

WMIYT My TV12 Media Kit





Market Statistics

<u>Age Ranges</u>	
18-24	12%
25-34	19%
35-44	21%
45-54	19%
55-64	14%
65+	15%

<u>Gender</u>	
Male	49%
Female	51%

<u>Ethnicity</u>	
African American	18%
Caucasian	79%
Hispanic/Other	3%

<u>Household Income</u>	
<\$30,000	23%
\$30K - \$49K	27%
\$50K - \$74K	20%
\$75K - \$100K	14%
\$100K+	16%

<u>Marital Status</u>	
Married	62%
Single	21%
Divorced	8%

<u>Education</u>	
H.S. Grad	35%
Some College	28%
College Degree	14%
Post Graduate	5%

<u>County of Residence</u>	
Mecklenburg	32%
Gaston	9%
Iredell	8%
Catawba	6%
Union	6%

Average Age: 44.9
 Average HH Income: \$65,100

Source: Scarborough Media Research, Mar05-Feb06

WMYT My TV12 Viewer Profile

Profile for Adults 18+ who have watched WMYT My TV12*
Sign On/Sign Off (M-Sun 5am-2am)

<u>Age Ranges</u>	
18-24	7%
25-34	25%
35-44	22%
45-54	26%
55-64	10%
65+	11%

<u>Gender</u>	
Male	40%
Female	60%

<u>Ethnicity</u>	
African American	20%
Caucasian	78%
Hispanic/Other	2%

<u>Household Income</u>	
<\$30,000	21%
\$30K - \$49K	26%
\$50K - \$74K	25%
\$75K - \$100K	16%
\$100K+	13%

<u>Marital Status</u>	
Married	54%
Single	26%
Divorced	13%

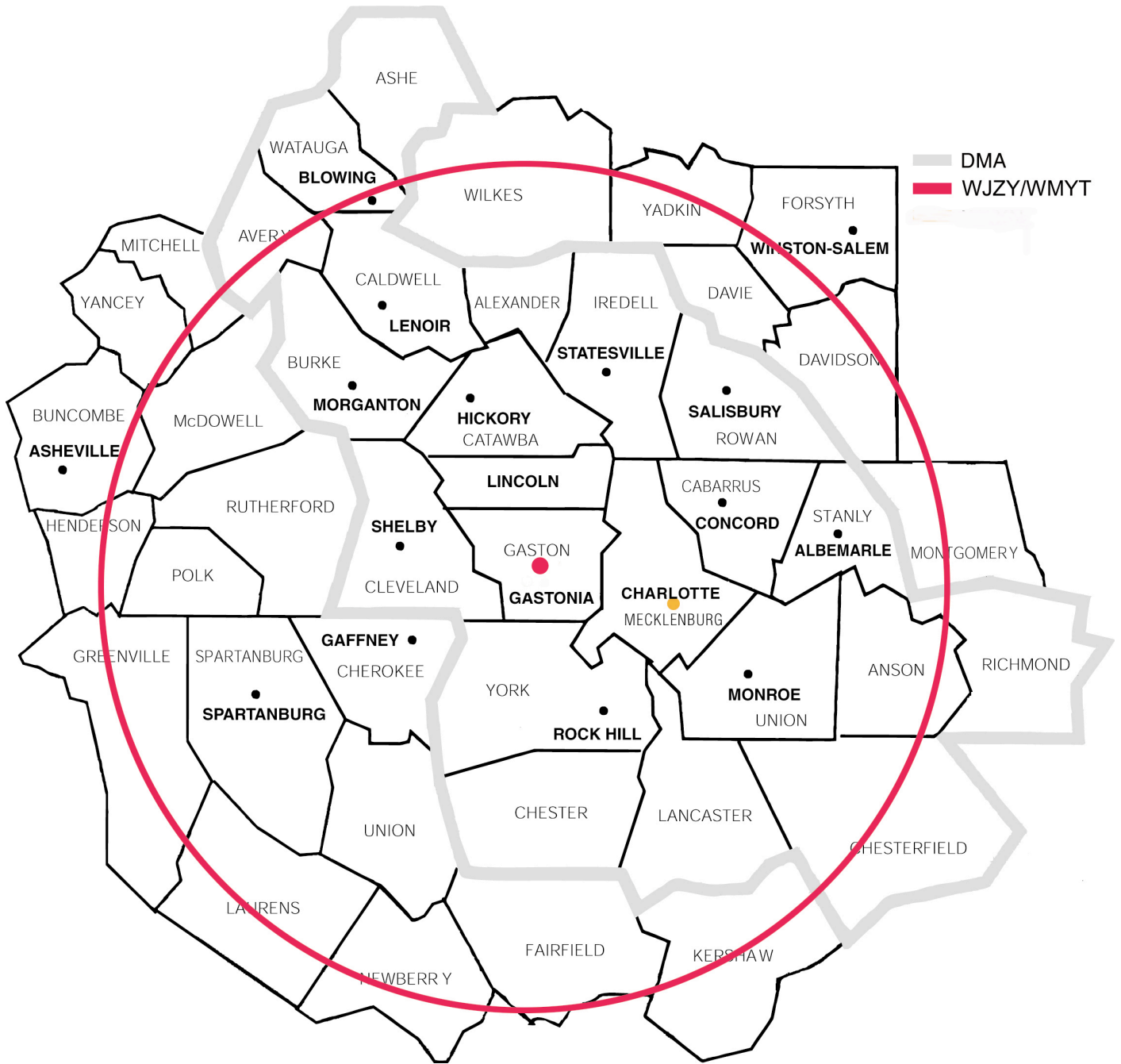
<u>Education</u>	
H.S. Grad	29%
Some College	31%
College Degree	21%
Post Graduate	4%

