

WPHL's COVID-19 Products



Coronavirus

Helping Our Community Through This Difficult Time



Coronavirus Coverage



We are in unknown territory, but we are all in this together. PHL17 will continue to keep the Delaware Valley updated with the latest information on Covid-19 with PHL17 Morning News (M-F/5-9am), Action News on PHL17 (M-Su/10-11pm) and PHL17.com/News/Coronavirus.

If the News becomes too much, PHL17 has the entertainment programming to get your mind off the virus for a while.

How are you keeping your customers updated? Is your store open? Do you provide home delivery? Do you have special financing now? Are you looking for employees?

Let WPHL help you stay connected with the Delaware Valley.





Coronavirus Coverage



As restaurants and stores close down due to the spread of the coronavirus, we need to support our local businesses now more than ever.

Here at PHL17 we want to help you continue to advertise and promote your message in any way we can. Whether you are a restaurant offering take out and delivery or a car dealer offering door to door services, we are here to help.

Our Morning News team has been working tirelessly to cover all the updates and provide information to our local viewers. In addition to this coverage of the pandemic, we understand that viewers also need a source of comfort and positivity. Our programming can offer that comedic relief that people need in a time of uncertainty.

PHL17 has it all, no matter what message you would like to show to the viewers.



Digital

**PHL
17**

Nexstar
DIGITAL

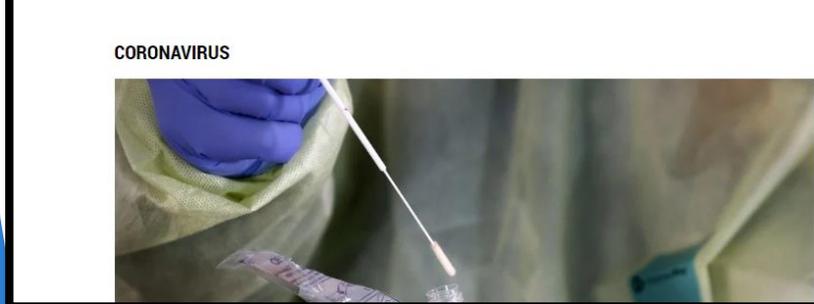
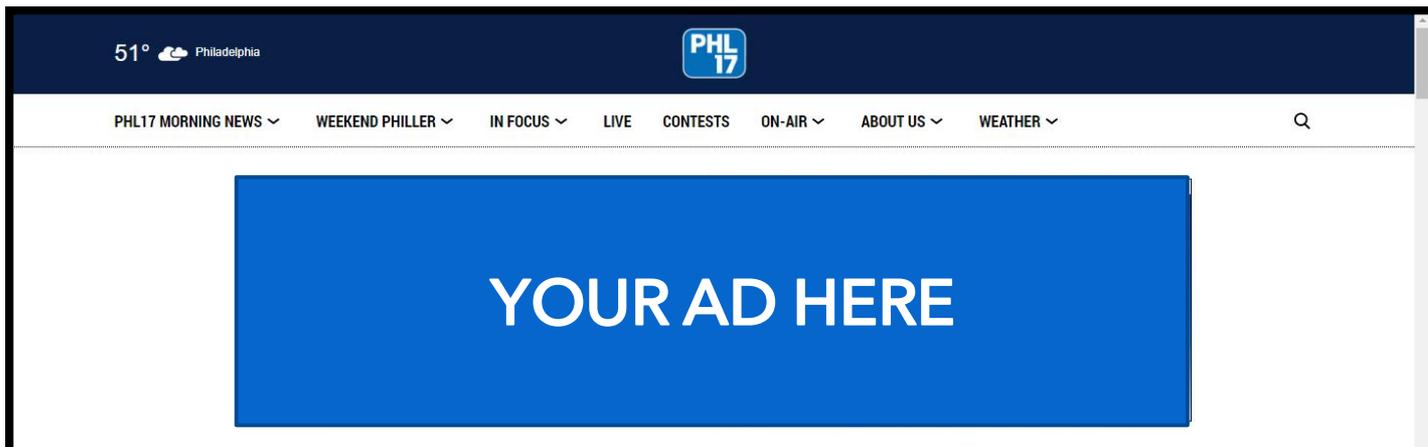
CORONAVIRUS ROADBLOCK SPONSOR



Roadblock the coronavirus page with your ad representation on:

<https://phl17.com/news/coronavirus/>

Keep your brand and message in front of our online news viewers as they keep up with the latest news on the Coronavirus.



HOME PAGE SPONSOR RECEIVES

TOP BILLBOARD GRAPHIC



Top of page billboard with your ad representation on:

<http://www.phl17.com>

With users traveling to news sites for urgent information about the Coronavirus, the first stop on PHL17.com will be our homepage sponsored with YOUR ads to ensure you will be on the mind of the user.

