

GRACIAS

POR PASAR LA NOCHE CON NOSOTROS



la
mega **57**
se pega

WBWP • WEST PALM BEACH • FLORIDA
COMCAST CHANNELS 57.1 AND 231 • POR ANTENA 57 • TELEFONO 561.863.0417

PROGRAMACIÓN LOCAL: **57** **NOTICIAS** WWW.CANAL57.COM

Program Grid And Rates

EST	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	EST
6:00	Paid Programming					\$40 Paid Programming		6:00
6:30	Paid Programming					\$40 Paid Programming		6:30
7:00	Paid Programming					\$40 Paid Programming		7:00
7:30	Paid Programming					\$40 Paid Programming		7:30
8:00	PBC Noticias	\$50				PBC Noticias		8:00
8:30	NovedadesTV	\$50				NovedadesTV		8:30
9:00	Paid Programming					Paid Programming		9:00
9:30	Paid Programming					Paid Programming		9:30
10:00	\$60					Te Voy a Contar		10:00
10:30	\$60					Te Voy a Contar		10:30
11:00	\$60					Te Voy a Contar		11:00
11:30	\$60					PBC Noticias		11:30
12:00	El Circo (Radio en Television- PR)					NovedadesTV		12:00
12:30	El Circo (Radio en Television- PR)					Paid Programming		12:30
1:00	\$50					\$70 Paid Programming		1:00
1:30	\$50					\$70 Paid Programming		1:30
2:00	Dueña y Señora					\$70 Paid Programming		2:00
2:30	\$50					\$70 Paid Programming		2:30
3:00	Magazine Uno con Nancy Restrepo	El Circulo	Casa y Estilo	De Mujeres	Quebec a la Carte	Casa y Estilo	Casa y Estilo	3:00
3:30			22 Minutos		Casa y Estilo	Yo Soy el Pro	Isa Vida y Sabor	3:30
4:00	\$50					\$90 PBC Noticias		4:00
4:30	Un Angel Llamado Azul					NovedadesTV		4:30
5:00	\$50					Casa y Estilo	Puerta Astral	5:00
5:30	\$50					Mega Cine - De Oro	Mega Cine - De Oro	5:30
6:00	\$50					Mega Cine - De Oro	Mega Cine - De Oro	6:00
6:30	\$50					Mega Cine - De Oro	Mega Cine - De Oro	6:30
7:00	\$75					Mega Cine - De Oro	Mega Cine - De Oro	7:00
7:30	Paparazzi Magazine					\$50	\$150	7:30
8:00	\$150					Mega Cine - De Oro	Mega Cine - De Oro	8:00
8:30	\$250					Mega Cine - De Oro	Mega Cine - De Oro	8:30
9:00	\$250					De Oro	Noticias	9:00
9:30	\$250					De Oro	Noticias	9:30
10:00	\$150					Noticias	Flor	10:00
10:30	\$150					NovedadesTV	\$150	10:30
11:00	\$90					Aerial	Mega Cine - De Oro	11:00
11:30	\$90					Aerial	Mega Cine - De Oro	11:30
12:00	Maria Elvira					WBC Fights	Cubano	12:00
12:30	Maria Elvira					WBC Fights	Cubano	12:30
1:00	\$80					WBC Fights	Raices y Recuerdos	1:00
1:30	\$80					WBC Fights	Raices y Recuerdos	1:30
2:00	Los Implicados					Implicados	\$60	2:00
2:30	Mega News: Edición Nocturna					Implicados	Doña Flor	2:30
3:00	LMD Bayly					LMD Paparazzi		3:00
3:30	LMD Bayly					LMD Paparazzi		3:30
4:00	Paid Programming							4:00
4:30	Paid Programming							4:30
5:00	Paid Programming							5:00
5:30	Paid Programming							5:30

* Programs and Rates subject to Change without Notice
 Please Consult our Website www.Canal57.com for the up to date grid

Infomercials

Rates and Times available upon request

M-F	6:00am - 5:00 pm	\$300/30 min
M-F	12:00am - 6:00 am	\$250/30 min
S-S	6:00am - 5:00 pm	\$350/30 min
S-S	12:00am - 6:00 am	\$300/30 min

