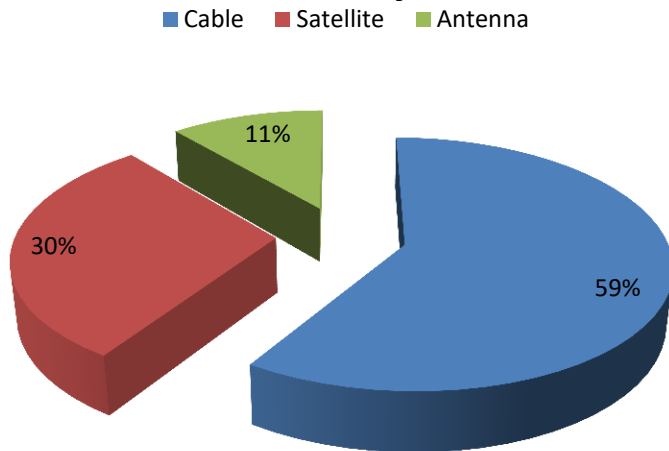


Advertising on 7News/FOX-28

Advertisements on 7News/FOX-28 potentially reach 100% of the television viewing public

How North Country Viewers Get TV



WWNY's CBS and WNYF's FOX programming is available on all television delivery systems.

Cable advertising misses over 40% of the North Country viewing public. Cable misses nearly 60% of the viewers in Lewis County.