Presented to: Weill Cornell/NewYork-Presbyterian | Joint Clinical Trails
Presented by: Nicholette Simonelli CBS Radio New York | 1010 WINS

MORE PEOPLE GET THEIR NEWS FROM 1010 WINS THAN FROM ANY OTHER RADIO STATION IN THE NATION.
"You give us 22 minutes, we'll give you the world." For nearly 50 years Tri-State area residents have come to rely on the consistent and credible award winning coverage of 1010 WINS. Always dependable, always reliable, 1010 WINS is the place people turn to for breaking news, weather, traffic, sports and business news. Our brand touches the lives of your customers On Air, through Social Media, Streaming Media, Event Marketing and Mobile devices. This integration into the lives of our listeners, has developed a trust and credibility that is shared with our advertisers and is the reason that more people choose to get their news from 1010 WINS than from any other radio station in the nation. Ultimately 1010WINS is the brand that delivers results for our audience and our advertisers.

Consistency Of Format Means Audience Loyalty:
Listeners trust in 1010 WINS; they believe what they hear. 1010 WINS is integrated into the fabric of their lives, much like a utility.

Cume Audience:
1010 WINS delivers over 2.5 million adults weekly.

Credibility:
Our listeners rely on the professional reporting and broadcasting of 1010 WINS. For 47 years, 1010 WINS has been recognized as the ALL NEWS pioneer in broadcasting. Our credibility extends to our advertisers as well.

1010 WINS Is Foreground Radio:
90% of our audience listens at home or in the car. This type of radio use is called active listening and it translates into advertising messages that are heard. The 1010 WINS audience listens at a level of nearly 40% higher than they do to music stations.

Commercial Environment:
1010 WINS programming does not cluster commercials. Every advertiser’s message is an island, framed by a variety of information people depend on. This foreground commercial environment will deliver results for you.
Why Radio Works

**Radio Reaches America:**
80% of Americans everyday, 96% each week. In fact, the average American listens to the radio for more than three hours each day.

**Radio Is Cost Effective:**
There’s minimum production time and cost. Scheduling is flexible with minimal ad clutter. And unlike other media, radio’s audience delivery stays strong all year round.

**Radio’s Message Is Intimate & Intrusive:**
Radio goes everywhere listeners do and builds a strong one-on-one relationship which means your message will have a greater advertising impact at home, at work or in the car. (More than 95% of those who commute to work by car spend their drive time listening to the radio.)

**Radio Targets Your Key Prospects:**
Radio can be simply and easily targeted to reach any specific audience and is especially efficient at getting your message to the heaviest users of goods and services. It reaches them during key shopping hours and closer to the time of an actual purchase more effectively than any other medium!

**Listeners Rely On Radio:**
Radio is part of our everyday routine. For entertainment, for information and especially for news.
At **1010 WINS**, commercials are never clustered together. Your message is strategically surrounded by programming so it stands out to our listeners. This uncluttered commercial environment enhances the power of your message unlike any other station.

**Our Format:**

- Traffic and Transit on the 1’s every ten minutes
- Live AccuWeather reports at :12, :32 and :52 past every hour; in addition to current AccuWeather conditions every 4 minutes around the clock
- Sports at :15 & :45 past every hour
- Money Watch at :26 & :56 past every hour
- Entertainment Report at :38 past every hour
- Local news around the clock
- Feature reports such as: the Opening & Closing Bells of the Stock Market; Your Health Reports; Daily Dose with Dr. Oz; The Small Business Report with Robert Walsh; and many more!
- Breaking news when it happens
Sponsorship Opportunities

To complement the strong impact your spot schedule will have on 1010 WINS, advertisers can also take advantage of premium sponsorship opportunities. These high visibility sponsorships can further target your advertising message by showcasing it with information of particular interest to your target market. With the consistent schedule of features on 1010 WINS, your prospects know exactly when to listen to the reports of special interest to them.

REGULAR FEATURE REPORTS:
- Exclusive 1010 WINS AccuWeather Reports
- Traffic & Transit Reports on the ones
- Sports Reports
- Money Watch Reports
- Daily Dose with Dr. Oz
- Small Business Report with NYC Small Business Services Commissioner Robert Walsh
- Opening & Closing Bells of the New York Stock Exchange
- Allergy Alert Reports
- Entertainment Reports
- Mouth off Montone
- Your Health Reports with Dr. Brian McDonough
- Real Estate Reports with Michael Stoler

SPECIAL FEATURES:

- Seasonal Events:
  - New Year’s Eve Ceremony from Times Square;
  - Saint Patrick’s Day Parade;
  - Tribeca Film Festival;
  - NY Auto Show;
  - Fleet Week;
  - Macy’s Fourth of July Fireworks;
  - U.S. Open;
  - NYC Marathon;
  - Macy’s Thanksgiving Day Parade;
  - Rockefeller Center Christmas Tree Lighting Ceremony
- 1010 WINS Storm Center & Winter Weather Reports
- Black History Month Series
- 1010 WINS Events Series
Traffic & Transit On The Ones


Every ten minutes, 1010 WINS gives the latest traffic conditions on area roadways, bridges and tunnels. The traffic reports include:
  • An Opening Billboard Sponsorship
  • A :10 Second Commercial

Your :10 second message will reach the same number of listeners as a sixty-second commercial allowing your company and product to build frequency and ensure results.

When people listen to the 1010 WINS “Traffic and Transit” reports on the one’s, they are actively listening. 1010 WINS airs more traffic reports than any other radio station. It is one of the major reasons why our listeners tune in!
AccuWeather on 1010 WINS

1010 WINS covers the tri-state area’s weather like no one else. With weather reports every four minutes, and three live reports from AccuWeather every hour, 1010 WINS is the weather leader in the tri-state area!

Sponsorship of one of the three live 1010 WINS AccuWeather reports can be a perfect compliment to your advertising schedule.

The three live 1010 WINS AccuWeather reports air at :12, :32, and :52 past every hour. AccuWeather report sponsors receive and opening sponsorship billboard.

“WINS news time 8:12 and now the official 1010 WINS AccuWeather four day forecast sponsored by (YOUR CLIENT)”

With the huge 1010 WINS audience, people are actively listening to the weather reports. 1010 WINS airs more weather reports than any other radio station. It is one of the major reasons why people tune in!
# Suggested Weekly Campaign

<table>
<thead>
<tr>
<th>On Air</th>
<th>Daypart</th>
<th>Notes</th>
<th>Spots</th>
<th>Length</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1010 WINS</td>
<td>M-F 6a-7p</td>
<td>Rotation</td>
<td>6x</td>
<td>:60</td>
<td></td>
</tr>
<tr>
<td></td>
<td>M-F 6a-12m</td>
<td>Rotation</td>
<td>4x</td>
<td>:60</td>
<td></td>
</tr>
<tr>
<td></td>
<td>M-F 6a-12m</td>
<td>Name Only</td>
<td>10x</td>
<td>:5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sponsorships</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 Week</td>
<td>Investment</td>
<td>20x</td>
<td></td>
<td>$3,000.00</td>
</tr>
<tr>
<td></td>
<td>Investment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Nicholette Simonelli
CBS BROADCASTING & DIGITAL GROUP
345 Hudson St - 10th Floor
New York, NY 10014
nsimonelli@wins.com