



KCRA 3 

HEARST
television

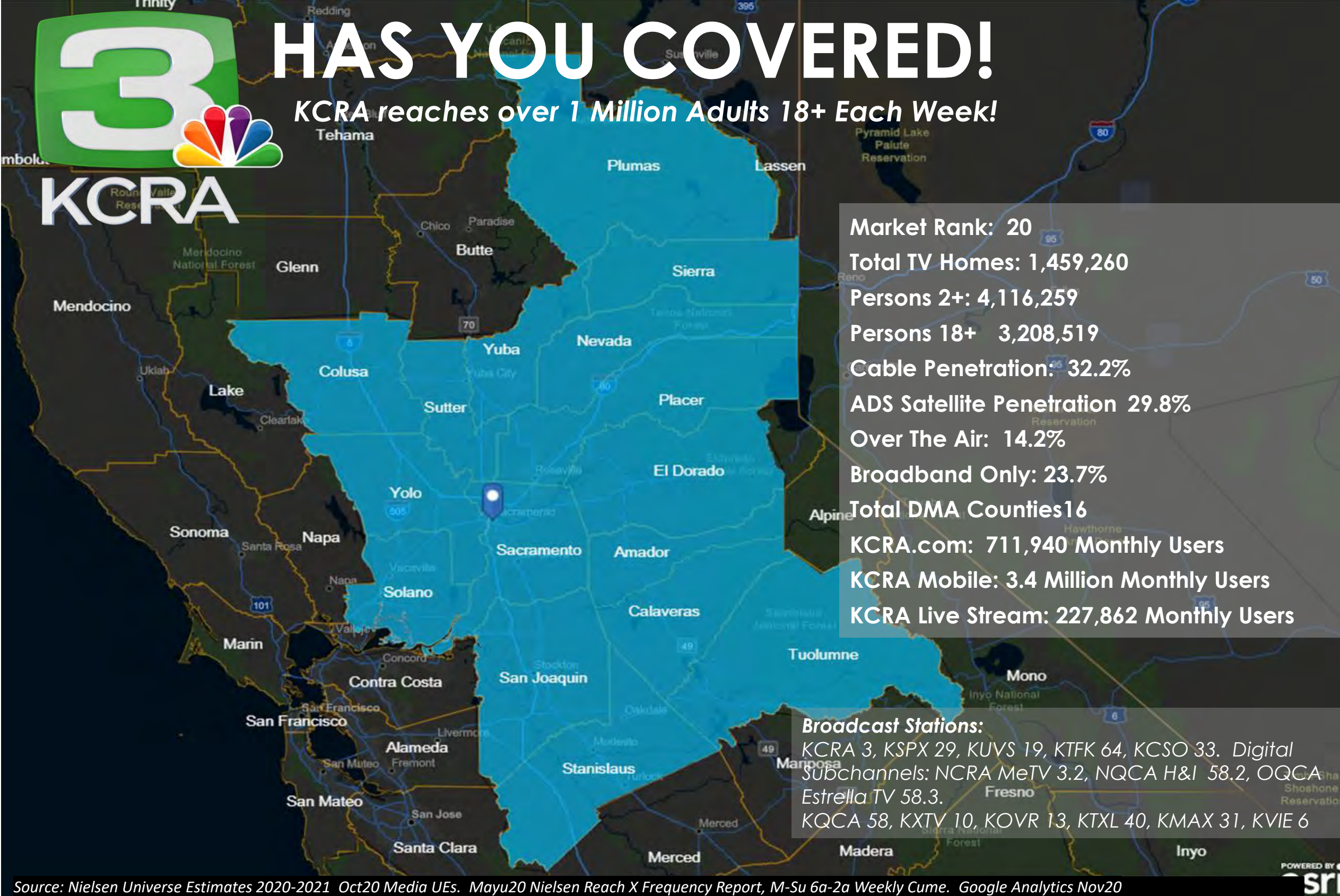




HAS YOU COVERED!

KCRA reaches over 1 Million Adults 18+ Each Week!

KCRA



Market Rank: 20
 Total TV Homes: 1,459,260
 Persons 2+: 4,116,259
 Persons 18+ 3,208,519
 Cable Penetration: 32.2%
 ADS Satellite Penetration 29.8%
 Over The Air: 14.2%
 Broadband Only: 23.7%
 Total DMA Counties 16
 KCRA.com: 711,940 Monthly Users
 KCRA Mobile: 3.4 Million Monthly Users
 KCRA Live Stream: 227,862 Monthly Users

Broadcast Stations:
 KCRA 3, KSPX 29, KUVS 19, KTFK 64, KCSO 33. Digital
 Subchannels: NCRA MeTV 3.2, NQCA H&I 58.2, OQCA
 Estrella TV 58.3.
 KQCA 58, KXTV 10, KOVR 13, KTXL 40, KMAX 31, KVIE 6

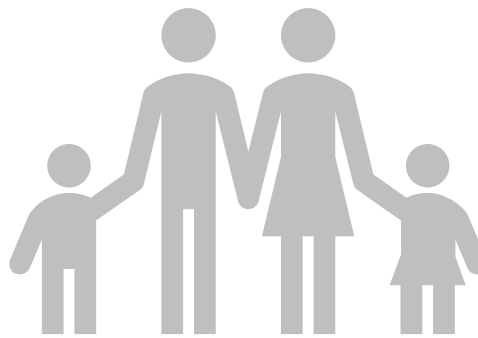
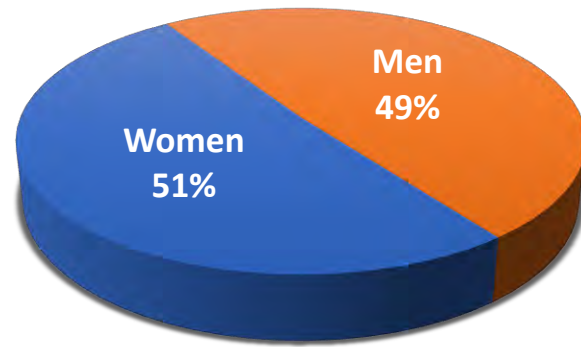
Sac DMA 2020-2021 Universe Estimates (w/BBO HH) BREAKOUT BY COUNTY

