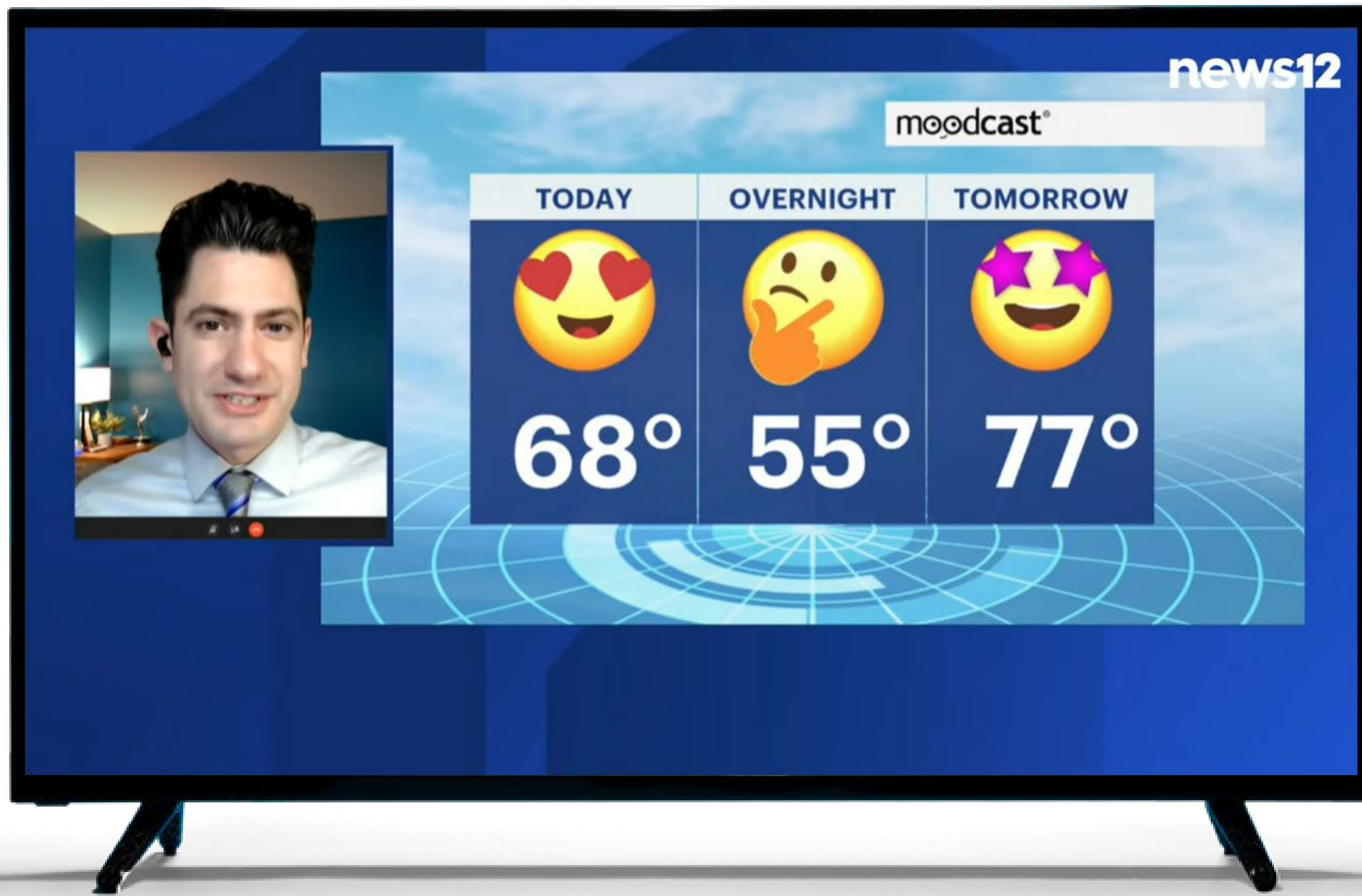


## A New Addition to the News 12 Family!



News 12 New York is a new way to watch News 12's 7 hyperlocal news channels across the Tri-State Area all in one place, streaming live 24/7 as a linear channel to viewers nationwide. Our content is a mix of top stories, weather, lifestyle, community, local events, and more. This new OTT streaming feed delivers a younger target demo than the traditional News 12 audience.

### Sales Opportunities

#### Break Structure

6 minutes of content followed by 1 or 2 minute ad breaks for a total of 12 minutes of inventory per hour.

