

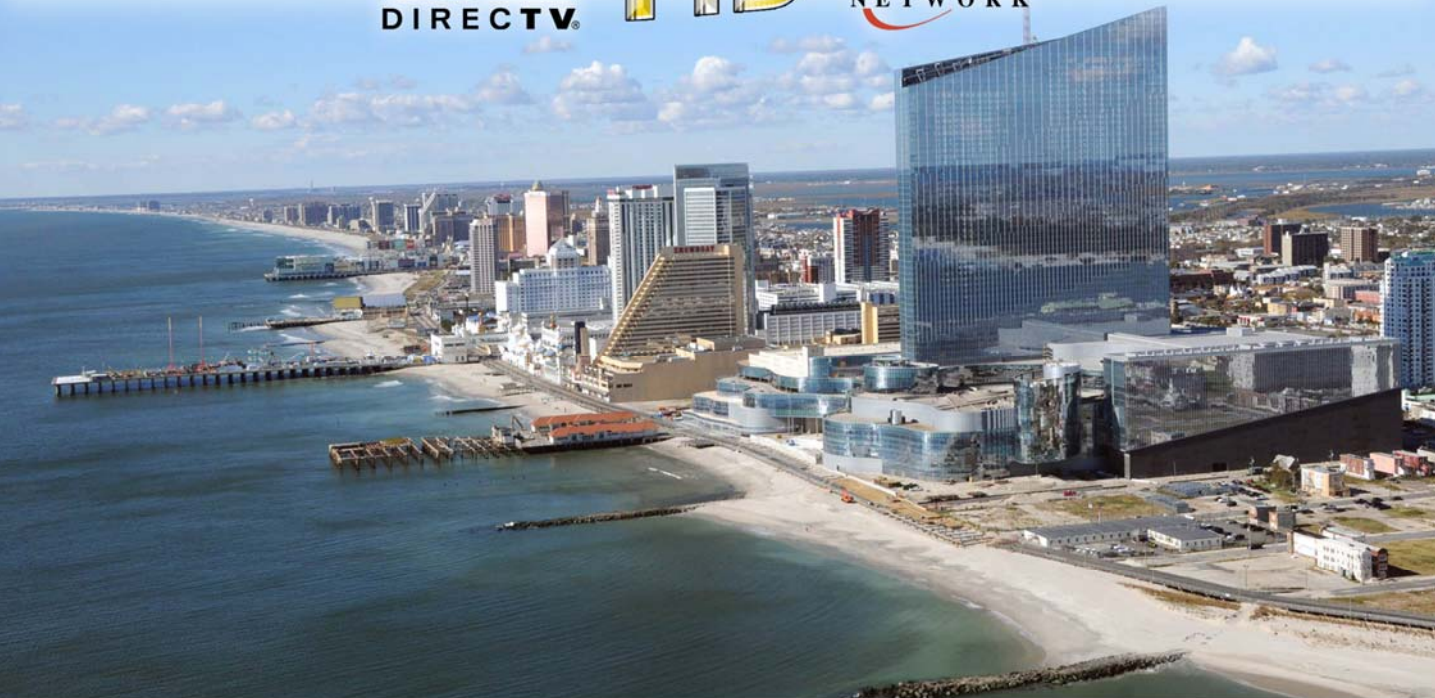
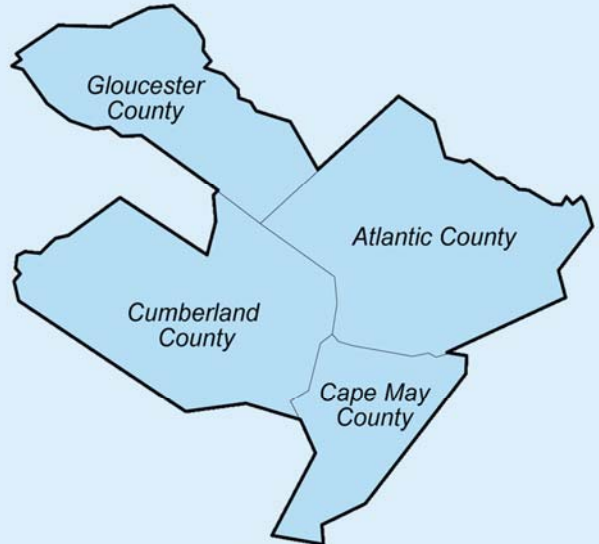
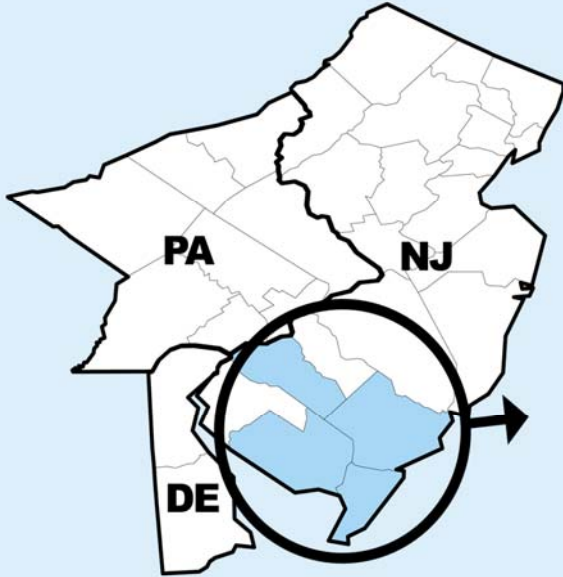
NBC 40 COVERAGE MAP:



