



Ohio Collegiate Sales Competition Product Guide: What You Will Be Selling.

You have access to the following media to design an advertising strategy:

- 1) **Television:** :30 second commercials on the local ABC affiliate “News 5”. News 5 is a TV station that is in the Cleveland market and serves a population of over 3.5 million people. It has a wide variety of programming and can offer a host of different TV shows to hit the target demographics that your client is looking for. With such a large viewing audience, TV is always the best way to reach the most people at one given time.
- 2) **Digital:** Digital advertising is able to be very targeted to who you are trying to reach. Unlike television that reaches the masses, digital can target deeper into zip codes that your client might be interested in. For example, if there are certain parts of Cleveland suburbs that your client wants to reach due to the high concentration of prospective patients. You can also target by age, gender, behavior, search history and potential ailments.
- 3) **TV & Digital:** Combining TV and digital advertising reaches more people with stronger frequency. Studies show that these two mediums together create higher brand recall and brand favorability in the minds of consumers. This is a key selling point when selling advertising for a TV station because you have access to audiences in both places.

Combined Facebook, X, Instagram and YouTube social audience is >1.6 million



72.5 Followers



376.2 Million Views

~359,000 subscribers
~369 million lifetime views
~89,875 videos
~2,000+ subscribers / month



400K Adult Reach



560K Followers



623K Visitors

Note: This information is for educational and pedagogical use only. The data presented here are not actual data but has been adapted for use in a fictitious sales role-play scenario.



Product Guide: Product Details

Product	Consumer Funnel	Cost of Entry	Targeting Capabilities	Messaging
Television Commercials	Awareness, Familiarity	\$8,500/mo	Can use research to determine programs that best reach your customer.	Sight + Sound + Motion = Emotion Video is the most powerful, influential form of advertising
Streaming Commercials Over the Air	Awareness, Familiarity, Consideration	\$3,000/mo	Geo (down to the Zip code), Age, Gender, Consumer Segments	Sight + Sound + Motion = Emotion Video is the most powerful, influential form of advertising
News 5 Facebook Post	Awareness, Consideration	\$3,000/mo	Geo, Age, Gender	Video, photos and images can be incorporated into a post to create social engagement.
News 5 Home Page Takeover	Awareness	\$5,000/mo	None	Static image that takes up the top, left and right rail of a website. These ads are typically used for large sales, to promote events, etc.
News 5 Banner Ads	Awareness, Familiarity, Consideration	\$3,000/mo	Geo (Down to Zip Code Level), Age, Gender, Consumer Segments	A static or animated online ad that displays a brief message and image with the business' customers.

Consumer Funnel - The funnel identifies where a business' customer is in their journey towards making a purchase. It is important to reach consumers throughout their entire path to purchase to influence prospective customers when they are ready to buy.



Cost of Entry - The amount an advertiser needs to spend to receive an effective reach and frequency with a media platform. Suggesting lower than this amount can result in poor campaign performance.

Targeting Capabilities – How you can drill into the audience consuming media to target ads to the right target customers of the business.

Messaging – Considering how messaging is conveyed within media is a critical component to advertising product selection. Consider how each style of messaging can be used to relay a business' marketing message.



Product Guide: News 5 Cleveland Popular Programming

Below are some of the more popular programs on News5 and the day part in which they air. In planning a media buy high popularity is only one factor to consider. Buyers should consider the efficiency (Cost/Thousand or CPM) for the demographic group they want to reach.