County	Total TV HH
AMADOR	14,380
CALAVERAS	17,830
COLUSA	6,800
EL DORADO-W	59,080
NEVADA	39,610
PLACER	146,290
PLUMAS	7,770
SACRAMENTO	527,680
SAN JOAQUIN - Stockton	226,800
SIERRA	1,330
SOLANO-E	95,390
STANISLAUS -Modesto	166,860
SUTTER	30,810
TUOLUMNE	21,110
YOLO	72,660
YUBA	24,860
TOTAL	1,459,260

Source: Nielsen Universe Estimates 2020-2021 Oct20 Media UEs. Mayu20 Nielsen Reach X Frequency Report, M-Su 6a-2a Weekly Cume. Google Analytics Nov20

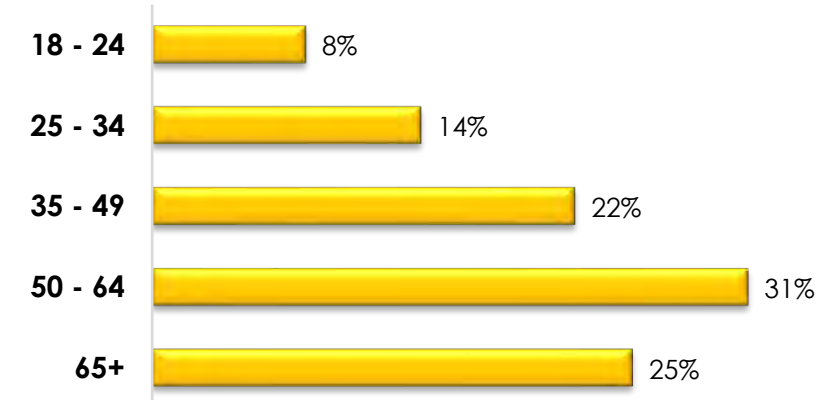


KCRA 3 Demo Profile

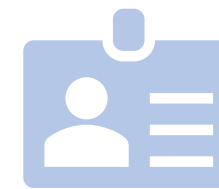
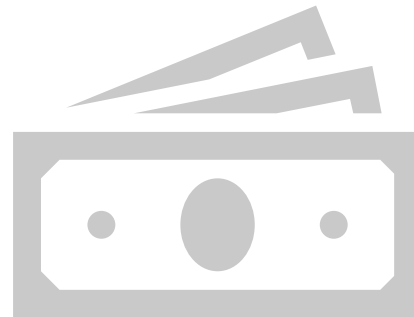
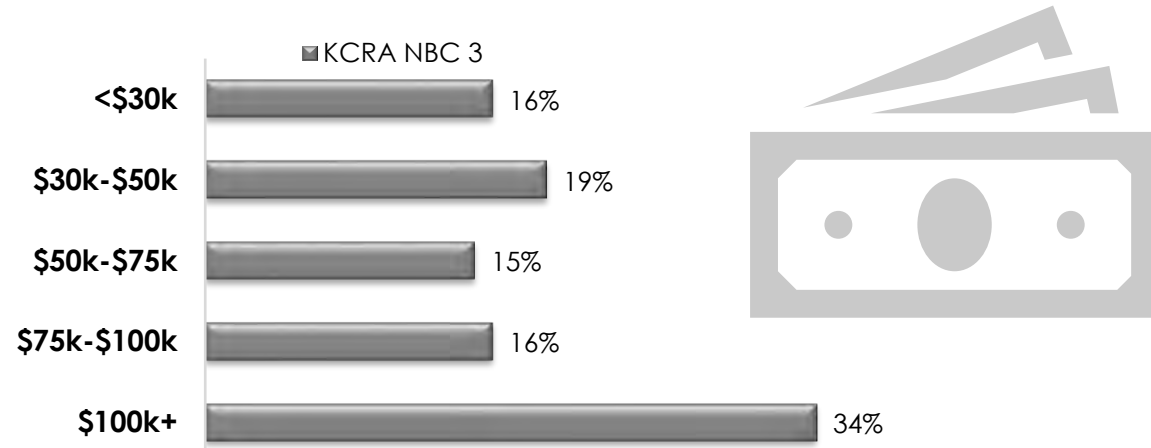


Avg Age: 51.0

KCRA NBC 3

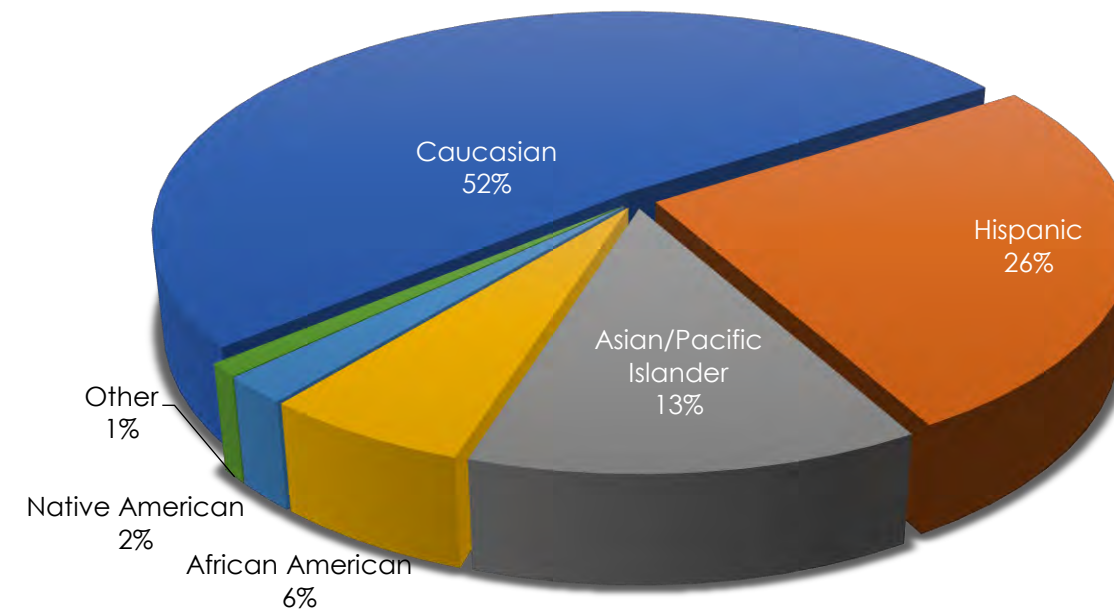


Avg. HH Income: \$89,830



Employed: 53%

Ethnic Background



Education	KCRA NBC 3
High School	18%
Some College	27%
Vocational Technical	5%
College Graduate	28%
Some Graduate Work	3%
Graduate degree	17%

