



**/ MEDIA  
KIT  
2022 /**

# WHY LOUISVILLE





Louisville prides itself on the genuine warmth and hospitality of its people. Louisville is alive with potential and inspired with a true spirit of our unique brand of Southern hospitality.

Louisville, Kentucky's largest city, sits on the Ohio River along the Indiana border. Every May, its race course Churchill Downs hosts the Kentucky Derby, a renowned horse race whose long history is explored at the Kentucky Derby Museum. Baseball is celebrated at the Louisville Slugger Museum and Factory, where Major League bats are produced and a giant baseball "slugger" marks the entrance.

Louisville offers a high value proposition, and we help your business succeed in a vibrant city. Louisville is a competitive, authentic, global city, home to UPS WorldPort and a center for advanced manufacturing and logistics, as well as among only a dozen U.S. cities that have all five major performing arts groups. As the hometown of Muhammad Ali, Louisville punches above its weight. Since 2014, Louisville has experienced more than \$17 BILLION in investments. The word is out... **Louisville is the place to be!**



# LOUISVILLE'S FIRST TV STATION

- First TV station in the state of Kentucky
- First in Louisville to broadcast in color and HD
- First in US to present a live telecast of the Kentucky Derby
- First to employ a certified meteorologist and operate its own weather forecasting system
- First to present a daily editorial



## “TELEVISION STATION OF THE YEAR”

SECOND STRAIGHT YEAR

WAVE News was honored to receive the prestigious STATION OF THE YEAR award, presented annually by the Kentucky Broadcasters Association.

The honor was announced on October 12, 2020, and marked the

second straight year WAVE News was so recognized.

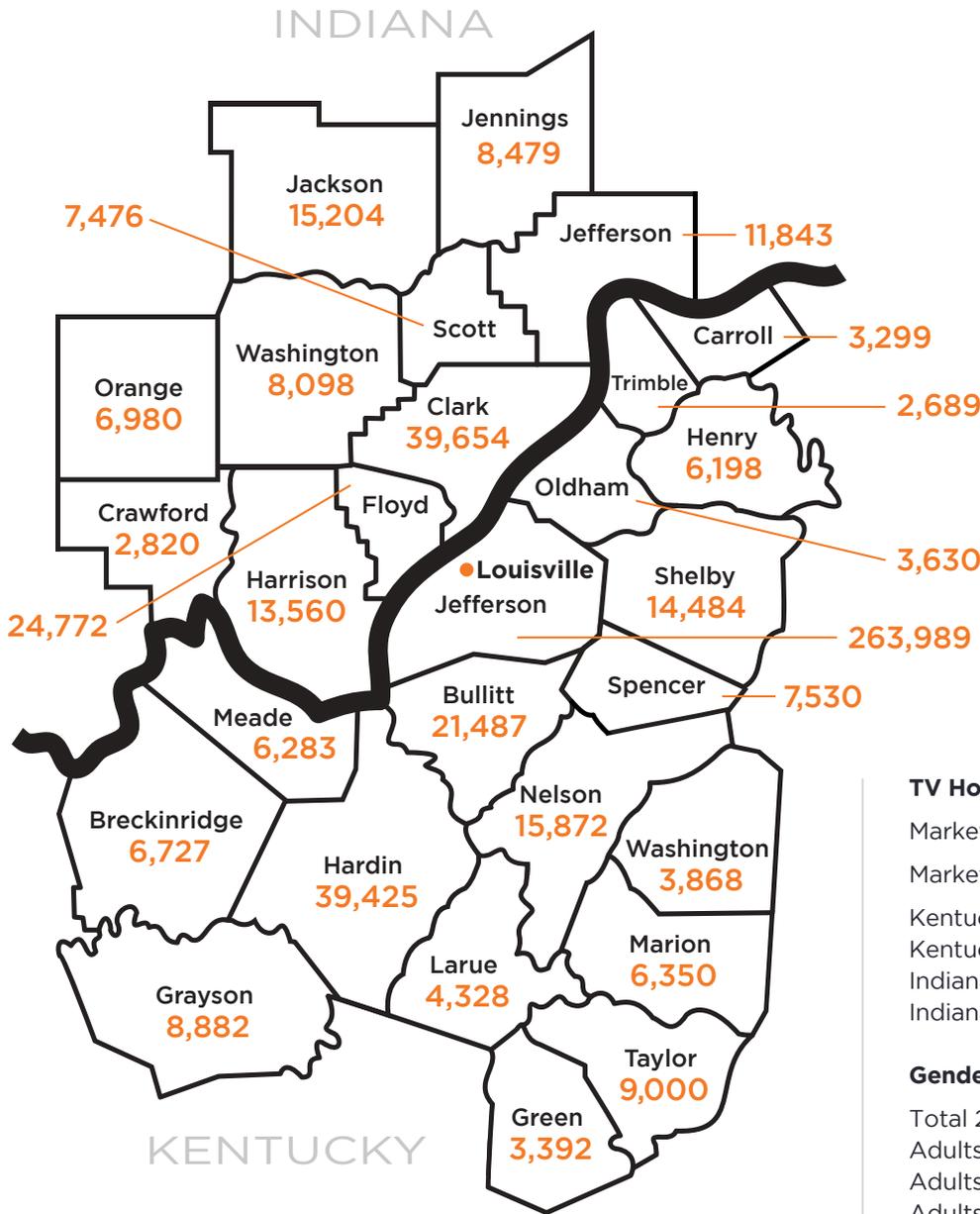
Also that day, WAVE News picked up two other coveted awards -- Best Evening Newscast and Best Digital Operation. The honors were especially meaningful considering

