

# *SNN News 6 2008 Market Profile*

SARASOTA  CHARLOTTE

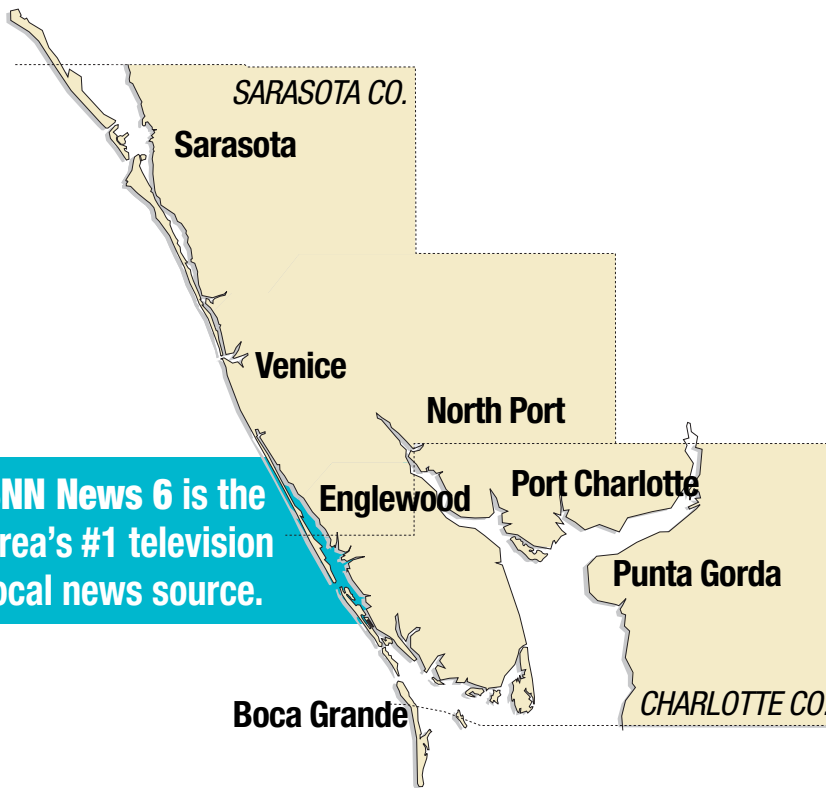


From Comcast and the Herald-Tribune

*get MORE local news 24/7*



From Comcast and the Herald-Tribune



**SNN News 6 is the area's #1 television local news source.**

**LIVE, Local,  
Late Breaking!  
Watch SNN News 6  
LIVE@5PM,  
LIVE@5:30PM,  
LIVE@6PM,  
LIVE@10PM and  
LIVE@11PM.**



# The only local television news 24/7

## A Compelling Market

Sarasota and Charlotte counties, with almost half a million residents, continue to lure people with their outstanding quality of life and seemingly endless economic opportunity.

Since 1995, **SNN News 6** has chronicled this vibrant community, helping local people and businesses build a prosperous future.

## A Powerful Influence

**SNN News 6** is the market's largest local television news source, reaching an unduplicated audience of 118,000 viewers each week in Sarasota and Charlotte counties.

Owned by the Herald-Tribune Media Group, and produced in partnership with Comcast Cable, **SNN News 6** provides the highest quality local news and information 24 hours a day.

**SNN News 6** is Florida's first 24-hour local cable news channel and the nation's only cable news station fully integrated with a newspaper. **SNN News 6** taps into more than 100 print reporters and HeraldTribune.com. That makes **SNN News 6** the largest television news operation from Tampa Bay south to Miami.

**SNN News 6** also operates in partnership with WFLA Channel 8 in Tampa, and with the national news network CNN, sharing content and resources.

## Award-winning Coverage

**SNN News 6** has won 25 Associated Press Awards, including Best 24-hour Newscast, Best News Feature and Best Investigative Reporting; and four Telly awards and two ADDY awards for commercial production.

## The Excitement of Television

**SNN News 6** provides professional and affordable commercial production services to help advertisers achieve their marketing and business objectives. Our award-winning staff can create exciting, effective commercials, corporate and training videos, live remote events and promotions. Let **SNN News 6** put the power of sight, sound, motion and emotion to work for your business.

## Cable TV and SNN News 6 offer many advantages.

- **Target response** - Cable advertising offers the unique ability to target specific audiences and interests. **SNN News 6** draws people who are interested in local news, weather, information and what is happening in their community.
- **Viewership** - Cable viewership increases year after year. This is why, each year, major national advertisers devote larger portions of their advertising budget to cable television.
- **Upscale audience** - Cable households have above average income and education. They purchase more new cars, major appliances and big-ticket items and go on more vacations and have more disposable income than households without cable.
- **Attract new prospects** - Reach new viewers and reinforce advertising messages in other media.
- **Cost efficient** - Generally, cable is a less expensive and better-targeted way to advertise than other electronic media.

Meteorologist Justin Mosely

Anchor Jim Wicks

Anchor Adrienne Stein

Sports Anchor Antawan Smith



## Local Content & Programming 24/7

SNN News 6 is more live, more local, more often, with **LIVE@5PM**, **LIVE@5:30PM**, **LIVE@6PM**, **LIVE@10PM** and **LIVE@11PM** newscasts.

SNN News 6 delivers local news, weather and sports, as well as state, national and world reports.