<u>County of Residence</u>	
Mecklenburg	33%
York, SC	9%
Gaston	9%
Iredell	7%
Cabarrus	7%

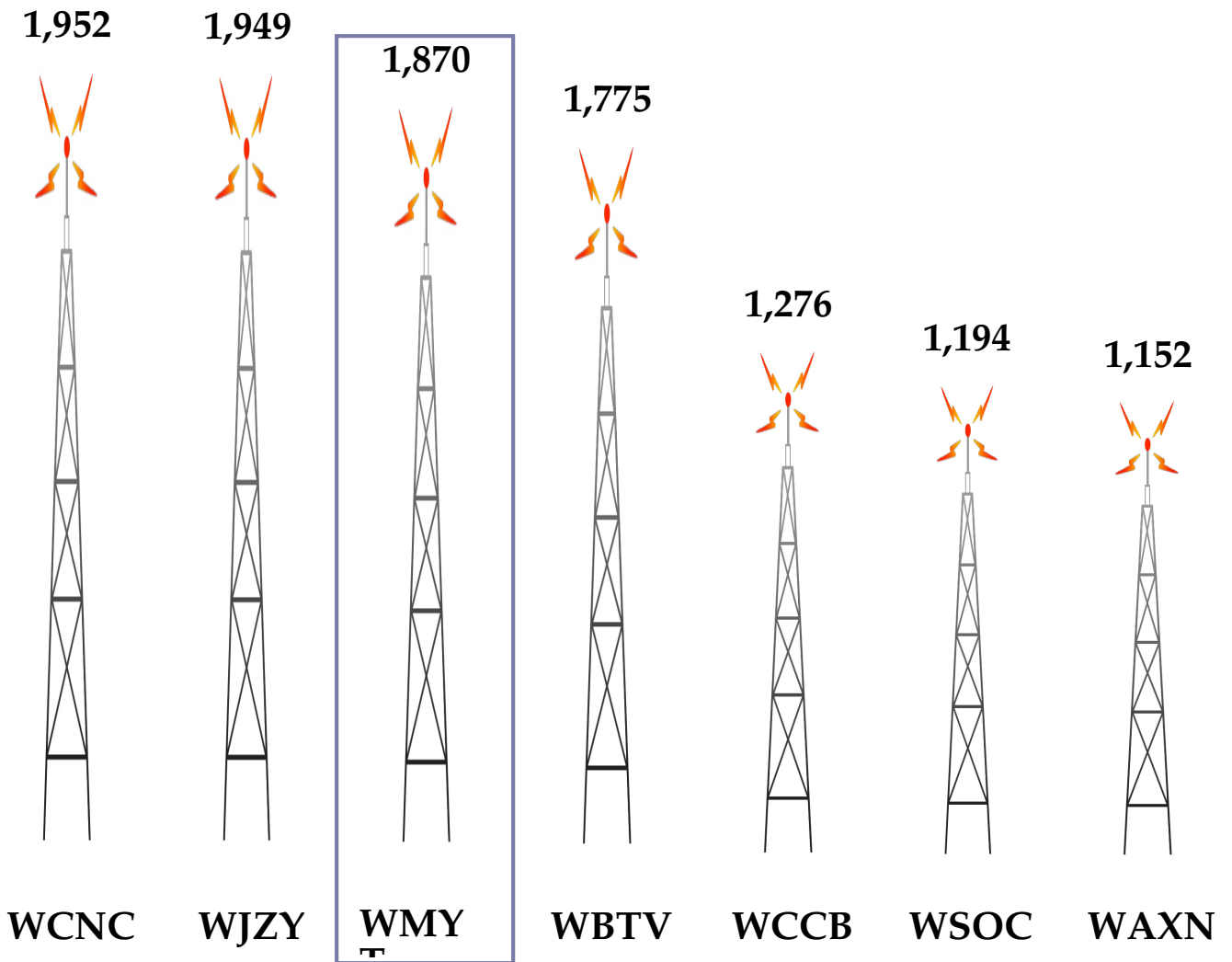
Average Age: 43.7
Average HH Income: \$62,600

