, and conversions.



## SOCIAL MEDIA

Our team of Social Experts work with you to develop proven campaigns and solutions on social media sites, such as Facebook, Instagram, LinkedIn and Twitter.



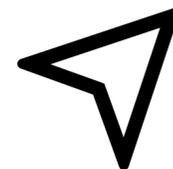
## TARGETED EMAIL

Engage with consumers who are likely to respond to a message by having our team build audiences, design, strategize and deploy CAN-SPAM emails.



## WEB DEVELOPMENT

Our website solutions include development, launch, and support. Services include comprehensive designs that host and upgrade websites.



## NATIVE

With the ability to create, target and deploy content, our expanded content portfolio gives clients more options to connect with consumers both through trusted publishers or on wzzm13.com.

# Premion: We make OTT Advertising Simple

# PREMION

## 199M

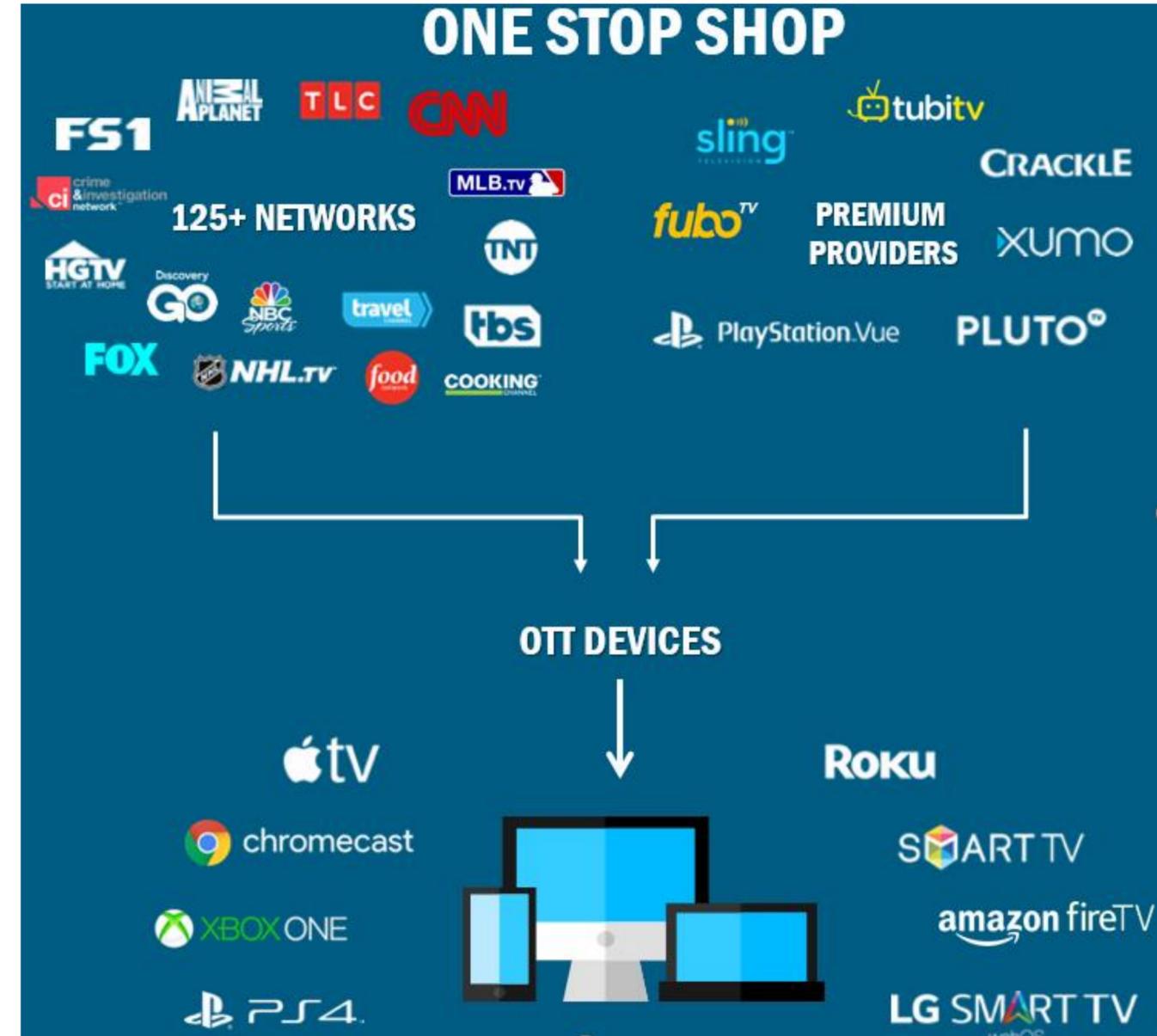
OVER THE TOP (OTT) USERS

## 125+

TOP TIER NETWORKS

## Premium Long-Form Episodic Content

CRACKLE



fireTV

# Management Team

## **JANET MASON**

PRESIDENT/GM

616.559.1350

[jmason@wzzm13.com](mailto:jmason@wzzm13.com)

## **CHRIS LEGG**

DIRECTOR OF SALES

616.559.1384

[clegg@wzzm13.com](mailto:clegg@wzzm13.com)

## **PAUL MACK**

MAJOR ACCOUNTS

SALES MANAGER

616.559.1387

[pmack@wzzm13.com](mailto:pmack@wzzm13.com)

## **JEFF OLSEN**

LOCAL SALES MANAGER

616.559.1366

[jolsen@wzzm13.com](mailto:jolsen@wzzm13.com)

## **ALEX GEZON**

DIGITAL SALES MANAGER

616.559.1367

[agezon@wzzm13.com](mailto:agezon@wzzm13.com)

## **GENERAL INQUIRIES**

PHONE: 616.785.1313

FAX: 616.785.1301

Sales Email: [sales@wzzm13.com](mailto:sales@wzzm13.com)

Traffic Email: [wzzm-traffic@wzzm13.com](mailto:wzzm-traffic@wzzm13.com)