



2025 MEDIA KIT

NEXSTAR: THE LARGEST LOCAL BROADCASTER IN THE U.S.

Nexstar provides exceptional local content and network programming to inform and entertain viewers, while providing premium, scalable, national and local advertising opportunities for advertisers and brands across all screens and devices.

Broadcast Coverage:

201

Stations

117

Markets

Reaching
70%
U.S. HH

Full National Coverage

Digital Reach:

364

Local Websites
& Mobile Apps

104M

Monthly
Unique Users

41

CBS

41

FOX

40

CW

32

NBC

31

abc

23

IND

*Source: Nielsen Universe Estimates 2023-24

HOW YOU KNOW US

NEWS 2 , CW LOWCOUNTRY , COUNTON2.COM

For over 60 years we have served the community as a local broadcaster. Our anchor team is among the most experienced in the market. Our news operation is hyper-focused on delivering a quality news product to our community. Being a credible and authoritative news source is our highest priority. “Count On 2” is our brand and reflects our mission.

Our on-air viewership includes over 300,000 adults with an average HHI of \$95K. Our digital platforms reach over 1 million users per month.

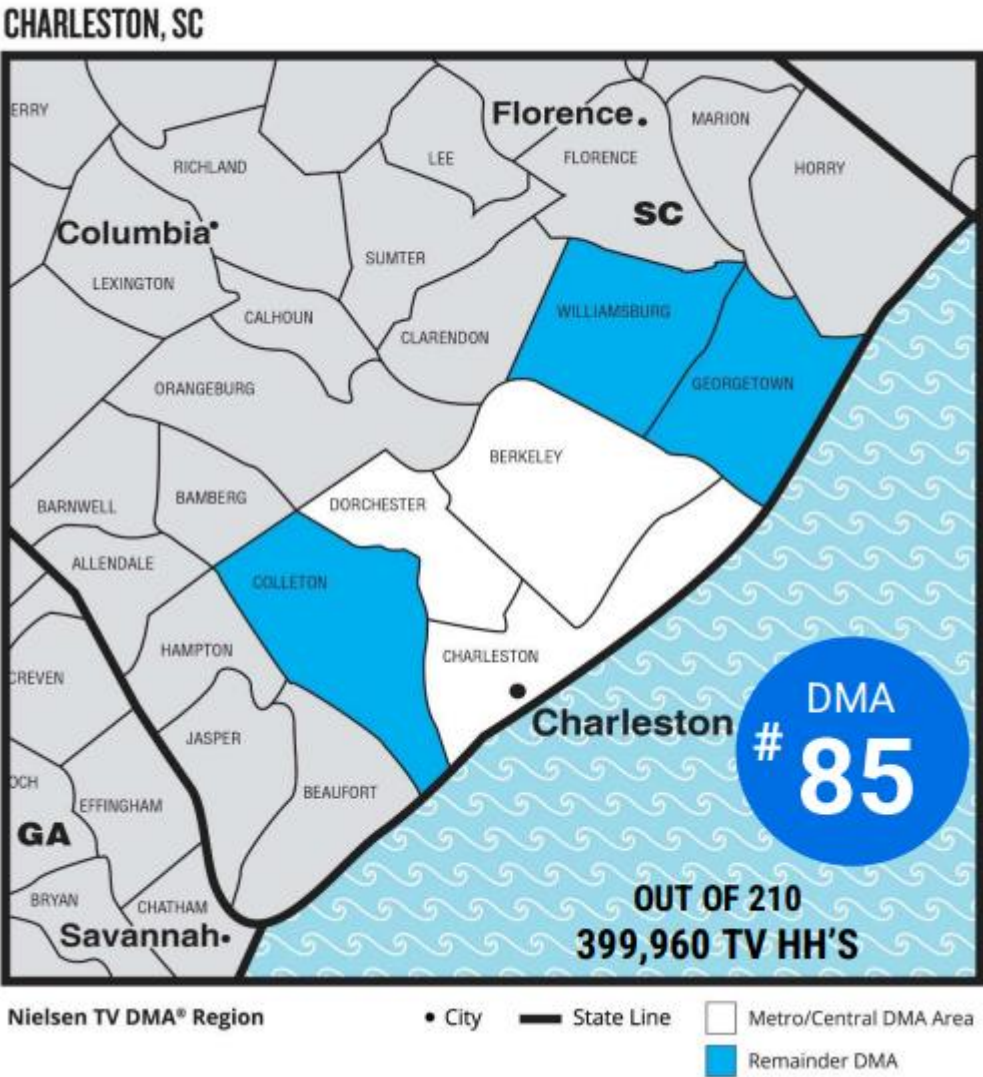


Charleston SC DMA

DMA Map & Market Rankings

2025 Charleston, SC Market			
Market Rank	#85	399,960	TV HH
African American Rank	#53	99,180	TV HH
Hispanic Rank	#99	23,450	TV HH
Asian Rank	#81	9,670	TV HH
Race/Ethnic Composition			
Caucasian	67%		TV HH
African American	25%		TV HH
Hispanic	6%		TV HH
Asian	2%		TV HH
Market Penetration			
BBO Homes (Streaming Only)	29%		TV HH
Cable	21%		TV HH
ADS (Satellite)	29%		TV HH
OTA (Over The Air)	21%		TV HH
DMA County Breakdown			
Charleston, SC DMA Total	6 counties		TV HH
Metro	3 counties		TV HH
Remainder DMA	3 counties		TV HH

SOURCE: 2024-2025 NIELSEN UNIVERSE ESTIMATES
Nov'24 Quarterly MRUE



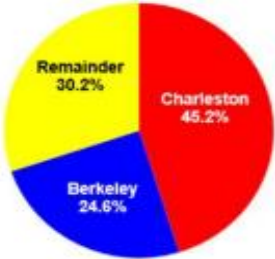
Charleston SC DMA

DMA Map & Market Rankings

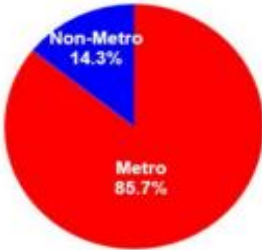
County	TV HH	% DMA
South Carolina	Berkeley	98,360
	Charleston	180,930
	Colleton	15,940
	Dorchester	64,060
	Georgetown	28,710
	Williamsburg	11,960
399,960		100.0%

Total TV Households: 399,960

Two counties represent nearly 70% of the TV Households in the Charleston, SC DMA.
The remainder includes all counties with 16.0% or less of the DMA TV Households.

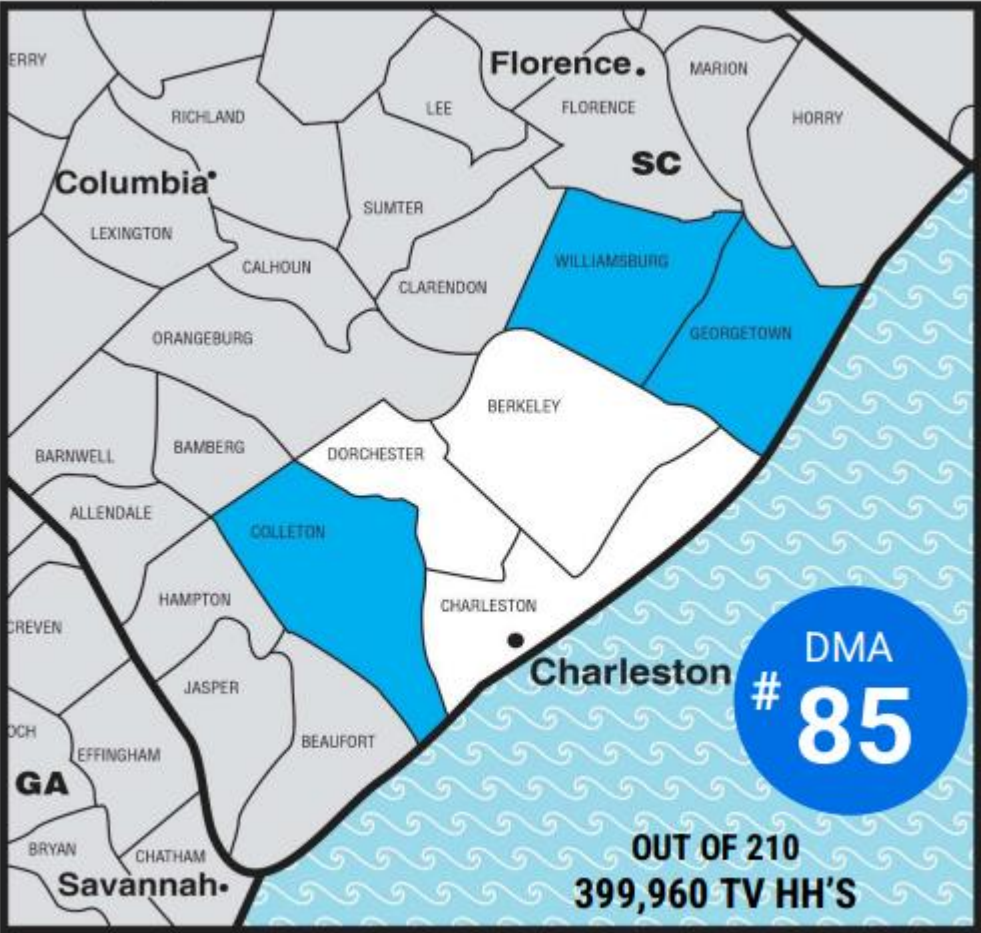


Metro TV Households: 343,350



Of the 399,9600 TV HH in the Charleston, SC DMA, there are 343,350 TV HH in the 3 metro counties making up 85.8% of the DMA.

