



WATCH US GROW!



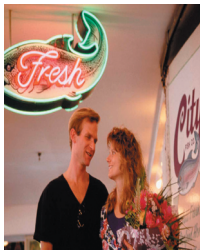


What Group Are You Really Paying For?

LESS WASTE...BETTER VALUE

Where does your advertising dollar really go? All stations reach all age groups. but some are more disproportionate than others, (the **"waste"** factor.) We certainly don't want to ignore perspective buyers, but we also should be concerned with where those dollars are hitting hardest. The majority of your advertising dollar would preferably go to the key 18-34, 18-49 and 25-54 age cells. On all the other networks we are paying a much higher percent of the overall dollar into groups that are more set in their brand set, specifically, the 50+ group. **Younger demos** are often first time buyers and have the **desire, vitality and financial ability** to purchase your products and services.

The individuals establishing there brand sets and buying habits making major purchases from automobiles to funrniture. This being said, the majority of your advertising dollar would be best spent in these cells. Overviewing the market the greatest amount of each dollar is going to these younger demos. No other station has less waste than KTZZ-TV WB. With all other stations in the market advertisers are paying the majority of each individual dollar on the 50+ cell whose purchasing vitality isnt as strong as other groups. For example out of every dollar spent on KIRO-CBS 51¢ goes to reaching Adults 50+ conversely only 27¢ of each dollar spent on KTZZ goes into this cell.

The decision is now clear KTZZ-TV WB22.

<u>Network</u>	<u>Station</u>	<u>18-34</u>	<u>18-49</u>	<u>25-54</u>	<u>50+</u>
Based on Nielsen July 1998 SUN-SAT 6A-2A					
WB	 KTZZ	46¢	73¢	60¢	27¢
CBS	KIRO	21¢	46¢	52¢	51¢
NBC	KING	23¢	53¢	55¢	43¢
ABC	KOMO	22¢	51¢	49¢	49¢
UPN	KSTW	22¢	51¢	49¢	32¢