



# WKTU

## Your Choice In Utica, NY!



# 2011 Market Analysis

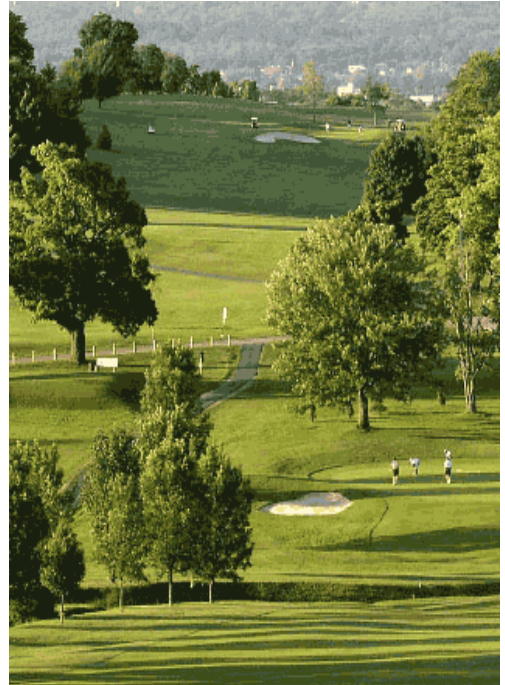
# The Utica, NY Market

- Utica, NY is a three-county DMA containing 104,990 TV Households and is ranked 171st by Nielsen.
- The DMA is served by the following television stations:

<u>Call Letters</u>	<u>Affiliation</u>
<b>WKTV</b>	<b>NBC</b>
WKTV-DT2	CW
WFXV	FOX
WPNY	Ind
WUTR	ABC

# The Utica, NY Market

- The City of Utica sits in Oneida East County, at the heart of the Mohawk Valley of Central New York State & within 500 miles of 17 of the top 50 U.S. markets, it is considered one of the socioeconomic hubs of the region.
- Bank of America, The Federal Reserve, Bank of New York, Metropolitan Life, The Hartford, Defense Finance and Accounting Service and ACS all have major centers in the Mohawk Valley, and Utica National Insurance Company's international headquarters are here.
- The Oneida Nation is the top employer in the Utica, NY DMA with over 4,700 employees at various facilities including the Turning Stone Resort & Casino, in Verona. The Resort boasts five golf courses. The region also appeals greatly to tourists. It has beautiful landscapes and opportunities for outdoor activities all year round: over 40 golf courses, hundreds of miles of skiing trails, the Adirondack Scenic Railroad, and the Fulton Chain of Lakes with over 12 miles of continuous lake travel.



- The Utica area is home to the beloved Cooperstown Baseball Hall of Fame, as well as the International Boxing Hall of Fame and the National Distance Running Hall of Fame. Appealing to the history loving visitors are the Tomb of the Unknown Soldiers of the Revolutionary War and The Oriskany Battlefield Historical Site.

# Utica Is a Top 50 Economic Market!

The Utica, NY DMA is ranked 171st by Nielsen, but it ranks in the top 50 markets in various economic categories.