CHARLESTON, SC



Nielsen TV DMA® Region

- City
- State Line
- Metro/Central DMA Area
- Remainder DMA

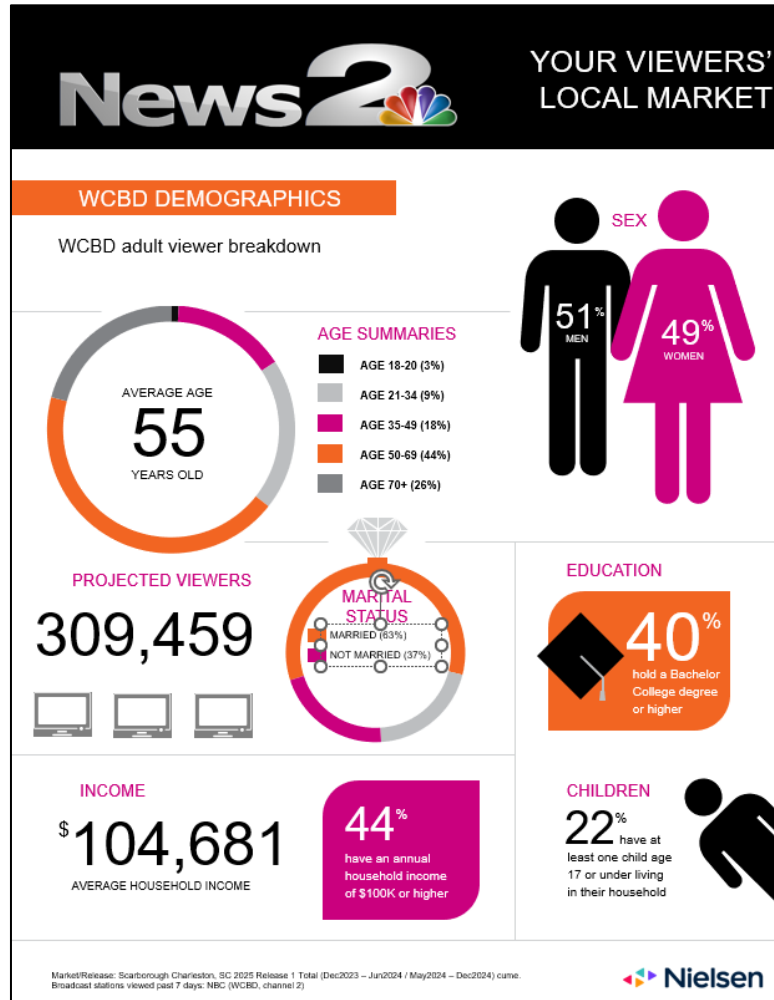
SOURCE: 2024-2025 NIELSEN UNIVERSE ESTIMATES

Our Demographics

To be the most trusted, meaningful, and authentic source of information, education, and entertainment content for the Charleston community, businesses, families, and people we serve.

Key Takeaways

- Our viewership comprises individuals with an average age of 55
 - This audience typically possesses significant disposable income
- **44%** of household viewers have an income of 100K or higher
- **78%** of our viewers own their own residence
- **73%** of viewers have their own investments



News 2 Viewer Profile

TOTAL # OF TARGET VIEWERS

309,459

AVERAGE HH INCOME

\$104,681



GENDER

- MALE (51%)
- FEMALE (49%)

AVERAGE AGE

55

YEARS OLD

ETHNICITY

- White (77%)
- African-Amer (19%)
- Asian (2%)
- Other (2%)

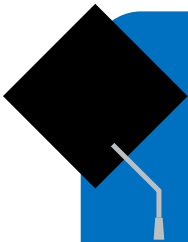
AGE GROUPS

- P18-24 (3%)
- P25-34 (9%)
- P35-49 (18%)
- P50-64 (31%)
- P65+ (39%)

MARITAL STATUS

- MARRIED (63%)
- NOT MARRIED (37%)

EDUCATION



40%

hold a college degree or higher

CHILDREN AT HOME



22%

At least one child age 17 or under living in their household

HOME OWNERSHIP



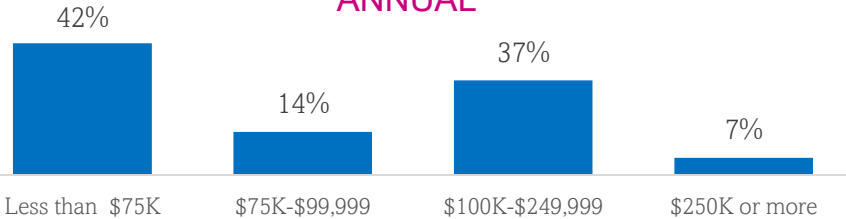
78%

Own Their Own Residence

44%

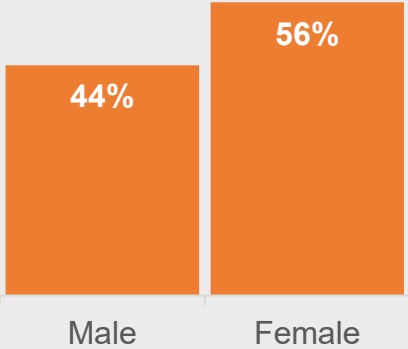
have an annual household income of \$100K or higher

WCBD INCOME LEVELS - ANNUAL

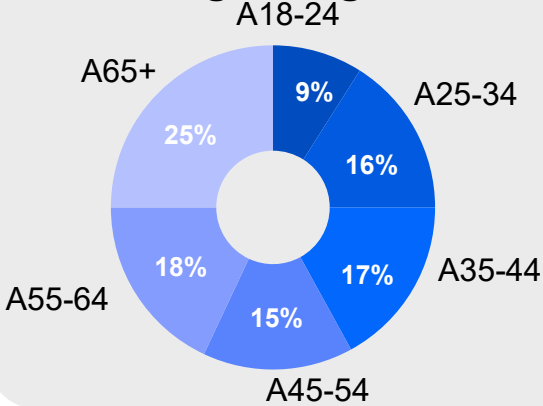


WCBD Viewer Profile

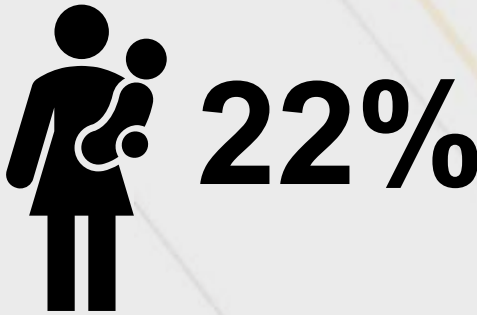
Gender



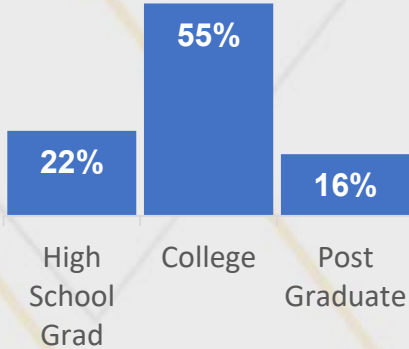
Age Range



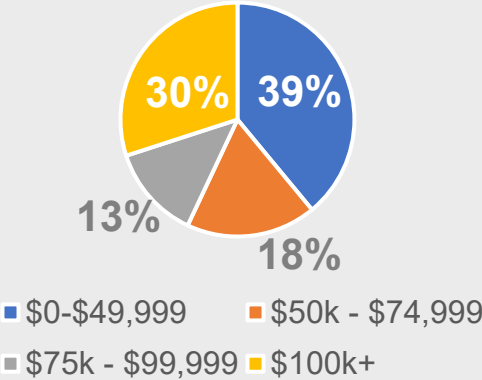
Children in HH



Education



Household Income



Home Ownership



Home Value





TOTAL # OF TARGET VIEWERS

67,077

AVERAGE HH INCOME

\$74,535



GENDER

- MALE (45%)
- FEMALE (55%)

AVERAGE AGE

54

YEARS OLD

ETHNICITY

- White (60%)
- African-Amer (39%)
- Asian (1%)
- Other (0%)

AGE GROUPS

- P18-24 (3%)
- P25-34 (11%)
- P35-49 (25%)
- P50-64 (29%)
- P65+ (32%)

MARITAL STATUS

- MARRIED (47%)
- NOT MARRIED (53%)

