

TOP 10 REASONS TO ADVERTISE WITH NEWS 12 NETWORKS

1 | #1 in Reach

In the nation's most influential market—the NY DMA—News 12 commands the #1 reach.¹

2 | Default Channel

On 5.4 million set-top boxes, News 12 is the default channel, meaning it's the first channel viewers see when they turn on their TVs.²

3 | DVR-Proof Product

Over 99.99% of tuning is done in real time, so you can rest assured that your commercial has its time to shine.³

4 | Multi-Platform Visibility

Stay connected to your on-the-go audience with the News 12 Mobile app, and increase your digital presence with News12.com.

5 | Exclusive Audience

More than half of our viewers watch ONLY News 12 over broadcast news.⁴

6 | Community Connection

Our loyal viewers repeatedly turn to News 12 because it's their go-to source for the news that's happening around them. We're proud to be a part of the fabric that makes up their communities.

7 | Hyper-Local Newscast

News 12 Networks consists of seven local news channels and five traffic & weather channels that offer distinctly local news that's specific to each region we serve.

8 | Trusted News Source

We're well regarded for our journalistic excellence. In the past ten years alone, we've won over 127 Emmy Awards, more than any other local news station.⁵

9 | Unaffected by Over-the-Top (OTT) TV

Local news is unavailable on OTT services like Netflix, Hulu, or Amazon Prime, so viewers tune to News 12 to stay informed.

10 | 2,500 Advertisers in 2015

More local and national businesses advertised with us than any other station in the nation.⁶

