



KCRA  

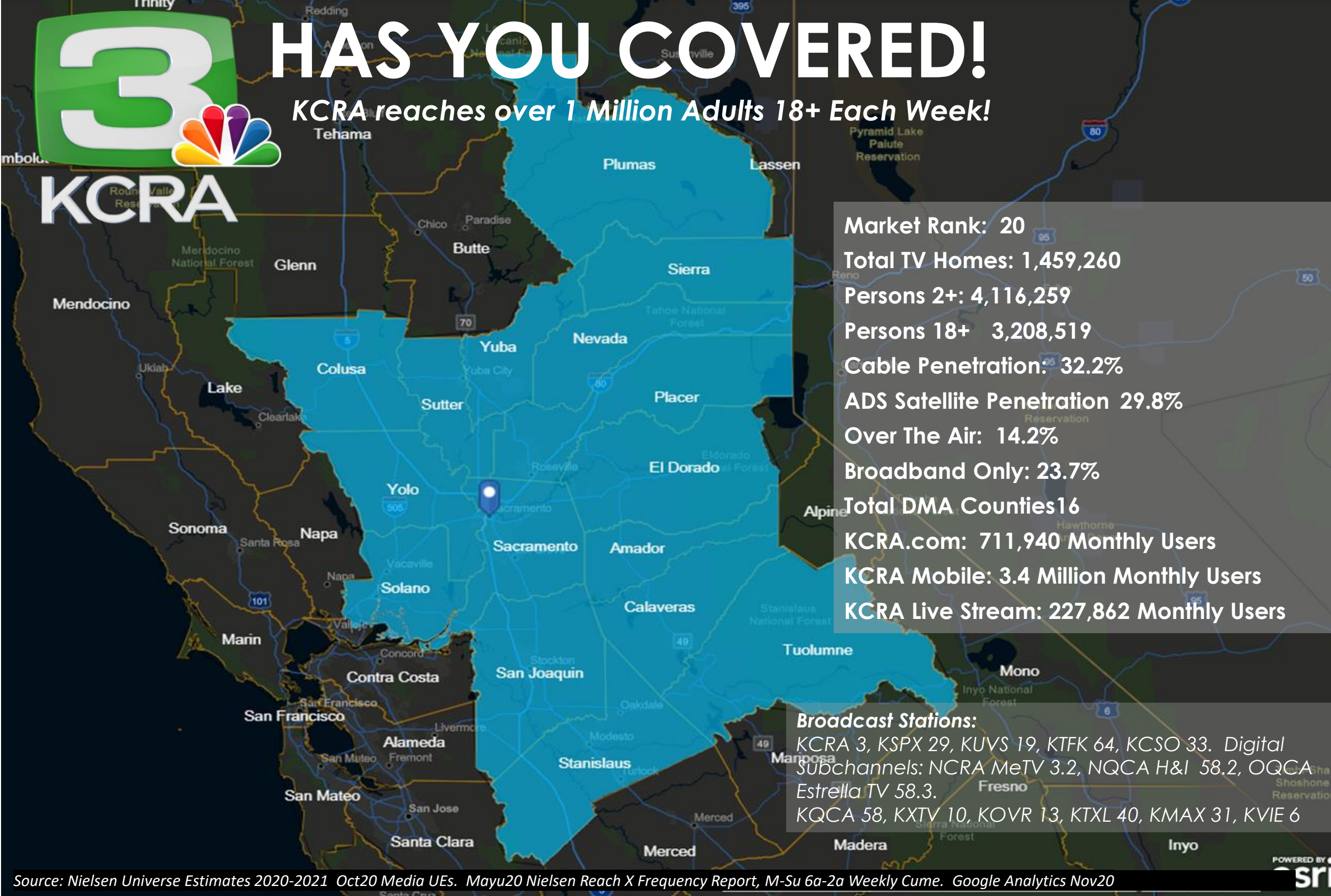
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HAS YOU COVERED!