EDUCATION



25%

hold a college degree or higher

CHILDREN AT HOME



23%

At least one child age 17 or under living in their household

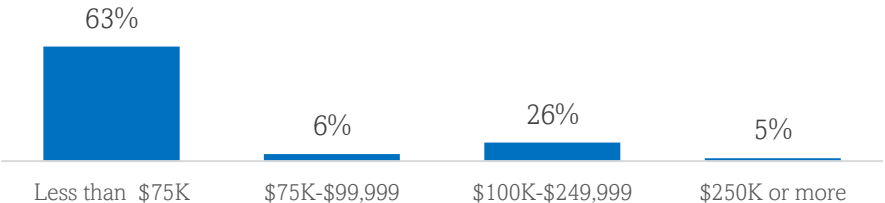
HOME OWNERSHIP



53%

Are Pet Owners

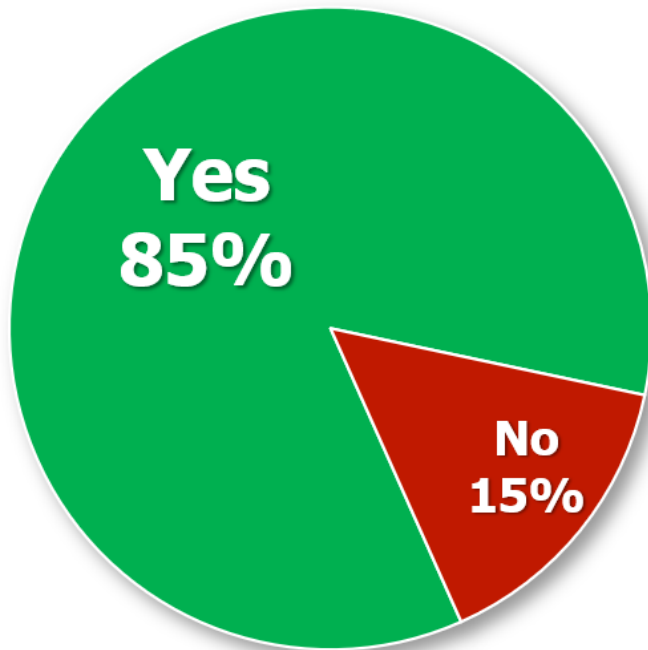
INCOME LEVELS - ANNUAL



TELEVISION OFFERS INFLUENCE

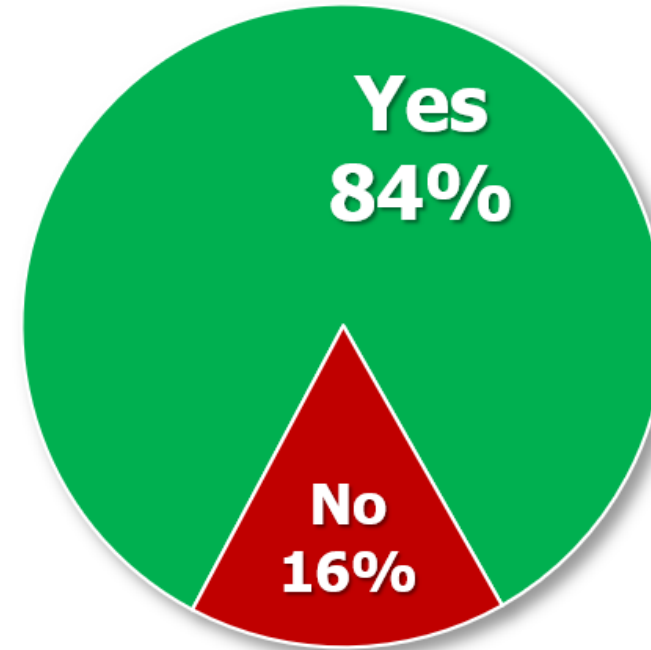
When asked “Have TV ads influenced your online search selections?”

% A18+



When visiting a TV station’s website or app, do you view the ads?”

A18+



Advertising In News...

...is brand safe, increases trust, and drives consumer action

Consumer Trust in News

To what degree do consumers place their trust in news?

The news Trust Halo for Brands

How does the association between trusted News sources and advertising impact brand perception?

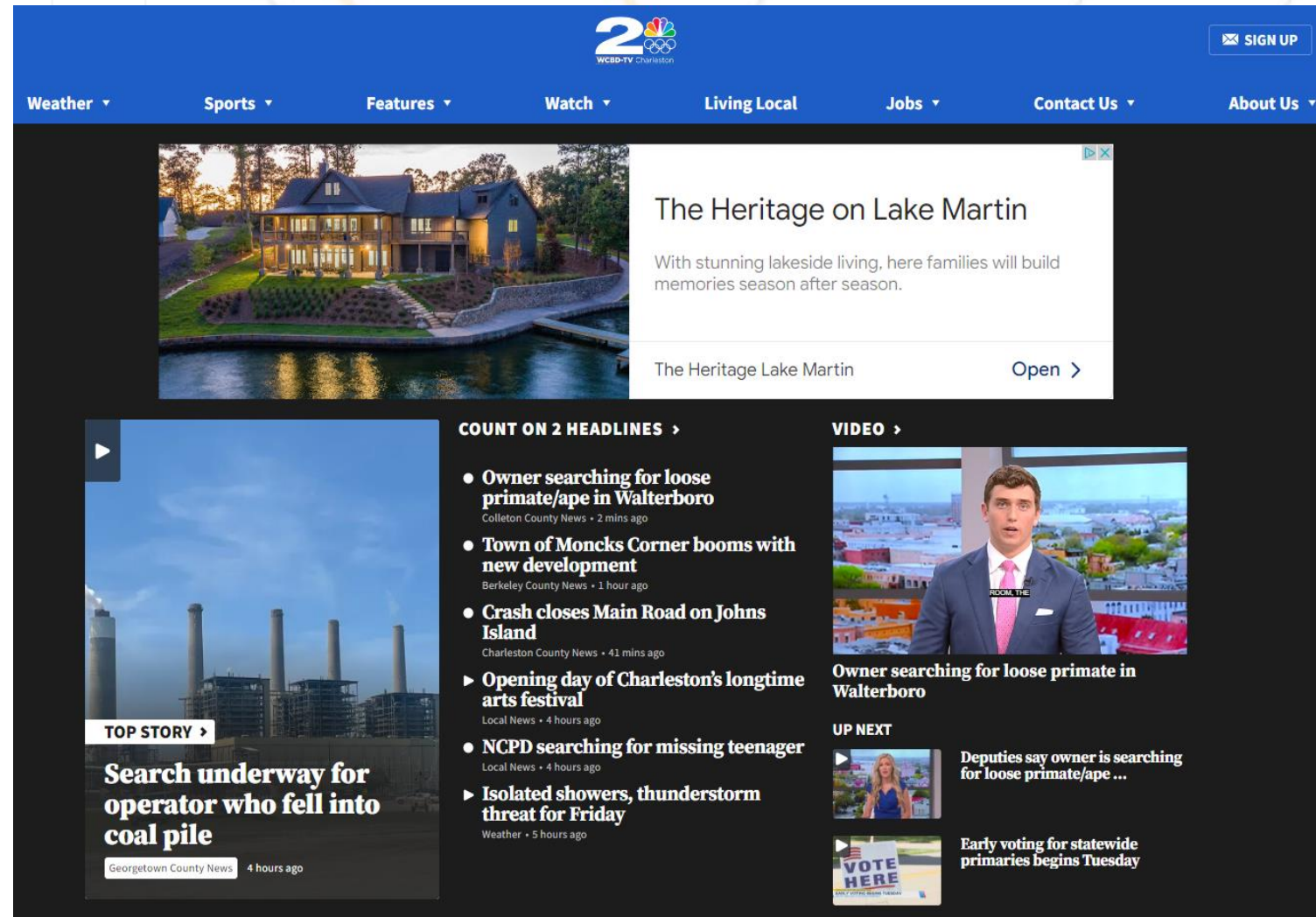
News Drives Consumer Action

What additional brand benefits are the result of ad adjacencies within trusted News sources?

THE HALO EFFECT

How Advertising in News Benefits Brands

- 7 in 10 Consider their preferred News sources to be trustworthy
- Advertising in News creates a consumer trust halo for brands across all advertising verticals
- 47% of consumers report that advertising in news increases positive perception of brand attributes
- 42% of consumers say advertising in news drives brand engagement and action



