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What we know about buying locally



- even during these tough economic times, small businesses are doing OK, especially when they play up “their local ownership and community roots
- Before developing shopping habits, we typically choose to do business where we perceive the best value for our time and money
- Local retailers and distributors also carry a higher percentage of locally-produced goods than chains, meaning more jobs for local producers

Sources Independent Business Forum Oct 08, American Independent Business Alliance, Nov 08

Guilford County residents

There are 351,162 adults that live in Guilford County:

- 51% watch WFMY's AM News Programs weekly
- 56% tune in weekly and watch 5P News and Andy Griffith
- 69% watch 6P News and CBS Evening News weekly
- 68% watch CBS Primetime



Source The Media Audit GRE 408IIN

Forsyth County Residents

**There are 256,112 adults
that live in Forsyth
County:**

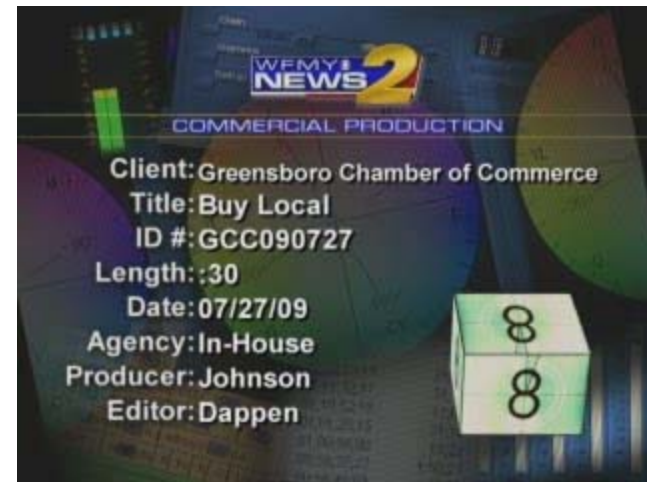
- 44% watch Wheel of Fortune and Jeopardy on WFMY weekly
- 33% tune in weekly to watch WFMY Daytime including Price is Right, CBS Soaps and Ellen
- 45% watch WFMY Primetime weekly



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Your LOCAL Business on WFMY

- WFMY will produce a :15 second commercial promoting the Buy Local concept through Greensboro, High Point and Winston Salem cities
- WFMY will produce a :15 second commercial highlighting your business as an opportunity to Buy Local
- The Buy Local promotion will be matched up with your :15 commercial to produce the :30 Buy Local campaign spot
- Once online, users will be re-directed back to your website through banner ads

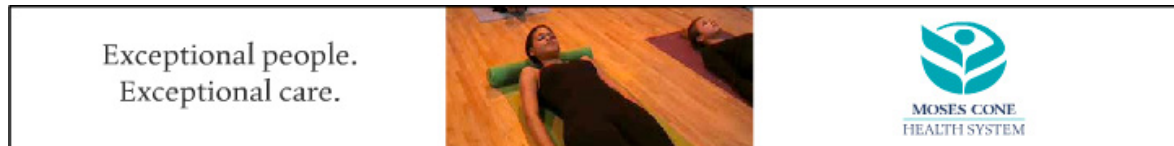


Option A (\$500/month)

- ROS Banner Ads –Digtriad.com
45,000 impressions/month
- Customized ad is created by
WFMY’s Online Creative Services
- Your Digtriad.com banner will
redirect back to your home website



TEXT TO WIN!



Option B (\$1200/month)

- **Good Morning Show/Early Show**
Mon-Fri, 5A-10A
- **Weekend Rotator**
Sat-Sun, 7A-12M
- **ROS Banner Ads- Digtriad.com**
22,000 impressions/month
- **Your Digtriad.com banner will redirect back to your home website**
- **Customized :15 commercial will be created by WFMY's Creative Services**
- **Customized Digtriad.com banner ad will be created by WFMY's Online Creative Services**

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Option C (\$2000/month)

- **Good Morning Show/Early Show**
Mon-Fri, 5A-10A
- **Daytime Rotator**
Mon-Fri, 10A-5P
- **Weekend Rotator**
Sat-Sun, 7A-12M
- **ROS Banner Ads-Digtriad.com**
22,000 impressions/month
- **Your Digtriad.com banner will redirect back to your home website**
- **Customized :15 commercial will be created by WFMY's Creative Services**
- **Customized Digtriad.com banner ad will be created by WFMY's Online Creative Services**

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