KCRA reaches over 1 Million Adults 18+ Each Week!



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

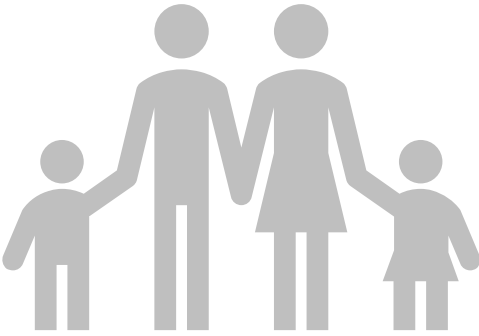
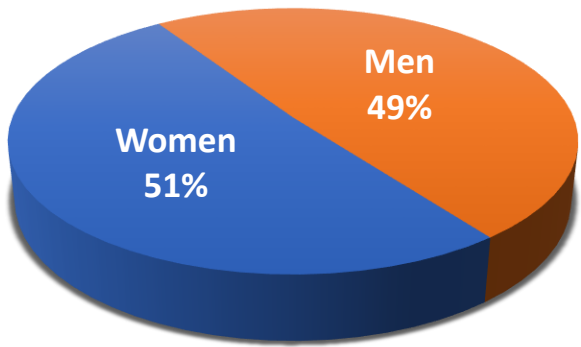
Source: Nielsen Universe Estimates 2020-2021 Oct20 Media UEs. Mayu20 Nielsen Reach X Frequency Report, M-Su 6a-2a Weekly Cume. Google Analytics Nov20



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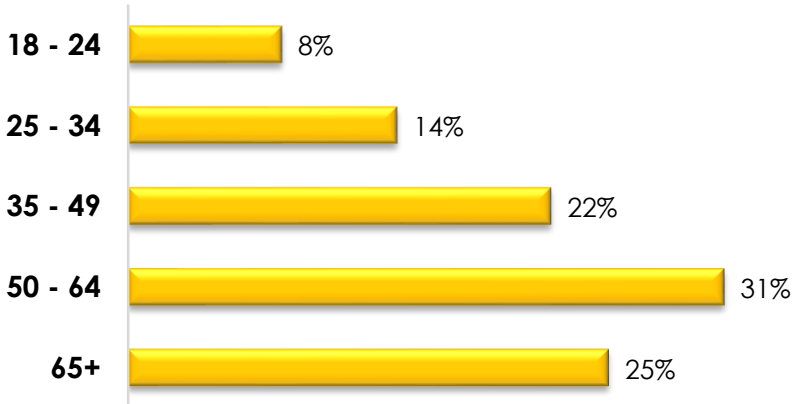


KCRA 3 Demo Profile

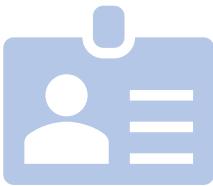
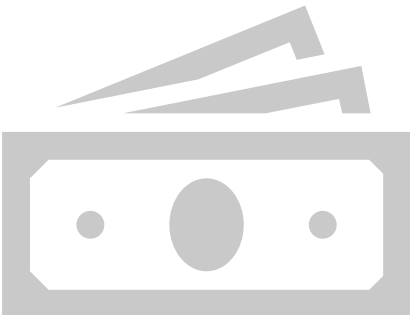
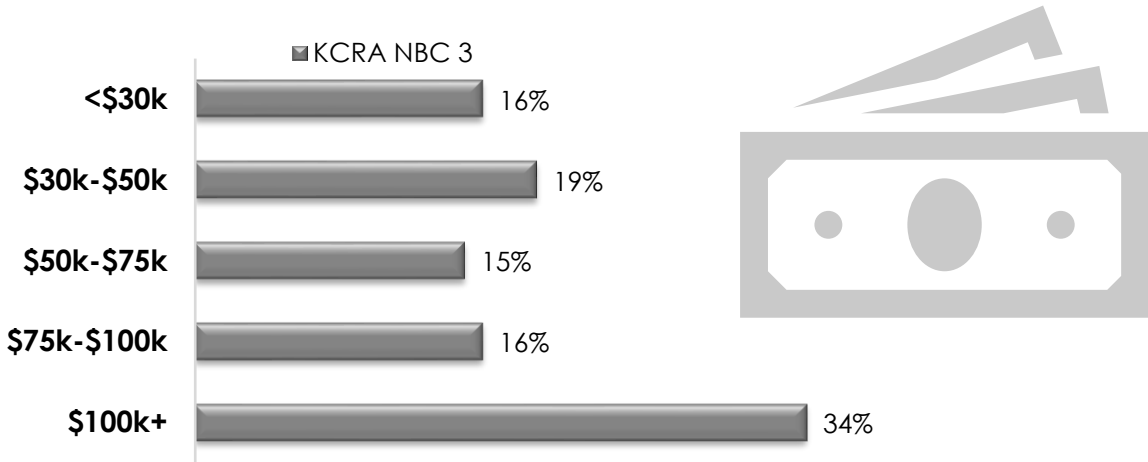


