2019 Media Kit
We are COMMUNITY ADVOCATES with HEART. Our goal is to speak out for our community. To make our community a better place. We are here to help people reach their goals by providing information that helps them learn, grow, change and succeed.

We tell the stories that celebrate the uniqueness of our community.

And do it all with COMPASSION and EMPATHY.

We are COMPASSIONATE COMMUNITY ADVOCATES.

We are 13 ON YOUR SIDE.
The Grand Rapids-Kalamazoo-Battle Creek television market (DMA) is ranked the 49th largest by Nielsen Media.

The DMA spans 14 counties, from Oceana and Newaygo up north, down to St. Joseph and Van Buren in the south.

There are 2 separate Metropolitan Statistical Areas in the DMA: Grand Rapids and Kalamazoo.

The market stretches over 150 miles, down the coast of Lake Michigan, and from “Beer City” to “Cereal City”.
When buying the Grand Rapids-Kalamazoo-Battle Creek DMA, make sure to focus your media buy on the northern tier of the market. Why focus on Kent, Ottawa, and Muskegon counties? Consider these facts:

- Kent, Ottawa and Muskegon counties alone account for 53% of the entire 14-county population of the market.
- Kent, Ottawa and Muskegon counties enjoy a combined higher median household income in comparison to the southern tier of the DMA—Kalamazoo, Van Buren and Calhoun counties.
- Kent, Ottawa and Muskegon counties have shown a larger population growth since 2000 when compared to the southern tier counties.

WZZM 13 is the only station to fully cover the most populous, wealthy and growing counties in the Grand Rapids-Kalamazoo-Battle Creek DMA.
ABC provides WZZM 13 with popular programming that appeals to a variety of audiences. Sports and special programming includes:

- NBA
- Indy 500
- NCAA Football
- CMA Awards
- Academy Awards: Oscars
- American Music Awards
- New Year’s Rockin’ Eve
The Tale of Two ABC Stations

WZZM 13 is the **DOMINANT** ABC affiliate in the Grand Rapids-Kalamazoo-Battle Creek DMA

There are two ABC Affiliates in the DMA

- **Licensed to Grand Rapids**
  - Receives 78% of the total ABC viewership
  - Larger ABC audience north of Allegan Co.

- **Licensed to Battle Creek**
  - Only receives 22% of the ABC viewership
  - Larger ABC audience south of Allegan Co.

Source: NLTV Time Period Custom Analysis – January-June 2018 average, GR DMA vs. KOM viewership HH imps all stations
TV leads in reach and time spent among all ad supported platforms!

Source: TVB Media Comparisons 2018
CORPORATE OWNERSHIP

- TEGNA owns 61 broadcast television stations reaching nearly 50 million viewers

- TEGNA Marketing Solutions, TEGNA’s digital marketing services organization, provides best-in-class digital services

- Premion, TEGNA’s OTT solution provides advertising in premium long form over the top (connected TV) content
SYNDICATED PROGRAMMING

ABC NETWORK PROGRAMMING

LOCAL PRODUCED PROGRAMMING

- Judge Judy
- World News
- Good Morning America
- The View
- GMA Day
- ESPN on ABC
- Jimmy Kimmel Live!
- Daily Blast Live
- 13 On Your Sidelines
- My West Michigan
- Sister Circle Live
The Exchange: Paid Segments

Harness the full power of The Exchange:

- A segment on the Exchange provides your business the opportunity to be featured by either Catherine Behrendt or Kylie Ambu.

- Each segment lasts approximately 4 minutes and will reach more than 15,000 people watching My West Michigan & an additional 20,000 people watching the Noon News.

- Plus, your segment will be posted on wzzm13.com, shared on the My West Michigan Facebook page and sponsored on Facebook to reach new potential customers.

