



CBS LOCAL
Digital Media

2016 MEDIA KIT





CBS LOCAL DIGITAL MEDIA REDEFINES HOW CONTENT IS **CREATED, DISTRIBUTED AND CONSUMED**

As the digital home of CBS's owned and operated television and radio stations, CBS Local Digital Media brings original, compelling content to the web's most valuable audiences.

From news, sports, entertainment, our network drives influence across mobile, digital and social platforms.



60MM

MONTHLY UNIQUE VISITORS

36MM

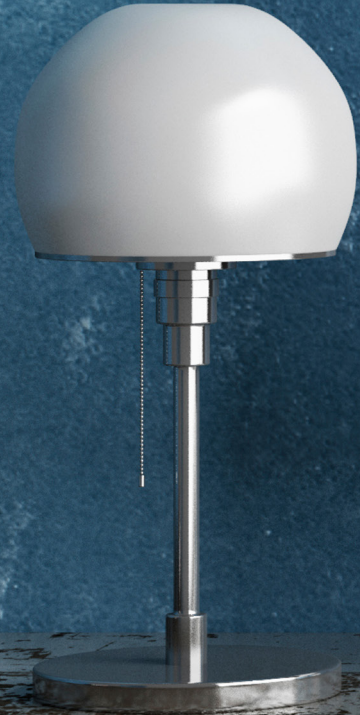
MONTHLY MOBILE
UNIQUE VISITORS

150MM

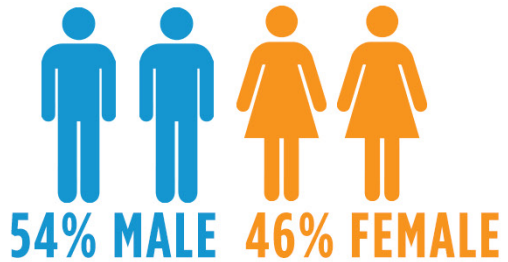
MONTHLY
PAGE VIEWS

23.8MM

MONTHLY
SESSION STARTS



DIVERSE



ENGAGED



THE CBS LOCAL USER IS



EDUCATED



AFFLUENT





500+ NATIONAL AND LOCAL INFLUENCERS

Serving the community with relevant news, information and entertainment.

- Award-winning radio talent including Boomer & Carton, Carson Daly, Mike Francesa, and Kevin & Bean
- America's leading TV station groups bringing the latest in news, sports and entertainment
- A growing network of podcast talent including Perez Hilton, Taz, Ric Flair and Stassi Schroeder

LOCAL PENETRATION AND NATIONAL REACH



DIGITAL, RADIO, TV

- Atlanta
- Baltimore
- Boston
- Chicago
- Dallas
- Detroit
- Los Angeles
- Miami
- Minnesota
- New York
- Philadelphia
- Pittsburgh
- Sacramento
- San Francisco
- Seattle