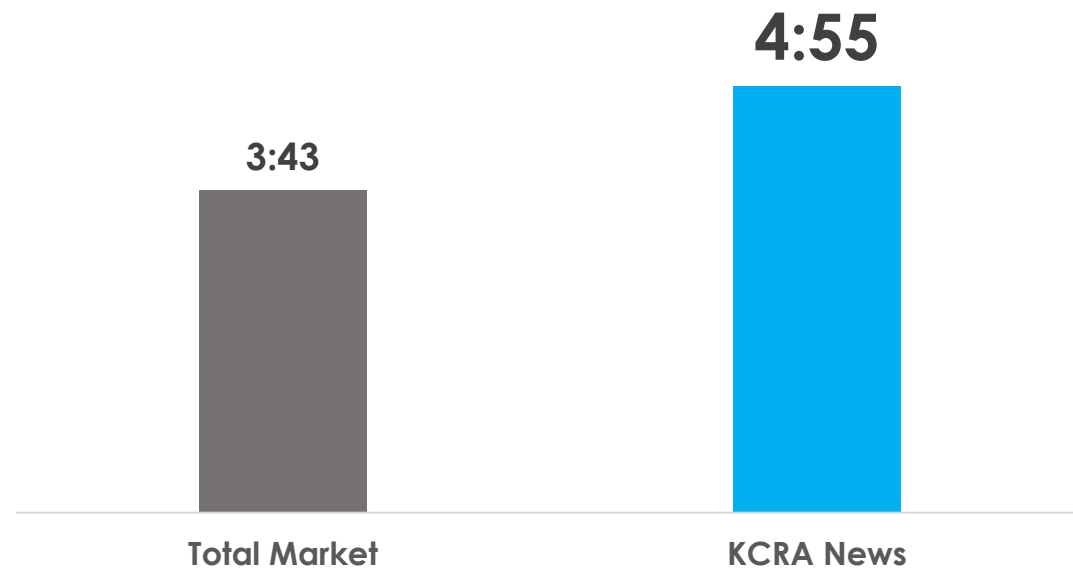
Source: Marshall Marketing, Sacramento DMA. 2020/2021 Survey.