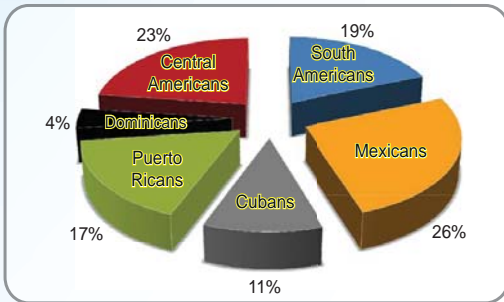
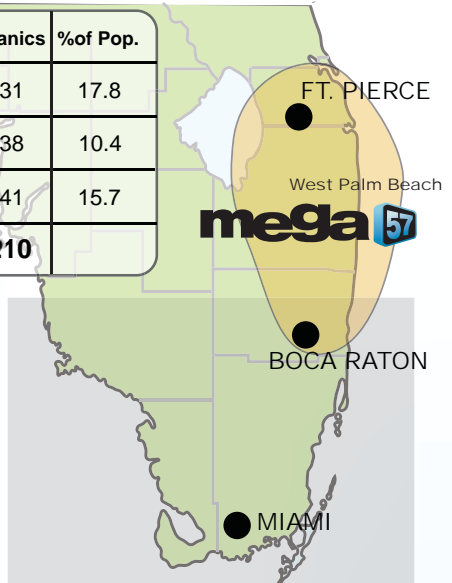
Hispanic Population Growth and Ethnic Distribution in West Palm Beach - Ft Pierce DMA 38

Census Data

Quickfacts.census.gov

County	Total Pop	# of Households	#of Hispanics	%of Pop.
Palm Beach	1,279,950	498,265	227,831	17.8
Martin	139,794	67,332	14,538	10.4
St Lucie	266,502	88,978	41,841	15.7
Total	1,686,246	654,575	284,210	

Coverage Area



www.Canal57.com

811 @ 9:00pm - 9:11 @ 9:00pm: Noticias, Sembrando y Consultas, Cel.

ULTIMA HORA Colombia y las Series terrestres - No hay créditos en el rebote - CREA CUENTA

Sábados y Domingos 11:30am - 4pm - 10pm **PBC NOTICIAS**

Domingos y Lunes 8am **mega 57** ToVe local en Español **Canal 57**

TELEVISION **SUR PBC** MITICIAS YouTube

El Círculo **Paparazzi**

Publix COME COMPARE EN UN PLAZO

TOYOTA avanza confiado

el Latino - We Connect You to Our Community 561.310.5333

GARCIA PHARMACY

\$10 per CPM

Over 1 million hits in 2009

Viewer Profile

Age	Percentage
15 - 39	28.3%
40 - 64	32.5%
65 +	22.1%

Gender	Percentage
Men	37.9%
Women	62.1%

Per Capita Income	Amount
Palm Beach	\$60,730.00
Martin	\$63,611.00
St Lucie	\$28,153.00

CABLE PENETRATION 97.4%

We reach **654,575** households

Channel 57.1 & 231 - Antenna Channel 57

We take pride in offering our advertisers opportunities to place their infomercials during our daytime programming.

While many stations only offer late night or 30 minutes time slots, WBWP-TV offers advertisers the opportunities of 15 minutes mini infomercials as well as the standard 30 minutes.

- ➔ Tape Format: Beta SP, DVC Pro, DVD, Mpeg 2 Data File.
- ➔ Deadline: 72 hours prior to beginning of schedule.
- ➔ Please consult your WBWP representative for information and rates.
- ➔ All infomercials will be subject to station management approval.



All rates are gross

A 15% commission will be paid to bona fide advertising agencies



First time orders are COD

Turn around time for commercial ready to air is 10 working days after shooting. 10 working days notice from the time you submit payments, pictures, artworks and logos to schedule your shooting day.



Independent programs are subject to approval, schedule availability and you must buy a minimum of 5 programs.



Any additional talent fees and production fees must be paid by money order, cashiers check or credit card before production starts. If paying in shoot day, it must be paid prior to beginning of shoot.

Payments for first time orders are due as follows:

Full payment when you sign the contract.

Commercials must be paid by money orders, cashiers check or credit card.

Final production must be approved by advertiser prior to airing.

Email: sales@canal57.com