Avg Age: 51.0

KCRA NBC 3



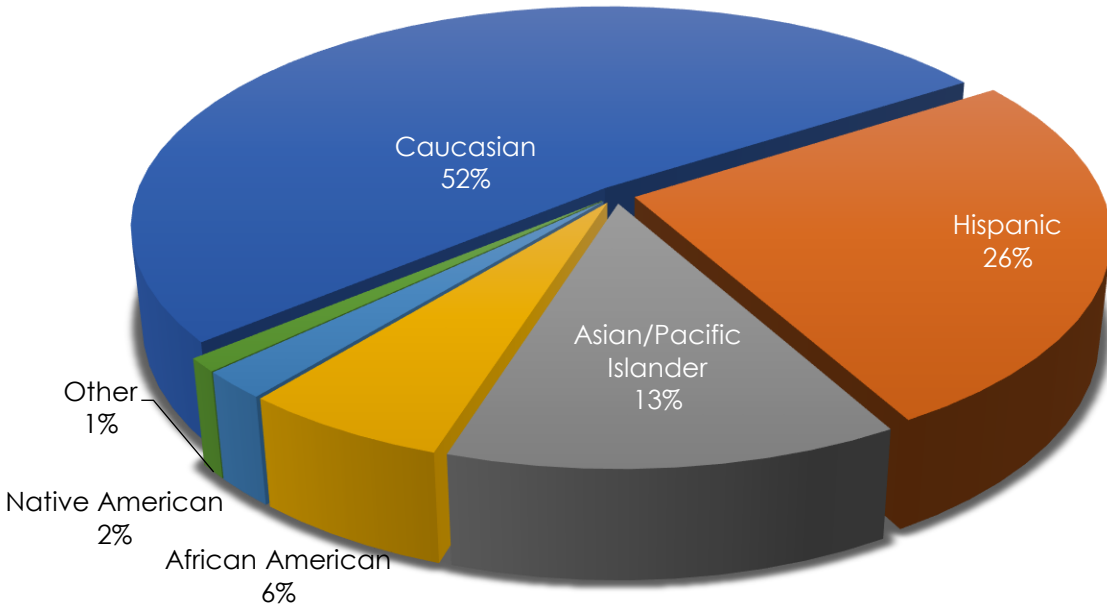
Avg. HH Income: \$89,830



Employed: 53%

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

Ethnic Background



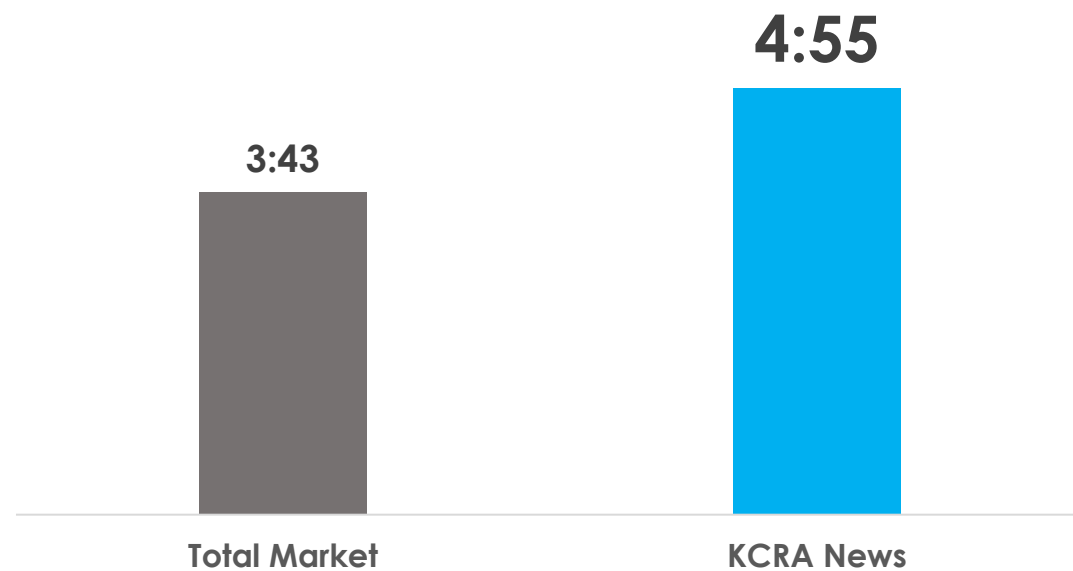
Source: Marshall Marketing, Sacramento DMA. 2020/2021 Survey.