the events of 2020 -- a global health emergency and a civil reckoning across the country and in Louisville. It has been part of WAVE's mission for more than 70 years to serve and inform the city, and to help build a better community in neighborhoods across WAVE Country.

# THE MARKETPLACE

**#49**

**OUT OF 210**  
**582,656 TV HH'S**



### TV Household Universe

Market Households	582,656
Market Counties	28
Kentucky Counties	18
Kentucky TV HH's	443,122
Indiana Counties	10
Indiana TV HH's	139,534

### Gender/Age Composition

Total 2+ Population	1,757,723
Adults 18+	1,361,568
Adults 18-49	718,060
Adults 25-54	683,746
Adults 35-64	687,546
Women 18+	701,813
Women 18-49	357,712
Women 25-54	343,604
Men 18+	659,755
Men 18-49	360,348
Men 25-54	340,142

### 2020-21 Louisville Market

Market Rank	#49
African American Rank	#54
Hispanic Rank	#82
Asian Rank	#57

### African American/ Hispanic Composition

Market Households	13%/4%
Metro Households	16%/4%

Cable/Telco  
Penetration

**52%**

# of Cable/  
Telco Homes

**305,310**

ADS  
Penetration

**28%**

# of ADS TV  
Homes

**163,144**

OTA  
Penetration

**20%**

# of OTA  
TV Homes

**116,530**



THE  
KENTUCKY  
DERBY  
STATION

REACHING  
**583,775**  
VIEWERS

SOURCE: COMSCORE  
5/1/21, A18+



KENTUCKY  
DERBY



# LOCAL SPORTS CARDINAL NATION

**WAVE Sports Director Kent Taylor talks the latest highlights and updates during the football and basketball seasons with the UofL Head Coaches for football and basketball.**

The University of Louisville is home to one of the most storied athletics programs in the nation. The Cardinals boast 19 national championships, 59 team conference titles in men's and women's sports, and hundreds of All-Americans.

The success of UofL's teams contribute to a sense of pride in the community and across the state. The very mention of the "Cardinals" evokes a sense of history, tradition, and championships. Nationwide, UofL is synonymous with winning.

U of L is a member of the ACC, competing with storied programs Boston College, Clemson, Duke, Florida State, Georgia Tech, Miami, North Carolina, North Carolina State, Notre Dame, Pitt, Syracuse, Virginia, Virginia Tech and Wake Forest.



 **INSIDE  
THE CARDS**



# NEWS AND WEATHER APP

**WAVE delivers local news coverage for Louisville and the rest of WAVE Country.**

Growth to tap into:

- 79.89% user growth
- 81.67% New User Growth
- 44% Session Growth
- 34.33% Page View Growth
- 29.57% Louisville City User Growth
- Two minute average user session
- Average session is 6+ screens

OVER  
**125,000**  
USERS



**#1**  
LOCAL  
WEATHER  
APP

**Weather is the TOP SUBJECT for engagement in the news.**

- Weather is the #1 reason why people watch Local News and turn to who they trust
- WAVE News had many firsts in Louisville: First Meteorologist, Weather Radar, Weather Website, Weather App, Earliest Alert (10-14 Day Forecast)
- WAVE News Meteorologists personally update the app multiple times a day
- WAVE News takes the Total Team Approach with the most Meteorologists in the market

Our apps connect you with local stories and weather, breaking news, live TV and award-winning investigative journalism.



