

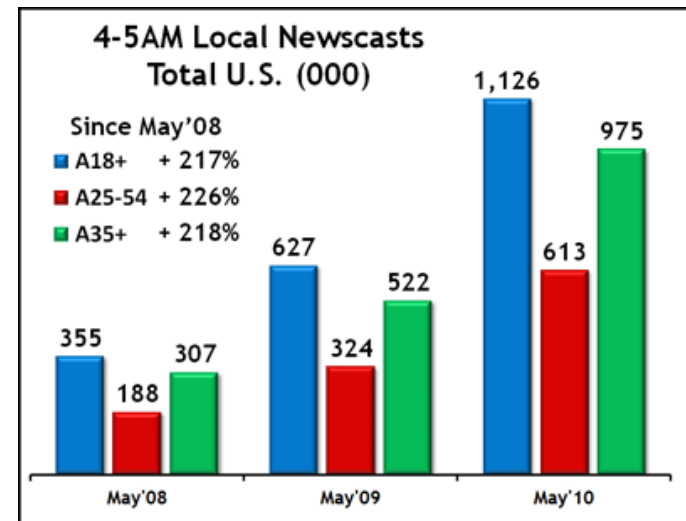


Considering Morning News?

According to the Nielsen Company, more viewers are waking up earlier and watching early newscasts. WISN 12 offers local advertisers an opportunity to reach this quality news audience at 4:30 a.m.!

Why 4:30 a.m.?

- Audiences in the 4:00-5:00am time period increased over 200% from May '08 to May '10.
- The number of households that have a TV set on at 4:30am has doubled, from 8% in 2005 to 16% in 2010.
- Early newscasts appear to have strong appeal for viewers under age 35.
- Stations with early newscasts deliver higher ratings later in the morning, providing a cumulative lift all morning.
- There is less media competition from the Internet in the morning.



Leading The Way With Important Local Coverage