The Stats

KCRA News Reaches the Most Adults 18+ in the Market

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



13.8 Minutes

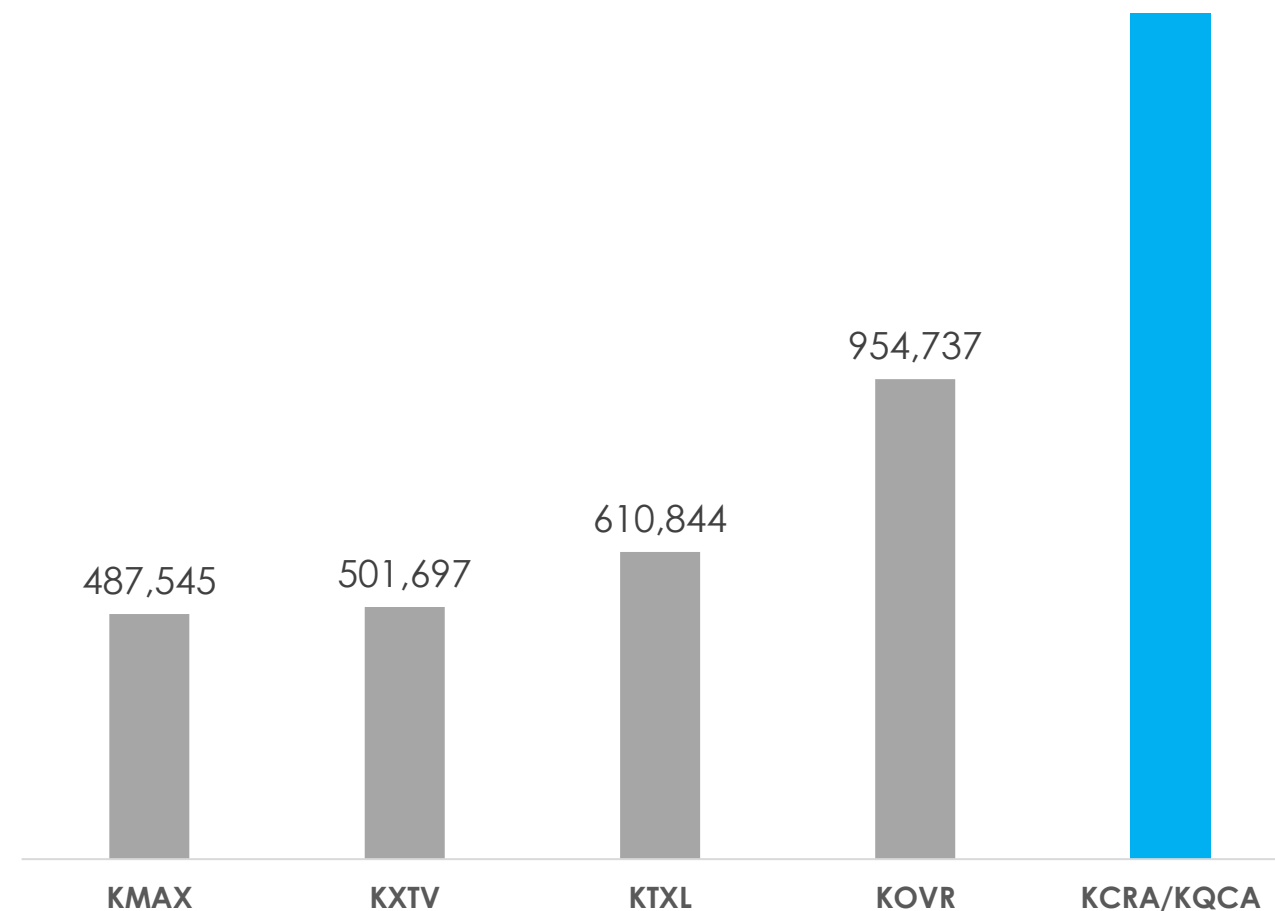
Average Duration w/KCRA News

38%

of All News Minutes in May spent
with KCRA News

A18+ May21 News Total Reach

1,683,085



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

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KCRA Leads All News Dayparts 2021 A25-54

M-F Morning News					2021	
Program	Start	End	Station	Rt	Sh	(Imp)
KCRA 3 RPT 6AM	6:00 a	7:00 a	KCRA	1.3	19	15,549
KCRA3RPT 530AM	5:30 a	6:00 a	KCRA	1.1	20	13,131
TODAY SHW	7:00 a	9:00 a	KCRA	0.9	11	10,538
KCRA 3 RPT 5AM	5:00 a	5:30 a	KCRA	0.8	15	9,503
GOOD DAY 8A	8:00 a	9:00 a	KMAX	0.7	8	8,287
GOOD DAY 9A	9:00 a	10:00 a	KMAX	0.7	8	8,270
GOOD DAY 7A	7:00 a	8:00 a	KMAX	0.7	9	8,074
GOOD DAY 10A	10:00 c	11:00 a	KMAX	0.6	7	6,519
KCRA3RPT 430AM	4:30 a	5:00 a	KCRA	0.5	9	5,450