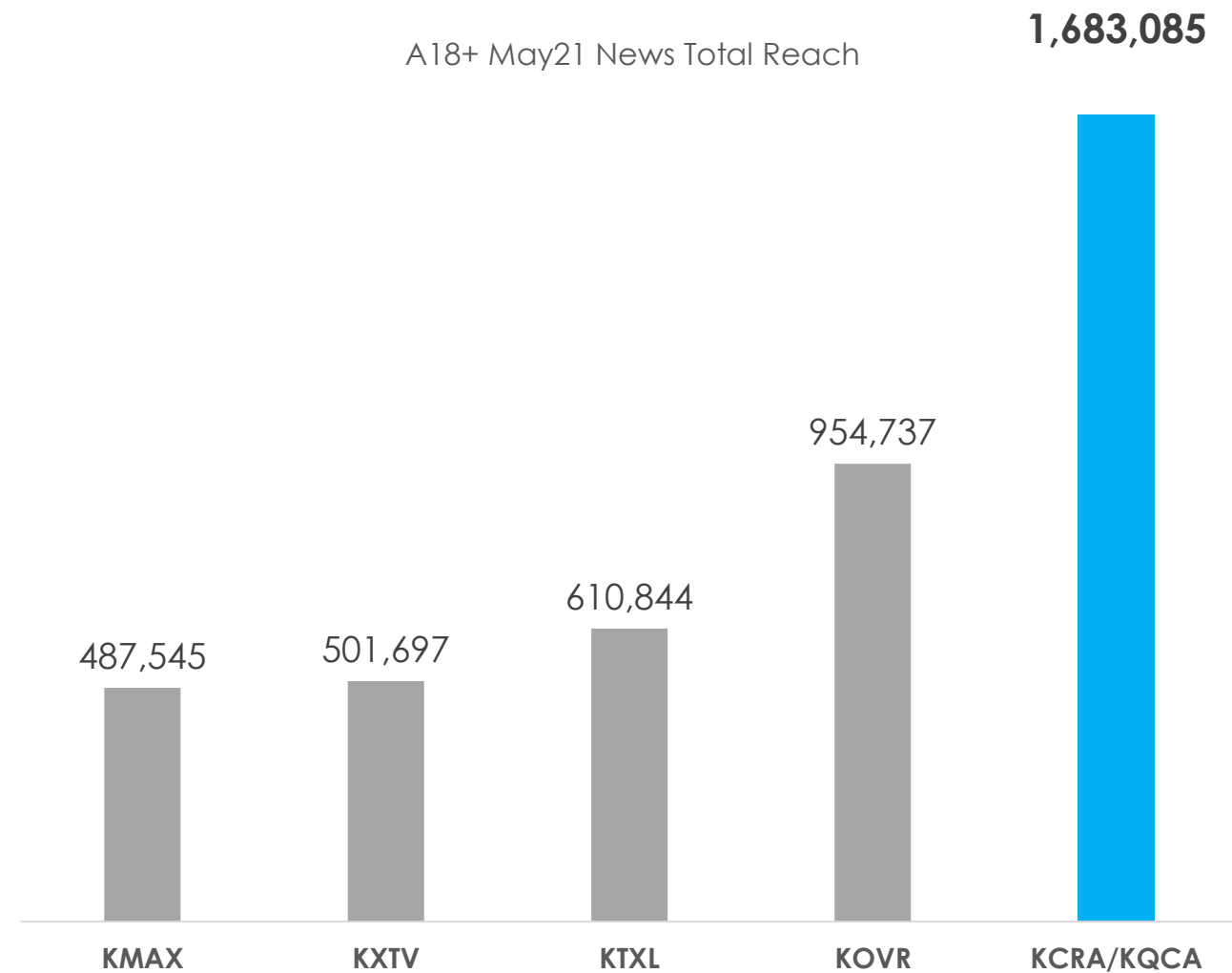
The Stats

KCRA News Reaches the Most Adults 18+ in the Market

May'21 Avg. Hrs/Min w/News Per Week



A18+ May21 News Total Reach



13.8 Minutes

Average Duration w/KCRA News

38%

of All News Minutes in May spent with KCRA News

Source: Nielsen Station Index, Sacramento DMA. Nielsen Local TV Viewer/Nielsen Answers. May21 Reach X Frequency Report. Time Spent Viewing. M-Su Local Newscasts, LPSD.



KCRA Leads All News Dayparts 2021 A35-64

2021 To-Date M-F Morning News			A35-64	
Station	Program	Start	Rt	(Imp)
KCRA	KCRA 3 RPT 6AM	6:00 a	2.5	33,406
KCRA	KCRA3RPT 530AM	5:30 a	2.0	26,450
KCRA	TODAY SHW	7:00 a	1.7	22,018
KCRA	KCRA 3 RPT 5AM	5:00 a	1.5	19,425
KMAX	GOOD DAY 8A	8:00 a	1.1	14,347
KMAX	GOOD DAY 7A	7:00 a	1.0	13,920
KCRA	KCRA3RPT 430AM	4:30 a	0.8	10,193
KMAX	CBS13 GDAY 6A	6:00 a	0.7	8,952
KQCA	KCRA 3 NWS@7AM	7:00 a	0.7	8,729
KQCA	KCRA 3 NWS@8AM	8:00 a	0.6	7,766
KOVR	CBS THS MRNG-2	7:30 a	0.5	7,310
KCRA	KCRA3RPT 4AM	4:00 a	0.5	7,258
KOVR	CBS THS MRNG-1	7:00 a	0.5	6,255
KTXL	FOX40 NEWS@8AM	8:00 a	0.4	5,867
KOVR	CBS13 GDAY 6A	6:00 a	0.4	5,837
KTXL	FOX40 NEWS@7AM	7:00 a	0.4	5,756
KMAX	CBS13 GDAY 5A	5:00 a	0.4	5,633
KMAX	13 GDAY 430A	4:30 a	0.3	4,619
KXTV	GD MRN AMR-ABC	7:00 a	0.3	4,314
KTXL	FOX40 NEWS@6AM	6:00 a	0.3	3,956
KOVR	CBS13 GDAY 5A	5:00 a	0.3	3,613
KXTV	ABC10-BLEND 6A	6:00 a	0.2	3,248
KOVR	13 GDAY 430A	4:30 a	0.2	3,016
KTXL	FOX40 NEWS@5AM	5:00 a	0.2	2,956
KQCA	KCRA 3 NWS@6AM	6:00 a	0.2	2,814
KOVR	CBS MORN NWS	4:00 a	0.2	2,604
KTXL	FOX40 NWS@430A	4:30 a	0.2	2,279
KXTV	ABC10-BLEND 5A	5:00 a	0.1	1,571
KXTV	ABC10-BLND430A	4:30 a	0.1	1,432

2021 To-Date Midday News			A35-64	
Station	Program	Start	Rt	(Imp)
KCRA	KCRA 3 RPT 12N	12:00 p	1.5	19,919
KOVR	CBS13 NWS-NOON	12:00 p	0.6	8,427
KXTV	ABC10-BLND11A	11:00 a	0.3	4,009

2021 To-Date M-F Early News			A35-64	
Station	Program	Start	Rt	(Imp)
KCRA	NBC NITELY NWS	5:30 p	4.5	60,028
KCRA	KCRA 3 RPT 6PM	6:00 p	3.7	48,991
KCRA	KCRA 3 RPT 5PM	5:00 p	3.5	46,173
KCRA	KCRA3RPT 630PM	6:30 p	2.7	35,513
KCRA	KCRA 3 RPT @4P	4:00 p	1.8	24,393
KCRA	KCRA3 RPRT 7PM	7:00 p	1.8	23,833
KOVR	CBS EVE NWS	5:30 p	1.3	17,905
KOVR	CBS13 NWS AT 6	6:00 p	1.2	15,579
KOVR	CBS13 NWS AT 5	5:00 p	1.1	15,167
KOVR	CBS13 NWS AT 4	4:00 p	0.9	12,415
KXTV	ABC-WORLD NWS	5:30 p	0.9	12,226
KXTV	ABC10 NW AT 6P	6:00 p	0.6	8,588
KXTV	ABC10 NWS AT 5	5:00 p	0.6	7,414
KMAX	CBS13@630-CW31	6:30 p	0.5	7,236
KTXL	FOX40 NEWS@7PM	7:00 p	0.5	5,998
KTXL	FOX40 NEWS-6PM	6:00 p	0.4	5,151
KTXL	FOX40 NW-530PM	5:30 p	0.3	4,282
KTXL	FOX40 NEWS@5PM	5:00 p	0.3	3,904

2021 To-Date M-Su Late News			A35-64	
Station	Program	Start	Rt	(Imp)
KCRA	KCRA 3 NEWS-11	11:00 p	1.8	24,224
KOVR	CBS13 NEWS@10	10:00 p	1.7	22,697
KOVR	CBS13 NEWS@11P	11:00 p	1.3	16,965
KQCA	KCRA 3NEWS@10	10:00 p	1.0	13,307
KTXL	FOX40 NWS@10PM	10:00 p	0.9	11,370
KXTV	ABC10 LTE-TNTE	11:00 p	0.5	6,121



Source: Nielsen Station Index, Sacramento DMA. 1/1/21-10/24/21, LPSD.