DIGITAL, RADIO

- Cleveland
- Connecticut
- Houston
- Las Vegas
- St. Louis
- Washington DC,



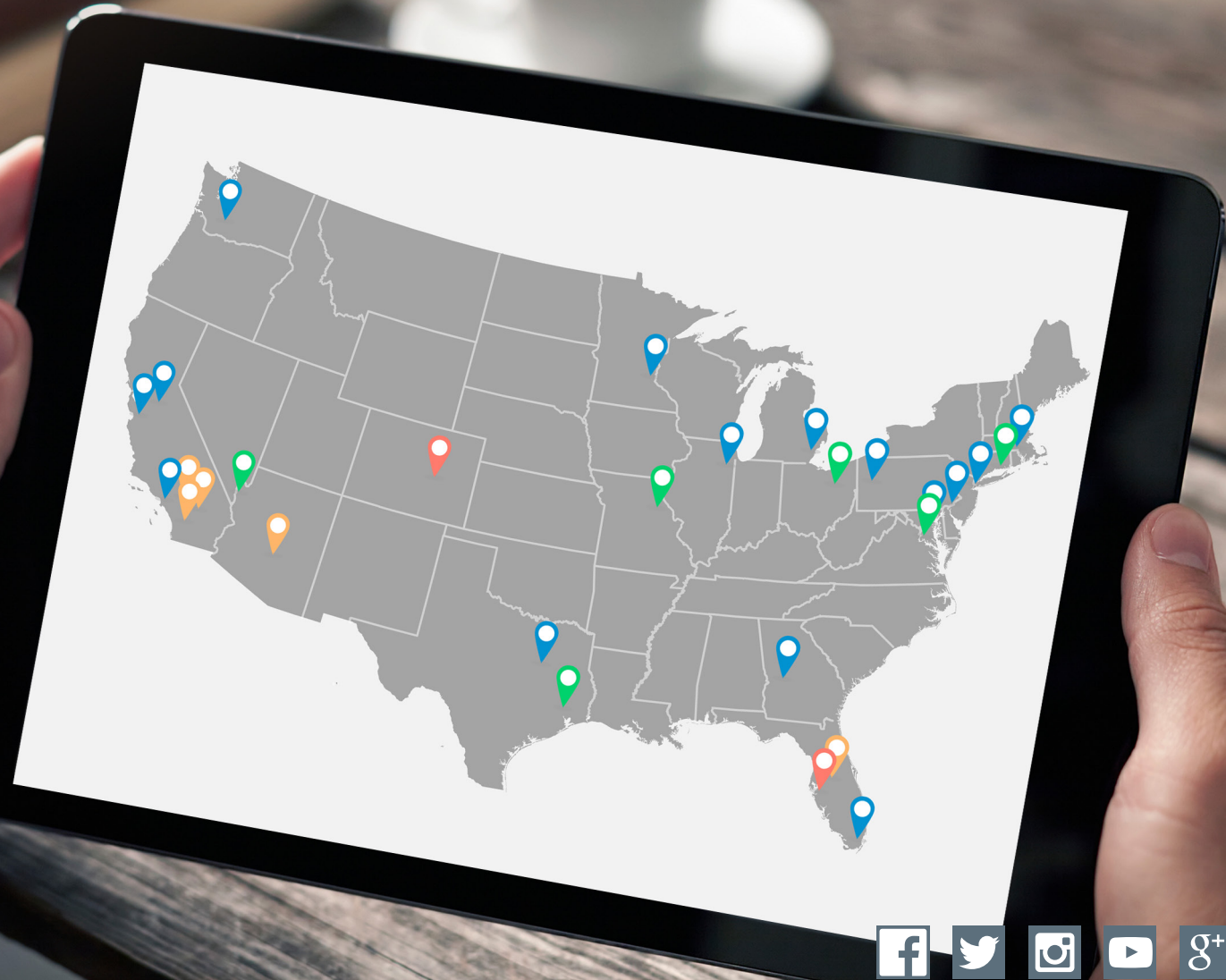
DIGITAL, TV

- Denver
- Tampa Bay



RADIO OR TV

- Orlando
- Palm Springs
- Phoenix
- Riverside
- San Diego





146 RADIO AND TV STATIONS, 5 NATIONAL BRANDS

radio.com CBS LOCAL CBS LOCAL SPORTS eventful play.it





TRUSTED EDITORIAL COVERAGE

Local news become national headlines across CBS Local's multichannel platform featuring extensive coverage in news, sports, traffic, weather and lifestyle content.





300+ STREAMING STATIONS

Users tune-in to top CBS Radio stations and personalities across multiple formats including power house brands such as WFAN, 1010 WINS and KROQ. Available on mobile, tablet and desktop.





THE VOICE OF SPORT FANS

Extensive local team coverage and national sports news around today's most powerful sports franchises plus original video, audio, editorial programming and content that celebrates the fan's perspective.



Photo Credit: AP Photo/Roger Steinman



www.cbslocal.com



STAR-STUDDED LIVE EVENTS

A full suite of complete branded live experiences offering on-site and online integrations connecting fans with today's top artists and music franchises. Examples include The Night Before, We Can Survive and Summer Pool Fiesta.

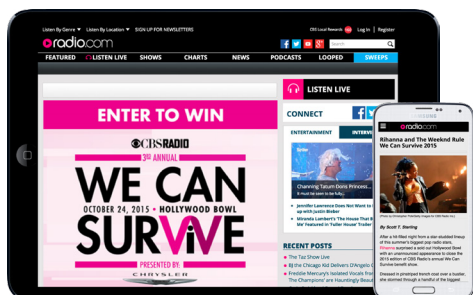


Photo Credit: Christopher Polk / Getty Images





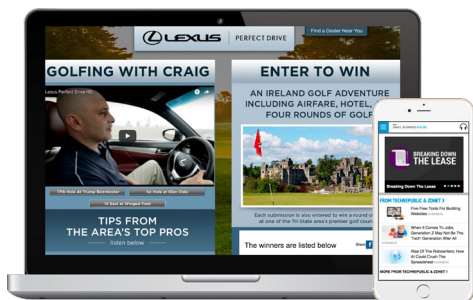
Photo Credit: Angelo Kritikos

450+ PODCASTS

Award-winning on demand podcast programming from today's top influencers. Shows include The Kevin & Bean Show, 48 Hours, 60 Minutes, The Taz Show, WOOOOO Nation with Ric Flair, and The PHP Podcast with Perez Hilton.



What's your story?



BRANDED CONTENT

Leverage the power of CBS story telling, renowned talent and creative expertise to deliver your brand message to a highly engaged audience specializing in premium video content, custom editorial or audio and infographics.





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THANK YOU