---

“My first customer of the day saw The Exchange this morning and by 11 o’clock were at my door”

Steven Crooks, Owner - Waterdog Outfitters

Source: Scarborough – Grand Rapids, MI Release 1 Total (Jan – Dec 2017); Nielsen (2017)
Community Outreach

13 On Your Side is committed to serving the community. We are proud to be partners with many non-profit organizations and community events throughout West Michigan.

Commitment to Health

13 On Your Side has a long standing commitment to providing the latest, in-depth medical information. Val Lego, the market’s only dedicated health reporter, brings you health stories in our “Healthy You” news franchise.

13 Friends for Life is a major station initiative designed to help women protect themselves from breast cancer.
13 On Your Side retains some of the most comprehensive research tools available to make sound decisions to drive your company's growth.

**NIELSEN MEDIA RESEARCH** provides Nielsen’s quantitative ratings and audience data

**MEDIA MONITORS** allows for tracking creative occurrences, expenditure, and execution as well as advertising trends and consumer behavior

**SCARBOROUGH** provides qualitative audience data from a 2-part survey to measure shopping patterns, media usage, lifestyle trends, and more

**AdMall** is the leader in local and digital media sales intelligence, providing sales opportunities, audience psychographics and consumer trends
13ONYOURSIDE.com marketing solutions provides opportunities to reach your target audience on desktop, mobile, app, and through social media on Facebook and Instagram.

13ONYOURSIDE.com is an extension of the 13 On Your Side news brand. Every month over 1,000,000 unique visitors come to wzzm13.com (desktop/mobile) for news, weather and local information.

13 ON YOUR SIDE iPhone & Android App offers 13 On Your Side news, video, weather and more on iOS and Android products. Free download available at Apple or Google Play stores.

13 ON YOUR SIDE WEATHER iPhone & Android App offers detailed weather information free for iOS and Android products.
13 ON YOUR SIDE has a large social media presence with over 250,000 followers on Facebook plus a large following on Instagram and Twitter.

Facebook Branded Ads:
Position your brand as a partner with 13 ON YOUR SIDE on Facebook to raise awareness and reach a new audience. The sponsored ad comes through the news feed on 13 ON YOUR SIDE. The ad can be targeted to geo, gender and age of your choice.
TEGNA MARKETING SOLUTIONS

TEGNA Marketing Solutions delivers a simple suite of digital marketing solutions to connect with consumers locally in a meaningful, personal way that drives measurable results.

SEARCH ENGINE MARKETING (PPC)
SEM, Pay Per Click, is considered to be one of the top two ROI producing advertising channels. Direct highly qualified traffic to your website for optimal performance, and conversions.

TARGETED EMAIL
Engage with consumers who are likely to respond to a message by having our team build audiences, design, strategize and deploy CAN-SPAM emails.

SOCIAL MEDIA
Our team of Social Experts work with you to develop proven campaigns and solutions on social media sites, such as Facebook, Instagram, LinkedIn and Twitter.

NATIVE
With the ability to create, target and deploy content, our expanded content portfolio gives clients more options to connect with consumers both through trusted publishers or on wzzm13.com.
Premion: We make OTT Advertising Simple

199M 
OVER THE TOP (OTT) USERS

125+ 
TOP TIER NETWORKS

Premium Long-Form Episodic Content
ON YOUR SIDE

Management Team

DAN BAYLOG
PRESIDENT/GM
616.559.1350
dbaylog@13onyourside.com

PAUL MACK
DIRECTOR OF SALES
616.559.1384
pmack@13onyourside.com

SAMANTHA PERR
MAJOR ACCOUNTS
SALES MANAGER
616.559.1390
sperr@13onyourside.com

JEFF OLSEN
LOCAL SALES MANAGER
616.559.1366
jolsen@13onyourside.com

RYAN WOOLAVER
DIGITAL SALES MANAGER
616.559.1393
rwoolaver@13onyourside.com

GENERAL INQUIRIES
PHONE: 616.785.1313
FAX: 616.785.1301
Sales Email: sales@13onyourside.com
Traffic Email: wzzm-traffic@13onyourside.com