## 2009 Annual Sales Per Household

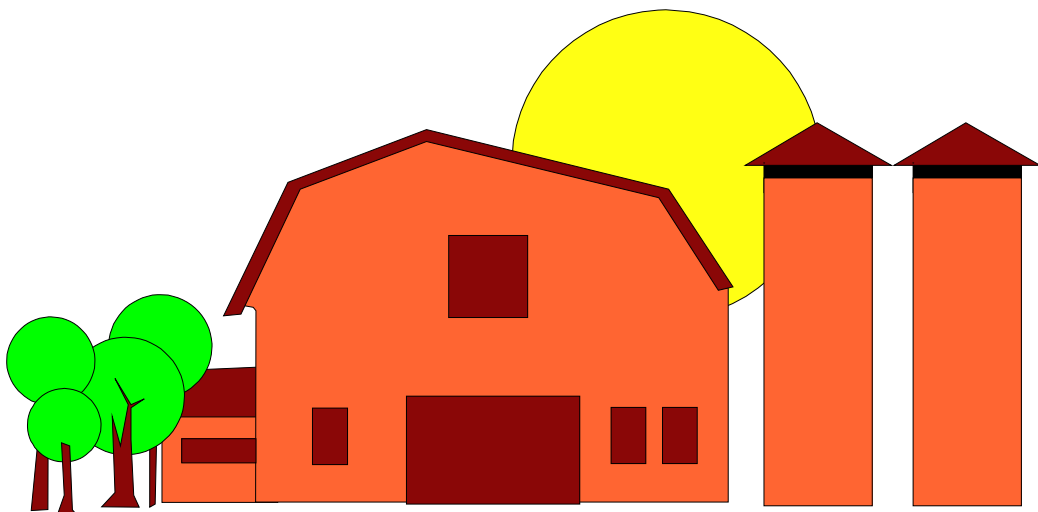
<u>Category</u>	<u>Rank</u>
Motor Vehicle and Parts Dealers	42
Automotive Dealers	35
Other Motor Vehicle Dealers	40
Building Material, Garden Equip Stores	6
Building Material and Supply Dealers	6
Home Centers	6
Hardware Stores	50
Building Materials, Lumberyards	16
Outdoor Power Equipment Stores	43
Nursery and Garden Centers	32
Specialty Food Stores	9
Health and Personal Care Stores	19
Pharmacies and Drug Stores	15
Optical Goods Stores	27
Luggage and Leather Goods Stores	15
Hobby, Toys and Games Stores	35
Sew/Needlework/Piece Goods Stores	47
Gift, Novelty and Souvenir Stores	32
Special Food Services	13



# Utica, NY Ranks Among The Top Markets For Agriculture!

The Utica, NY DMA ranks among the top 65 DMA's in many key agricultural categories.

<u>Categories</u>	<u>Rank</u>
All Haylage (tons, green) Harvested (#)	32
Lettuce All Harvested (acres)	40
Honey Collected (lbs)	44
Milk Cows (#)	50
Apples Total (acres)	57
Colonies of Bees (#)	58
Corn for Silage or Green Chop (tons)	58
Oats for Grain (bushels)	65

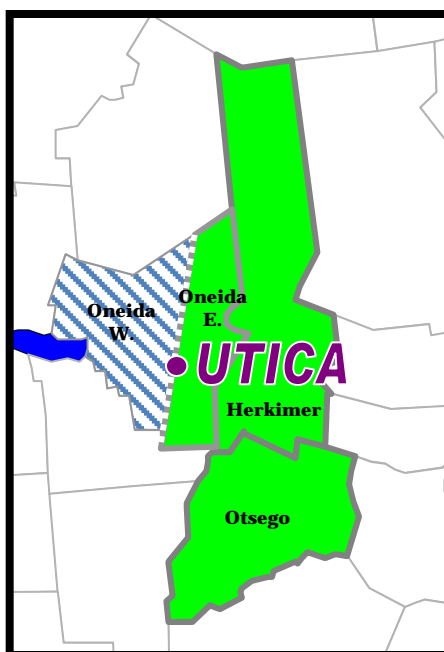


# The Utica, NY Market

WKTV has the most powerful signal to reach the Utica DMA and beyond! WKTV achieves at least a 34% Net Weekly Cume in all 3 DMA counties and Oneida W. in the Syracuse, NY DMA!

## Sign/On-Sign/Off Net Average Weekly Cumes

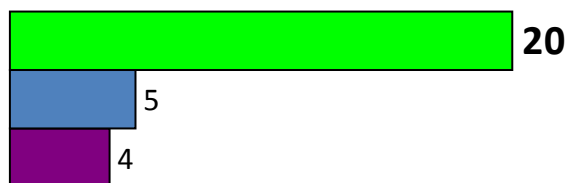
<u>County</u>	<u>DMA</u>	<u>Total TV HH</u>	<u>Net HH Weekly Cume</u>
Oneida E.	Utica, NY	56,230	72
Herkimer	Utica, NY	25,440	72
Otsego	Utica, NY	23,320	41
	<b>Total DMA</b>	<b>104,990</b>	
Oneida W.	Syracuse, NY	34,540	34



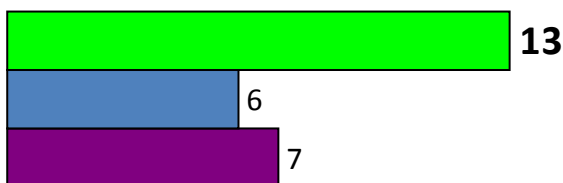
# WKTV Is The All-Around Champion In The Utica, NY DMA!