CBS 13 GDAY 6A	6:00 a	7:00 a	KMAX	0.4	6	4,830
KCRA 3 NWS@7AM	7:00 a	8:00 a	KQCA	0.4	5	4,818
FOX40 NEWS@8AM	8:00 a	9:00 a	KTXL	0.4	5	4,547
FOX40 NEWS@7AM	7:00 a	8:00 a	KTXL	0.4	5	4,345
FOX40 NEWS@9AM	9:00 a	10:00 a	KTXL	0.4	4	4,169
KCRA 3 NWS@8AM	8:00 a	9:00 a	KQCA	0.4	4	4,149
KCRA3RPT 4AM	4:00 a	4:30 a	KCRA	0.3	6	3,102
CBS 13 GDAY 5A	5:00 a	6:00 a	KMAX	0.3	5	3,061
CBS THS MRNG-2	7:30 a	9:00 a	KOVR	0.2	3	2,996
FOX40 NEWS@6AM	6:00 a	7:00 a	KTXL	0.3	4	2,977
CBS 13 GDAY 6A	6:00 a	7:00 a	KOVR	0.2	4	2,873
GD MRN AMR-ABC	7:00 a	9:00 a	KXTV	0.2	3	2,869
CBS 13 GDAY 5A	5:00 a	6:00 a	KOVR	0.2	4	2,658
FOX40 NEWS@5AM	5:00 a	6:00 a	KTXL	0.2	4	2,568
CBS THS MRNG-1	7:00 a	7:30 a	KOVR	0.2	3	2,531
13 GDAY 430A	4:30 a	5:00 a	KMAX	0.2	4	2,516
13 GDAY 430A	4:30 a	5:00 a	KOVR	0.2	4	2,170
FOX40 NWS@430A	4:30 a	5:00 a	KTXL	0.2	3	1,897
ABC10-BLEND 6A	6:00 a	7:00 a	KXTV	0.1	2	1,758
CBS MORN NWS	4:00 a	4:30 a	KOVR	0.1	3	1,712
KCRA 3 NWS@6AM	6:00 a	7:00 a	KQCA	0.1	2	1,565

