THE POWER OF WASHINGTON D.C.

TOTAL DMA POPULATION:
5,006,850
(Ranked #8)

Washington, D.C. is a city of power and prestige with a highly educated and affluent population base...

MEDIA PENETRATION
Total TV HHs: 2,359,160
Total cable HH penetration: 74%
ADS* HH penetration: 22%
* ADS - Alternative Delivery Systems (Satellite, Telco, etc.)

HOUSEHOLD INCOME
Mean HH income: $102,719
HH income $50K+: 71%
HH income $75K+: 57%
HH income $100K+: 41%
HH income $150K+: 22%

EDUCATION & OCCUPATION
4-yr college degree (or more): 40%
Post-graduate degree: 19%
White collar: 49%

AT HOME
Mean home value: $440,356
HH with one or more children: 39%
HH owns home: 66%

CENSUS BUREAU’S 10 RICHEST COUNTIES
The Washington, D.C. area is home to 6 of the top 10 richest counties in the U.S. with the highest annual median household incomes:

1. Falls Church City, VA $121,250
2. Loudoun County, VA $118,934
4. Howard County, MD $108,234
5. Fairfax County, VA $106,690
7. Arlington County, VA $99,255
9. Stafford County, VA $95,927

Source: Census Bureau 2012 Median HH Income
Television remains the dominant medium for reaching, educating, and motivating consumers… with an overwhelming positive perception among adults 18 and older.

**Primary Source for Information About Products/Brands**

- **TV**: 71%
- **Internet**: 29%

**Most Persuasive**

- **TV**: 78%

**Most Influential**

- **TV**: 86%

**Most Engaging**

- **TV**: 77%

Source: TVB Media Comparisons Study 2010. Knowledge Networks Inc. Custom Survey. Adults 18+
ABC7 reaches more upscale adults in the market than any other station!

Source: Washington, D.C. Scarborough 2013 Release 2 (Sep '12 – Aug '13) Adults 18+; 7-day cume; HHI $100K+
ABC7 DELIVERS AN UPSCALE AUDIENCE

ABC7 DELIVERS:
• High Income
• Highly Educated
• Female Skew

ABC7 AUDIENCE PROFILE

Sex
- Men: 54%
- Women: 46%

HH Income
- <$50K: 22%
- $50K-100K: 20%
- $100K-$150K: 31%
- $150K+: 28%

Age
- Adults 18-34: 18%
- Adults 35-54: 27%
- Adults 55-64: 18%
- Adults 65+: 37%

Education
- H.S. or Less: 23%
- Some College: 19%
- College Degree: 31%
- Post Grad Work: 27%

Source: Washington, D.C. Scarborough 2013 Release 2 (Sep ‘12 – Aug ’13) Adults 18+ who watched ABC7 in the past 7 days
**BASIC PROFILE**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men (18+)</td>
<td>53%</td>
</tr>
<tr>
<td>Women (18+)</td>
<td>57%</td>
</tr>
<tr>
<td>White</td>
<td>53%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>65%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>36%</td>
</tr>
<tr>
<td>Asian</td>
<td>48%</td>
</tr>
<tr>
<td>HH with one or more children</td>
<td>47%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH income 75K+</td>
<td>56%</td>
</tr>
<tr>
<td>HH income $100K+</td>
<td>56%</td>
</tr>
<tr>
<td>HH income $150K+</td>
<td>56%</td>
</tr>
<tr>
<td>Homeowners</td>
<td>58%</td>
</tr>
</tbody>
</table>

Market value of home:
- $350-$500K:
  - 60%
- $500-$750K:
  - 58%
- $750K+:
  - 56%

**ECONOMIC PROFILE**

- Mean HH income: $104,460
- Mean home value: $437,079

**EDUCATION PROFILE**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School degree</td>
<td>53%</td>
</tr>
<tr>
<td>Undergraduate degree</td>
<td>59%</td>
</tr>
<tr>
<td>Post-graduate degree</td>
<td>55%</td>
</tr>
</tbody>
</table>

Current value of HH non-real estate investments $250K+:
- 55%

Certificates of deposit: 60%
Individual retirement account: 59%
401K plan: 59%

*Source: Washington, D.C. Scarborough 2013 Release 2 (Sep ’12 – Aug ’13) Adults 18+ who watched ABC7 in the past 7 days*
## BUYING CONSUMER GOODS & SERVICES