No.	Program	Typical Time	Day Part
1	News 5 at 6	6:00 – 6:30 PM	Early Evening
2	News 5 at 5	5:00 – 6:00 PM	Early Evening
3	News 5 at 4	4:00 – 5:00 PM	Early Fringe
4	ABC World News Tonight	6:30 – 7:00 PM	Early Evening
5	Good Morning Cleveland	5:00 – 7:00 AM	Early Morning
6	Good Morning America	7:00 – 9:00 AM	Prime Time
7	9-1-1	Thurs 8:00 – 9:00 PM	Prime Time
8	Shark Tank	Wed 10:00 – 11:00 PM	Prime Time
9	20/20	Friday 9:00 – 11:00 PM	Prime Time
10	Dancing with the Stars	Tues 8:00 – 10:00 PM	Prime Time
11	9-1-1 Nashville	Thurs 9:00 – 10:00	Prime Time
12	Grey's Anatomy	Thurs 10:00 – 11:00 PM	Prime Time
13	America's Funniest Home Videos	Sunday 7:00 – 8:00 PM	Prime Access
14	Scrubs	Wed 8:00 – 8:30 PM	Prime Time
15	Abbott Elementary	Wed 8:30 – 9:00 PM	Prime Time
16	Celebrity Jeopardy!	Wed 9:00 – 10:00 PM	Prime Time
17	Celebrity Wheel of Fortune	Friday 8:00 – 9:00 PM	Prime Time
18	R.J. Decker	Tuesday 10:00 – 11:00 PM	Prime Time
19	News 5 at Noon	12:00 – 1:00 PM	Afternoon
	News 5 at 11	11:00 – 11:35 PM	Late Morning

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Product Guide: News 5 Cleveland Television Rates

Day Part	Approx. Cost 30-Second Spot	Est. Viewers Adults 25-54	CPM Adults 25-54	Est. Viewers Male 25-54	CPM Male 25-54
Early Morning 5:00 – 7:00 AM	\$600 - \$875	18,000 - 25,000	\$24 - \$49	10,000 - 15,000	\$40 - \$88
Morning 7:00 – 10:00 AM	\$875 - \$1,000	30,000 - 40,000	\$22 - \$33	15,000 – 22,000	\$40 - \$67
Late Morning 10:00 – Noon	\$600 - \$700	18,000 – 25,000	\$24 - \$39	8,000 - 12,000	\$50 - \$88
Afternoon Noon – 4:00 PM	\$600 - \$750	15,000 – 22,000	\$27 - \$50	7,000 - 11,000	\$55 - \$107
Early Evening 4:00 – 5:00 PM	~\$750	25,000 – 35,000	\$21 - \$30	12,000 - 18,000	\$42 - \$63
News 5:00 – 6:00 PM	~\$1,000	45,000 – 60,000	\$17- \$22	20,000 - 28,000	\$36 - \$50
News 6:00 – 6:30 PM	~\$2,250	65,000 – 80,000	\$28 - \$35	28,000 - 38,000	\$59 - \$80
ABC World News 6:30 – 7:00 PM	~\$3,000	45,000 – 60,000	\$50 - \$67	20,000 - 28,000	\$107 - \$150
Prime Time 8:00 – 11:00 PM	~\$1,500 - \$2,000	35,000 – 50,000	\$30 - \$57	18,000 – 25,000	\$60 - \$111
Late News 11:00 – 11:35 PM	~\$5,000	25,000 – 35,000	\$143 - \$200	12,000 – 18,000	\$278 - \$417
Late Night 11:35 – 1:05 AM	\$450	10,000 – 16,000	\$27 - \$44	5,000 – 8,000	\$55 - \$88

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Product Guide: News 5 Cleveland

All Audiences

All digital offerings below can be targeted geographically to any zip code your client needs. They can also be targeted by age/gender, behavior, ailment & search history.

- Scripps Octane \$3,000
 - 90,000 impressions of commercials that are delivered on a television for people who are streaming content (using devices such as Smart TV's, Roku, Apple TV's, etc).
 - Scripps Octane can reach specific audiences on thousands of apps like News 5, ESPN, Discovery, CNN, Fox News, and thousands more
 - Can target by age, gender, geography (to the zip code level), consumer segments including ailments.

