

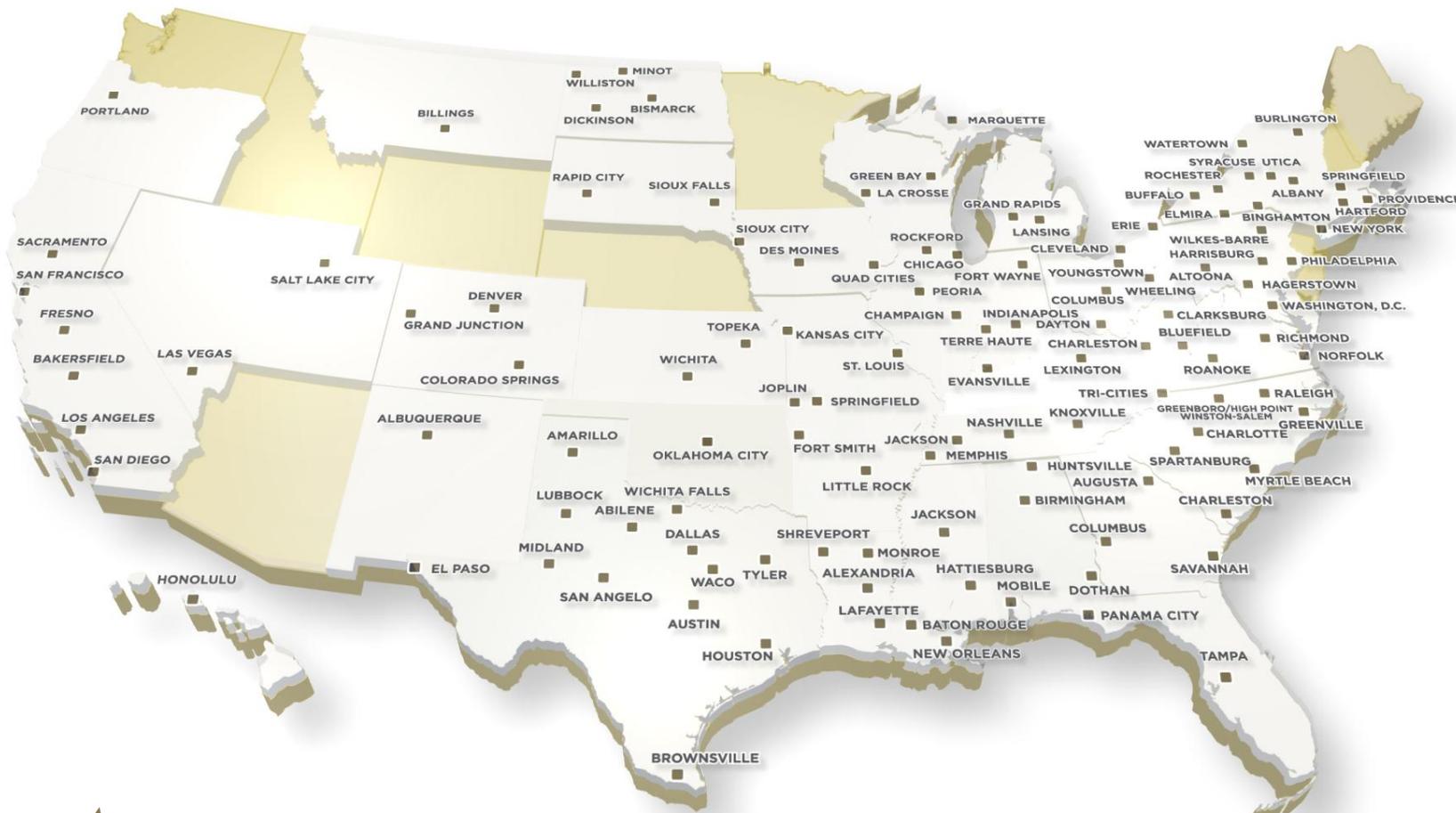


**DESTINATION  
CALIFORNIA**

**IN CALIFORNIA,  
ALL DREAMS ARE WELCOME**



**Nexstar**  
MEDIA GROUP, INC.



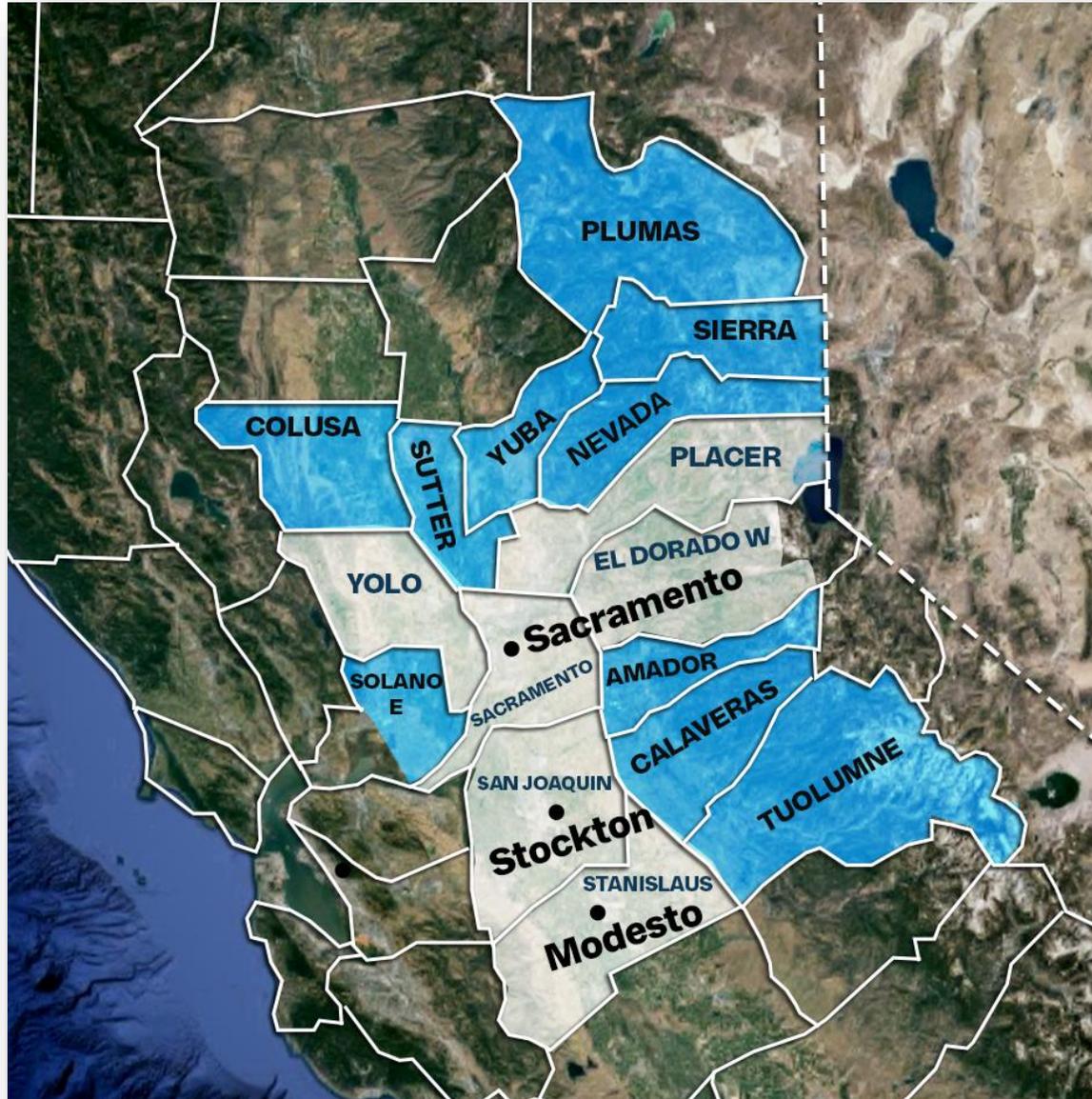
Locally we are known as FOX40 Sacramento.

Our parent company is Nexstar Media Inc., the largest Broadcasting company in the U.S. Consisting of three divisions: Broadcasting, Digital and Networks.

Nexstar owns and operates 200 TV stations, 120 local websites and 284 mobile apps in 116 markets, reaching 68% of total TV households.

