





WJYS The Way is the only Way in Chicagoland to advertise your product, business, program, ministry or inspirational message on TV, with the same coverage as the major networks at an affordable price! We reach almost 11 million people!



# Taking you to the next level

## The extraordinary power of television

The average American watches more than five hours of TV a day and the average American household has two televisions! It is a well known fact that TV is the most powerful and influential medium that can penetrate any given market. It is the only medium available that can spread a message to the masses, in the shortest amount of time, with the least amount of effort, making it the most effective form of advertising available.

WJYS The Way is uniquely poised and positioned to take your business, program, ministry or message to the next level in a Way that no other TV station in Chicago can match. We have been the catalyst to the explosive growth and expansion for many local and national organizations who have tapped into the tremendous possibilities offered by advertising in the nation's second largest county (Cook), and third largest metropolitan market, Chicago, Illinois. If you are ready to go to the next level and beyond, then the professionals at WJYS The Way are ready to take you there. We have the expertise, the experience, and all the power you need to take you where you have never been before.

### **WJYS The Way ...**

A full power station, broadcasting from the Willis tower, carried over the air, on all cable, fiber and satellite outlets.

### **WJYS The Way ...**

Reaches almost 11 million people in Illinois, Michigan, Wisconsin and Indiana.

### **WJYS The Way ...**

A general market station, with programming consisting of inspirational, direct response and entertainment segments.

### **WJYS The Way ...**

Chicago's most powerful station delivering your message with 30 to 60 minute spots, with aggressive rates and prime time availability.

The most powerful,  
TV station in Chicago.



WJYS The Way • 630-560-4200 • 2 Mid America Plaza, Suite 904 Oakbrook Terrace, IL 60181

# Ministers & Spiritual Self-Help

## WJYS ... The Way to Inspire

In Chicago, IL WJYS is The Way for Chicagoland's most sought after inspirational programming. WJYS is The Way for ministers of all faiths to uplift millions and grow their ministries and spiritual organizations. Millions of churchgoers and spiritual seekers turn to WJYS The Way to supplement their worship. Our inspirational line up represents some of the country's largest mega ministries. These ministries know first hand the vitality and rich diversity of the Chicago market. We have grown

ministries by the thousands and can help your local church or organization grow to help more people in the privacy of their own home, in hospitals, nursing homes and jails. The enormous power of our signal reaches spiritual seekers of all faiths and helps bring them to your spiritual organization. The signal also reaches those who cannot physically get to the spiritual help they need, relying on WJYS The Way, and your broadcast message for spiritual deliverance.





# Programming

## WJYS ...The Way to Entertain

WJYS The Way is Chicago's only independent station not affiliated with a major network but yet has the same coverage! That means that WJYS is The Way to get your pilot or program aired to gain a following in the nation's third largest market when you otherwise would not be able to! You can spread your message and entertain almost 11 million viewers right now for airtime you cannot get on the major networks! Do you have a local show that needs exposure? Your sponsors can advertise during your program, and you can gain a fan base that will help take your career and show to the next level!

- B-In Tune
- Kids News
- Aqua Kids
- Eco Company
- Outdoorsman
- Real Life 101
- Planet X
- JBTv
- Tool TV
- Midwest Outdoors
- Coach's Corner
- Dining Chicago
- Yvonne's Piano

# Direct Response & Automobile

## WJYS ... The Way to Get Paid

When it comes to Direct Response and the Automobile Infomercial, WJYS The Way is the Chicagoland authority. We were one of the first to bring National Paid Programming to Chicago in 1993, and one of the first to pioneer the 30 minute automotive infomercial which has created an entirely new revenue stream for our clients. We carry the largest inventory of infomercials market wide. No matter what the product or service, WJYS The Way delivers to an audience of almost 11 million eyeballs ready to spend money to improve their quality of life.

- Health & Nutrition
- Exercise & Fitness
- Household Products
- Real Estate Sales
- Investment Tools
- Dining Experience
- Instructional Videos





# Cable Facts

July 2010 Nielson tracking entire Chicago DMA

Unlike cable, satellite, and fiber stations WJYS The Way is a broadcast station serving the entire Chicago DMA for 20 years! We broadcast to more than 5.5 million households in America's third largest market. Our coverage touches four states in the Midwest: Illinois, Indiana, Michigan, and Wisconsin. WJYS The Way will give you carriage on ALL of the following networks. In addition it's on Comcast twice!

- Comcast** - Chicago - Channel 18
- Comcast** - Chicago - Channel 92 - check local listing
- Comcast** - Chicago Suburbs - check local listing
- RCN Cable** - Channel 10
- Wide Open West Cable** - Channel 13
- Dish Network** - Channel 62
- Direct TV** - Channel 62
- AT&T U-Verse** - Channel 62
- Antennae/Digital** - Channel 62.1

Most other stations who are just on one platform are only broadcasting to 20% of Chicagoland or LESS. WJYS The Way covers 100% of Chicagoland. Almost 11 million people! WJYS The Way should be your station of choice. We have the entire Chicago DMA covered in addition to reaching four states!