M-F Midday News					2021	
Program	Start	End	Station	Rt	Sh	(Imp)
KCRA 3 RPT 12N	12:00 p	1:00 p	KCRA	0.8	8	8,829
CBS13 NWS-NOON	12:00 p	12:30 p	KOVR	0.2	2	2,551
FOX40 NWS@11AM	11:00 a	12:30 p	KTXL	0.3	4	3,465
ABC10-BLND11A	11:00 a	11:30 a	KXTV	0.2	2	1,779

M-F Early News					2021	
Program	Start	End	Station	Rt	Sh	(Imp)
NBC NITELY NWS	5:30 p	6:00 p	KCRA	2.3	14	26,969
KCRA 3 RPT 6PM	6:00 p	6:30 p	KCRA	1.8	10	21,281
KCRA 3 RPT 5PM	5:00 p	5:30 p	KCRA	1.6	11	18,409
KCRA3RPT 630PM	6:30 p	7:00 p	KCRA	1.3	6	15,636
KCRA 3 RPRT 7PM	7:00 p	8:00 p	KCRA	1.0	4	11,297
KCRA 3 RPT @4P	4:00 p	5:00 p	KCRA	0.9	7	10,925
CBS EVE NWS	5:30 p	6:00 p	KOVR	0.6	4	7,650
CBS13 NWS AT 5	5:00 p	6:00 p	KOVR	0.6	4	6,686
CBS13 NWS AT 4	4:00 p	5:00 p	KOVR	0.6	4	6,562
CBS13 NWS AT 6	6:00 p	6:30 p	KOVR	0.5	3	6,359
ABC-WORLD NWS	5:30 p	6:00 p	KXTV	0.4	3	5,106
ABC10 NWS-630P	6:30 p	7:00 p	KXTV	0.4	2	4,918
FOX40 NEWS@7PM	7:00 p	8:15 p	KTXL	0.4	2	4,166
CBS13@630-CW31	6:30 p	7:00 p	KMAX	0.3	2	4,140
ABC10 NW AT 6P	6:00 p	6:30 p	KXTV	0.3	2	3,891
FOX40 NEWS-6PM	6:00 p	7:00 p	KTXL	0.3	2	3,699
FOX40 NW-530PM	5:30 p	6:00 p	KTXL	0.3	1	2,993
ABC10 NWS AT 5	5:00 p	5:30 p	KXTV	0.2	2	2,787
FOX40 NEWS@5PM	5:00 p	5:30 p	KTXL	0.2	1	2,304

M-Su Late News					2021	
Program	Start	End	Station	Rt	Sh	(Imp)
KCRA 3 NEWS-11	11:00 p	11:45 p	KCRA	1.1	7	12,380
CBS13 NEWS@10	10:00 p	11:00 p	KOVR	1.0	5	12,103
CBS13 NEWS@11P	11:00 p	11:30 p	KOVR	0.9	6	10,066
FOX40 NWS@10PM	10:00 p	11:30 p	KTXL	0.7	3	7,638
KCRA 3NEWS@10	10:00 p	11:00 p	KQCA	0.6	3	6,893
ABC10 LTE-TNTE	11:00 p	11:45 p	KXTV	0.2	2	2,941

