



m•R

WOODIE'S WASH SHACK

Presented by: Gen Gibson

ABOUT WOODYIE'S WASH SHACK



Self Serve Car Wash
Experience



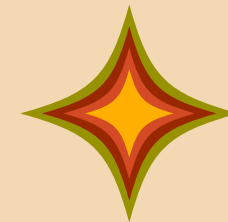
Local, Family Owned



Hillsborough, Pinellas,
Pasco and more



Memberships: Loyalty
rewards, Fleet
Package, LifeSaver
Program, Family Plan



Interactive and
engaging website



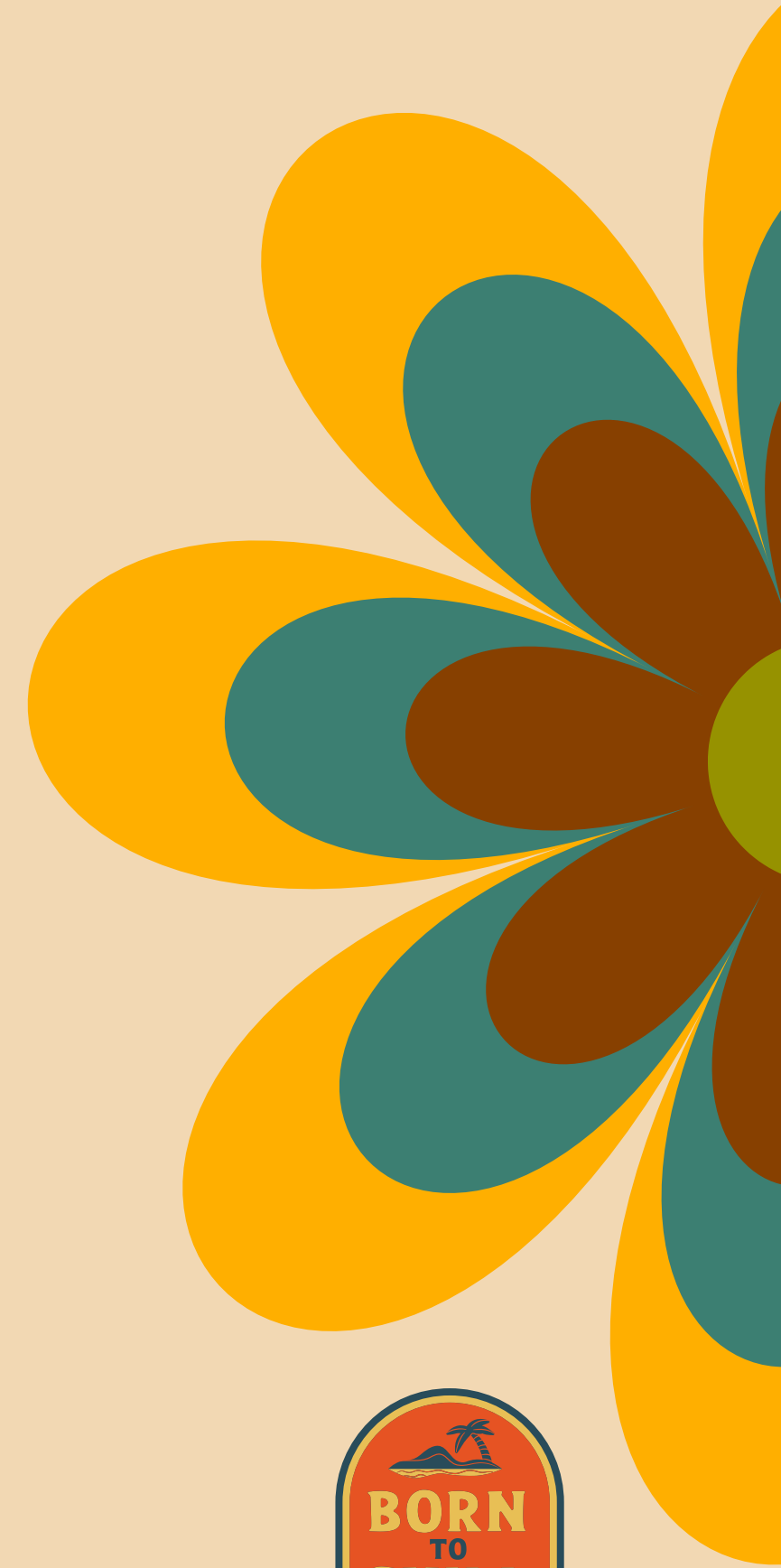
Active Social Media



Event Attendance



Corporate office
located on Bayshore



MEMBERSHIP PRICING

27 27A TRA 400

plus tax

WASH CLUB \$49.99
per month

SINGLE WASH \$30

THE Pipeline

- TRIPLE FOAM
- WHEEL CLEANER x2
- RAIN-X
- EXTREME WAX
- HEAT WAVE
- TIRE SHINE
- UNDERBODY RINSE
- BUG PREP
- PRE SOAK
- LAVA BATH
- CERAMIC SEAL

