









# OPPORTUNITIES

2009

OPPORTUNITY	DESCRIPTION	PRICE RANGE
Good Day Wisconsin 	#1 early morning news, 5-9a every weekday, now expanded to the weekends.	\$150/:30, discount with volume purchase; weekend slightly less.
FOX 11 News at Five 	An hour of early evening news, appealing to a younger audience.	\$200/:30, discount with volume purchase; weekend slightly less.
Wheel of Fortune 	Dominant game show for the past decade, given new life on FOX 11, paired with Jeopardy.	\$400/:30, discount with volume purchase, weekend slightly less.
FOX 11 News at Nine 	#1 late news, competes with prime, fits with today's lifestyle.	\$400/:30, discount with volume purchase, weekend slightly less.
Seinfeld 	Competes with late news on most competitors, affluent audience, affordable.	\$125/:30, discount with volume purchase, Sunday slightly less.
Business Builder 	Membership-style program to eligible businesses at a fixed amount per month, providing free production & share of available inventory at no additional charge.	\$1,800 to \$3,000 per month (12 month commitment).
FOX 11 Living 	New lifestyle show, expanding Amy Hanten's popularity, including an opportunity for paid-for segments.	\$750/segment, including :30 commercials, online & production.
FOX 11 Online Stimulus Package 	Available for a limited time	Buy 3 months @ \$650/ mo., get 1 month free. Buy 6 or more months @ \$600/ mo., get 3 months free.