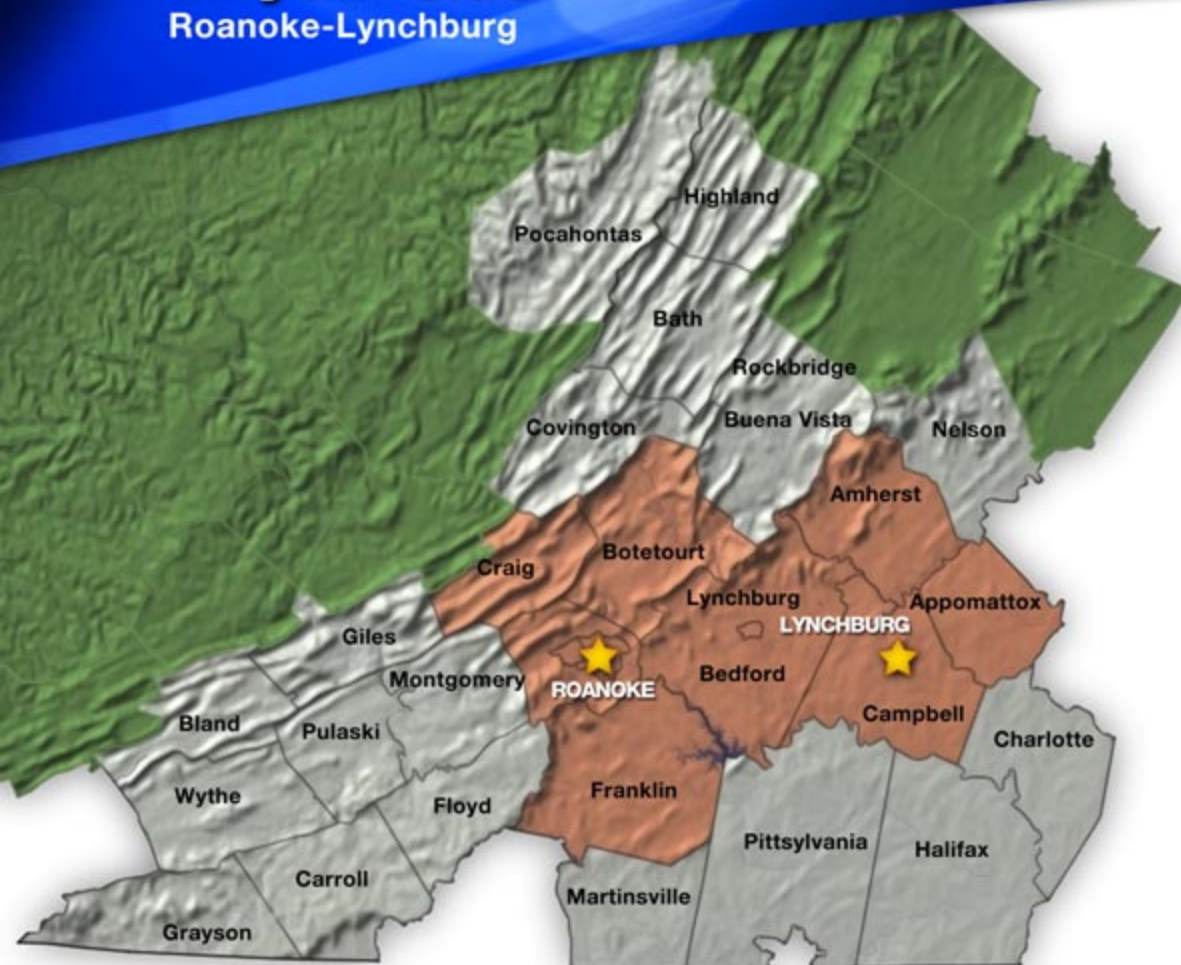


WLSL-TV
401 3rd Street
Roanoke, VA 24011
540.981.9110 (ph)
540.981.9709 (fax)



DMA Rank 67

Roanoke-Lynchburg Data:

DMA TV Households = 461,420
Metro TV Households = 223,570
NSI TV Households = 595,870

African-American
Households = 65,983
Hispanic Households = 6,460

Total Average Household
Expenditure = \$46,708
Median Age = 40.5

 **METRO AREA**

 **DMA**
Designated Market Area
Includes METRO area

Represented
Nationally by MMT.
Visit us at www.wsls.com

Data Sources: The Nielsen Company, 2009
and the U.S. Census, 2008 estimate.