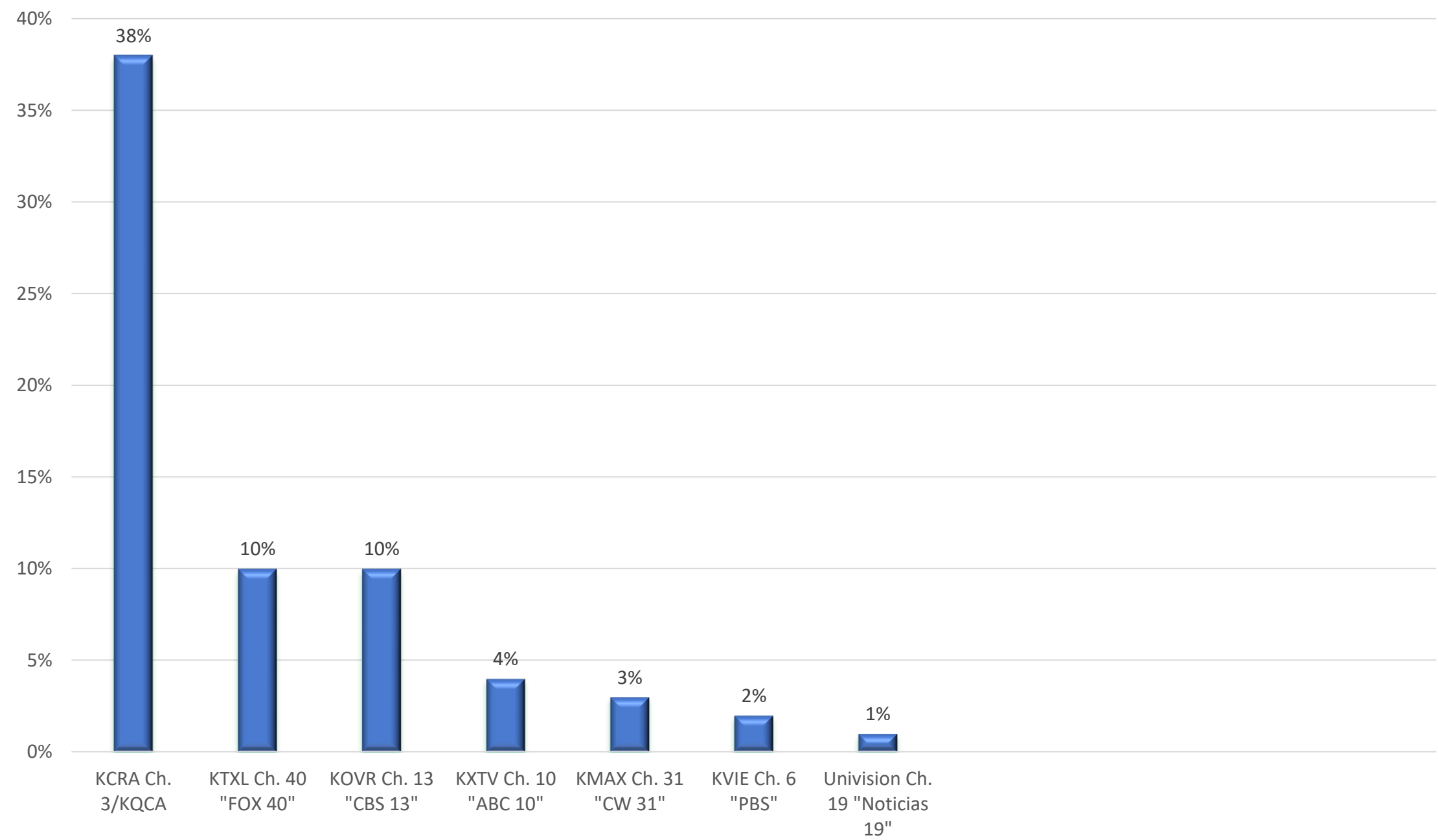


Source: Nielsen Station Index, Sacramento DMA. 1/1/21-12/31/21, LPSD.