## 2010 DMA Household Shares

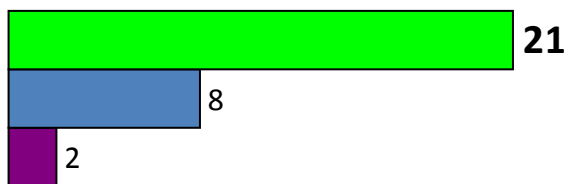
### Sign/On-Sign/Off (Sa-Su 7AM-1AM)



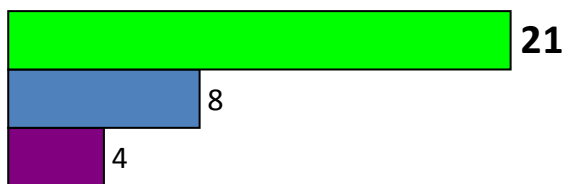
### Prime (M-Sa 8-11PM, Su 7-11PM)



### Daytime (M-F 9AM-4PM)



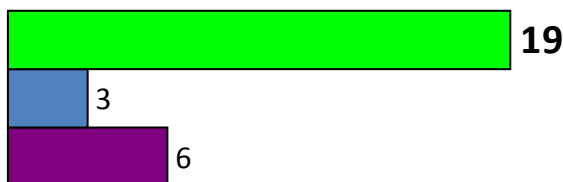
### Early Fringe (M-F 4PM-6PM)



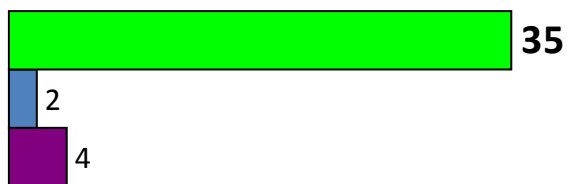
### Fringe (M-F 6PM-7:30PM)



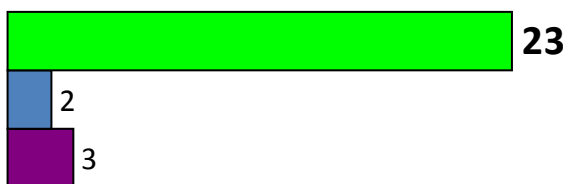
### Access (M-F 7:30PM-8PM)



### Late News (M-F 11PM-11:30PM)



### Late Fringe (M-F 11:30PM-1AM)



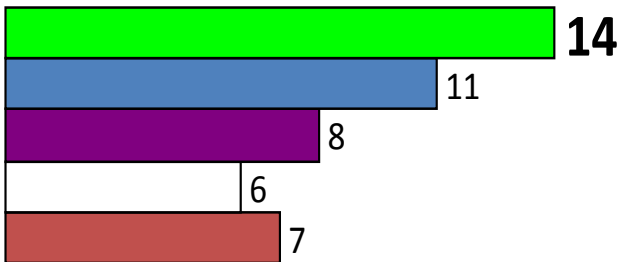
■ WKTV – Utica, NY (NBC)
 ■ WUTR – Utica, NY (ABC)
 ■ WFXV – Utica, NY (FOX)

# Oneida County West Syracuse, NY DMA – 34,540 TV HH

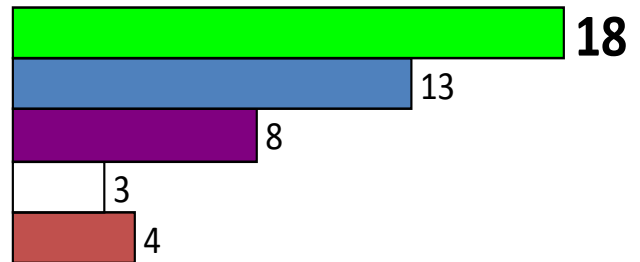
- WKTV is the early and late news leader in Oneida County West!