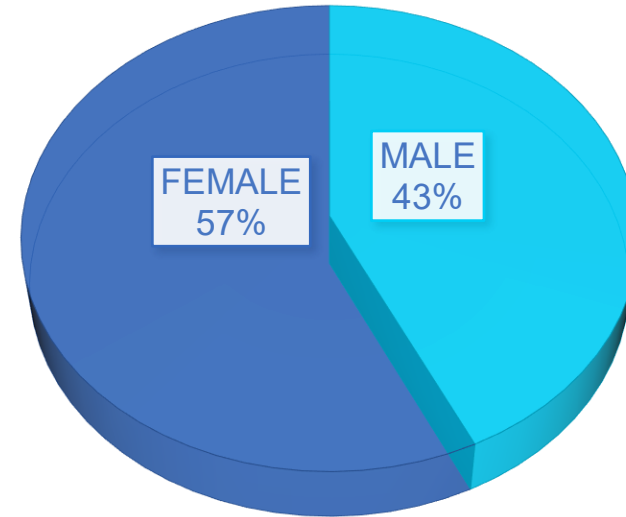
1,950,128

AVERAGE PAGE VIEWS PER MONTH

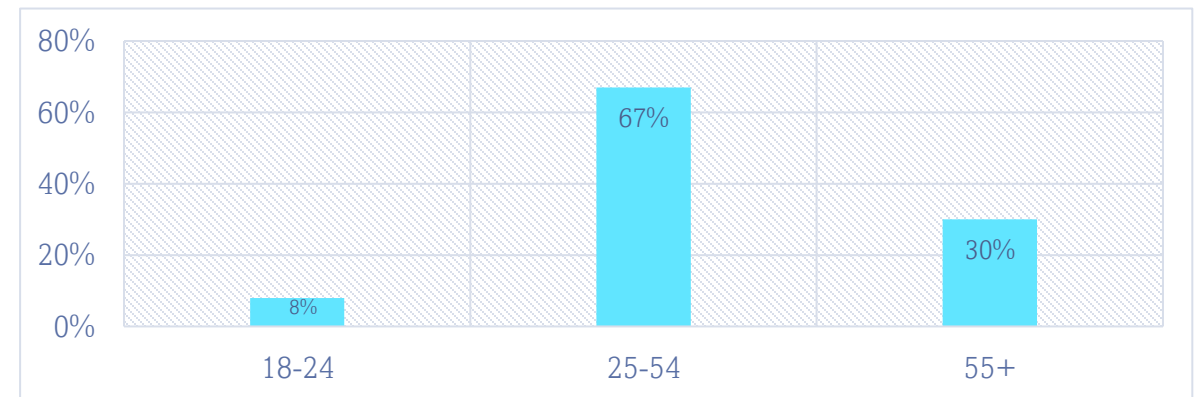
852,360

AVERAGE MONTHLY VISITORS

COUNTON2.COM USERS

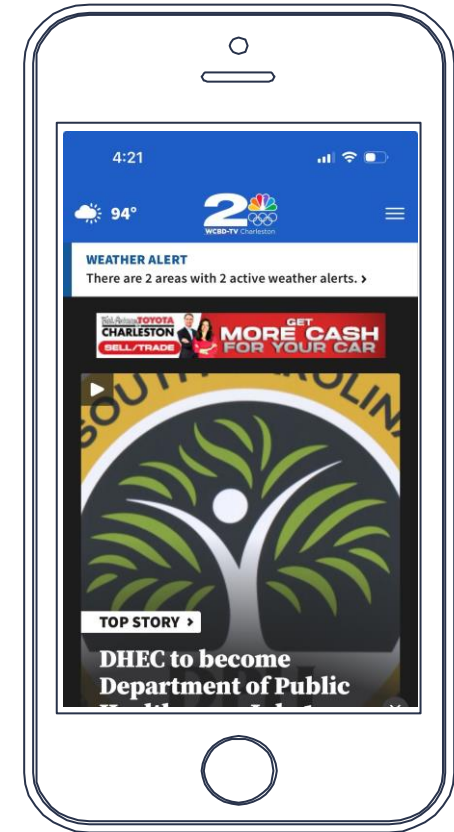
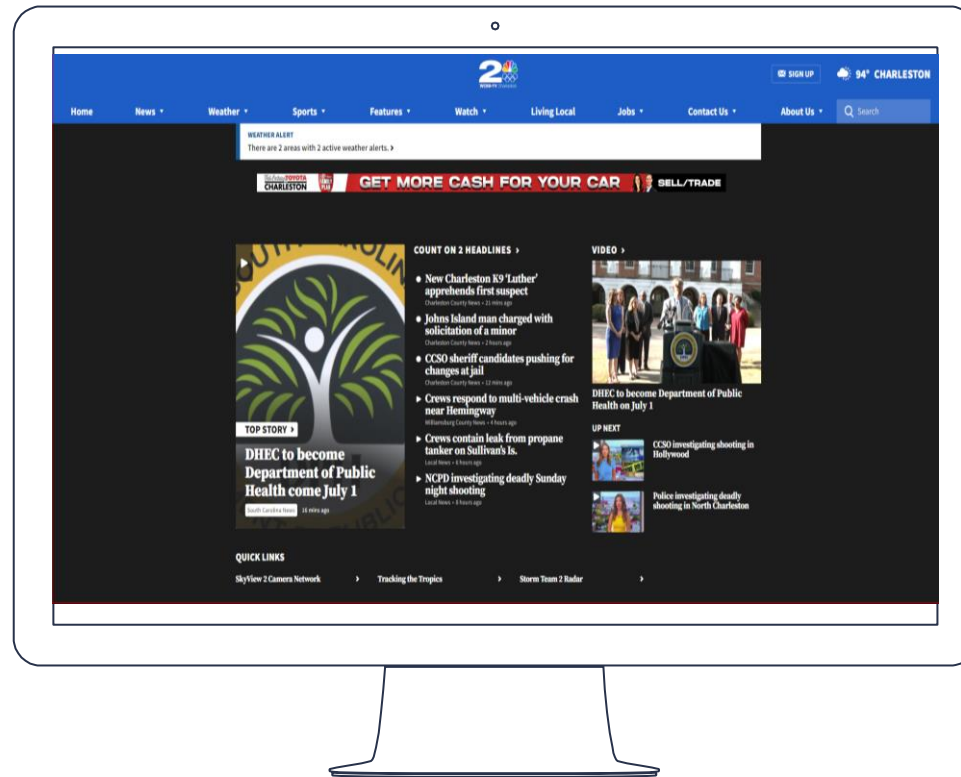


AGE



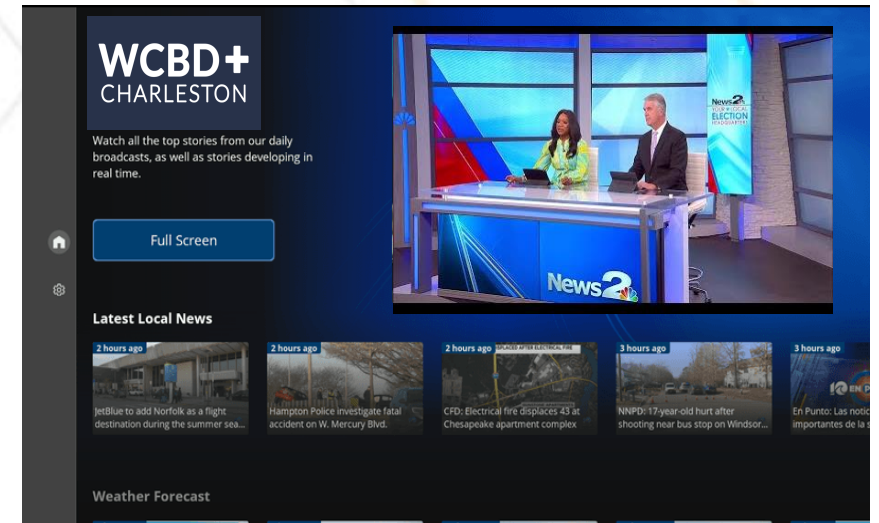
Counton2.com Products

- ✓ Pre-Roll Video
- ✓ Outstream Video
- ✓ Mobile Video Overlay
- ✓ In Banner Video Ads
- ✓ Sponsorships
- ✓ Native
- ✓ Lifestyle Video Segments
- ✓ Live stream News 2
- ✓ Display Ads
- ✓ Rich Media
- ✓ Takeovers
- ✓ App Opens
- ✓ Interstitials



Introducing our new CTV Streaming App!

Now available on Apple TV, Roku and Amazon Fire streaming devices and connected Smart TVs.



The app is available to download for **FREE** in these app stores!

WCBD+ CHARLESTON



What Is WCBD+

- 24-hour live streaming featuring all Count on News 2 newscasts, lifestyle, sports programming and more
- Live breaking news coverage
- Programming from Nexstar's News Nation and other regional affiliates
- On-demand programming
- The most popular content our viewers enjoy
 - Latest News
 - Weather
 - Sports
 - Jed's Journals
 - Grace On The Go
 - Pets on 2 Segments
 - Loving Living Local with Libby James

**CTV programming subject to change*



LIVING LOCAL (Lifestyle Segment)

Charleston, South Carolina

ABOUT THE SHOW

Living Local airs Monday through Friday @ 1230pm on NBC, News 2. It focuses on providing our audience with informative, useful, and enlightening content. The program features a variety of community organizations, local businesses, and events happening across the Lowcountry.

BE A PART OF THE SHOW! LIVING LOCAL SEGMENTS

Segments are centered around 2-3 topics provided by the interviewee and shot on location (or zoom). Through thoughtful conversation, we have a 2 to 3 minute interview. These segments are pre-produced, unscripted and we look to capture footage and/or use photographs/video that best describe the personality and/or atmosphere of the interview/business.

