

# "POP" STATE WIDE TV COVERAGE

ALL TV Markets	TV stations/channels
Albany	6
Binghamton	6
Buffalo	5
Elmira/Corning	4
NY City	12
Plattsburgh/Burlington	5
Rochester	5
Syracuse	5
Utica	4
Watertown	4
<b>TOTAL</b>	<b>56</b>

# “POP” STATEWIDE TV COVERAGE

- Multiple local TV stations in every market
- Every cable system in NY
- Every satellite system in NY
- Reaches OTT viewers
- Reaches through off-air antenna reception
- No other media outlet can provide universal coverage