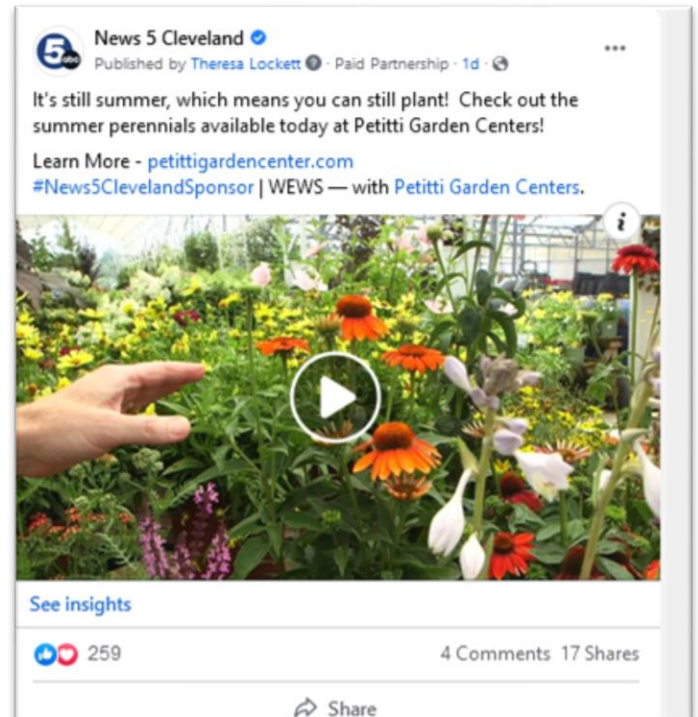
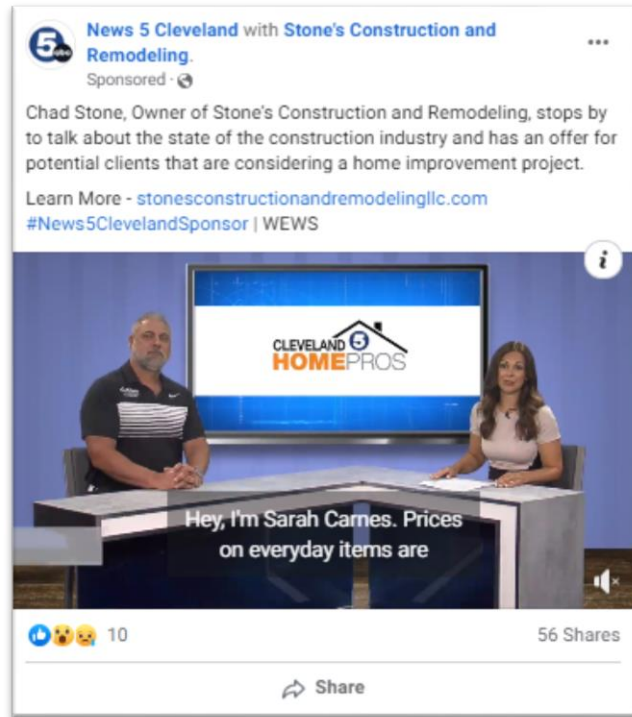
- News 5 Facebook post with boost \$2,000
 - **660,000+** Facebook followers
 - Handshake with client
 - By investing in a News 5 Facebook post, it provides an opportunity for a business to be aligned – and exposed to – the News 5 Facebook audience of 650,000 followers. The additional boost that comes with the post will not only extend the time that the post is seen, but also can reach a specific audience, whether they already follow News 5 on Facebook or not.

- News 5 Home Page Takeover \$5,000
 - Approximately 150,000 views daily
 - www.news5cleveland.com
 - The Home Page Takeover on news5cleveland.com is a way to provide high visibility for a business on the News 5 website – whether it's viewed on laptops, mobile devices or tablets. A can't-miss opportunity because of its high visibility, it provides a large amount of space to present a special message or offer. With this offering, 3 ad positions on the home page of news5cleveland.com are included.