Source: Scarborough Media Research, Mar05-Feb06 Release
* Formerly known as Charlotte's WB

Coverage Map



Tower Advantage



CREATIVE SERVICES RATE CARD

New Client Package

\$375

A complete :30 commercial package designed for the first time clients buying air time on WJZY CW46 or WMYT My TV12. Includes a field shoot (max one hour) and one hour of editing. **SEE ATTACHED**

New Client Package in "16x9 and 1080i"

\$450

Above New Client Package except shot as High Quality 16x9 commercial delivered in fully upconverted 1080i. **SEE ATTACHED**

Studio

\$200/Hour

Use of the WJZY/WMYT studio includes: Director/technical director, audio and two cameramen. This is set up for live to tape. Any postproduction requests made after the show is shot will be based on rates below. We request to have all elements of show: format, scripts, graphic needs and video playbacks established before taping.

Production

Trinity Editor or Final Cut Pro suites

\$200/Hour

Field Production

\$200/Hour

Field Production in 16x9 and 1080i

\$250/Hour

Studio Production

\$200/Hour

Logo Composition

\$200/Hour

Lower Thirds

\$150

Squeezebacks

\$200

Graphics

Photoshop

\$200/Hour

Voice Overs

Varies by talent. Quotes available upon request.

Additional Services

We will be happy to obtain talent, wardrobe, props, etc needed in your production for an additional cost.

Closed Captioning

\$165/30 minutes

Tags

Tags involving logos will be produced at above hourly production rates.

Audio and/or video

\$50

Dubs

Up to 2 minute spots on Beta SP, DVC Pro, or DVD

\$30 each (2-10 DVDs)

2 to 30 minutes

\$40 plus tape stock

30 Minutes or more on DVD

\$50 each

30 Minutes or more transferred from DV to DVC Pro or Beta SP

\$50 each



*Rates are subject to change without notice
Updated May 16, 2008*



PRODUCTION SPECIAL

- ✓ 1 hour maximum of location or studio shooting
- ✓ 1 hour maximum of editing/post production (minimal layering or video/graphics, minimal effects)
- ✓ Audio voice-over script must be approved and signed before shooting commences
- ✓ Voice-over to be designated male or female, provided by our talent pool, otherwise provided by client on DAT, CD, or MP3 format.
- ✓ All logos must be provided by the client, preferably in EPS, JPEG, PICT or Photoshop format, either on a disk or emailed.
- ✓ If the spot is to be still graphics only, a maximum of 12 still images, pre-determined and provided by client, may be used.
- ✓ Upon completion of commercial according to pre-approved script, any desired changes may result in extra production charges billed at the normal rate of \$150/hour for location shooting, \$200/hour for studio use, and \$200/hour for post production.

Package Rate: \$375

or

“16x9 and 1080i” Package Rate: \$450

(16x9 commercial delivered in fully upconverted 1080i)



*Any additional footage, editing or talent will be charged to client at rate card.