27 27A TRA 400

plus tax

WASH CLUB \$39.99
per month

SINGLE WASH \$24

THE Wipeout

- BUG PREP
- PRE SOAK
- LAVA BATH
- WHEEL CLEANER
- TRIPLE FOAM
- RAIN-X
- HEAT WAVE
- TIRE SHINE
- EXTREME WAX

27 27A TRA 400

*plus tax

WASH CLUB \$29.99
per month

SINGLE WASH \$18

THE Hang Ten

- BUG PREP
- PRE SOAK
- LAVA BATH
- WHEEL CLEANER
- TRIPLE FOAM
- HEAT WAVE
- TIRE SHINE

27 27A TRA 400

SINGLE WASH \$14

THE Drop In

- BUG PREP
- PRE SOAK
- LAVA BATH
- WHEEL CLEANER
- TRIPLE FOAM

CONTACTS

MARKETING DIRECTOR



JAKE
DEGEARE

SOCIAL MEDIA DIRECTOR



LIZZIE
DESROSIERS

MARKETING & EVENT
COORDINATOR



AVERY
CUTRO



ABOUT MOR



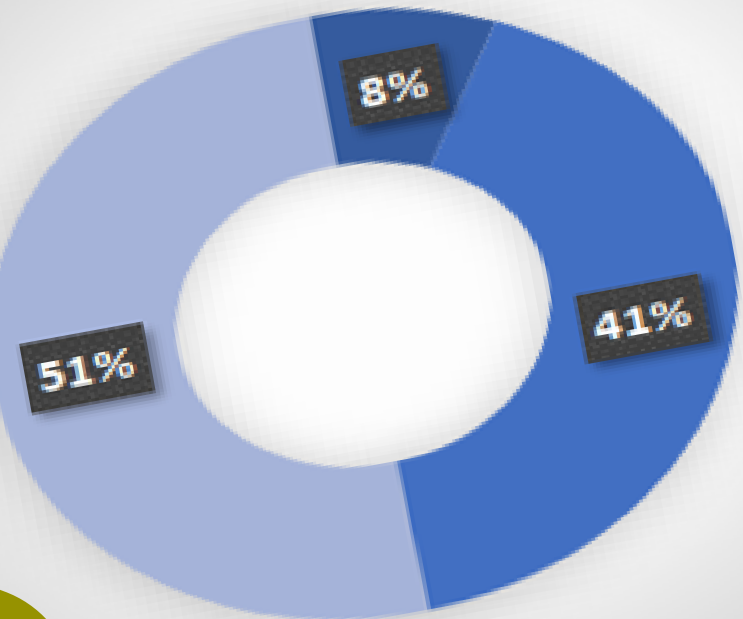
49%
FEMALE

51%
MALE

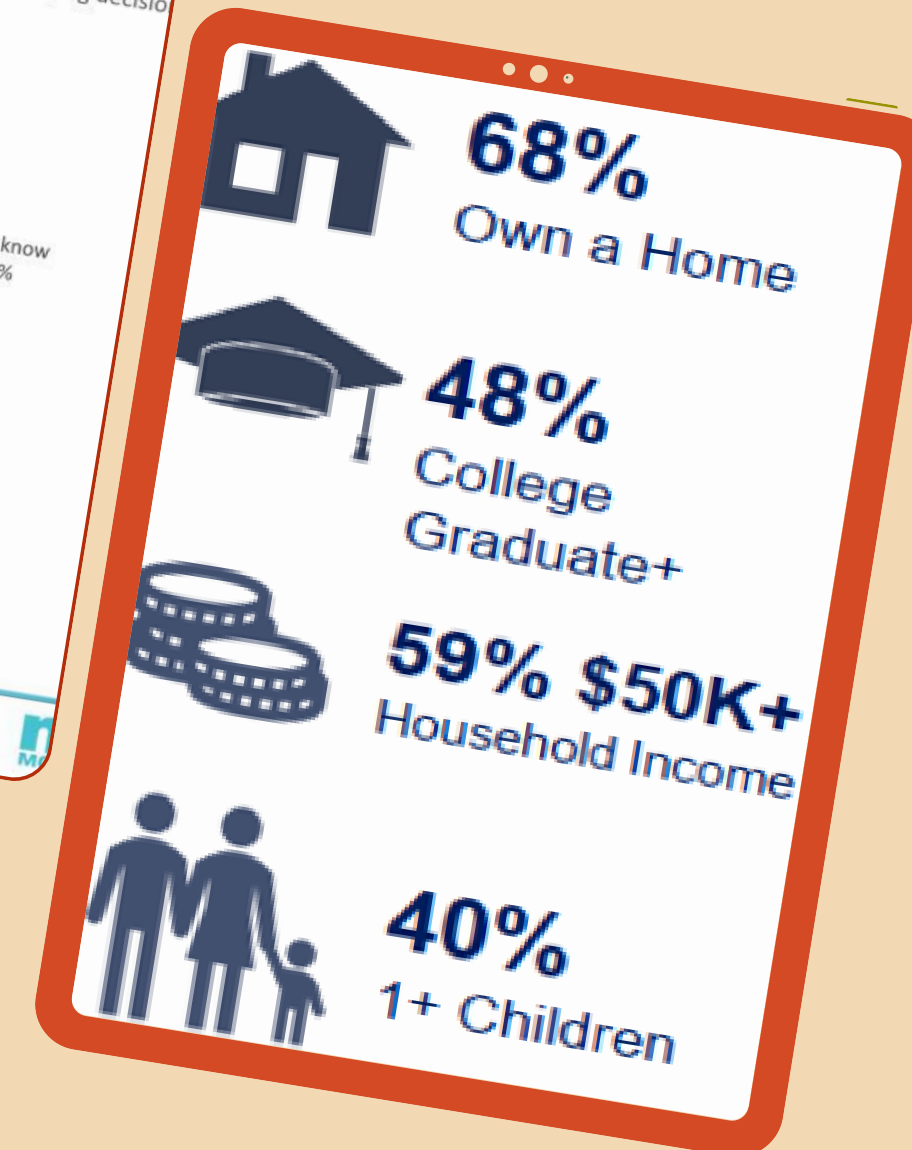
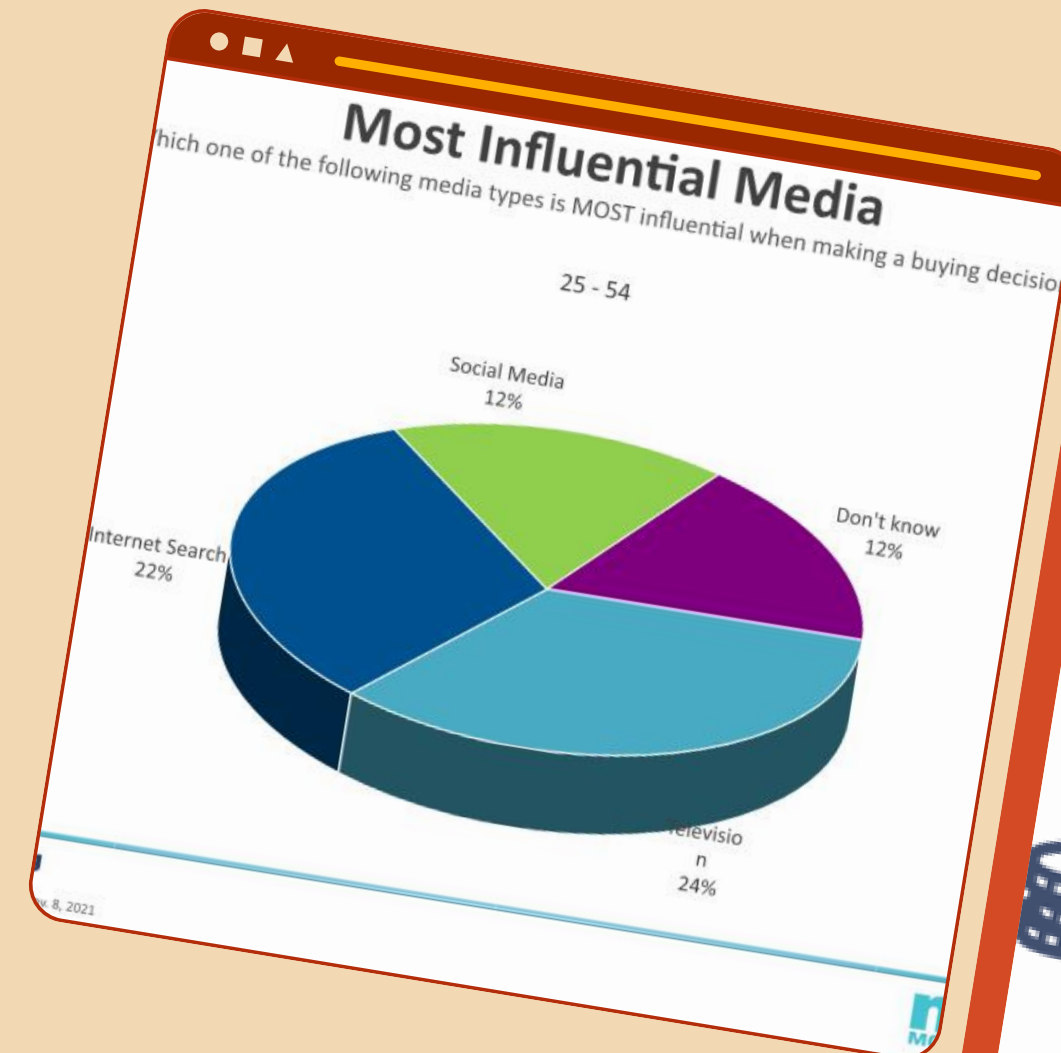
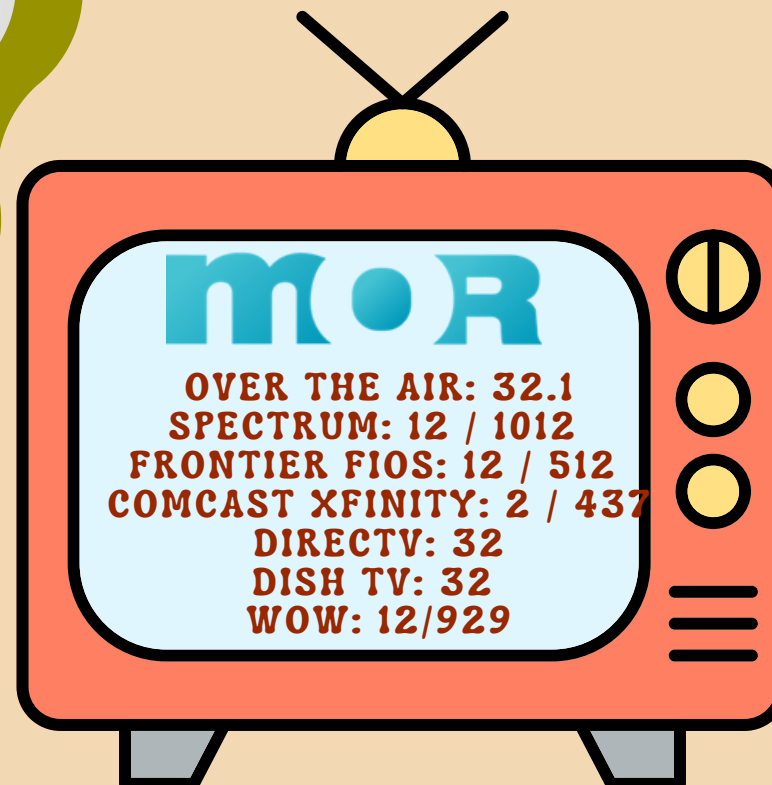