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plans to buy a new car in the next 12 months</td>
<td>50%</td>
</tr>
<tr>
<td>Plans to buy furniture in the next 12 months</td>
<td>51%</td>
</tr>
<tr>
<td>Plans to buy a house or condo (new construction) in the next 12 months</td>
<td>55%</td>
</tr>
<tr>
<td>Spent $5K+ on home improvement in the past 12 months</td>
<td>55%</td>
</tr>
<tr>
<td>Attended live theater, symphony or opera in past 12 months</td>
<td>60%</td>
</tr>
<tr>
<td>Attended a professional sporting event in the past 12 months</td>
<td>60%</td>
</tr>
</tbody>
</table>

## EMPLOYED IN OCCUPATIONS YOU WANT TO REACH

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal government employee</td>
<td>62%</td>
</tr>
<tr>
<td>Manager, executive, owner, or partner</td>
<td>56%</td>
</tr>
<tr>
<td>Small business owner</td>
<td>48%</td>
</tr>
<tr>
<td>White collar</td>
<td>56%</td>
</tr>
<tr>
<td>Blue collar</td>
<td>47%</td>
</tr>
<tr>
<td>Involved in company’s information technology purchasing decisions</td>
<td>49%</td>
</tr>
<tr>
<td>Involved in company’s computer hardware/software purchasing decisions</td>
<td>52%</td>
</tr>
<tr>
<td>Involved in company’s banking/financial decisions</td>
<td>45%</td>
</tr>
</tbody>
</table>

Source: Washington, D.C. Scarborough 2013 Release 2 (Sep ’12 – Aug ’13) Adults 18+ who watched ABC7 in the past 7 days
## Political Awareness

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always vote in statewide or local elections</td>
<td>59%</td>
</tr>
<tr>
<td>Always vote in presidential elections</td>
<td>59%</td>
</tr>
<tr>
<td>Republican party affiliation</td>
<td>54%</td>
</tr>
<tr>
<td>Democrat party affiliation</td>
<td>61%</td>
</tr>
<tr>
<td>Independent party affiliation</td>
<td>60%</td>
</tr>
</tbody>
</table>

## Environmental Awareness

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eco-friendly activities (3 or more on a regular basis)</td>
<td>58%</td>
</tr>
<tr>
<td>Eco-friendly activities (7 or more on a regular basis)</td>
<td>60%</td>
</tr>
</tbody>
</table>

## Charitable Efforts

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare/medical</td>
<td>60%</td>
</tr>
<tr>
<td>Political/social/welfare</td>
<td>59%</td>
</tr>
<tr>
<td>Arts/cultural</td>
<td>58%</td>
</tr>
<tr>
<td>Environmental</td>
<td>60%</td>
</tr>
</tbody>
</table>

Source: Washington, D.C. Scarborough 2013 Release 2 (Sep ’12 – Aug ’13) Adults 18+ who watched ABC7 in the past 7 days
ABC7, the ABC Network Affiliate in Washington, D.C., is locally owned and operated by the Allbritton Communications Company. For over sixty years, ABC7 has been serving the greater Washington, D.C. area with award-winning news, entertainment, and sports programming reaching nearly 3 million adult viewers each week.

Source: Washington, D.C. Scarborough 2012 Release 2 (Sep ’12 – Aug ’13) Adults 18+ who watched ABC7 in the past 7 days; Washington, D.C. DMA and ABC7 Spill out based on Nielsen County Coverage 2012
ABC7 – On Your Side

ABC7 is committed to helping the community. We work here, live here, and raise our families here, which is why we strive to keep Washington, D.C. a great place to live. Every day we work hard to improve people’s daily lives through sponsoring local events, volunteering, and encouraging our audience to help the community. A few examples of our commitment to public service include:

• 7 On Your Side
• Tribute to Working Women
• ABC7 Drive to Stay Alive
• Leon Harris’ Heroes
• National Cherry Blossom Festival
• Food and Friends
• Thanksgiving Feast of Sharing
• National Zoo Lights
• MS Society Walk
• Our Global Community
ABC7 partners with area non-profits to connect viewers with representatives from important organizations. During phone banks, viewers are able to speak with volunteers from various organizations and have their questions answered on important issues concerning healthcare, education, and finance.

An ABC7 Account Executive can provide information for organizations interested in underwriting opportunities.

A few examples of our past ABC7 phone banks include:

**Health**
- Breast Cancer Awareness
- Heart Health
- Alzheimer’s Disease
- Cancer
- Chronic Pain
- Parkinson’s Disease

**Education**
- Paying/Preparing for College
- Bullying
- Saving Energy
- School Violence Prevention
- Foreclosure
- Saving for Retirement
PROGRAMMING

ABC7 is committed to delivering quality programming throughout the day to a variety of audiences. Help your media plan or marketing strategy further its goals through ABC7’s excellent syndicated and network news and series programming.