- Produced program will air 3x on WCBD's Living Local
- Air Dates based on availability and time frame of the segment
- Living Local segment link (to view) for sharing/posting
- Segment uploaded to our Living Local page
- Each aired segment will reach approximately 9,000 households
- 2 Static social media posts
 - IG: LivingLocalCHS
 - FB: Living Local Charleston



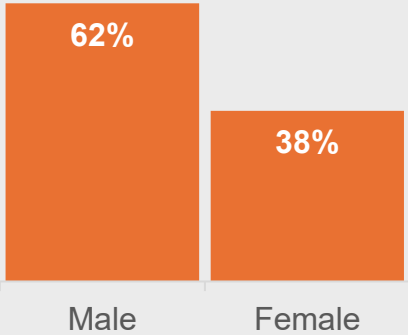
Host
Libby James

(1 segment, 3 total airings)
2 Social Post – Meta

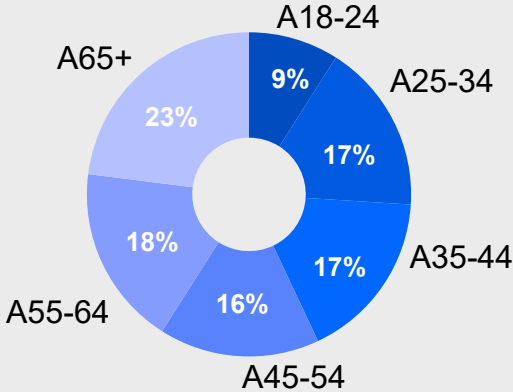


WCBD Sports Viewer Profile

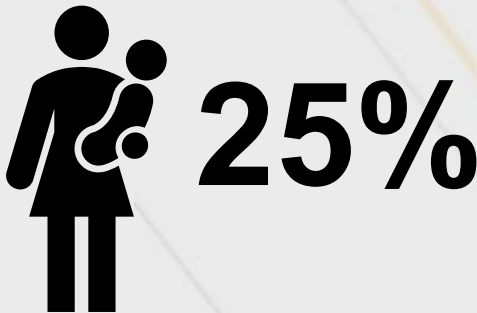
Gender



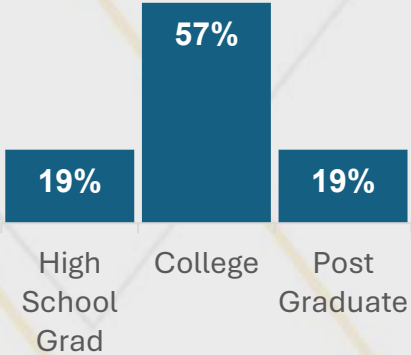
Age Range



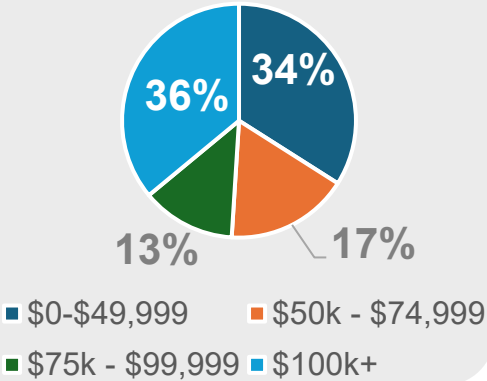
Children in HH



Education



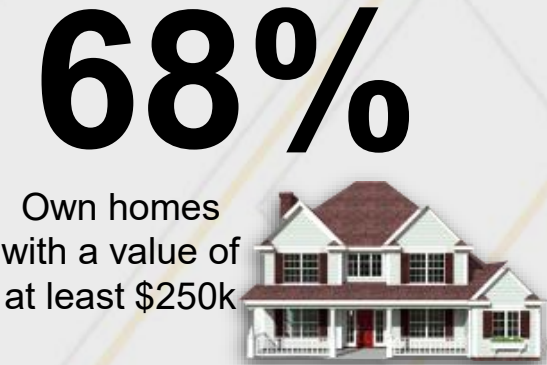
Household Income



Home Ownership



Home Value



More Fans Watch the NFL on WCBD than Any Other Local Station



43,283

Average NFL Audience



38,209



23,097

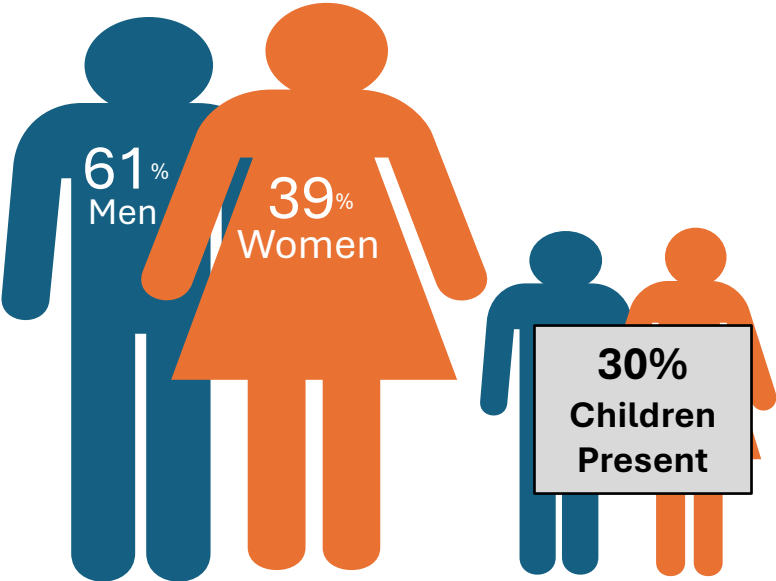


35,571

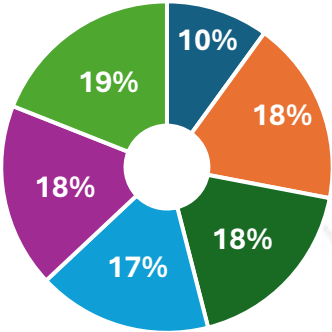


11,990

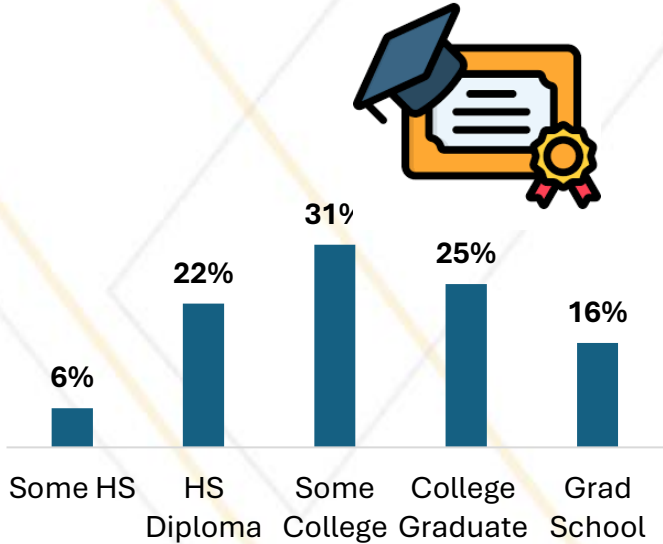
WCBD NFL Viewers



AGE RANGE



■ A18-24 ■ A25-34 ■ A35-44 ■ A45-54 ■ A55-64 ■ A65+



TOP OCCUPATION CATEGORIES



44%
have a HHI
of \$100k+



42%
use
Facebook



71%
Own
Home



33%
listen to
podcasts

TOP STREAMING SERVICES



2025 Biggest Moments



Q1'25

Q2'25

Q3'25

Q4'25



Jun 18–21

Jul 12–19

Sep '25 – Feb'26

Nov 27

Feb 14–16

May 3

Sept 25 – 28

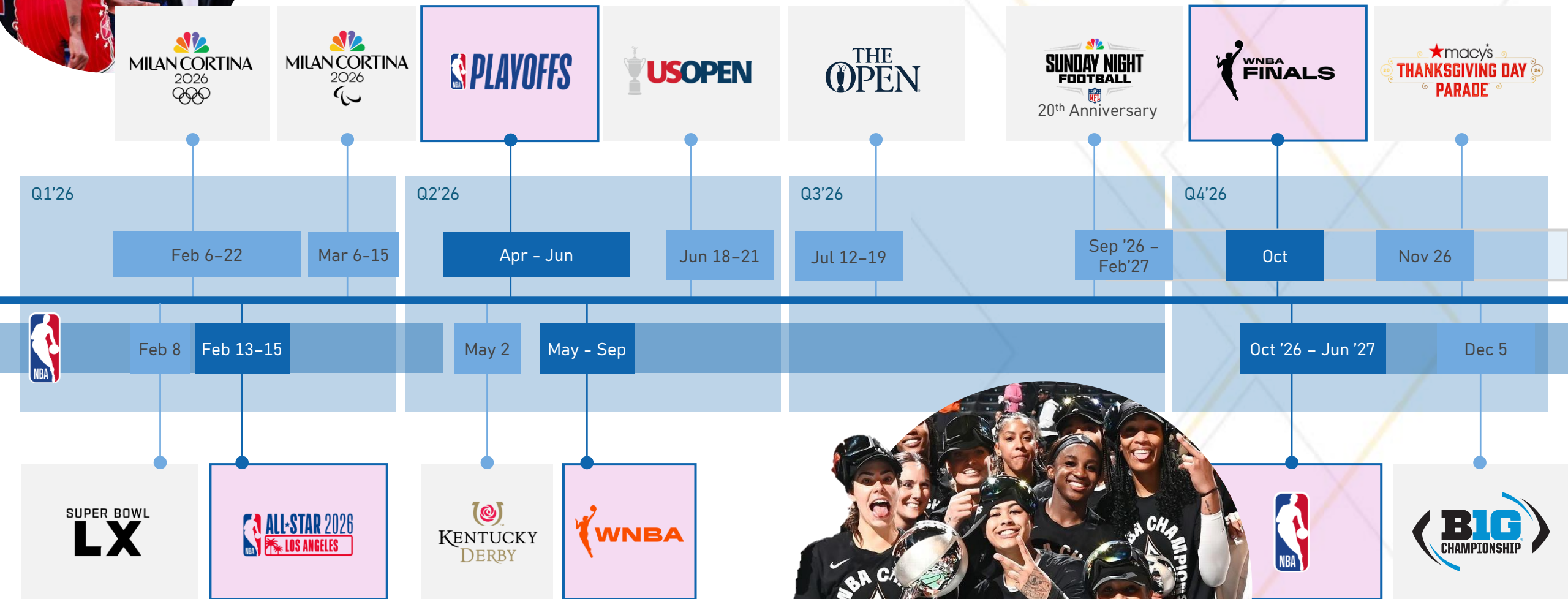
Oct '25 – Jun '26

SNL50





2026 Biggest Moments



What to Watch: NBC September 2025



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00	NBC September 2025						FOOTBALL NIGHT IN AMERICA
8:00	the voice	the voice	CHICAGO MED	LAW & ORDER	on brand. with JIMMY FALLON	BIG SATURDAY NIGHT	SUNDAY NIGHT FOOTBALL
8:30			CHICAGO FIRE	LAW & ORDER SPECIAL VICTIMS UNIT			
9:00	the voice	the voice	CHICAGO FIRE	LAW & ORDER SPECIAL VICTIMS UNIT	DATELINE	SUNDAY NIGHT FOOTBALL	SUNDAY NIGHT FOOTBALL
9:30							
10:00	BRILLIANT MINDS	on brand. with JIMMY FALLON	CHICAGO P.D.	THE HUNTING PARTY			

What to Watch: NBC October 2025



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00	NBC October 2025						
8:00							
8:30							
9:00							
9:30							
10:00							

What To Watch: CW Fall 2024 Primetime Line up – 2025 Coming Soon



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7P							
8P							



Welcome The NBA on NBC/Peacock Starting October 2025!



Home To The NASCAR XFINITY Series



THE NEW HOME OF
NASCAR'S XFINITY SERIES

CW  **NASCAR**

BEGINS SEPTEMBER 20