The screenshot shows the PHL17.com homepage. At the top left, it displays the temperature as 48° and the location as Philadelphia. The PHL 17 logo is centered in the top navigation bar. Below the navigation bar, there is a search icon and a list of menu items: PHL17 MORNING NEWS, WEEKEND PHILLER, IN FOCUS, LIVE, CONTESTS, ON-AIR, ABOUT US, and WEATHER. A large blue banner with the text "Sponsor Billboard" is prominently displayed. Below this banner, there is a large red billboard with the text "Information about Coronavirus (COVID-19)" and a white caduceus symbol. To the right of the billboard, there are three news snippets: "American Red Cross Needs Blood!" with a photo of a man, "Flame arrival faces rising tension Tokyo Olympics be delayed" with a photo of a person, and "10 apps to help you deal with stress and anxiety during COVID-19 outbreak" with a photo of puzzle pieces.

PA DEPT of HEALTH: Latest Coronavirus

Connecting...



Preroll/Postroll Sponsor



All Coronavirus videos on PHL17.com

<http://www.phl17.com>

Stay top of mind with all PHL17.com visitors by sponsoring all Coronavirus related videos on our site, displaying your :15 or :30 spot before the video plays.

The screenshot shows a news article on PHL17.com with the headline "Coronavirus kills 3 family members and sickens 4 others after a dinner in New Jersey". The article is by CNN Wire, posted on Mar 19, 2020. A video player is embedded in the article, showing a scene in a hospital with medical staff. A red arrow points to the video player, with the text "You preroll/postroll video" written vertically to its left. To the right of the video player, there is a sponsored content section featuring a grid of shorts and a travel advertisement for American Heritage Credit Union.

You preroll/postroll video



GREAT RATES ON HOME LOANS

LEARN MORE



Get These Great Deals on a South Getaway: Start Planning



PHL17.com Coronavirus Page Time



In these urgent times, consumers are trying to gather as much information as possible about the Coronavirus. This is leading to long periods of time spent on single pages and articles related to the virus. Some average time spent on Coronavirus pages ranges between 10 and 20 minutes!

		9,197 % of Total: 22.35% (41,154)	9,020 % of Total: 27.15% (33,228)	00:07:38 Avg for View: 00:08:58 (-14.82%)	8,800 % of Total: 28.47% (30,912)	49.37% Avg for View: 67.05% (-26.37%)	95.93% Avg for View: 75.11% (27.72%)
<input type="checkbox"/>	1. /web-exclusives/inmates-in-ohio-being-released-due-to-concern-of-coronavirus-spread/	1,923 (20.91%)	1,918 (21.26%)	00:06:12	1,918 (21.80%)	98.40%	99.69%
<input type="checkbox"/>	2. /web-exclusives/celebrities-are-performing-live-from-home-for-everyone-stuck-inside-due-to-coronavirus/	776 (8.44%)	747 (8.28%)	00:18:17	745 (8.47%)	88.49%	96.13%
<input type="checkbox"/>	3. /web-exclusives/second-utah-jazz-player-tests-positive-for-coronavirus-espn-says/amp/	567 (6.17%)	567 (6.29%)	00:00:00	567 (6.44%)	1.39%	100.00%
<input type="checkbox"/>	4. /web-exclusives/top-infectious-disease-expert-open-to-14-day-national-shutdown-to-stem-coronavirus/	550 (5.98%)	542 (6.01%)	00:07:22	530 (6.02%)	12.99%	97.09%
<input type="checkbox"/>	5. /web-exclusives/conn-woman-says-doctors-wont-test-her-for-coronavirus-officials-say-resources-are-for-severe-cases/	419 (4.56%)	409 (4.53%)	00:20:27	409 (4.65%)	27.59%	97.37%
<input type="checkbox"/>	6. /web-exclusives/woman-in-new-york-city-dies-of-coronavirus-first-covid-19-death-in-state/	385 (4.19%)	370 (4.10%)	00:00:19	363 (4.12%)	95.89%	94.29%
<input type="checkbox"/>	7. /web-exclusives/heidi-klum-husband-say-theyre-sick-and-are-awaiting-results-of-coronavirus-test/	282 (3.07%)	276 (3.06%)	00:01:52	264 (3.00%)	97.74%	93.97%
<input type="checkbox"/>	8. /web-exclusives/couple-leaves-9400-tip-at-restaurant-to-help-staff-get-through-coronavirus-shutdown/	237 (2.58%)	237 (2.63%)	00:00:15	236 (2.68%)	97.12%	99.58%
<input type="checkbox"/>	9. /web-exclusives/vp-pence-coronavirus-task-force-to-hold-briefing-on-covid-19-pandemic/	205 (2.23%)	187 (2.07%)	00:14:20	178 (2.02%)	40.38%	87.32%
<input type="checkbox"/>	10. /web-exclusives/photos-celebrities-who-have-been-tested-for-coronavirus/	183 (1.99%)	182 (2.02%)	00:03:08	174 (1.98%)	98.28%	95.63%



Sponsorship Opportunity

Tips on staying well featuring YOUR
healthcare professionals!