ABC NETWORK NEWS & PROGRAMMING
Award-winning and popular news, series, and special programs to reach a wide variety of audiences

SYNDICATED PROGRAMMING
High-profile, popular shows that appeal to wide cross-sections of the market
PROGRAMMING

Further your media plan or marketing strategy goals through ABC7’s political and sports programming.

POLITICAL BLOCK
ABC7’s political lineup offers an opportunity to reach an affluent and influential audience.

ABC NETWORK SPORTS PROGRAMMING
Popular favorites from across the sports world.
<table>
<thead>
<tr>
<th>Day</th>
<th>7PM</th>
<th>8PM</th>
<th>9PM</th>
<th>10PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUN</td>
<td>AFV</td>
<td>Once Upon a Time</td>
<td>Revenge</td>
<td>Betrayal</td>
</tr>
<tr>
<td>MON</td>
<td></td>
<td>The Bachelor</td>
<td>Castle</td>
<td></td>
</tr>
<tr>
<td>WED</td>
<td></td>
<td>The Middle</td>
<td>Suburban</td>
<td>Nashville</td>
</tr>
<tr>
<td>THU</td>
<td></td>
<td>Once Upon A Time In Wonderland</td>
<td>Grey’s Anatomy</td>
<td>Scandal</td>
</tr>
<tr>
<td>FRI</td>
<td>Last Man Standing</td>
<td>Shark Tank</td>
<td>20/20</td>
<td></td>
</tr>
<tr>
<td>SAT</td>
<td>Saturday Night Movie</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Midseason: Dancing with the Stars, Mind Games, Mixology, Resurrection, The Quest, Saturday Night College Football
Jummy Olabanji is a true hometown girl, raised in Fairfax County and graduated from Westfield HS. During her free time, Jummy enjoys mentoring students and spending time with her family and friends. Autria Godfrey has crisscrossed the country covering everything from presidential debates to the Country Music Awards. Formerly a weekend anchor and reporter, Autria now co-anchors GMW and ABC7 Noon News with Jummy.

Leon Harris is passionate about improving the lives of children. His weekly segment, Harris’ Heroes, profiles kids and adults helping kids in the DC area. When he’s not reporting the news, Leon curates his enormous tie collection. Alison Starling not only anchors alongside former mentor Leon, but she also produces and writes ABC7’s “Working Women”. The series profiles accomplished, respected women in the Washington DC area who contribute to the community in unique ways.

Gordon Peterson, hailed as the ‘Dean of Anchors’, brings over 40 years of experience covering the news in the nation’s capital and has produced various Emmy-winning documentaries. Co-anchoring alongside is Maureen Bunyan, a veteran TV news broadcaster and founder of various organizations. She also devotes her time to Sister to Sister, a women’s health non-profit.
Tim Brant’s passion for sports began in his years at the University of Maryland as the star Terrapins’ lineman and defensive captain. After signing with the Washington Redskins, Tim suffered a career-ending injury but that didn’t stop him. Tim finished his Journalism degree at UMD and began his career in sportscasting. Now with 30 years of sports broadcasting experience, Tim serves as ABC7’s VP and Director of Sports.

Arch Campbell is your local Washington, D.C. reporter on movies, theatre, and entertainment. Washingtonian magazine has voted Arch as the “Best Local Movie Reviewer” and “Best Feature Reporter”. To add to the list, The Arch Campbell Show has won over a dozen Emmy awards, including the “Best Local Entertainment Show”. Although a native Texan, Arch could be considered a national treasure – at least to viewers in D.C. – and works with several area charities in his free time.
The ABC weather team, both on-air and online, includes Washington, D.C.’s most experienced and trusted meteorologists. Whether it’s “Snowmaggedon”, “Snowpocalypse”, or quick-moving thunderstorms during the dog days of summer, Washingtonians rely on ABC7’s meteorologists to keep them updated. ABC7’s renowned weather team includes:

- Doug Hill
- Jacqui Jeras
- Adam Caskey
- Brian van de Graaff
- Steve Rudin
- Alex Liggitt
- Devon Lucie
- Ryan Miller
- Eileen Whelan
- Lauryn Ricketts

Delivering weather to Washingtonians on the go – on TV, online, and on their phone – wherever they are when severe weather hits!
ABC7 HAS THE MARKETING RESOURCES AND EXPERTISE TO HELP YOUR COMPANY REACH AND INFLUENCE YOUR TARGET AUDIENCE

ABC7 HAS ALL THE TOOLS TO HELP YOU BUILD YOUR MEDIA PLAN

NIELSEN MEDIA RESEARCH

We can help you build your media plan by providing targeted demographic, geographic, and psychographic analyses of the competitive D.C. television market.