## 2010 DMA HH Shares

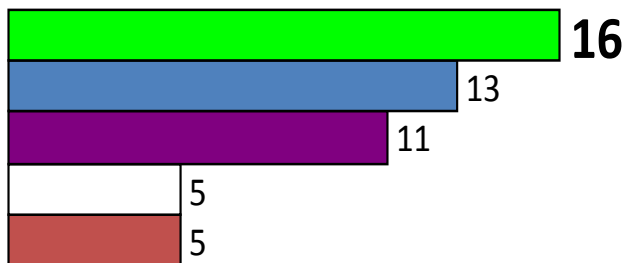
Fringe (M-F 6-7:30PM)



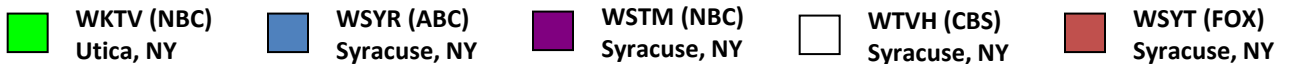
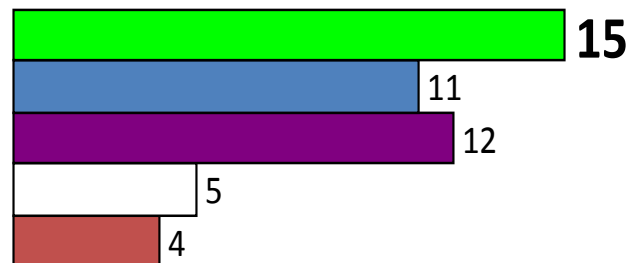
6PM News (M-F 6-6:30PM)



6:30PM News (M-F 6:30-7PM)

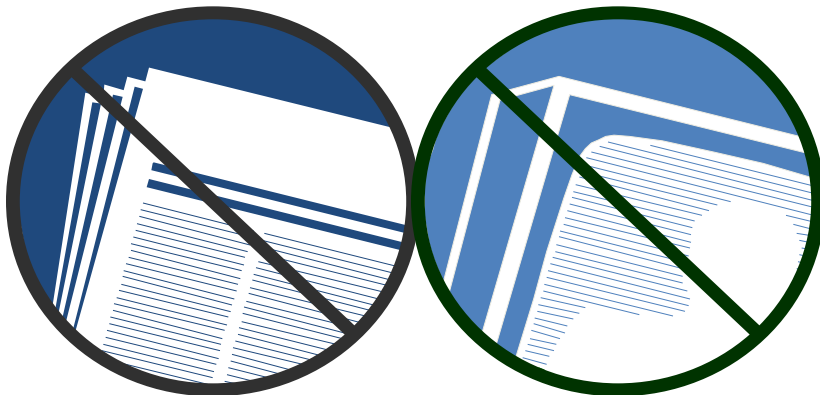


Late News (M-F 11-11:30PM)