### Breaking News

- LIVE continuous reports
- 24-hour coverage

### Sports

- Coverage of all local teams and players
- High School Friday Football Fever

### Weather

- Weather First every 15 minutes
- Predictive Doppler radar
- Storm tracking radar
- Marine forecast with tides
- 24-hour local temperature and time

## Additional Advertising Opportunities

- SNN News 6 is the only local station to provide live programs and special coverage from the Sarasota Reading Festival, the Florida International AirShow, the Sarasota Film Festival, the Sarasota Boat Parade of Lights, the Suncoast Offshore Grand Prix, the Venice and Sarasota holiday parades and many more.
- Weather
- Commercials
- Sponsorships
- Customized Promotions
- Live Remotes

Florida International AirShow



## SNN News 6 has more local news viewers than any broadcast news station.

### SNN News 6 vs. Broadcast News

Weekly viewers, Sarasota and Charlotte counties\*

SNN News 6	118,000
WTVT 13	106,000
WFLA 8	101,000
WWSB 40	97,000
WINK 11	87,000
WBBH 20	56,000
WTSP 10	51,000
WFTX 36	29,000
WFTS 28	26,000
WZVN 26	22,000

## SNN News 6 reaches almost twice as many people as any radio station.

### SNN News 6 vs. Radio

Weekly audience, Sarasota and Charlotte counties\*

SNN News 6	118,000
WSRZ FM	69,000
WFLZ FM	48,000
WHPT FM	45,000
WFLA AM	40,000
WSDV/WDDV AM	39,000
WUSF FM	37,000
WCVU FM	35,000
WIKX FM	35,000
WSJT FM	33,000
WTZB FM	31,000
WGCU/WMKO FM	31,000
WLTQ FM	30,000
WPOI FM	28,000
WWRM FM	26,000
WJIS FM	25,000
WINK FM	24,000
WCTQ FM	19,000
WLSS AM	19,000
WLLD FM	18,000
WDAE AM	17,000

## SNN News 6 is a major cable news outlet.

### SNN News 6 vs. Cable News

Weekly audience, Sarasota and Charlotte counties\*

CNN	197,000
CNN Headline News	168,000
FOX News Channel	168,000
<b>SNN News 6</b>	<b>118,000</b>
CNBC	106,000
MSNBC	87,000

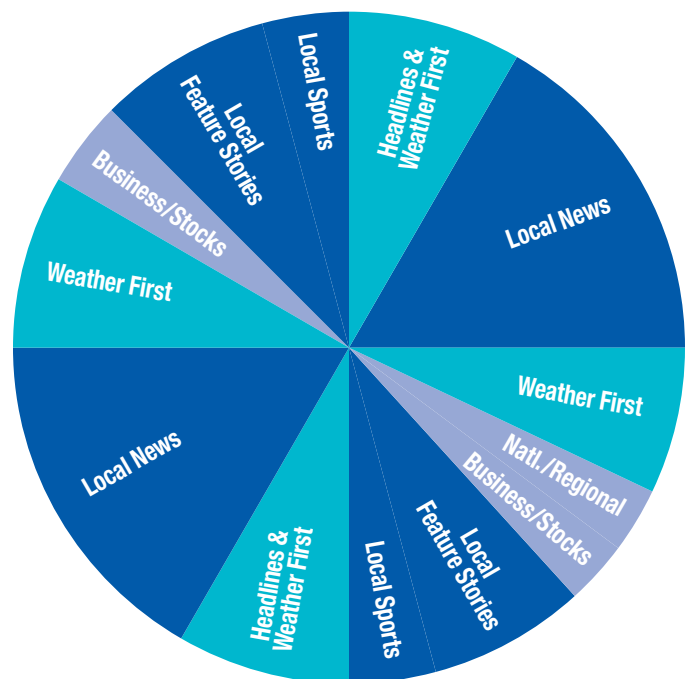
\*Source: Scarborough Research 2007

# The largest television news operation from Tampa Bay south to Miami

## 30-Minute Newscast on SNN News 6

Sponsorship opportunities are available for Daily and Weekly segments. Ask your marketing consultant about new segments and special events.

- **Weather First** - Every 15 minutes
- **High School Friday Football Fever**
- **Athlete of the Week** - Local area athletes are honored.
- **Business Daily** - Take a look at business activity on the Gulf Coast, airing Monday through Friday.
- **Health Watch** - Latest health news, airing every weekday.
- **Pet of the Week** - Animals needing a home are highlighted every Monday.
- **Real Estate Today** with Harold Bubil.
- **Social Security Update** - Keep informed about the latest developments.
- **Sports** - All the local teams, players and scores every day.
- **StyleHome** with Marsha Fottler.
- **Ticket** - Preview the upcoming week's local attractions and events.
- **Gulf Coast Cooking** with Judi Gallagher.



Kathy Leon



LIVE Weather First Storm Coverage



Anchor John Hill





From Comcast and the Herald-Tribune

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**SNN News 6**

1741 Main Street, Sarasota, FL 34236  
941-361-4222

[www.SNN6.com](http://www.SNN6.com)

**Sarasota Herald-Tribune**

1741 Main Street, Sarasota, FL 34236  
941-361-4000

**Manatee Herald-Tribune**

2025 Lakewood Ranch Blvd., Bradenton, FL 34211  
941-745-7808

**Charlotte Herald-Tribune**

1617 Tamiami Tr., Pt. Charlotte, FL 33948  
941-627-7524

**Englewood Herald-Tribune**

941-486-3030

**North Port Herald-Tribune**

941-486-3030

**Venice Herald-Tribune**

300 Tamiami Tr. S., Venice, FL 34285  
941-486-3030