NO NEWS!

Age



18-24 25-54 55+



WHY m•R?

MOR vs Evening News Viewer

When comparing **m•R** Viewers
to the average News Viewers:



Entertainment programming from 5-7pm on **m•R** reaches more A25-54 (70%) than local news in the market (46%).



m•R 5-7pm viewers are families. 48% have at least one child living at home compared to news viewers (42%).



To reach HHs with income over \$75K, you are better off airing on **m•R** (49%) than local news (43%).



66% of adults that are watching **m•R** from 5-7pm own their residence.

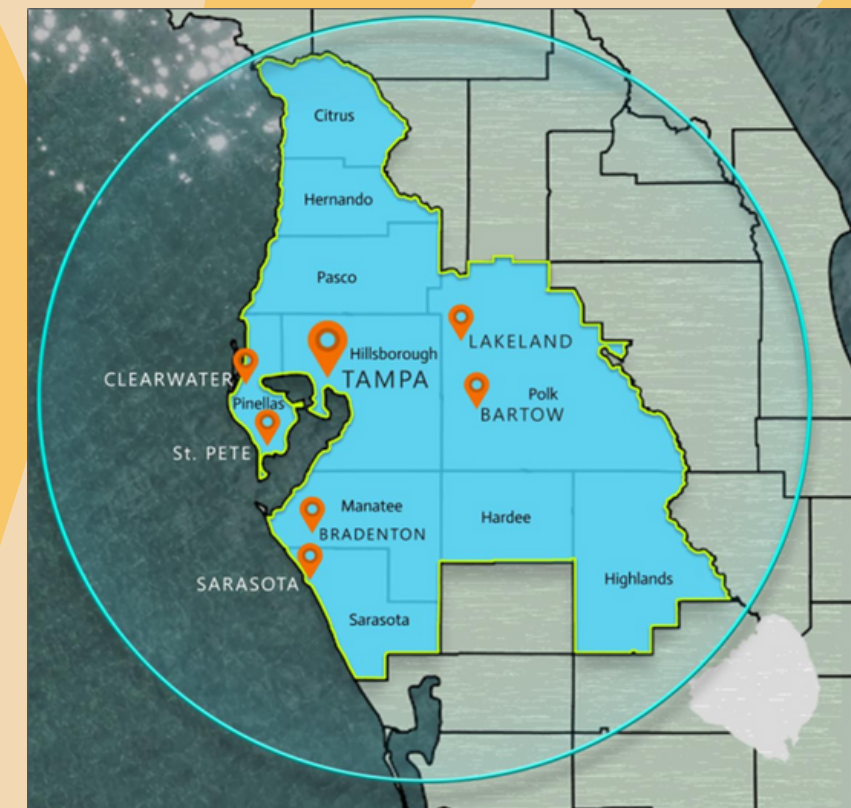


College educated individuals prefer **m•R** from 5-7pm (55%) than watching local news in the market (52%)



m•R viewers from 5-7pm are more likely to be business owners (25%) versus those watching local news on the competition. (19%)

- WWS embraces their fun loving atmosphere and so do we.
- Sponsorship, contesting and street team opportunities.
- Premiere, family entertainment



Top 3-ranked Favorites in Reality Talk and Comedy

#3	12pm	CHEATERS	M2554
#2	1pm	STEVE WILKOS	A18-49,A2554,W2554,A3564 / #3 M2554
#2	2pm	STEVE WILKOS	M25-54 / #3 A1849,A2554,A3564,W2554
#3	5pm	MODERN FAMILY	A1849,A2554,W2554
#3	7pm	BIG BANG	A2554,W2554,A3564
#3	11pm	BIG BANG	W2554
#3	11:30pm	YOUNG SHELDON	W2554

CLEAN CAR LOVE AFFAIR

US CENSES BUREAU

- Car Washes Help Maintain What May Be the Second-Largest Investment Many Will Make
- Several See Their Cars As An Extension Of Their Personality, And want to maintain Image By Keeping Their Cars.
- Florida ranks third in a car wash uprise from 2015 to 2019 by 21.1%