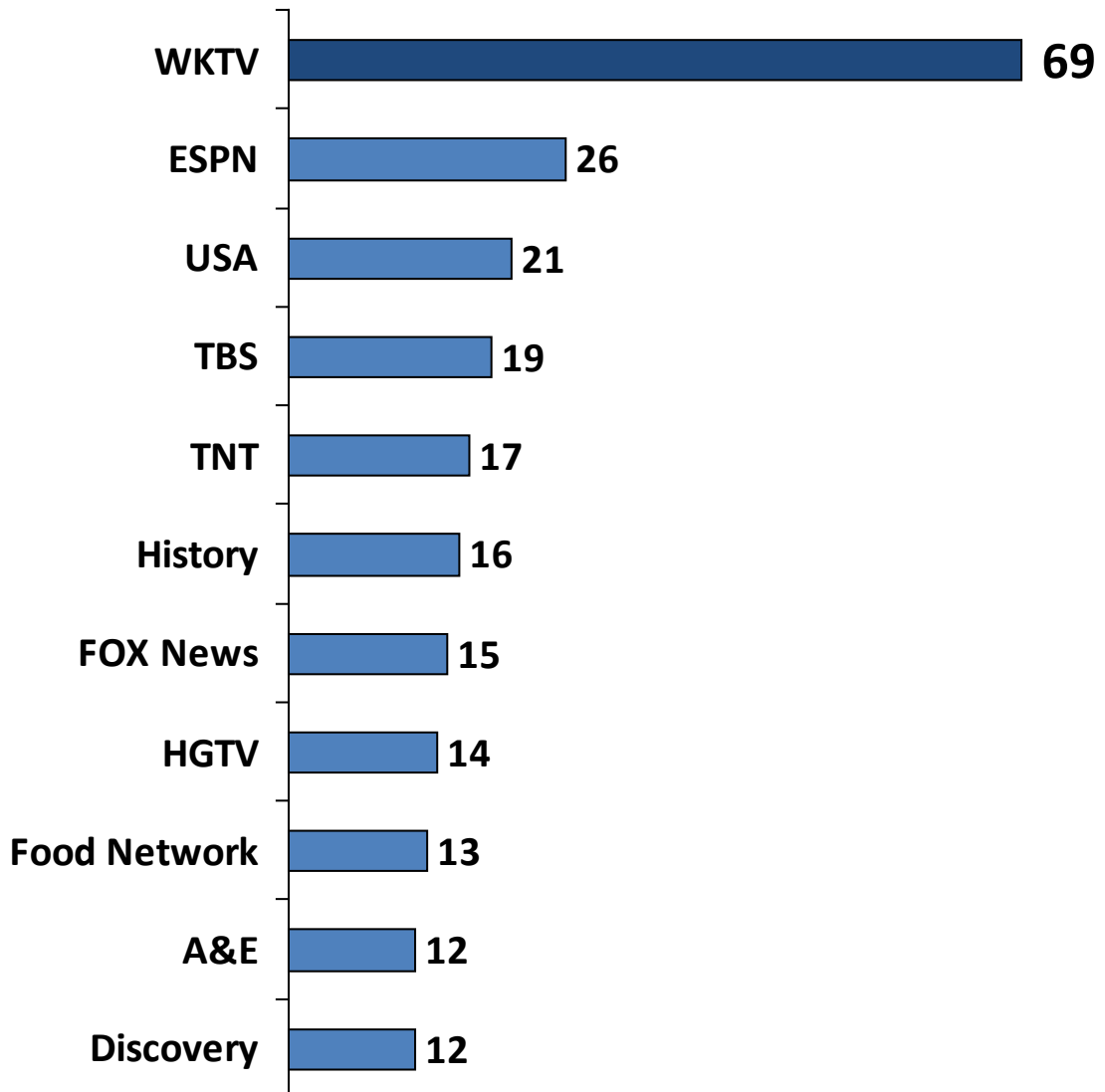
**Out Delivers Other  
Major Media  
In The Utica, NY DMA!**



# WKTV Beats Cable!

When you advertise on WKTV, you can reach more viewers than any cable network.

**Nov'10 DMA Weekly Percent Cume**  
Sign/On-Sign/Off (M-Su:7A-1A)



# WKTV Out Delivers Newspapers!

## WKTV

Nov'10 Net Weekly Circulation  
Sign/On-Sign/Off (7A-1A)

95,000

## Newspaper Penetration (Average 6 month circulation as of 9/30/10)

**Utica Observer Dispatch**  
(Mon-Sat Circulation)

35,280

**Utica Observer Dispatch**  
(Sunday Circulation)

42,766

**Rome Sentinel**  
(Mon-Sat Circulation)

12,057

**Oneonta Daily Star**  
(Mon-Sat Circulation)

13,334



# **WKTV Is The Best Choice In The Utica DMA!**

- Utica is located in The Mohawk Valley, a prosperous and beautiful scenario that provides the backbone for a thriving economic market.
- Utica's strong economy ranks it among the top 50 DMAs in several retail categories.
- The Utica, NY DMA also ranks in the top 65 markets in the country for agriculture.
- WKTV dominates the Utica, NY DMA in all key dayparts.
- WKTV dominates several news dayparts in Oneida W. County in the Syracuse, NY DMA.
- WKTV reaches more households than the top cable networks or newspapers in the Utica, NY DMA.

***Your Key To The Mohawk  
Valley Is WKTV!***



# Prepared and Issued by Continental TV Sales Research February 2010

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