KCRA Leads All News Dayparts 2021 A18+

2021 To-Date M-F Morning News				A18+	
Station	Program	Start	Rt	(Imp)	
KCRA	KCRA 3 RPT 6AM	6:00 a	2.0	52,688	
KCRA	TODAY SHW	7:00 a	1.7	44,277	
KCRA	KCRA3RPT 530AM	5:30 a	1.3	35,086	
KCRA	KCRA 3 RPT 5AM	5:00 a	1.0	25,299	
KOVR	CBS THS MRNG-2	7:30 a	0.9	23,248	
KMAX	GOOD DAY 8A	8:00 a	0.8	21,258	
KMAX	GOOD DAY 7A	7:00 a	0.8	21,218	
KQCA	KCRA 3 NWS@7AM	7:00 a	0.8	20,701	
KOVR	CBS THS MRNG-1	7:00 a	0.8	20,298	
KQCA	KCRA 3 NWS@8AM	8:00 a	0.8	19,678	
KTXL	FOX40 NEWS@8AM	8:00 a	0.7	17,120	
KCRA	KCRA3RPT 430AM	4:30 a	0.6	15,453	
KTXL	FOX40 NEWS@7AM	7:00 a	0.6	15,131	
KXTV	GD MRN AMR-ABC	7:00 a	0.5	13,644	
KOVR	CBS13 GDAY 6A	6:00 a	0.5	12,075	
KMAX	CBS13 GDAY 6A	6:00 a	0.5	11,819	
KXTV	ABC10-BLEND 6A	6:00 a	0.4	11,116	
KCRA	KCRA3RPT 4AM	4:00 a	0.4	11,054	
KTXL	FOX40 NEWS@6AM	6:00 a	0.3	8,303	
KMAX	CBS13 GDAY 5A	5:00 a	0.3	7,651	
KOVR	CBS13 GDAY 5A	5:00 a	0.2	6,463	
KMAX	13 GDAY 430A	4:30 a	0.2	6,079	
KQCA	KCRA 3 NWS@6AM	6:00 a	0.2	5,769	
KOVR	13 GDAY 430A	4:30 a	0.2	5,082	
KTXL	FOX40 NEWS@5AM	5:00 a	0.2	4,780	
KOVR	CBS MORN NWS	4:00 a	0.2	4,456	
KXTV	ABC10-BLEND 5A	5:00 a	0.2	3,971	
KTXL	FOX40 NWS@430A	4:30 a	0.1	3,532	
KXTV	ABC10-BLND430A	4:30 a	0.1	2,836	

2021 To-Date M-F Midday News				A18+	
Station	Program	Start	Rt	(Imp)	
KCRA	KCRA 3 RPT 12N	12:00 p	2.2	56,484	
KOVR	CBS13 NWS-NOON	12:00 p	0.8	21,699	
KXTV	ABC10-BLND11A	11:00 a	0.6	15,086	

2021 To-Date M-F Early News				A18+	
Station	Program	Start	Rt	(Imp)	
KCRA	NBC NITELY NWS	5:30 p	5.2	136,337	
KCRA	KCRA 3 RPT 5PM	5:00 p	4.1	106,075	
KCRA	KCRA 3 RPT 6PM	6:00 p	3.8	100,730	
KCRA	KCRA3RPT 630PM	6:30 p	2.8	73,962	
KCRA	KCRA 3 RPT @4P	4:00 p	2.2	57,224	
KOVR	CBS EVE NWS	5:30 p	2.0	52,633	
KOVR	CBS13 NWS AT 5	5:00 p	1.9	49,842	
KCRA	KCRA3 RPRT 7PM	7:00 p	1.8	46,821	
KOVR	CBS13 NWS AT 6	6:00 p	1.7	45,400	
KXTV	ABC-WORLD NWS	5:30 p	1.7	44,731	
KOVR	CBS13 NWS AT 4	4:00 p	1.5	40,498	
KXTV	ABC10 NWS AT 5	5:00 p	0.9	22,580	
KXTV	ABC10 NW AT 6P	6:00 p	0.8	20,674	
KMAX	CBS13@630-CW31	6:30 p	0.6	14,870	
KTXL	FOX40 NEWS-6PM	6:00 p	0.5	11,877	
KTXL	FOX40 NEWS@7PM	7:00 p	0.4	11,297	
KTXL	FOX40 NW-530PM	5:30 p	0.4	11,278	
KTXL	FOX40 NEWS@5PM	5:00 p	0.3	8,480	

2021 To-Date M-Su Late News				A18+	
Station	Program	Start	Rt	(Imp)	
KOVR	CBS13 NEWS@10	10:00 p	2.0	53,243	
KCRA	KCRA 3 NEWS-11	11:00 p	1.9	49,279	
KOVR	CBS13 NEWS@11P	11:00 p	1.4	35,388	
KQCA	KCRA 3NEWS@10	10:00 p	1.0	26,309	
KTXL	FOX40 NWS@10PM	10:00 p	0.8	20,784	
KXTV	ABC10 LTE-TNTE	11:00 p	0.5	12,705	