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

Adults 18+
Favorite News



Source: Marshall Marketing, Sacramento DMA. 2021/2022 Survey.

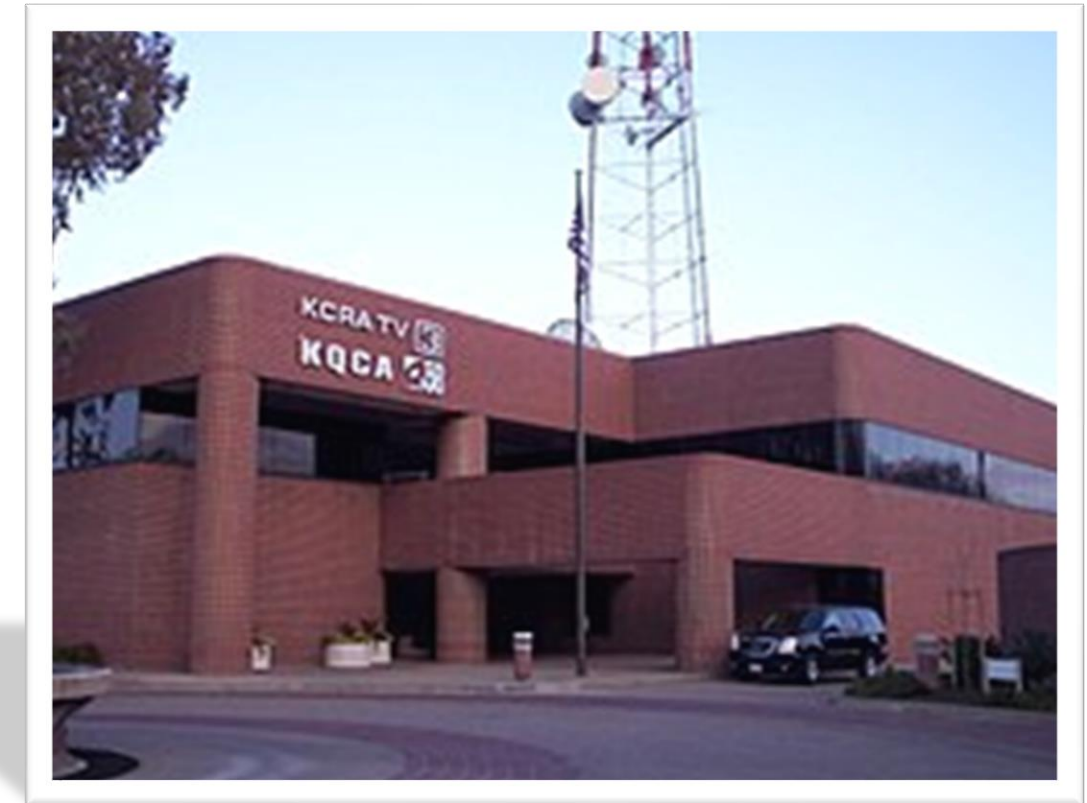
■ Total Adults



Mendocino County Tourism – Q2 2022

Sacramento Broadcast Landscape Q2 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
- By airing on both KCRA & KQCA, Mendocino County Tourism will have over 9.2 million impressions targeted to Adults 18+



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Mendocino County Tourism – Q2 2022

Proposed Media Placements for Q2 Campaign:

KCRA Television: 117 Targeted 18+ Impressions = 6,822,900

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 = 2,443,500

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

45x M-SU 6a-12a BONUS ROS :05

Total Targeted 18+ Impressions: 9,266,400

Mendocino County Tourism's Q2 2022 Investment: \$30,000/gross



***Reach 48% of Adults 18+
with a frequency of 6.1
with this schedule!***



Thank you

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