Exclusive live radar and weather alerts based on your location



Watch live newscasts and streaming content



Personalized new alerts on topics that matter most to you

# WATCH ANYTIME. ANYWHERE.

WAVE News Now delivers local news coverage for Louisville and the rest of WAVE Country on our streaming apps.



Technology is now firmly embedded throughout our everyday activities, but its reach is reshaping our society and WAVE News is there.



Browse current news and top content from our station at your convenience



Get the most up-to-date weather forecasts for your location



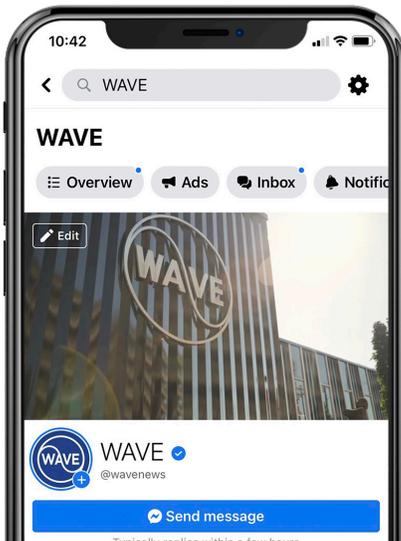
App refreshes with new videos throughout the day



# SOCIAL REACH



OVER  
**600K**  
FOLLOWERS



OVER  
**149K**  
FOLLOWERS



OVER  
**60K**  
FOLLOWERS



OVER  
**300K**  
VIDEO VIEWS



# CONTENT MARKETING

## LISTENS LIVE!

WITH JOHN RAMSEY



MORE WOMEN  
WATCH

62%

MARSHALL MARKETING  
LOUISVILLE 2020 SURVEY

Listens Live! with John Ramsey airs weekdays from noon to 1pm. It is the perfect vehicle to showcase your products, services, and expertise.

Listens Live! offers:

- 8-minute in-studio segment
- Total in-studio show
- Total in-studio show, live from your location

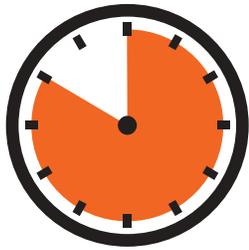
Segments are posted to Listens Live! page on [wave3.com](http://wave3.com) and are shareable across social media platforms. These segments increase content for Google searches.



LISTENS LIVE!  
OVER INDEXES  
WITH HIGH  
INCOME  
HOUSEHOLDS

COMSCORE  
NOVEMBER 2020

# LOCAL PROGRAMMING



## 10.5 HOURS

A DAY OF LOCAL PROGRAMMING

WAVE is one of the only NBC affiliates in the country with no syndicated programming. More local programming than any other station in Louisville.



**WAVE Country with Dawne Gee**  
WEEKDAYS 2PM

TIME	MON-FRI SCHEDULE	TIME	MON-FRI SCHEDULE
4:30am	<b>WAVE News at Sunrise 4:30am</b>	4:00pm	<b>WAVE News at 4pm</b>
5:00am	<b>WAVE News at Sunrise 5am</b>	4:30pm	
5:30am	<b>WAVE News at Sunrise 5:30am</b>	5:00pm	<b>WAVE News at 5pm</b>
6:00am	<b>WAVE News at Sunrise 6am</b>	5:30pm	<b>WAVE News at 5:30pm</b>
6:30am		6:00pm	<b>WAVE News at 6pm</b>
7:00am	Today Show	6:30pm	NBC Nightly News
7:30am		7:00pm	<b>WAVE News at 7pm</b>
8:00am		7:30pm	<b>WAVE News at 7:30pm</b>
8:30am		8:00pm	NBC Prime
9:00am	Today Show 3rd Hour	8:30pm	
9:30am		9:00pm	
10:00am	Today with Hoda & Jenna	9:30pm	
10:30am		10:00pm	
11:00am	<b>WAVE News Midday</b>	10:30pm	
11:30am		11:00pm	<b>WAVE News at 11pm</b>
12:00pm	<b>Listens Live! with John Ramsey</b>	11:30pm	Tonight Show with Jimmy Fallon
12:30pm		12:00am	
1:00pm	Days of Our Lives	12:30am	Late Night with Seth Meyers
1:30pm		1:00am	
2:00pm	<b>WAVE Country with Dawne Gee</b>	1:30am	A Little Late Night with Lilly Singh
2:30pm		2:00am	
3:00pm	<b>WAVE News at 3pm</b>	2:30am	
3:30pm		3:00am	