 **CW**

The graphic features a high-angle, close-up view of the front of a bright orange NASCAR race car, likely a Chevrolet Camaro, with 'xfinity' visible on the side. The car is set against a dark, blurred background with streaks of light, suggesting motion on a racetrack at night. The overall color palette is dominated by the orange of the car and the purple/blue tones of the background.

Looking Ahead: 2026 Winter Olympics – Milan Cortina



Count On
News 2 

Olympics
February 6-22

Paralympics
March 6-15



NBCUniversal



SUPER BOWL LX

FEBRUARY 8, 2026

Count On
News 2 



Count On
News 2 

News 2 & The Weather Channel

The
Weather
Channel



Count On
News 2

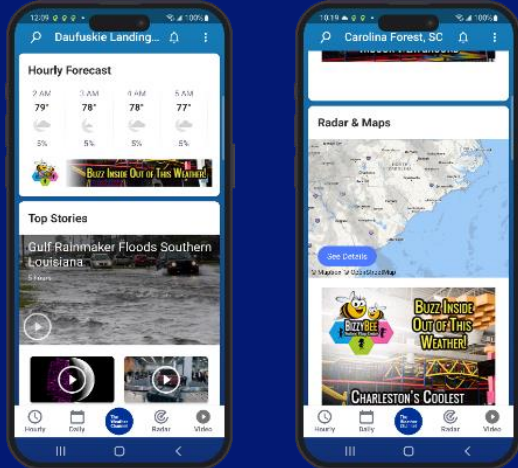
Mobile App

Ad sizes: 300x250 and / or 320x50

Runs ROS – i. e: Radar, Hourly, Daily, etc.

Peak usage during early morning hours

Average CTR: 0.19%



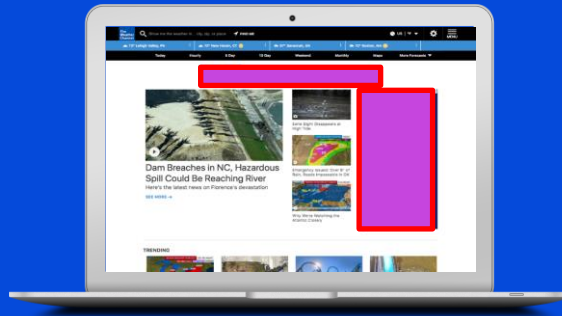
Web

Ad sizes: 300x250/600, 728x90, 320x50

Prominent viewability

Usage peaks in later morning:
9am – 12pm

Average CTR: 0.49%

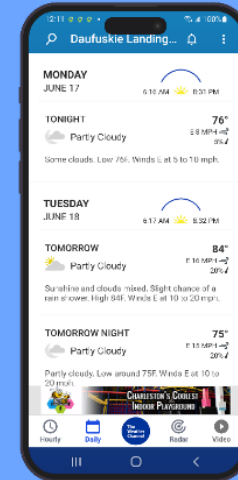


Mobile App Home Screen

Run your 320x50 on the home screen to rotate throughout the Today, Hourly and Daily tabs.

Geo-targeting only

Average CTR: 0.19%



Streaming TV – OTT & CTV

We are watching TV....**everywhere.**

- Different Content
- Different Networks
- Different Devices
- Linear and CTV **push the other forward**
- Linear offers broad reach and frequency
- CTV offers extension, targeting and measurement
- Markets should test and learn by *combining* both options together

**AT THE END OF THE DAY.....IT'S
ALL TV!**



Featured Networks

An example list of networks.

A&E
ABC
ABC Family
AccuWeather
Adult Swim
AFV
AMC
Animal Planet
Bally Sports (formerly
Fox Sports)
BBC
Bloomberg
Bravo
Cartoon Network
CBS News
CBS Sports
CMT
CNBC
CNN

Chive TV
Comedy Central
CMT
Cooking Channel
Crackle
Discovery
Disney
DIY Network
E!
ESPN
ESPN College
Sports
ESPN News
Filmrise
Food Network
Fox News
FX
Golf Channel
Hallmark Channel
Haystack

HGTV
History
Investigation Discovery
Lifetime
Lifetime Movies
Mashable
MSNBC
MTV
National Geographic
NBA
NBC Sports
Newsy
NFL Network
Nick Jr.
Nickelodeon
Olympic Channel
Outdoor Channel
Oxygen
Paramount Network

PBS
Science Channel
Spike TV
Starz
SyFy
TBS
The CW
The Weather Channel
TLC
TMZ
TNT
Travel Channel
TruTV
Tubi TV
TV Land
Univision Now
VH1
WeatherNation TV
Xtreme Motorsports

Sports Streaming

Reach dedicated sports viewers who are streaming the highest quality sports networks. Placements run on live and on-demand sports networks.

Best Verticals



Auto



Education



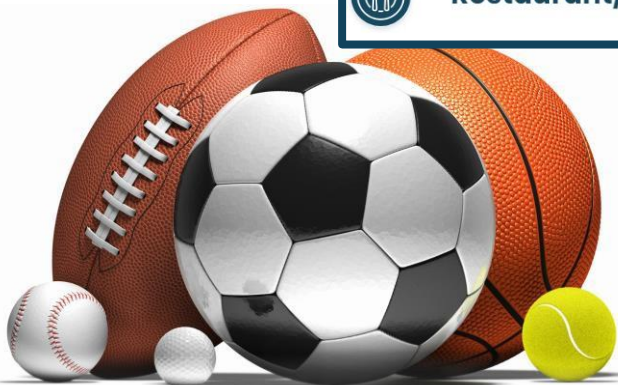
Healthcare



Physical Therapy

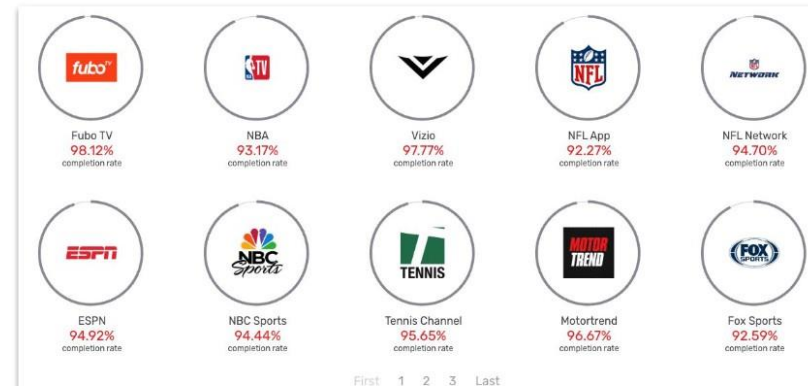


Restaurant/Bars



Track key metrics such as:

- Website Attribution
- Completion Rate
- Geography
- Creatives
- Featured Networks
- Platforms
- Time of Day
- Devices
- Household Reach & Frequency



