

CREATIVE & RESEARCH SERVICES

WNDU-TV has award-winning yet affordable TV production services that are second to none in the northwestern Indiana and southwestern Michigan area. The full range of services includes consultation, copywriting, producing and editing, plus graphics and computer-generated animation for television commercials. Our in-house facilities include studios and edit suites, plus complete on-location and live-remote packages.

WNDU-TV offers the services of Eckstein, Summers & Company, the nation's most prominent retail consulting firm, serving over 60 markets in the United States with proprietary information on over 60 categories of business.

They can help you plan your advertising and events, show you how to more effectively schedule television and demonstrate the disciplines necessary to create high-impact commercials that will drive sales and properly position your business.

Eckstein, Summers & Company works exclusively with WNDU-TV in the South Bend market. WNDU-TV funds their services to provide large and small businesses with marketing consultation assistance.

WNDU-TV can provide customized, market specific qualitative information utilizing Griffin Media Research. Contact your account executive for further information.

COVERAGE YOU CAN COUNT ON.



WHAT IS A TIME CHANGE MARKET?

State law requires the portions of Indiana that are in the Eastern time zone to remain permanently on Eastern Standard Time (EST). These 76 counties are legally barred from switching to daylight-saving time in the summer.

This doesn't create a problem during the winter and early spring months (late October through early April) when Indiana is on Eastern Standard Time. However, when the rest of the nation turns clocks ahead the first Sunday in April, these 76 counties do not. And when the nation turns clocks back the last Sunday in October, these counties do not. The net result is that the South Bend market unofficially becomes a Central time zone market for 29 weeks of the year, early April through late October.

When time change takes place it doesn't affect every half-hour. The following lists the areas that are affected:

Central Time

M-F Early Fringe 3-5 p.m.

COVERAGE YOU CAN COUNT ON.



SOUTH BEND MARKET PROFILE

MARKET RANK

South Bend/Elkhart

DMA 87

TELEVISION STATIONS

SUN - SAT 7am - 1 am NET WEEKLY CIRCULATION * * *

CALL LETTERS	CITY	NETWORK	CHANNEL	DMA HOUSEHOLDS		METRO HOUSEHOLDS	
WNDU-TV	South Bend, IN	NBC	16	71%	239,554	73%	140,087
WSBT-TV	South Bend, IN	CBS	22	74%	249,676	76%	145,844
WSJV-TV	Elkhart-South Bend, IN	FOX	28	58%	195,692	60%	115,140
WNIT-TV	Elkhart-South Bend, IN	PBS	34	23%	77,602	26%	49,894
WHME-TV	South Bend, IN	IND	46	7%	23,618	9%	17,271
WBND-LP*	South Bend, IN	ABC	57	40%	134,960	52%	99,788
WMWB-LP*	South Bend, IN	WB	25	31%	104,594	36%	69,084
EUPN	South Bend, IN	UPN	22.2	6%	20,244	6%	11,514

*Low-power station

ESTIMATES OF HOUSEHOLDS IN MARKET * * *

POPULATIONS IN DMA TV HH

	DMA	PCT TVHH	METRO RATING AREA	PCT TVHH
Total Households	337,400		191,900	
TV Households	332,860	100	189,780	100
Multiset TV HH	283,416	84	165,034	86
Cable Subscribers	172,074	51	105,545	55
ADS*	91,098	27	NA	NA

Total Adults 18+	633,000
Total Adults 18-34	193,000
Total Adults 18-49	377,000
Total Adults 25-54	350,000
Total Women 25-54	176,000
Total Men 25-54	174,000

NEWSPAPER CIRCULATION

DEMOGRAPHIC CHARACTERISTICS * * * * %DMA

	MORNING	%
South Bend Tribune	73,453	22
Elkhart Truth	32,000	9
	EVENING	%
Herald Palladium	23,243	7
The Goshen News	18,000	5

Professional, White Collar	214,940	51
Blue Collar	149,994	35
Service Workers	56,062	13
Farm Workers	2,753	1
Education of Adults		
High School Graduate	198,164	36
College - Some	110,854	20
College Graduate	130,415	24

*** Source: Nielsen Media Research, May 2005 **** Source: 2000 U.S. Census

* Alternate Delivery System (i.e. DirectTV, Dish Network)



COVERAGE YOU CAN COUNT ON.