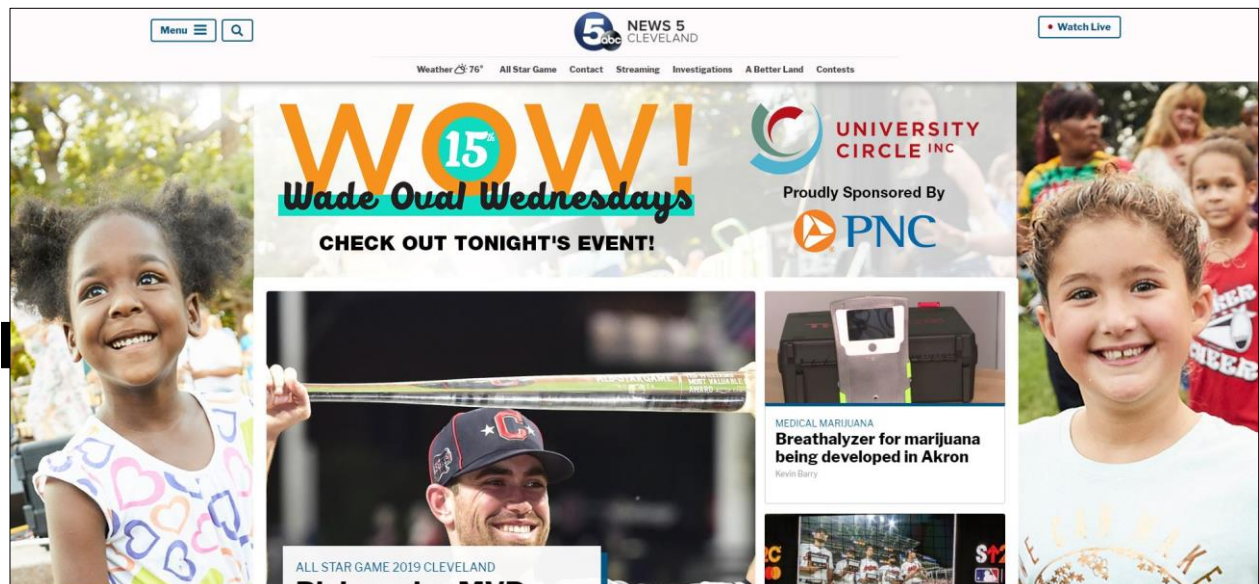
- News 5 Banner Ads \$3,000
 - 150,000 ad impressions
 - Run across all pages on the website.
 - Targeted Banner ads on the News 5 website provide an opportunity for a business' message to run alongside a variety of content that visitors to News5cleveland.com are reading on all devices. This could include running next to weather forecasts, sports updates, local news stories, etc. – whatever the targeted audience happens to be looking at.

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Product Guide: News5cleveland.com



Product Guide: News5cleveland Home Page Takeover Example





Product Guide: News 5 Targeted Display Banner Example

Menu

NEWS 5 CLEVELAND

Watch Now

BrownsGuardiansCavaliersOhio StateStudent Athlete of the Week

DAVE & BUSTER'S

BOOK YOUR FANTASY DRAFT PARTY HERE & SCORE OVER \$2,000 IN VALUE

LEARN MORE

Browns News

Cleveland Browns news, updates, game results, injuries, photos and more. Updated throughout the season and off-season.