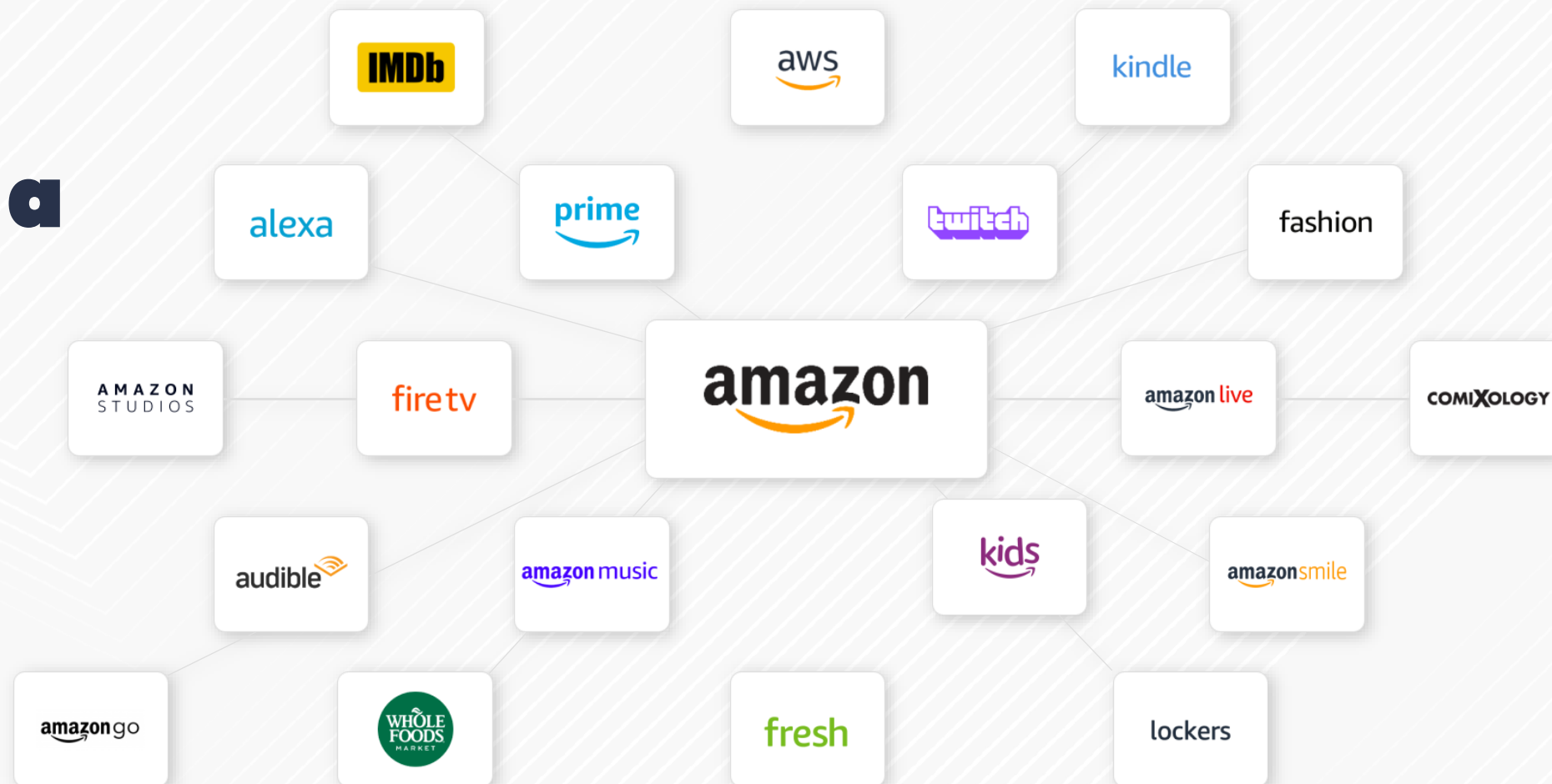


Two Brands. One Powerful Advertising Solution.

This partnership brings together the scale and sophistication of Amazon's DSP with a trusted local advertising powerhouse—offering brands a seamless path to success. With access to premium, non-skippable, brand-safe inventory—especially in CTV—and Amazon's exclusive first-party shopper data, advertisers can reach their ideal audiences with precision and impact.

Our joint solution combines quality owned and partner inventory, best-in-class reporting, and robust CTV (STV), OLV, and Display products, all backed by expert strategy and execution. At Nexstar we deliver the perfect balance of national reach and local relevance—with two marquee brands committed to customer service and driving results.

Amazon... More than a Retailer



Paid Search

Easily Measure Paid Search Campaign Success

Be able to see exactly how many phone calls or form submissions your Paid Search Campaign is producing.

100% Lead-Focused Campaigns

All Paid Search campaigns are built to do one thing – drive leads for your business. We optimize your keywords, ad copy, bids and so much more to get as many leads as possible.

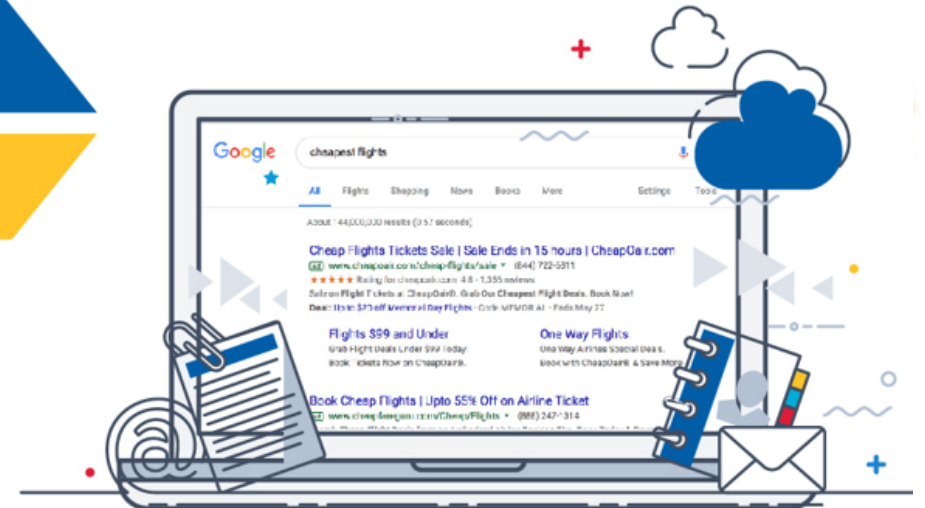
Reach People Ready to Convert

A Paid Search campaign is keyword driven, meaning that we only bid on keywords that target individuals that are ready to buy.

Easy to Track and Measure

Over 80% of conversions and clicks go to the top three ad positions on Google. Running Paid Search, helps gain maximum exposure for your brand.

How Does *it Work?*



Paid Search - Deeper Dive: Search Audit

We can compare your existing SEM presence to Google best practices to create a plan for opportunity to expand on current success

WHAT IS **WORKING?**

Every Paid Search audit begins with an overview of the current campaign's strengths. This could include highlighting strong ad copy or optimal bid strategies.

RECOMMENDED **OPTIMIZATIONS**

Reviews the ad build itself and offers recommendation to enhance the search campaign. Analysts will provide optimizations that should be prioritized.

CONQUESTING **STRATEGY**

It's important to understand the competition and identify a strategy for competitive presence.

INDUSTRY **INSIGHTS**

Looking at the industry overall to understand trends, seasonality, and overall paid search ad spending.

FUNDAMENTAL STRATEGY

ON-SITE & TECHNICAL SEO

Manage elements of the landing page, either visible on the page or in the code of your website (which you can't see, but search engines can), which affect the site's search rankings.

CONTENT: INDUSTRY, LOCALITY, EDUCATIONAL

Establish relevance on a local level by putting out content that offers rich information including relevant keywords that speak to the advertiser's services.

ACQUIRE LINKS

Increase organic traffic on the landing page by diversifying and acquiring referral links that direct to that page – this will help push the page's ranking on search engines.



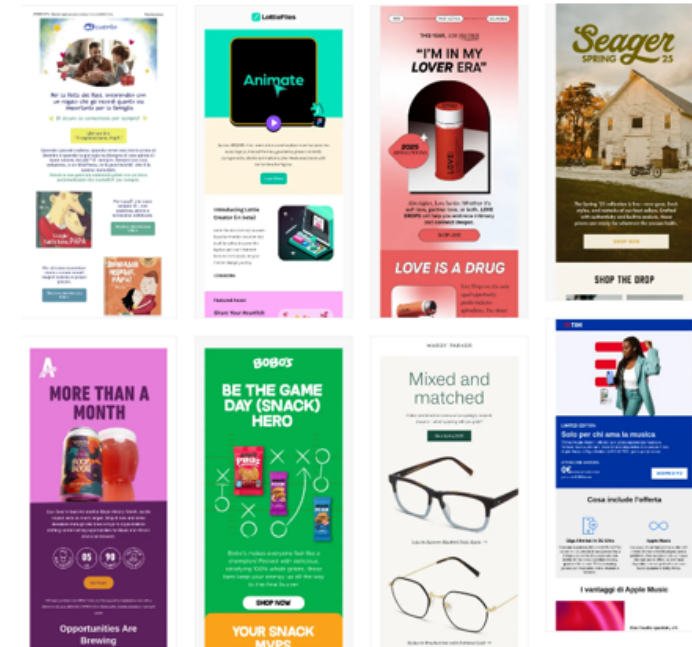
Email Marketing

Why Choose Nexstar Digital for Your Email Marketing?