## Calculated Coverage Area

### The Power of the Tower

WJYS The Way has an antenna on top of the Willis Tower. Standing at 1,450 feet and 110 stories high, Willis Tower is the tallest building in the western hemisphere. Using the Longley-Rice methodology, Jeremy Ruck and Associates shows that WJYS The Way's signal reaches 10,689,739 million people receiving a signal level of 41dBu [noise limited value] or greater. Although the map shows that the signal reaches an estimate of 10,689,739 people, the coverage is actually larger verified by viewers who call from areas outside of the WJYS coverage map. We reach almost 11 million people in 4 states!









# Chicago

## World Class City

- **World's largest commercial office building:** Merchandise Mart, 222 Merchandise Mart Plaza
- **World's largest indoor marine mammal exhibit:** Chicago Oceanarium, 1200 S. Lake Shore Drive
- **World's largest aquarium:** Shedd Aquarium, 1200 S. Lake Shore Drive
- **World's largest illuminated fountain:** Buckingham Fountain, Grant Park
- **World's largest public library:** Harold Washington Library Center, 400 S. State St.
- **World's largest free public zoo:** Lincoln Park Zoo, 2200 N. Cannon Drive
- **World's tallest masonry building:** Monadnock Block, 53 W. Jackson Blvd.
- **World's largest food festival:** Taste of Chicago, Grant Park
- **World's largest modern art museum:** Museum of Contemporary Art, 220 E. Chicago Ave.
- **World's largest convention facility:** McCormick Place, 2301 S. Lake Shore Drive
- **World's highest steeple above ground:** United Methodist Church, 77 W. Washington St.
- **World's highest residence above ground:** John Hancock Center, 875 N. Michigan Ave.
- **World's busiest futures exchange:** Board of Trade, 141 W. Jackson Blvd.
- **World's busiest airport (aircraft operations):** O'Hare International Airport, 10000 W. O'Hare Road
- **World's largest municipal harbor system:** Chicago Park District
- **World's largest stand-alone theater:** Uptown Theatre, 4810 N. Broadway
- **World's largest Tiffany dome:** Chicago Cultural Center, 78 E. Washington St.
- **World's largest parochial school system:** Archdiocese of Chicago
- **World's largest water filtration plant:** Jardine Water Purification Plant, 600 E. Grand Ave.
- **World's largest free outdoor Gospel celebration:** Chicago Gospel Fest
- **World's largest collection of impressionist paintings outside Paris:**

Art Institute of Chicago, 111 S. Michigan

## Broadcast Signal Coverage

Racial Breakdown	2000 Census	2010 Census
White	6,184,895	5,990,695
Black	1,750,415	1,698,421
Hispanic	1,540,701	2,037,674
Native American	14,931	15,746
Asian	392,756	540,651
Pacific Islander	2,620	2,220
Mixed	133,462	146,032
Other	11,913	13,896

### Service

Total Population	10,031,693	10,445,335
Total Households	3,845,223	4,223,205

\*Coverage Demographics based on 2010 Census Data.





# WJYS The Way Coverage Demographics

## County Population and Coverage (2010 Census)

Illinois	Population	Service
Boone, IL	54,020	36,802
Bureau, IL	34,699	63
Cook, IL	5,287,037	5,287,037
DeKalb, IL	107,333	103,999
DuPage, IL	932,541	932,541
Ford, IL	13,911	2,229
Grundy, IL	48,421	48,421
Iroquois, IL	29,690	18,874
Kane, IL	511,892	511,892
Kankakee, IL	113,215	113,215
Kendall, IL	104,821	104,821
Lake, IL	712,567	712,567
La Salle, IL	112,498	36,570
Lee, IL	34,919	2,326
Livingston, IL	37,777	10,577
McHenry, IL	320,961	316,526
Ogle, IL	55,336	1,396
Will, IL	685,251	685,251
Winnebago, IL	299,702	21,188

Indiana	Population	Service
Benton, IN	8,613	879
Jasper, IN	32,816	32,724
Lake County, IN	494,211	494,211
LaPorte, IN	111,063	110,860
Marshall, IN	46,903	7,865
Newton, IN	13,736	13,635
Porter, IN	163,598	163,598
Pulaski, IN	13,614	9,050
St. Joseph, IN	267,613	70,366
Starke, IN	23,530	21,092
White, IN	23,452	513

Michigan	Population	Service
Berrien, MI	160,472	93,401
Cass, MI	49,925	5,087
Van Buren, MI	78,227	2,115

Wisconsin	Population	Service
Kenosha, WI	165,382	164,793
Milwaukee, WI	959,521	136,349
Racine, WI	200,601	191,632
Rock, WI	160,155	131
Walworth, WI	100,593	41,693
Waukesha, WI	383,154	33,183

## More Flexibility, More Resources, More Tools

- Choose your program length; 30 seconds to 60 minutes.
- Benefit from premium time slot availability, 24 hours a day, 7 days a week, and prime time viewing.
- Take advantage of our full production capability, including writing, directing and producing your message.
- Our dedicated account team and marketing staff will work with you to ensure a successful ad campaign, while providing the greatest return on investment.