#### SSAI Ad Insertion

Units: :60s Maximum - Ringwide. Programmatic insertion.

TUBI only: 90s Maximum

#### Targeting

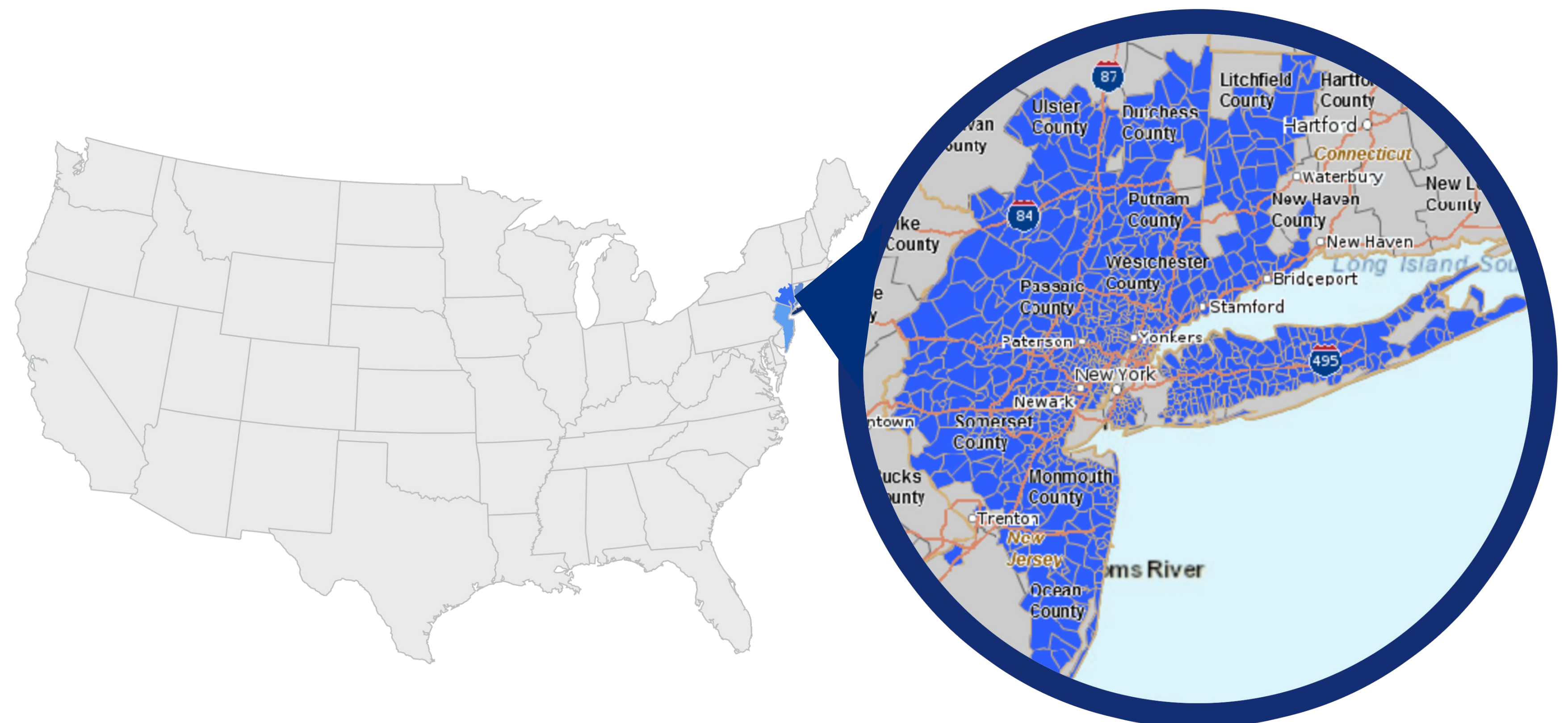
Daypart targeting may be available. No 1st/3rd party audience layering nor hyperlocal targeting available.

#### Reporting

Completion Rates, Geography and Device

### News 12 NY Content Footprint

Available nationwide, for viewers within and outside the tri-state area.



### Audience

- 24-39
- Focused on lifestyle content, how to be active in their community, and are changemakers
- Largely interested in the news to learn about events / causes / businesses making an impact their neighborhood.

### Product

- HLS delivery. MPEG-TS or RTMP TBC.
- SCTE-35 ad markers.
- 12 minutes of ad inventory / hour.
- Best clips from 7 News 12 channels, looped for 60 minutes throughout the day