Where local comes first!

We are South Jersey...Serving Atlantic, Cape May, Cumberland and Gloucester Counties on DirecTV, Dish Network and Cable TV!

The ONLY LOCAL Broadcast Station with Local News is NBC 40 WMGM-TV!



NBC 40 IS:



**ONLY LOCAL Broadcast News,
Weather and Sports**



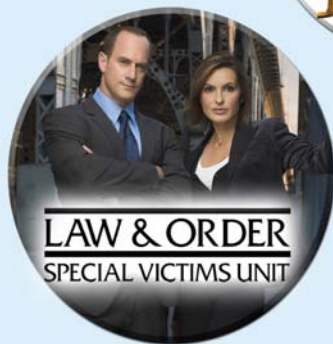
**ONLY Network Affiliate in New Jersey
with NBC Sports, Sunday Night NFL
and Olympics**



**NBC 40 News
Airs Monday through Friday at
6:00-7:00 AM, 5:00, 5:30, 6:00 & 11:00 PM and
Saturday and Sunday at 11:00 PM**

Viewers can count on the NBC 40 news team
for daily news, emergency information, special features
and local election coverage in Southern New Jersey.

Viewers who want to stay informed turn to NBC 40 and NBC40.net



www.nbc40.net

Where local comes first!

IN SOUTH JERSEY...

More than half, 161,703
(57%)

Adults 18+ watch NBC 40
Everyday...

For Local News, Weather & Sports Watch NBC 40 □ On the web at nbc40.net



Monday - Friday 6-7 AM, 5, 5:30, 6, & 11 PM | Saturday & Sunday 11 PM *Where local comes first!*

