

ABOUT WPAN TELEVISION

WPAN Television is a family-owned, local commercial broadcast station serving the Pensacola, Mobile and Fort Walton Beach area markets. We specialize in professional and affordable advertising and marketing products and services. Our goal is to offer local area businesses, organizations and ministries affordable advertising airtime to promote themselves and their products. In turn, this helps fuel our local economy, connecting local businesses to local customers.

WPAN Television is a unique organization. Dedicated to the highest level of customer service, we pride ourselves in our ability to connect with our customers in a professional, and in many cases, personal way. We like to consider the customer relationship as more of a partnership because our commitment to helping them succeed. Because frankly, when, they succeed, we also succeed. We've tailored our daily broadcast purchasing schedule to be easy to understand and even easier to afford. And our full-time staff is highly trained at helping produce professional video on-site and off-site from start to finish.

Founded in 1983, **WPAN** Television is owned by Franklin & Hoynacki Communications, LLC, a business partnership between, John Franklin, Sr, his wife Dolores, and their children, John Franklin, Jr and Janna Hoynacki. The Franklin family has owned and operated WPAN Television for over 21 years, making **WPAN** the longest single-owner run television station in the area.

We appreciate your interest in **WPAN** Television. We invite you explore our website, including the weekly schedule of programs. If you're eager to get started advertising with us, please download our free media kit and give a call today. **WPAN** Television is your affordable digital connection to the Gulf Coast!

COVERAGE

(All numbers based on TV & Cable Factbook)

WPAN is a full power broadcast station in the Mobile, Pensacola, Ft. Walton Beach ADI. We offer an overthe air digital signal and are additionally carried on the cable systems and satellite carriers listed below:

Mediacom	Baldwin Co.	28,493 subscribers	WPAN Channel 2
Riviera Utilities	Baldwin Co.	6,085 subscribers	WPAN Channel 14
Mediacom	Mobile, AL	11,254 subscribers	WPAN Channel 2
Mediacom	Santa Rosa Co.	27,702 subscribers	WPAN Channel 2
Brighthouse Networks	Escambia Co.	6,276 subscribers	WPAN Channel 12
Cox Communications	Escambia Co.	68,467 subscribers	WPAN Channel 23
Cox Communications	Okaloosa Co.	72,485 subscribers	WPAN Channel 18
Valparaiso Communications	Okaloosa Co.	1,700 subscribers	WPAN Channel 46
AT&T U-Verse Satellite		18,156 subscribers	WPAN Channel 40

WPAN Television	Total Cable Homes Covered	222,462
	Total Broadcast Homes Covered	24,351
	Total Satellite Homes Covered	18,156
	Total Homes Covered	264,969 (50% of market)

How **WPAN** coverage compares with that of our competitors:

On Media Gulf Coast Network:

Baldwin Co.	28,493 subscribers (5% of market)
Santa Rosa Co.	27,702 subscribers (5% of market)

Cox Communications Channel 39

Pensacola (not North of 9 Mile Rd.)	68,467 subscribers (13% of market)
Okaloosa Co.	72,485 subscribers (13% of market)

BLAB 96,169 subscribers (18% of market)

In addition, **WPAN** will be added to the carriage of DirectTV and DISH Network in January of 2012 giving us coverage of approximately 85% of the market.

WHY WPAN TELEVISION?

Nothing has affected advertising more in the last years than the 30 minute infomercial. It has been proven that the 30 minute show, well produced, can provide businesses with greater growth and results than any other form of advertising in the market today. **WPAN** is the premier connection for thirty minute shows for local businesses in the Gulf Coast market. No other media outlet can offer the quality, coverage, results, or customer service that **WPAN** Television can offer.

RATES AND PACKAGES

At WPAN Television we realize that every business has a different advertising need and budget. For this reason, we offer custom packages to suit any customer's need. We call it "truth in advertising". You the customer are able to sit down with our programming grid and build your own schedule based on what your budget is, or we also have pre-made packages available for you to choose from.

\$1350 Package**

Includes 15 half-hour shows in various time slots

\$2350 Package**

Includes 30 half-hour shows (one per day) in various time slots

\$3350 Package**

Includes 45 half-hour shows in various time slots

Commercial Package \$650**

Includes 100 ROS commercials and basic production

WPAN is pleased to offer free basic production* with each monthly package purchased.

*Basic program production includes 2 1/2 hours on site, editing, and open/close.

Basic 30 second commercial production includes 1 hour on site and editing

** All rates are net

TESTIMONIALS

We'd like to thank our customers for their kind words. Their satisfaction is our highest goal!

"Pace Assembly and Revive Ministries has used WPAN to broadcast our weekly television program for over three years. WPAN was an excellent choice when we began to expand our local television outreach.

Their large coverage area along the Gulf Coast was very appealing. We recommend WPAN to any ministry for their local programming needs. Thank you WPAN for the opportunity to partner with you."

Pastor Joey Rogers

Pace Assembly Ministries, Pace, FL

"I thank God everyday for WPAN Television."

Chuck Stevens

Chuck Stevens Automotive, Bay Minette, AL

"WPAN Television is the best advertising on the Gulf Coast."

Keith Lewis

Lewis & Co. Jewelers, Crestview, FL

"We have tried almost every kind of advertising possible to promote Koala Mattress and have found that there is no better advertising than the 30 minute infomercials on WPAN. This is by far the best advertising for the money hands down. We run our spots everyday and regularly get phone calls coming in while our show is running.

Since running on WPAN, we are doing a lot more business in areas further from the factory. Our sales have noticeably increased in Okaloosa County. I cannot think of a business that would not benefit from a 30 minute program. For the money, there is no other form of media that comes close."

Penny Lang

President, Koala Mattress, Pensacola, FL

"During the past four years we have enjoyed and benefited from our relationship with WPAN TV.

Your wide broadcast area has helped us to get our message out to the surrounding counties of Santa Rosa, Okaloosa and Baldwin County Alabama. We have experienced increased from all of those viewing areas. It is not uncommon for a customer to tell us that they saw our show on WPAN.

All of us at Frontier would like to thank you and all o the people at WPAN for making the filming of the show easy and fun. Your knowledge and creativity have been vital to our successful ad campaign.

We look forward to continuing our relationship with WPAN."

Ivan Streckel

Frontier Motors, Inc., Pensacola, FL