COVERAGE MAP

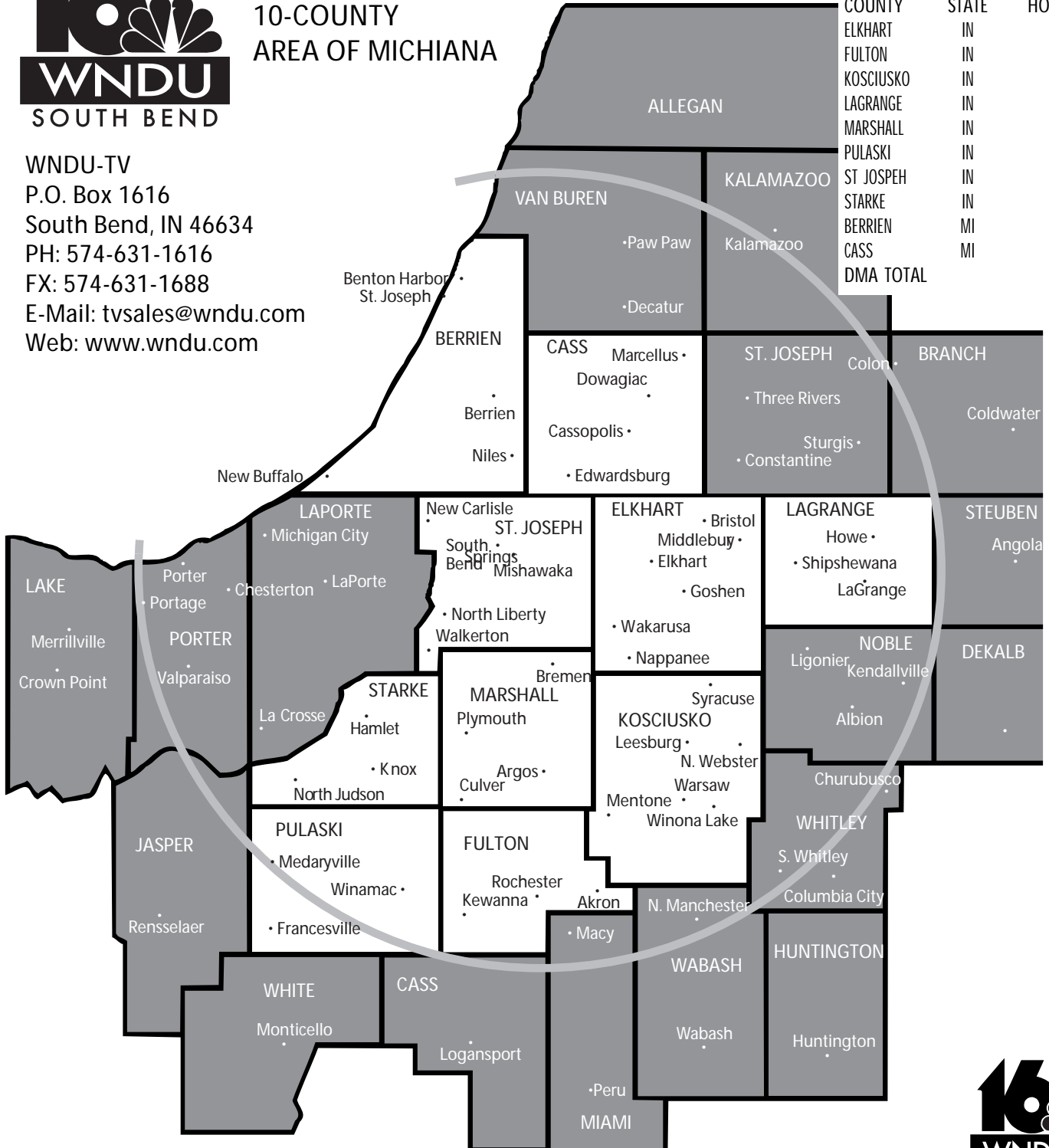


SERVING THE
10-COUNTY
AREA OF MICHIANA

WNDU-TV
P.O. Box 1616
South Bend, IN 46634
PH: 574-631-1616
FX: 574-631-1688
E-Mail: tvsales@wndu.com
Web: www.wndu.com

DMA ESTIMATED TV
HOUSEHOLDS (MAY 2005)

COUNTY	STATE	EST TV HOUSEHOLDS
ELKHART	IN	67,800
FULTON	IN	8,060
KOSCIUSKO	IN	28,020
LAGRANGE	IN	11,220
MARSHALL	IN	17,130
PULASKI	IN	5,250
ST. JOSEPH	IN	101,620
STARKE	IN	8,720
BERRIEN	MI	64,680
CASS	MI	20,360
DMA TOTAL		332,860



COVERAGE YOU CAN COUNT ON.