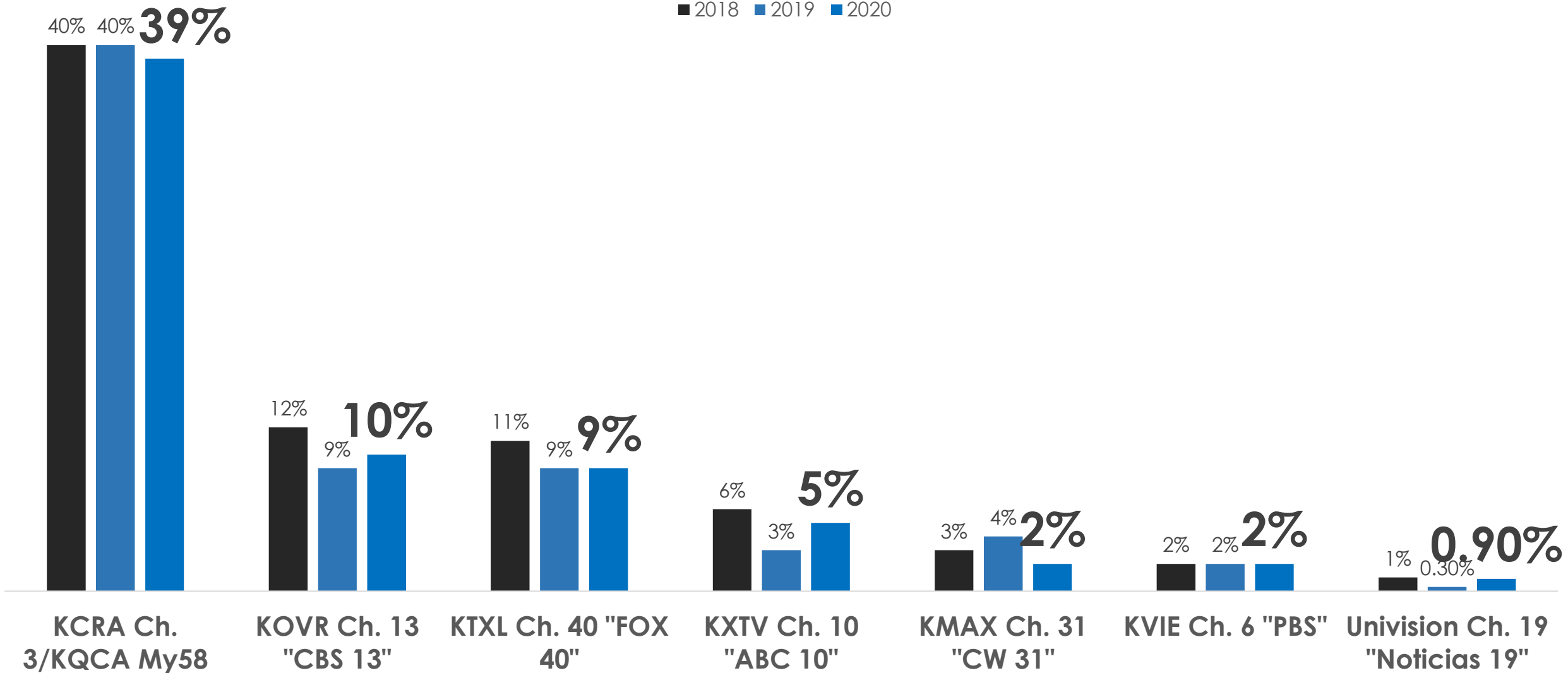
Source: Nielsen Station Index, Sacramento DMA. 1/1/21-9/30/21 LPSD.



KCRA News Continues To Be the Market's Overall Favorite News

% A18+ "Favorite Overall Newscast"

■ 2018 ■ 2019 ■ 2020



Source: Marshall Marketing, Sacramento DMA. 2020/2021 Survey.



Hearst Television Advertising Solutions



Mendocino County Tourism – Q1 2022

Sacramento Broadcast Landscape Q1 2022

- KCRA and KQCA operate as a duopoly in Sacramento, CA. Owned by Hearst
- KCRA is the NBC affiliate in Sacramento.
- KQCA is the MyNetwork TV affiliate in Sacramento
- KCRA 3 News airs on KQCA with KCRA branding
- NBC airs the 2022 Winter Olympics from Beijing February 4th – February 20th
- By airing on both KCRA & KQCA, Mendocino County Tourism will have over 9 million impressions targeted to Adults 18+



KCRA 3

MY 58

HEARST
television



Mendocino County Tourism – Q1 2022

Proposed Media Placements for Q1 Campaign:

KCRA Television: 108 Targeted 18+ Impressions = 6,192,100

36x M-F 6a-9a KCRA Early Morning :15

9x M-F 6a-9a KCRA Early Morning :30

36x M-F KCRA 4pm News :15

9x M-F KCRA 4pm News :30

18x SAT KCRA Weekend Morning News @ 7a :15

9x SAT KCRA Weekend Morning News @ 7a :05 Weather Sponsorship Billboard

KQCA Television: 117 Targeted 18+ Impressions = 3,098,700

36x M-F 7a-9a KCRA 3 News at 7am :15

18x M-F 7a-9a KCRA 3 News at 7am :30

18x M-SU 10p-11p KCRA 3 at 10pm :15

18x M-SU 10p-11p KCRA 3 at 10pm :05 Weather Sponsorship Billboard

Total Targeted 18+ Impressions: 9,290,800

Mendocino County Tourism's Q1 2022 Investment: \$30,000/gross



ENGAGE

KCRA Live Streaming



Add More Impressions To Your TV Campaign With The Power Of KCRA Digital



26.8 Million
monthly page views



12 Million
sessions



3.6 Million
monthly unique
visitors



2 min 1 sec.
avg. time on site



2.3 Million
monthly video views

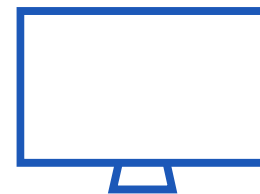


Exclusive partnerships
(i.e. The Weather
Channel)