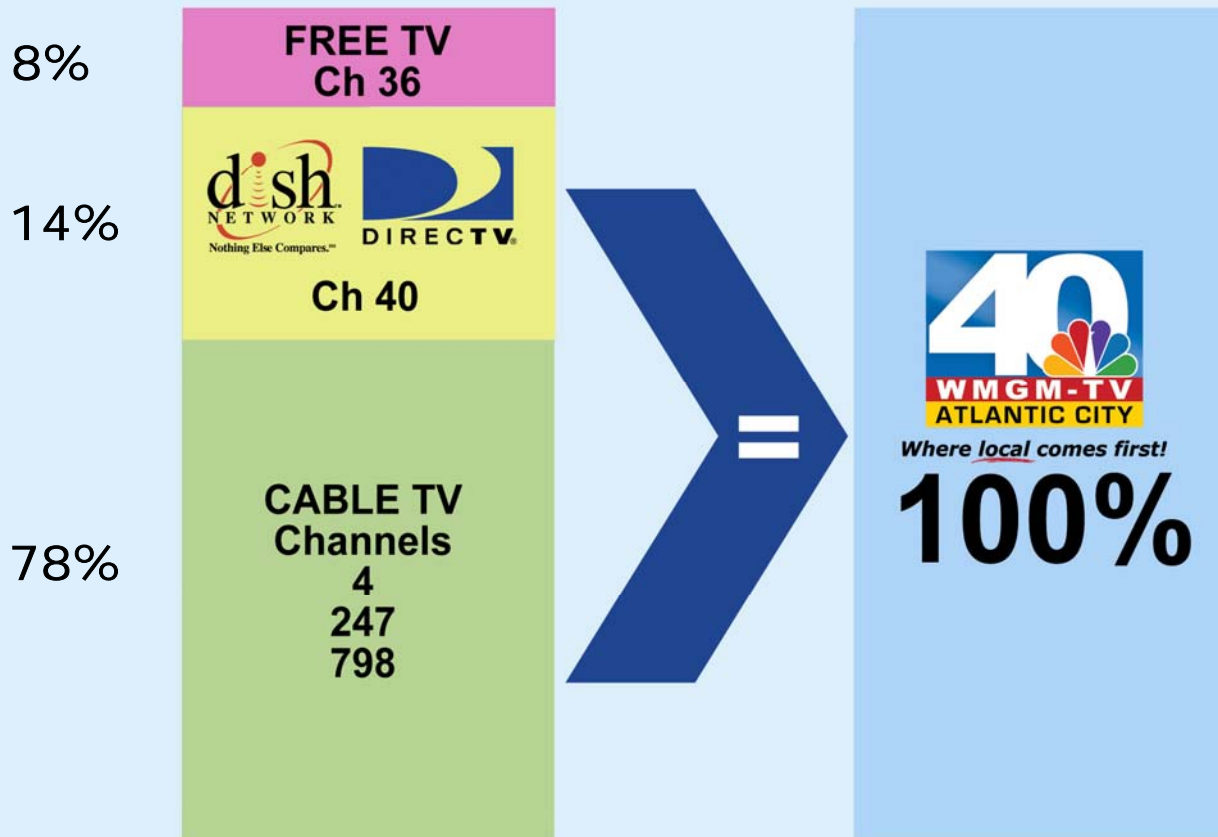
NBC 40 provides the
only local television news
in Southern New Jersey!

Source: Arbitron/Scarborough Consumer Profile Report
Atlantic – Cape May Counties Sept-Oct 2010, Arbitron Inc.
Based on 283,982 people 18+ in Atlantic and Cape May Counties

HOW DOES SOUTH JERSEY WATCH NBC 40?



IF YOU ARE ADVERTISING ON CABLE ONLY...
One out of 5 Adults 18+, CANNOT SEE YOUR AD!



Source: Arbitron/Scarborough Consumer Profile Report
Atlantic – Cape May Counties Sept-Oct 2010, Arbitron Inc.

TELEVISION'S #1 MORNING SHOW:



TODAY averages a +19% advantage over GMA and +102% advantage over Early Show.



TODAY has now won over 750 consecutive weeks in both homes and total viewers.



NBC 40 has 6 local news and weather updates within the Today Show.