Stay Well Wednesday: Campaign Overview



- PHL17 will form a partnership with your business to present a campaign called “Stay Well Wednesday,” featuring health tips from your staff of medical professionals. Given what is going on with the coronavirus outbreak, it has never been more essential for your experts to safeguard all aspects of their health by doing everything they can to stay well.
- :30s tips will be featured in ALL editions of PHL17 news on air and online each Wednesday on the following dates: 4/1, 4/15 and 4/29.
- Additionally, Facebook Live sessions will be held mid morning and early afternoon on the PHL17 Facebook page with your professionals fielding viewer questions and concerns.
- :60s tips will be featured on PHL17 and on the PHL17 Facebook page and your spokesperson will be featured in a 3:00-3:30 livestream appearance on our morning news.
- A Stay Well coronavirus update digital content section will be continually updated and available 24/7 on PHL17.com featuring encore airings of the tips, video pre-roll and display ads.
- The :30s and :60s tips will also run on our Mobile Web / Mobile app and will be targeted to your DMA.





Rising Heroes Sponsorship

Philly's **FINEST** | Philly's **BRAVEST** | Philly's **FIRST RESPONDERS**



Rising Heroes Title Sponsorship



PHL17 wants to take time to recognize our local heroes who are doing everything they can during this pandemic. Twice a week our Morning News team gives honorable mention to everyone from the first responders to the local restaurants still offering delivery and takeout and the essential store associates that remain open to provide for their community.



Rising Heroes Presenting Sponsorship



PHL17 wants to take time to recognize our local heroes who are doing everything they can during this pandemic. Twice a week our Morning News team gives honorable mention to everyone from the first responders to the local restaurants still offering delivery and takeout and the essential store associates that remain open to provide for their community. Our featured hero could be you! If you or someone you know deserves recognition for their hard work during this time we would love to represent them on this Morning News Segment.

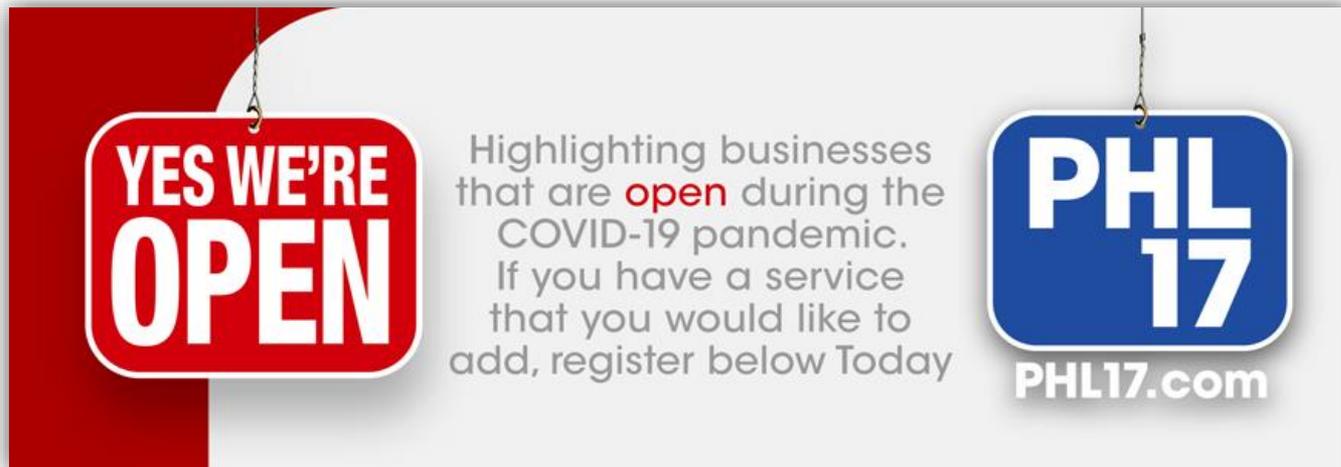


Title & Presenting Sponsorship: Yes, We're Open



PHL17 wants to help Philadelphia's local businesses communicate whether they are open, their hours have changed, they have pick up or delivery available and any other current information so that these businesses can touch base with their patrons.