Locally, FOX40 Sacramento combines the power of broadcast TV and Digital to connect local brands to local consumers through a suite of digital products that include premium placement on FOX40.com and news app, as well as digital marketing solutions across the internet.

# ABOUT FOX40 SACRAMENTO



### Sacramento DMA Nielsen Universe Estimates

	TV HHs	%
<b>DMA Total</b>	<b>1,497,920</b>	<b>100</b>
<b>Metro: Total</b>	<b>1,235,570</b>	
Sacramento County	540,880	36
San Joaquin	238,800	16
Stanislaus	167,890	11
Placer	152,220	10
El Dorado	58,750	4
Yolo	74,690	5

### Remainder DMA: Total 266,510

Amador	15,130	1
Calaveras	17,980	1
Colusa	7,030	0
Nevada	39,870	3
Plumas	8,110	1
Sierra	1,360	0
Solano	95,830	6
Sutter	31,100	2
Tuolumne	21,130	1
Yuba	27,150	2

### Sacramento DMA Nielsen Cable Estimates

	TV HH	%
<b>Total TV Homes</b>	<b>1,497,920</b>	<b>100</b>
Cable only	297,800	20
ADS only	500,990	33
Broadcast only	197,910	13
Broadband only	513,130	34



**MONDAY - FRIDAY, 10A-1030A - FOLLOWING FOX40 NEWS AT 9AM!**

Host Gary Gelfand is ready to talk to you about your business!

Studio 40 Live has collaborated with a variety of businesses, local, regional and national. We are connected to the community more than any other television station in the Sacramento Region. Studio 40 LIVE is the one show you can count on to be **Informative, Interesting and FUN!**

*Click below to watch an example of a Studio40 Live segment!*



**What you get:**

- 3-4-minute LIVE @ FOX40 or on-location segment
- Segment shared on FOX40.com within 2 business days
- Segments shared on Studio 40 Live and FOX40 social media pages
- Your segment will be included in our Daily Studio40 Newsletter Email
- Content can be shared on your organization's own social media channels to extend reach

*Click below to view example on FOX40.com*



# DESTINATION EUREKA SHOW SPONSORSHIP



## Eureka! We Found It: A Spotlight on Northern California's Hidden Gem

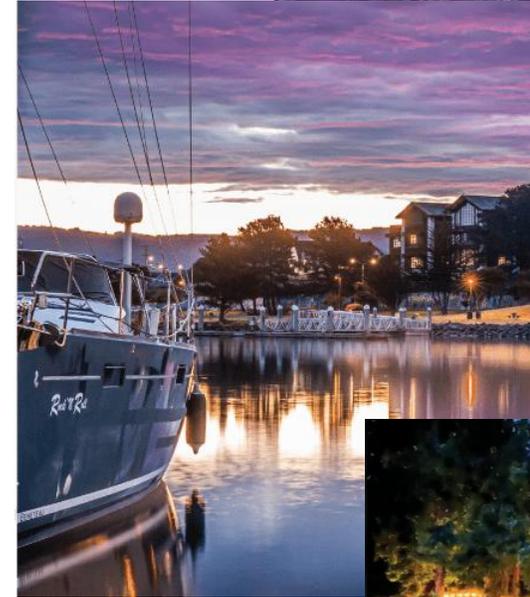
FOX40 will produce a 30-minute program highlighting the beauty, culture, and hidden treasures of Eureka. The special will air on FOX40 in Sacramento and the FOX40+ App, supported by an on-air digital promotional campaign.

As the **Destination Eureka Show Sponsor**, you will receive:

- Video segment professionally produced in Eureka featuring your travel destination.
- Destination Eureka will air on FOX40 and FOX40+ on date (TBD)
- Your video segment will be featured in Studio40 Live the week your special airs. Destination Eureka's QR code will be displayed during the feature.
- Your video segment will be added to the Destination California page on FOX40.com and will be shared on station social media.
- Social Display/Banner Ads on FOX40.com. 300,000 impressions/month.
- Minimum of 20 :15 second Tagged Promotional Spots on FOX40 and Antenna-TV.
- Minimum of 50,000 Impressions :15 second Tagged Promotional Pre-Roll on FOX40.com.

**Destination California Show Investment: \$30,000**

*\*Fees will be applied to destinations outside of 100 miles*





**Thank You!**