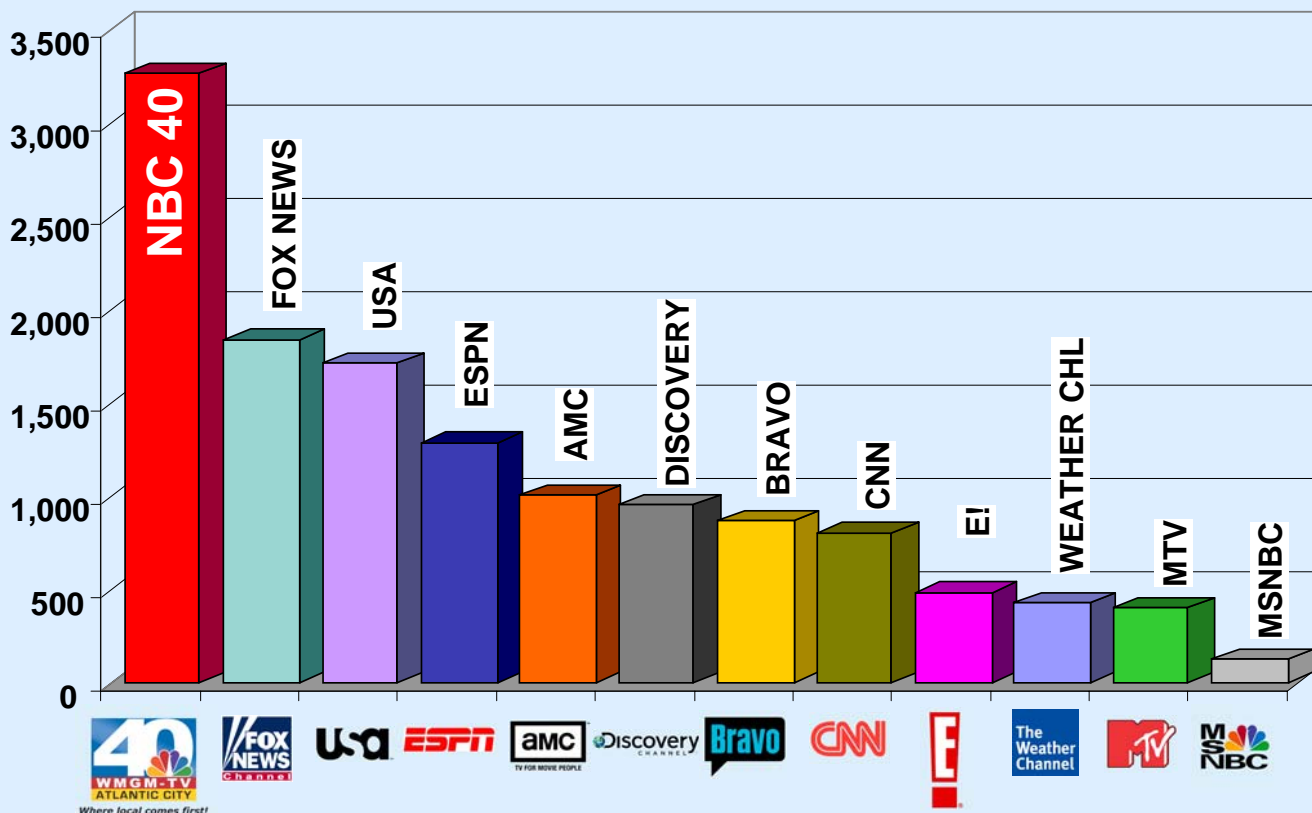














Where local comes first!



NBC 40 vs. Comcast Cable:

Not All TV is Created Equal!



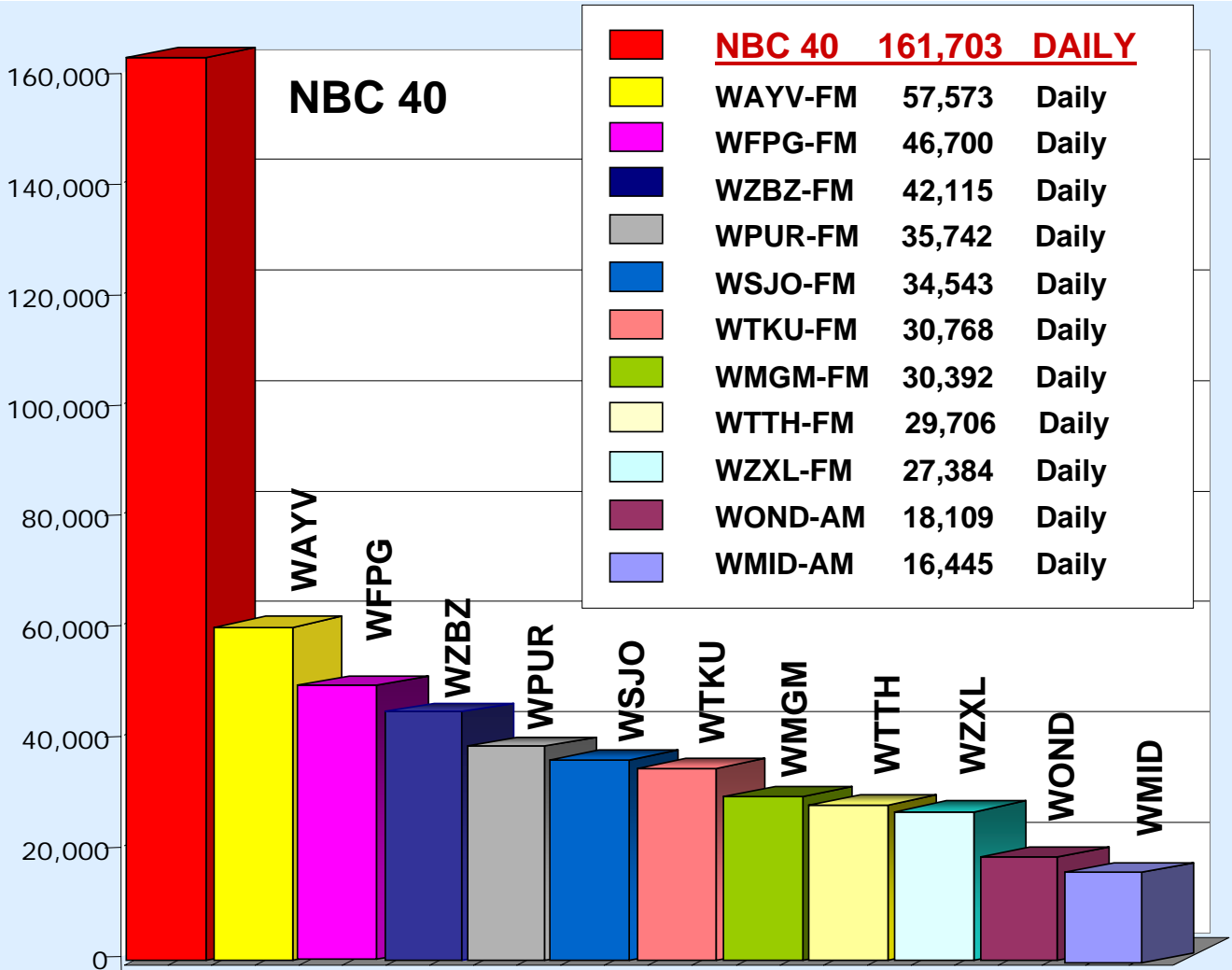
	NBC 40	3,270		BRAVO	871
	FOX NEWS	1,841		CNN	804
	USA	1,713		E!	484
	ESPN	1,288		WEATHER CHL	429
	AMC	1,009		MTV	401
	DISCOVERY	958		MSNBC	126