Visitor Breakout



78%
Mobile



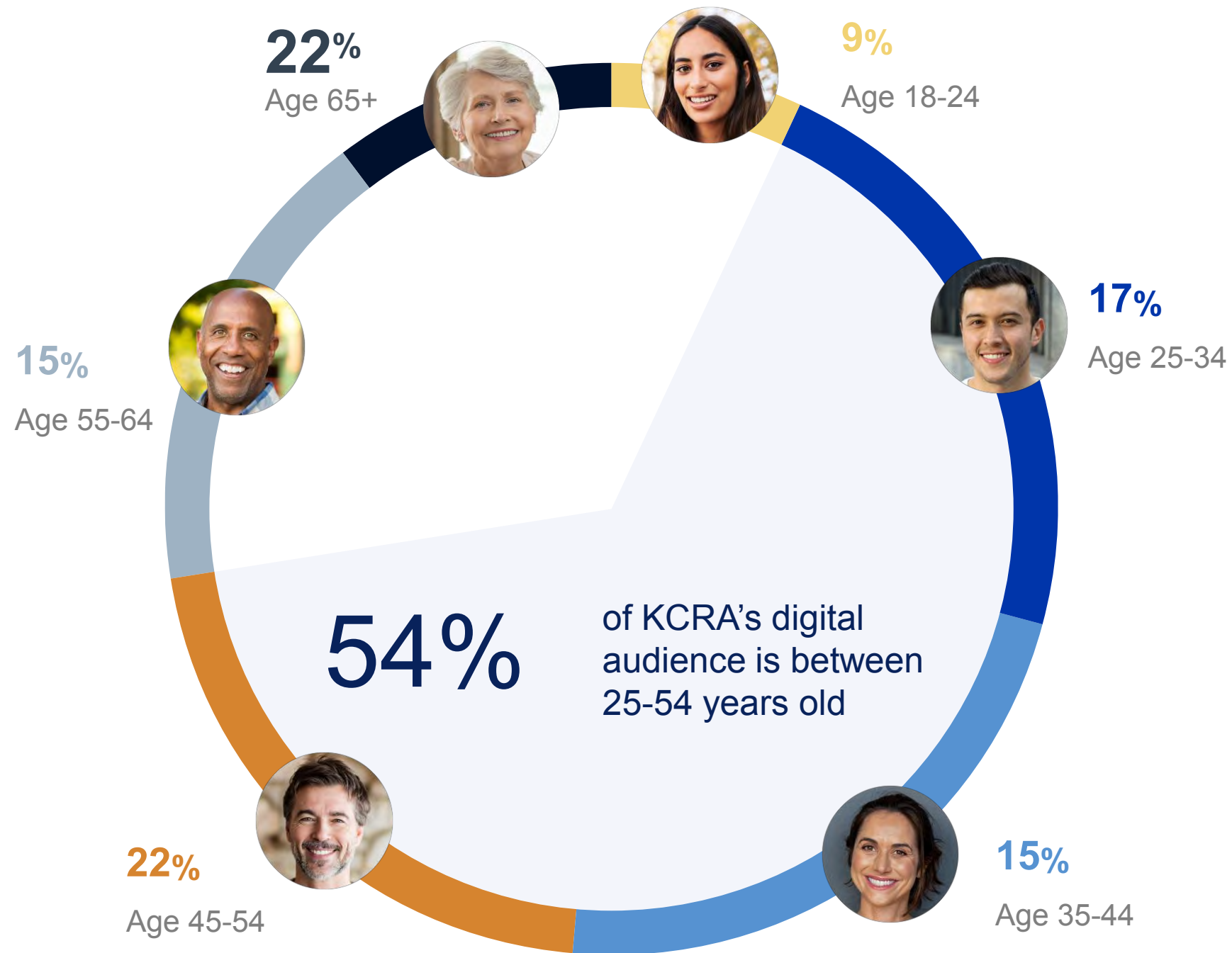
18%
Desktop



4%
Tablet



KCRA Digital Audience Profile



47%
Male

53%
Female

53%
Married

31%
College Grads

57%
Employed

71%
Homeowners

61%
make \$50k/yr or more

50%
make \$75k/yr or more

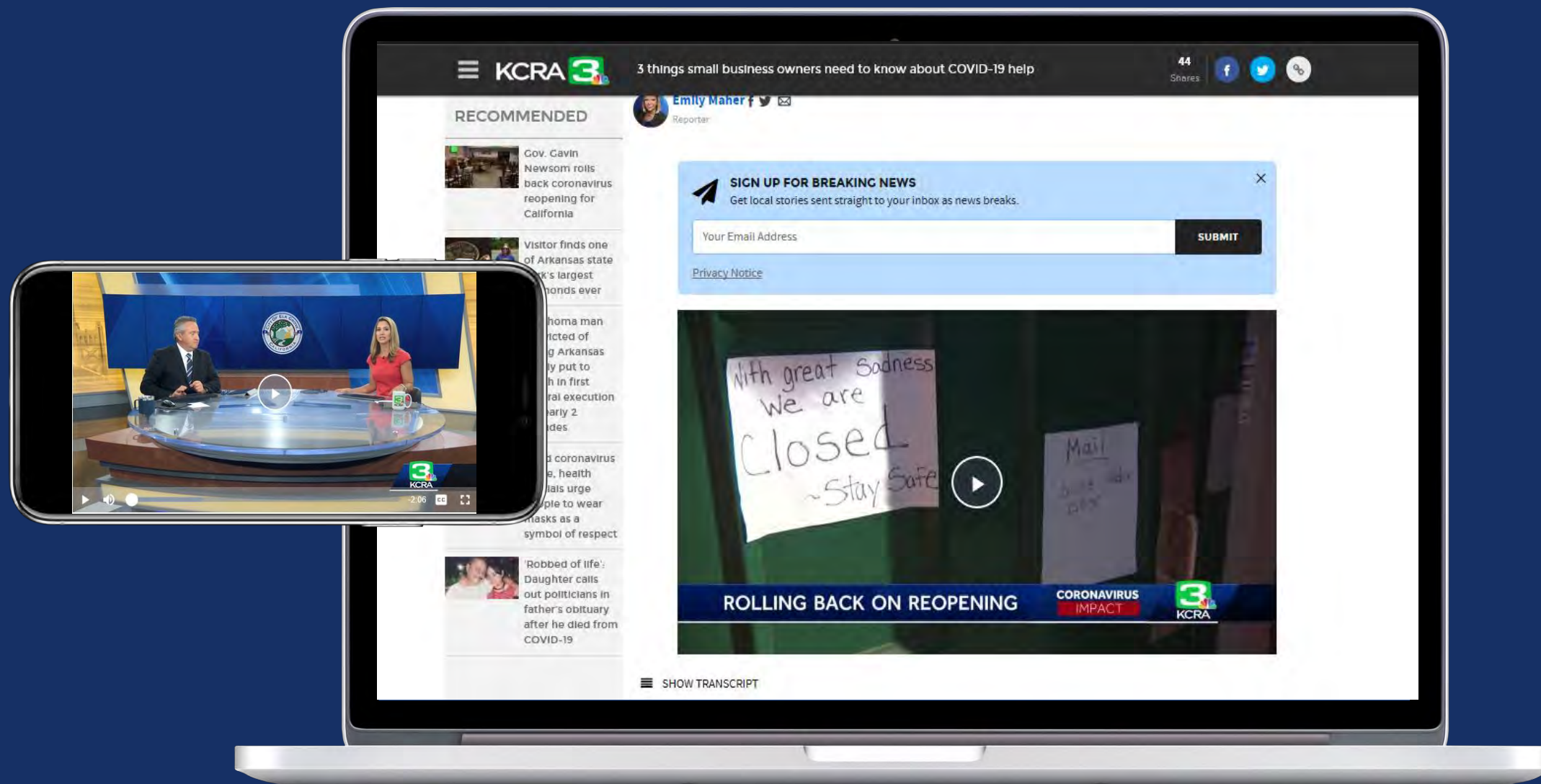
34%
make \$100k/yr or more

KCRA.com is a **leading local news source** providing cross-device, multimedia experiences to the Sacramento market, reaching 2.8 Million households monthly.



Video

Extend your reach by airing your commercial online in KCRA3 live and on-demand newscasts on all screens and devices.



Pre-Roll
:15 seconds



Mid-Roll
:15 seconds
:30 seconds



Livestream
:15 seconds
:30 seconds

CPM is \$40