Available: Nielsen Station Index, Nielsen Local Custom Toolbox, and Nielsen County Coverage Studies.

SCARBOROUGH RESEARCH

ABC7 helps clients better understand the Washington, D.C. market through detailed audience analysis from Scarborough Research – a leader in research on lifestyle and consumer behavior. We can help you better understand your customers, potential customers, competitors, and media plan through custom analyses tailored to your needs.


BROADCAST TV, RADIO, INTERNET AND NEWSPAPER EXPENDITURE DATA

As a subscriber to Kantar Media and Media Monitors, two media monitoring services, we can help you understand the competitive advertising landscape in your field. How much money are my competitors spending? How should I be allocating my advertising dollars? What dayparts are my competitors advertising in? These are all questions that can be answered through custom analyses prepared to help you build your media plan.

Available: Broadcast Television, Cable, Radio, Internet and Newspaper Advertising Expenditures

COMSCORE

Understanding the new digital media landscape can be difficult. Let us help you understand the best way to allocate your Internet dollars through demographic and psychographic analyses of the Washington, D.C. market websites.

Available: Media Metrix (Demographics, Key audience metrics), Plan Metrix (Consumer lifestyle research)
MYTH: A local television station cannot possibly produce a quality television commercial that is effective and within an advertiser’s budget

FACT: ABC7 was the FIRST station in the market with a department dedicated solely to Commercial Production. Our team is ready to deliver effective marketing solutions to our advertisers at a fraction of “real world” production costs

THE ABC7 COMMERCIAL PRODUCTION DEPARTMENT

The National and Local Emmy award-winning Commercial Production Department at ABC7 was created in 1995. Over the years we have successfully produced thousands of different TV commercials for hundreds clients. This includes local and national clients, advertising agencies, educational institutions, government agencies and more.

From conception to completion, every commercial production is an interactive process in which our producers first work with clients to establish a clear understanding of project objectives, budgets, and schedules. Clients are invited to participate and have final approval of each phase from planning through final edits.

Through our vast resources and commitment to quality, we have and will continue to make our mark on the advertising community here in the Washington Metropolitan area.

PRE-PRODUCTION
- Concept development
- Script writing
- Script & Concept Approval

PRODUCTION
- Gathering elements (video and or photo)
- Graphic design

POST-PRODUCTION
- State of the art editing
- Music
- Voiceover

FINISHED PRODUCT
- Final approval
- On Air!

A dedicated producer / director team stands ready to guide you through the production process
Marketing plans utilizing ABC7’s online platforms can significantly increase the overall reach and effectiveness of on-air advertising campaigns.

- ABC7’s online platforms include WJLA.com, over 151,000 Facebook followers, 42,000 Twitter followers, mobile capabilities, e-mail alerts, and innovative ad formats.

- Specific online opportunities include: banner ads, video, pre-roll, link-throughs and other standard formats. WJLA.com can work with you to develop special visual elements to maximize your message’s impact.

- Custom contests and other special promotions can drive additional traffic.

- Facebook and Twitter campaign integration enables you to increase your social media footprint and allows you to increase your follower list by harnessing the power of online word-of-mouth.

Source: Facebook and Twitter followers of ABC7 as of January 2014
INCREASE REACH AND EFFECTIVENESS – ADVERTISE ONLINE WITH:

- WJLA.COM

WJLA.com attracts over:

- Over 1,000,000 Unique Visitors/month
- Over 6,000,000 Page Views/month

*comScore October – December 2013 3-month average Media Metrix

**STANDARD IAB UNITS**

- Leaderboard (728x90)
- Super leaderboard (900x90)
- Sponsor leaderboard (978x90)
- Medium rectangle (300x250)

*All standard IAB units have the option to be expandable*

**NON-STANDARD UNITS**

- Page wrap
- Interstitial (640x480)
- Sponsor unit (300x60)
- Corner peel unit
- Pencil push down unit
- Search bar sponsor logo
- Footer overlay
- E-mail newsletter sponsorships
- Mobile Sponsorships

CUSTOM SOLUTIONS ALSO AVAILABLE
DISCOVER YOUR ADVERTISING OPPORTUNITIES WITH ABC7 – ALWAYS ON YOUR SIDE

General Sales Manager
Bob Scutari
(703) 236-9601
rscutari@wjla.com

Director of Multi-Media Sales Development
Kathy Hill
(703) 236-9676
khill@wjla.com