



Why should your business use FOX Providence and WPRI instead of cable?

5 Reasons to use FOX Providence and WPRI instead of Cable:

1. FOX Providence and WPRI are the most cost efficient way to reach your next 1,000 customers. 10-20x less expensive than cable on average.
2. FOX Providence and WPRI measure your business on cost per shopper not cost per spot.
3. By using FOX Providence and WPRI correctly it will reduce your ad budget and increase results.
4. There is a wider audience and better reach on FOX Providence and WPRI.
5. It's Simple Math: The math and the message move the merchandise. We can target your customer more efficiently and effectively than cable.

Let us show you how it works!

Cable vs. Broadcast Case Study

Providence Auto Dealer

| | Cable | FOX Providence/WPRI |
|-------------------------------|------------------------|------------------------|
| Weekly Investment | \$6,000 | \$6,000 |
| Total Audience Reached | 71,690 | 823,000 |
| Cost Per 1,000 Viewers | \$84.50 | \$7.29 |
| # of Spots | 185 | 43 |
| Average # of viewers per spot | 387 | 19,139 |
| 2% of Market is Shopping | 7.7 per spot | 382 per spot |
| Total Shoppers Reached | 1,424 (7.7 x 185) | 16,426 (382 x 43) |
| Cost per shopper reached | \$4.21 (\$6,000/1,424) | \$.36 (\$6,000/16,426) |

It is 12x more expensive to reach your shoppers on Cable

Cable vs. Broadcast Case Study

Rhode Island Insurance Agency

| | Cable | FOX Providence/WPRI |
|--------------------------------------|--|--------------------------------|
| Annual Campaign | \$12,400 | \$12,400 |
| Total Audience Reached | 158,000 | 1,953,000 |
| Cost Per 1,000 Unique Viewers | \$78 | \$6.46 |
| # of Spots | 149 | 85 |
| Average # of viewers per spot | 1,060 | 22,976 |
| 2% of Market is Shopping | 21 per spot | 460 per spot |
| Total Shoppers Reached | 3,129 (21 x 149) | 39,100 (460 x 85) |
| Cost per Potential Shopper | \$3.96 (\$12,400/3,129) | \$.32 (\$12,400/39,100) |

It is 13x more expensive to reach your shoppers on Cable

Cable vs. Broadcast Case Study

Local Fireplace Company

| | Cable | FOX Providence/WPRI |
|--------------------------------------|-----------------------------|-------------------------------|
| Monthly Campaign | \$4,800 | \$4,800 |
| Total Audience Reached | 25,700 | 636,000 |
| Cost Per 1,000 Viewers | \$192 | \$7.54 |
| # of Spots | 295 | 30 |
| Average # of viewers per spot | 87 | 21,200 |
| 2% of Market is Shopping | 1.7 per spot | 424 per spot |
| Total Shoppers Reached | 501 (1.7 x 295) | 12,720 (424 x 30) |
| Cost per Potential Shopper | \$9.58 (\$4,800/501) | \$.37 (\$4,800/12,720) |

It is 26x more expensive to reach your shoppers on Cable

The Spectrum of Cost Efficiency:

Range of Cost Per 1,000 Clients Across Multiple Media in Southern New England