Average 1/4 Hour Impressions

Source: Nielsen Co: Atl-Cape May
6a-12mid Persons 18+ May 2011

NBC 40 vs. RADIO:

Do the math, **NBC 40** has almost **3 times** the reach of the Top Radio Stations in Atlantic and Cape May Counties!



**NBC 40 REACHES MORE PEOPLE IN A DAY,
THAN RADIO REACHES IN A WEEK!**



Where local comes first!

Source: Arbitron/Scarborough Consumer Profile Report Atlantic – Cape May Counties Sept-Oct 2010, Arbitron Inc.

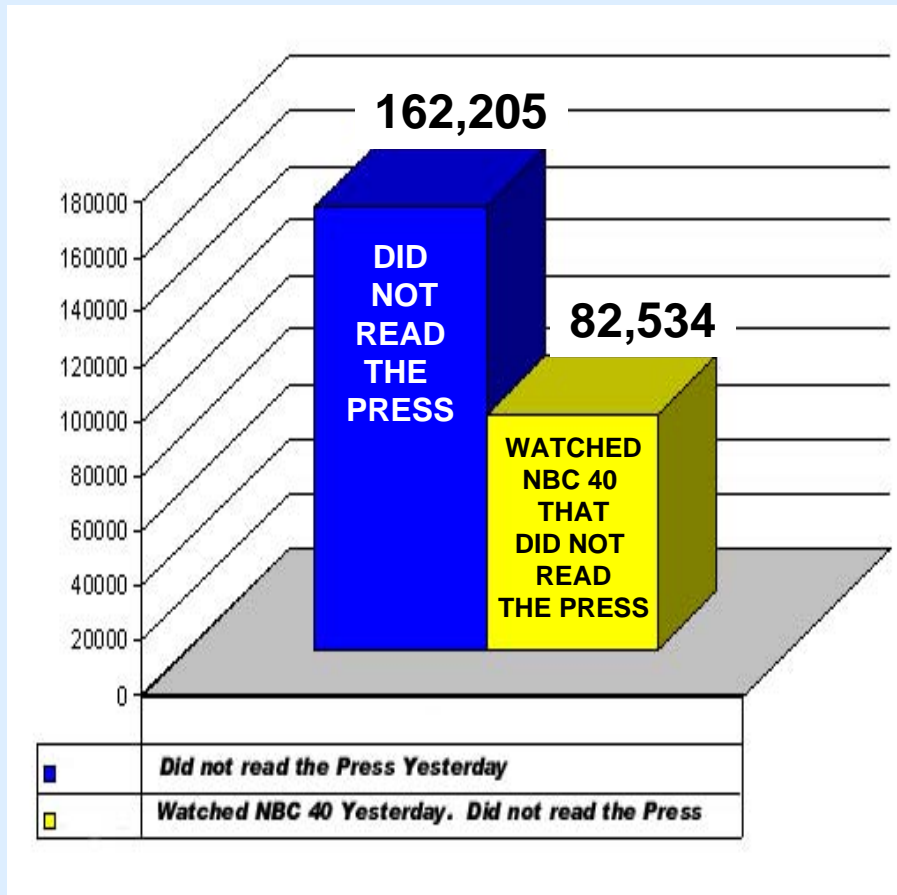
Qualitative Selection: Target persons 18+ Monday-Sunday 6AM-Mid, Rank Top 11 Stations in Atlantic-Cape May Counties