Email marketing remains one of the most effective digital marketing strategies, providing measurable results and high engagement rates. With the right approach, your businesses can increase brand awareness, enhance customer relationships and drive sales.

Key Benefits:

- **12% Open Rate Guaranteed** (average about 20%) – Ensure your emails reach and engage your audience.
- **1.5 - 2% Click-Through Rate (CTR) Guaranteed** (average 2.2%) – Drive traffic and conversions with compelling personalized content.
- **Precise Audience Targeting** – Segment first-party (opt-in) audiences based on demographics, behavior, and preferences.
- **Hundreds of Design Templates** – Choose from a wide array of professional templates to match your brand's aesthetic.
- **Personalized Content** - Subject lines and content build to improve engagement.
- **Optimized Send Times** - Optimized send times for peak audience activity.
- **Retargeting** – Re-engage users who opened previous emails to maximize conversion rates.
- **Detailed “Heat Map” Reporting** - analyze user engagement and optimize content for better performance.



nexstar
DIGITAL

Count On **News 2**

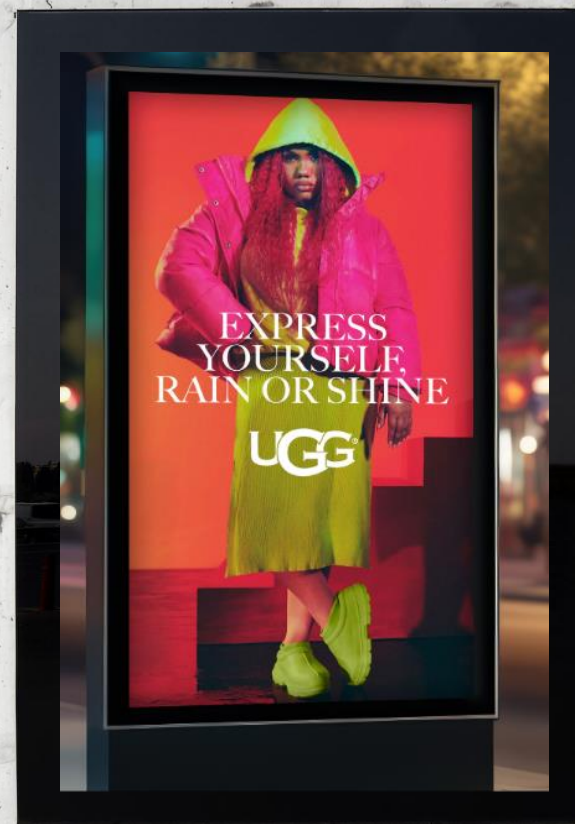
Count on **News 2**

Unlock the Power of **DOOH** – Digital Out-Of-Home

SCALABLE – TARGETED – UNMISSABLE MEDIA



America's Largest Local Broadcaster with 200+ Owned or Partner Stations



UNLOCK THE POWER OF DOOH

DOOH Engaging Audiences Through the Buyer Journey

DOOH	Traditional OOH
Real time content changes	Physical print replacements
Videos, animations, moving images	Static ads only
Campaign performance tracked through data	Limited metrics
Dynamic creative captures attention	Harder to engage creatively
Flexible ad rotations	One ad per fixed duration
Target specific locations with tailored ads	Harder to target specific locations with tailored ads
Integrates seamlessly with digital campaigns	Less of a cohesive experience cross-media
Bright, engaging	Wear & tear from weather & time

Top Venue Types



Transit



Retail



Outdoor



Health & Beauty



Point of Care



Education



Office building



Sports Entertainment



Leisure



Government



Financial



Residential



Airports



Hotels / Bars



Dining / QSRs



Museums / Concert Venues



Grocery / Convenience Stores



Gym / Spas / Salons



Buses / Taxi



Subway / Train / Ferry



Bus Shelters



Billboards



Mall



Movie Theaters

Fully Transparent Reporting

Are you getting the reporting that you need?

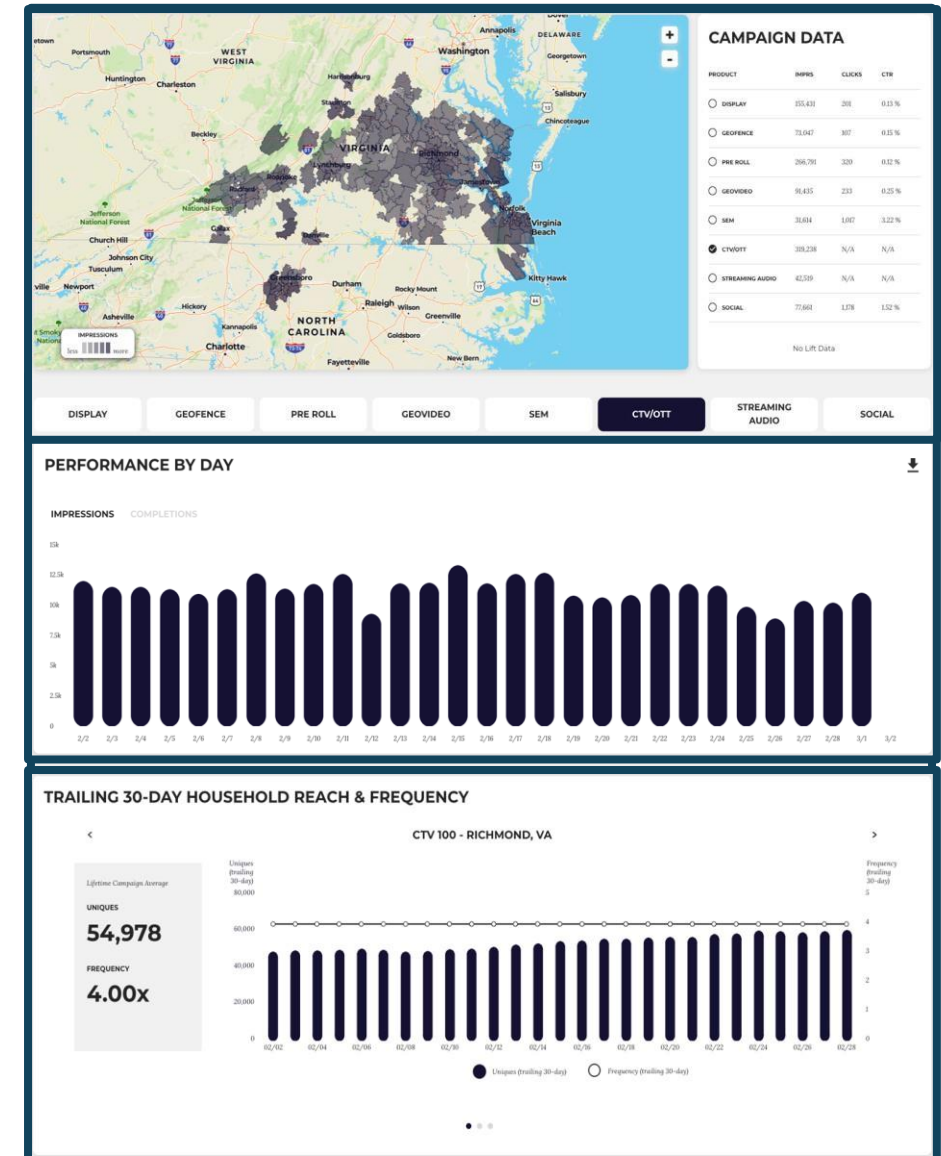
Transparency is an essential component to understanding supply quality. We provide complete transparency into platform and network placements, where, when and what device your impressions were delivered on. All on a dashboard that can be accessed 24/7.

THE COMPETITION MAY PROMOTE:

- Network Quality and Device Mix
- Reaching a Custom Audience
- Brand Safety and Delivery Verification

FOCUS ON OUR KEY BENEFITS

- Performance metrics provide complete campaign insights
- Attributions, such as household site visits, show website traffic generated from **ALL Digital** campaigns
- Unique Household Reach and Frequency ensures you're reaching your audience the right number of times.



We build a bridge of trust and a relationship with local consumers so that your business can leverage that connection to stimulate interest and drive your brand's value to increase consideration so that they take action to buy. We create a personal relationship with those users and are critical to their daily life. Different than television, which is programming pushed out, our users can engage at any time of the day with us on whatever device is available.

When you advertise with a publisher like NEWS 2, your brand is aligned with authoritative, trustworthy, brand safe content, that is crucial to a consumer's daily life. Not only is it impactful for our consumers, but it is also impactful for our advertisers because it creates better brand recognition, consideration and intent to recommend, which resonates with the consumers closer to the purchase funnel.

I want YOU to be associated with my stations 60+ years of history in the community. WE are a trusted news source, and we want our viewers to TRUST you.



Count on
News 2  **cw**
Thank You