# LINEUP

TIME	MONDAY-FRIDAY	SATURDAY	SUNDAY
5:00am	WAVE News at Sunrise 5am	WAVE News Sat Sunrise 5am	
5:30am	WAVE News at Sunrise 5am	WAVE News Sat Sunrise 6am	WAVE News Sat Sunrise 6am
6:00am	WAVE News at Sunrise 6am		
6:30am			
7:00am	Today SHow	Saturday Today	WAVE News Sat Sunrise 7am
7:30am			
8:00am			Sunday Today
8:30am			
9:00am	Today Show 3rd Hour	WAVE News Sat Sunrise 9am	WAVE News at 9pm
9:30am			
10:00am	Today with Hoda and Jenna	Sports and Specials	Meet the Press
10:30am			
11:00am	WAVE News Midday		Sports and Specials
11:30am			
12:00pm	Listens Live! with John Ramsey		
12:30pm			
1:00pm	Days of Our Lives		
1:30pm			
2:00pm	WAVE Country with Dawne Gee		
2:30pm			
3:00pm	WAVE News at 3pm		
3:30pm			
4:00pm	WAVE News at 4pm		
4:30pm			
5:00pm	WAVE News at 5pm		
5:30pm	WAVE News at 5:30pm		
6:00pm	WAVE News at 6pm	WAVE News at 6pm	WAVE News at 6pm
6:30pm	NBC Nightly News	NBC Nightly News	NBC Nightly News
7:00pm	WAVE News at 7pm	Secrets of Bluegrass Chefs	NBC Prime
7:30pm	WAVE News at 7:30pm	Various	
8:00pm	Primetime	Primetime	Primetime
8:30pm			
9:00pm			
9:30pm			
10:00pm			
10:30pm			
11:00pm	WAVE News at 11pm	WAVE News at 11pm	WAVE News at 11pm
11:30pm	Tonight Show with Jimmy Fallon	Saturday Night Live	Full Court Press
12:00am			

# DIGITAL PRODUCTS

Our audiences can expect 24/7, high-quality local news and information they can trust.

Our advertisers benefit substantially from that local connection as well as the reach and expertise we provide. Behind every one of our sales professionals comes the good power of WAVE News. A power that arms our sales force with leading products, solutions, and technologies to serve our customers.

## WAVE3.COM PLATFORMS

**Display ads:** Display ads are highly effective at providing targeted reach and frequency to cost-effectively drive your brand and promotional message. Target a number of ways, including by purchase intent.

**Site Wraps:** Site Wraps are high impact and high visibility ad units that appear on the sides of stations main pages. These Desktop only ads are great for events and sales promotions.

**Native Ads:** Content-focused ads that emulate the appearance and functionality of headline news stories on the homepage. The strongest native ads contain useful information for the user while promoting the business. These are a great way to reach customers that may otherwise ignore other types of ads. Native ads clickthrough to an article on the station's website all about your business and promotion that can be customized.

## VIDEO ADS

**Pre-roll Video:** Pre-roll runs on desktop and mobile and are skippable after 10 or 15 seconds. These video spots run before our video content on the station website.

**Livestream Ads:** Livestream ads run on desktop and mobile and are non-skippable, these mid-roll ads are :15 or :30 second video spots that roll during the regular commercial breaks of our livestream newscasts.

## PROGRAMMATIC DISPLAY AND VIDEO

We can reach practically any target audience across the Internet, across desktop, mobile and tablet formats. Popular digital audience targeting typically includes purchase intent or in-market shoppers, website re-marketing or retargeting, search engine keyword retargeting and contextual retargeting (consumers who visit websites that contain important content).

Using GPS location data, we are also able to target consumers based on their physical addresses, those who enter geo-fenced zones or events and even report when those devices enter your place of business or target conversion zone. This is highly precise targeting which also provides good feedback for various offers and creative approaches.

## OTT/CTV

Over the top or connected TV, sometimes referred to as Advanced TV or TV everywhere, all refer to serving ads in content such as TV shows, movies, sports, and live TV viewed using an Internet-enabled streaming device, without requiring cable or satellite subscription.

We are happy to offer Premion, with its streaming consumers over 125+ leading TV and media brands with detailed reporting on platform, channel and including reach and frequency of exposure for non-skippable :15, :30 and even :60 video commercials.

Of course, the advantage is tremendous targeting ability to ensure your message effectively reaches your desired audience, local or national on all or select devices.