NBC 40 vs. NEWSPAPER:

**57% of Adults 18+
did not read the Atlantic City
Press yesterday!**

- **162,205 (57%)
Of Adults 18+
did not read
The Press of
Atlantic City
yesterday!**

- **82,534 (51%)
of Adults 18+ that
did not read the
Atlantic City Press
yesterday DID
Watch NBC 40
yesterday!**



Source: Arbitron/Scarborough
Consumer Profile Report
Atlantic – Cape May Counties
Sept-Oct 2010, Arbitron Inc.



Where local comes first!



Where local comes first!



**ARTISANS
ALCOVE**
Estate Jewelers

HERE'S WHAT THEY SAY... AND WE QUOTE:

"I have tried all types of advertising; print, direct mail, radio and cable TV. I get better results from NBC 40 than from any of them, and at a lower cost. I think we are lucky to have a major network affiliate in our area that reaches my market perfectly. I've been advertising with NBC 40 since the mid-1990's for a reason, it works!"

Paul V. Utts, Owner
Rid Pest Control, Inc.

"Thank you for all your help with our TV promotion...what happened is you were too good...NBC 40 brought in too many people ...last Saturday we couldn't get them all in!"

Albert Boscov, Owner
Boscov's Department Stores

"For over 8 years Artisans Alcove has advertised on NBC 40. We have found it to be the most effective form of all our advertising. Whenever we asked clients how they heard about us, the vast majority say, we saw you on NBC 40!"

William Scott, Owner
Artisans Alcove Estate Jewelers



Where local comes first!

HERE'S WHAT THEY SAY... AND WE QUOTE:



“NBC 40 is the only form of local advertising that works, and we couldn’t be happier. Because we spend our money where it works we know that 41% of our buyers mention NBC 40.”

**Vince Paterno, General Manager
Admiral Nissan**



“NBC 40 gets us in front of the clients we want to target. They are easy to deal with and have the professionalism to get the job done. They are the obvious choice for us to reach our target audience.”

**Thomas P. Byrne, AAI, Vice President
J. Byrne Insurance**



“We’ve been advertising on NBC 40 for over 12 years, because of its results...NBC 40 should be an essential component for any business in the South Jersey area.”

**Steven E. Brady, President & CEO
Ocean City Home Bank**

NBC40.NET

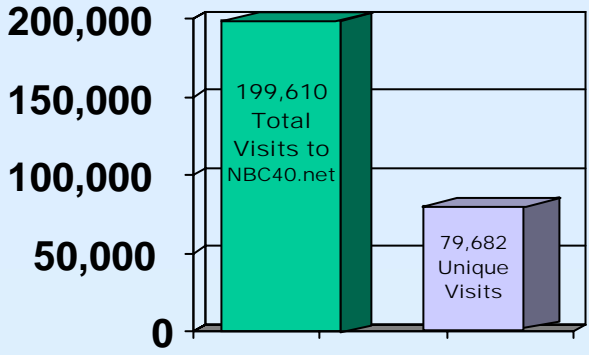


Where local comes first!



The screenshot shows the NBC40.NET website layout. At the top, there's a navigation bar with links for Home, Weather, Sports, Jobs, What's on NBC40, Advertising, and Contact Us. A prominent banner for 'Admiral' cars is visible. The main content area features a 'TOP STORIES' section with a headline about Governor Christie's storm damage surveys, and a 'SOUTH JERSEY NEWS' section with multiple news items. A sidebar on the left lists various site categories like 'ADVERTISING', 'HEALTH', and 'SPORTS'. On the right, there are promotional banners for 'Healthy Home Tips' and 'JUDY'.

NBC40.net had 79,682 Unique Visits in January 2011



■ VISITS/JAN. 2011
■ UNIQUE VISITS/JAN. 2011

Source: Google Analytics January 2011