BROWNS NEWS

Browns QB Deshaun Watson expected to start against Jaguars

Carmyn Justice 4:55 PM, Aug 10, 2022

BROWNS NEWS

Browns DT Perrion Winfrey finding switch to flip on inner Dawg

Carmyn Justice 9:08 PM, Aug 09, 2022

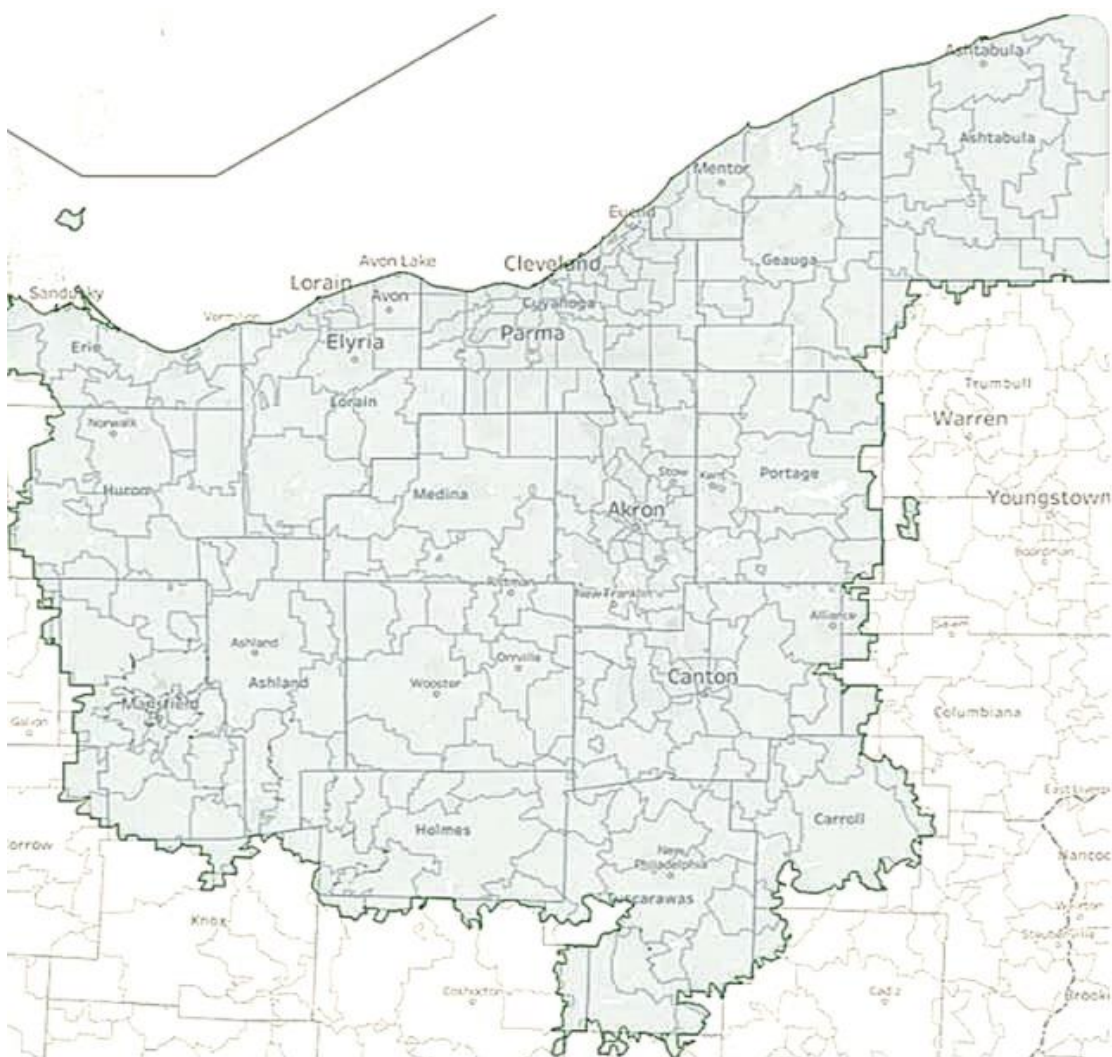
MONDAY THROUGH FRIDAY

weekdays before

Stories about people making the community better. Click to find out more.



Broadcast Coverage Map: News 5 Cleveland



The Cleveland-Akron (Canton), OH designated market area (DMA) is a U.S. television market serving the people in the state of Ohio. It is the 19th biggest media market by size in the United States, with a total population of 1,554,340 TV households as of the 2024-2025 television seasons. The Cleveland-Akron-Canton DMA comprises 17 counties, namely, Ashland, Ashtabula, Carroll, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Medina, Portage, Richland, Stark, Summit, Tuscarawas, and Wayne, OH.