Proposed Live Streaming Campaign

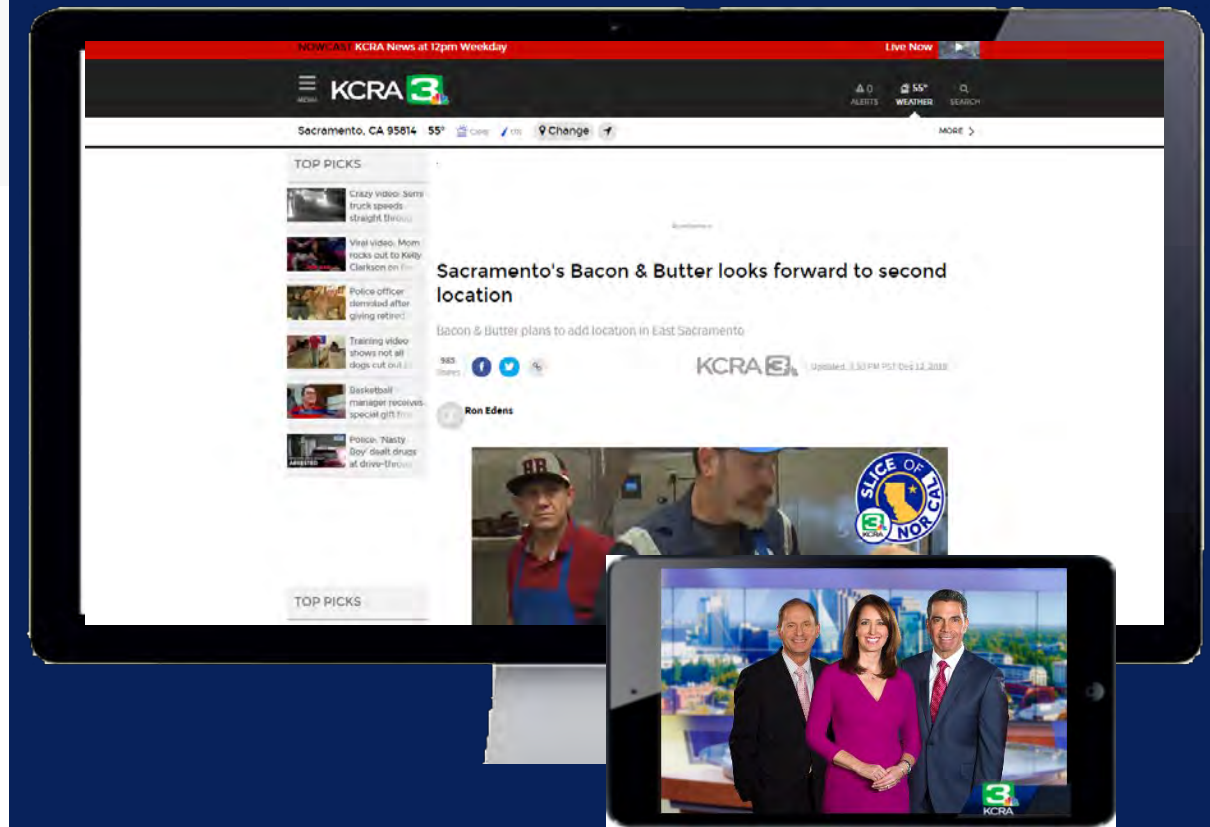
Reach Travelers wherever, whenever across all KCRA.com digital platforms

- Non-skippable Mid-Roll and non-skippable :15 Pre-Roll
- Reporting capabilities include average view rate, average view time, and video completion rate
- Association with the trusted local news brand-KCRA

Site	Market	Tactics	Unit/Size	Start Date	End Date	IMPS	CPM	Gross Total
KCRA.com	Sacramento DMA	ACROSS ALL PLATFORMS	VIDEO PRE-ROLL/MID-ROLL	1/3/2022	3/20/2022	150,000	40.00	\$6,000.00
					TOTAL	150,000	\$40.00	\$ 6,000.00

ADD 50,000 IMPRESSIONS MONTHLY TO YOUR CAMPAIGN

INVESTMENT IS \$2,000 PER MONTH/\$6,000 FOR THE CAMPAIGN



Thank you

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