PHL17.com now offers a page for these clients to stay up to date with customers and keep them informed as the local ordinances continue to change every day. As our exclusive sponsor you have the opportunity to promote your message and align your brand with this helpful, open line of communication.





We're In This Together

Stay Home, Stay Fit Sponsorship Opportunity



Stay Home, Stay Fit Sponsorship Opportunity

- You have the opportunity to be our exclusive sponsor for Stay Home, Stay Fit.
- Once a week PHL17 will share a Stay Home, Stay Fit segment with viewers. This segment will share positive ways to stay fit while at home.
- Examples of Staying Fit segments would include topics such as Health, Fitness, Finance, Food / Recipes, Gardening and more!
- These positive segments will be shared on PHL17 Morning News, PHL17.com and Social Media Platforms.



**PHL
17**

Nexstar
MEDIA GROUP, INC.

Coronavirus Coverage News Update



This is an opportunity for your business to sponsor our Top News Story updates during this pandemic. Provide your positive message to viewers as they stay informed with PHL17's news teams.



PHL17 Presents: The Best Brew Names Bracket Challenge



We want to give special recognition to all the cleverly thought out beer titles among our local brewers! PHL17 will be hosting a bracket challenge based on the best and funniest brew names, complete with prizes for the top three competitors. As the exclusive sponsor of this event, you will be able to represent the best and brightest of the Philadelphia area breweries! This is a chance to have some fun and spread positivity to all those who miss being able to participate in a bracket challenge this year.





PHL17 Presents: Send Us Your Pledge Sponsorship Opportunity

PHL17 Morning News is requesting our viewers to send in their little ones, big ones, first responders and anything in between reciting the "Pledge of Allegiance" for a chance to be on our news from 5am to 9am as well as throughout the rest of the day (9a-4p.) Some submissions will be used on air and others will be posted on the web.

This is your opportunity to sponsor these uplifting messages and be a part of the positive movement during this time of uncertainty.



**SEND US
YOUR
PLEDGE!**

Take A Walk Photo Gallery



Outside? Socially distancing? PHL17 Weather invites you to Take A Walk. Go for a walk every day for your health. And along the way, take a snap of spring, your pets, pals, kids or other interesting happenings. Submit your photos on PHL17.com. We can't wait to see your pics!



Senior Shout-Out Sponsorship Opportunity



PHL17 Morning News wants to recognize the class of 2020 who were unable to attend a graduation ceremony this year. For the month of May PHL17 is requesting our viewers to send in photos of their 2020 graduates, from High School and College, for a chance to be on our news from 5am to 9am as well as throughout the rest of the day (9a-1a). Some submissions will be used on air and some will be posted on our website.

This is your opportunity to sponsor these uplifting messages and be a part of a positive movement during this time of uncertainty.



Nurses Among Us

Co-Sponsorship

PHL17 will honor these special people during our on-going "NURSES AMONG US" vignettes, airing in our top rated programming and featured on our website.

We will utilize on-air and online "Call to Action" messages that will ask our viewers and web users to nominate a very special "NURSES AMONG US" in their lives, someone who they would like to see honored.

Nominations will be taken on a special web page where people wishing to nominate can send us the nominees name, picture, biography and other pertinent information.





Be Kind to Your Mind

Mental Health Awareness

Sponsorship Opportunity



Be Kind to Your Mind

Mental Health Awareness



- You have the opportunity to be our exclusive sponsor for Be Kind to Your Mind.
- Once a week PHL17 will share the Be Kind to Your Mind segment with viewers. This segment will highlight mental health awareness and share advice and strategies to cope with the added stress happening in our every day lives, especially during these unknown times.
- These uplifting segments will be shared on PHL17 Morning News, PHL17.com and Social Media Platforms.





TOWN HALL MEETING

Wednesday · May 20 · 2020
8:00PM - 9:00PM



Be part of the COVID-19 conversation. Sponsor PHL17's Town Hall Meeting and help answer our community's questions.

PHL17 will present a state-wide town hall where state leaders and policy makers will join us live to answer questions from Pennsylvania viewers. It will air from 8-9pm on Wednesday, 5/20/20 and will be hosted by WHTM anchor and "This Week in Pennsylvania" host Dennis Owens. We have reached out to a number of state leaders and lawmakers including Gov. Tom Wolf, State Health Secretary Dr. Rachel Levine, Attorney General Josh Shapiro, DCED Secretary Dennis Davin, US Senators Pat Toomey and Bob Casey, Labor and Industry Secretary Jerry Oleksiak and State Epidemiologist Sharon Watkins.

Tune in to see your questions answered!





Thank You!



Align your brand with a "Thank you" message to all the hard working doctors, nurses, medical workers and first responders during this time.

The message is :20s and leaves :10s for your company to say, "Thank You!"