## YOUTUBE ADVERTISING

You Tube ads offer significant value via targeting and multiple ways to execute. With Custom Audiences, Keyword, In-market, Topical and Remarketing alternatives, You Tube is best utilized with a blend of targeting methodologies. Executing via True View with bumper and non-skippable ads allow for optimization of your program to drive response at a value appropriate for your campaign needs.

## SOCIAL ADVERTISING

Our social media advertising offerings drive results across a variety of goals: Increase brand awareness, page engagement, web site traffic, sales leads and direct sales. People-based marketing allows the connection of advertiser to the correct audience, with opportunities for direct communication and engagement via comments and messages, reactions, sharing and more. Lead generation campaigns contain contact forms with a variety of calls to action, with leads easily downloaded or fed directly into your CRM.

## TARGETED EMAIL

Targeted acquisition email, or email to consumers you do not have a business relationship with, is an excellent way to reach many new prospects, and send traffic to your website, very quickly. We leverage big data, including daily triggers, to build a custom list of double opt-in addresses and manage the whole process, including creative, for you. Think of this as direct mail, but without the printing and postage costs.

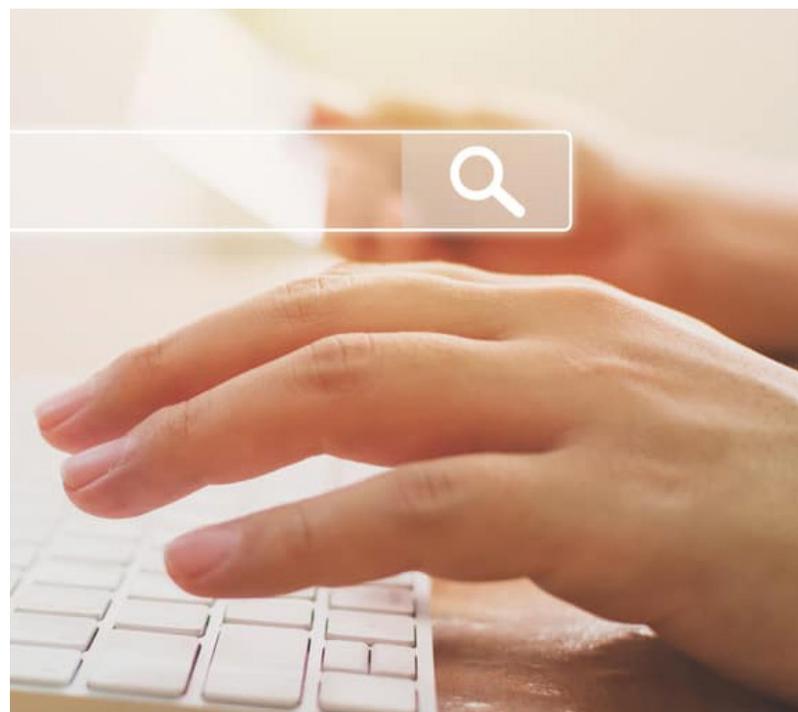
Following best practices, compliant with all email regulations, our program drives results, which we can prove via matching email recipients with your sales information for ultimate tracking of campaign ROI.

## SEARCH ENGINE OPTIMIZATION

Our SEO offering includes both On-site and Off-site components, including site technical features, blogging for fresh relevant content creation, social signals and external link building and directory optimization. SEO is never a single-issue focus and our comprehensive program can help you successfully drive organic traffic and conversions.

## PAID SEARCH

Paid Search or Search Engine Advertising is all about leads and conversions. We optimize our keywords, bids and the latest ad copy enhancements like extensions and structured snippets to drive results for your ad investment. We know how to make your phone ring and track incoming calls from your pay-per-click campaigns, with recording to help you optimize your sales process. Conversion tracking also lets us report on how well your campaign generates online leads, sales, downloads, email sign ups and other key web site activity for continual optimization of your digital marketing program.



# WAVE JOB LINK



**Job Link is a proven vehicle to discuss your current job opportunities, reach job seekers and boost your recruitment efforts.**

A representative from your business will be interviewed on air informing viewers about your company, your job openings, and why people should work for your organization.

# OTHER CHANNELS

## **BOUNCE** LOUISVILLE

Bounce is the first African American broadcast network. It airs on WAVE 3.2 and features a programming mix of original series, theatrical motion pictures, specials, off-network series and more.



## **circle** COUNTRY PLAYS HERE.

Circle TV is dedicated to entertaining country fans across the world. Airing on WAVE 3.3, it features new shows, unforgettable live performances, and classic hits.