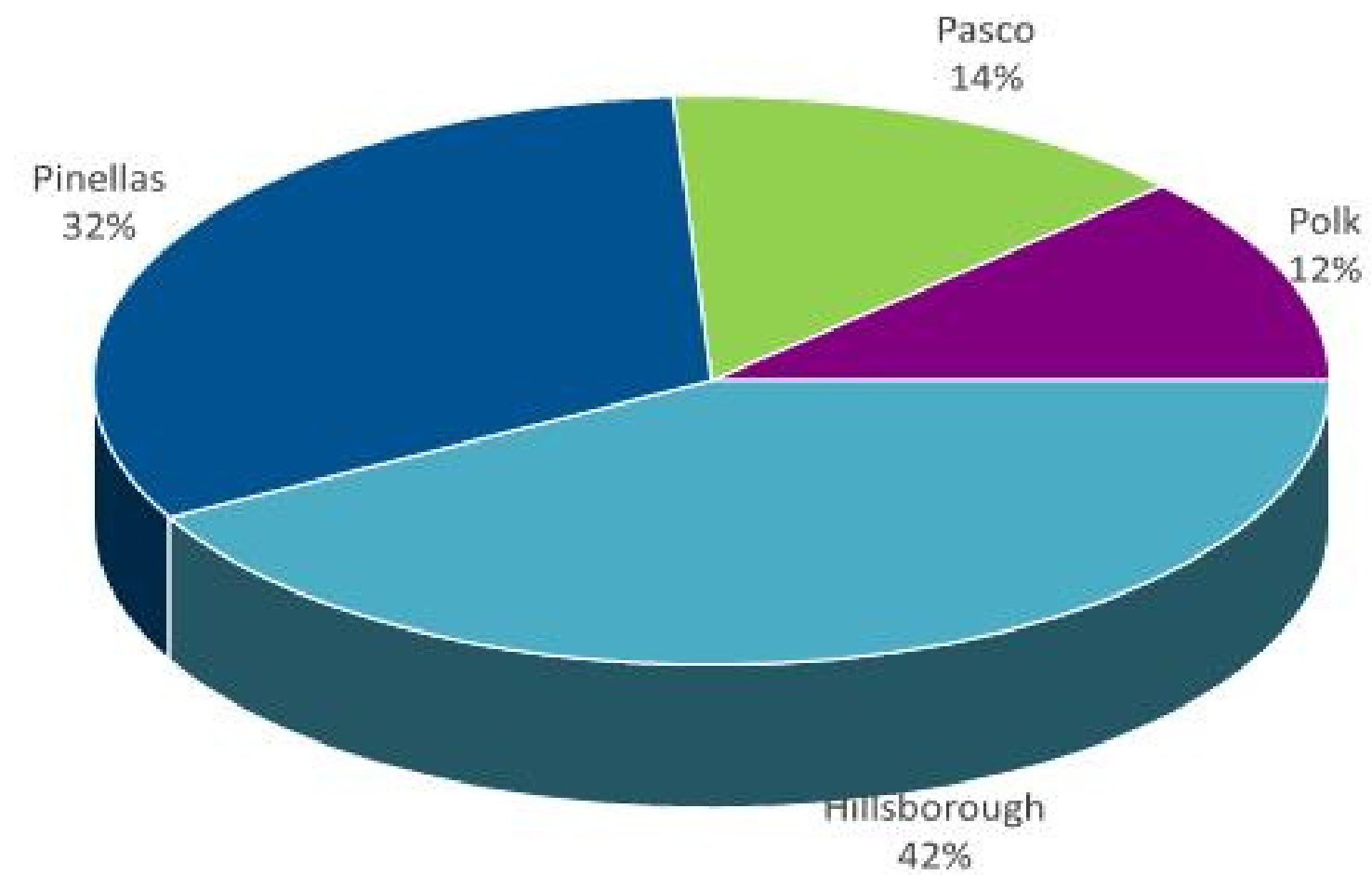


2019 COUNTY BUSINESS PATTERNS

Counties

In which county is your residence?

Plan to purchase a new or used vehicle/ have purchased a new or used vehicle



2019 COUNTY BUSINESS PATTERNS

WMOR Programs

In the past 7 days, which of the following programs did you watch at least once?

Purchase a Used Vehicle			Purchase a New Vehicle	
	%	Index	%	Index
The Big Bang Theory M-F 7p & 7:30p	19%	112	14%	80
The Big Bang Theory M-F 11-11:30p	19%	125	14%	89
Young Sheldon M-F 6p & 6:30p	14%	101	16%	110
Jerry Springer M-F 8-9a	14%	109	14%	104
Modern Family M-F 5p & 5:30p	14%	110	10%	75
Mom Mon-Sat 8p & 8:30p	15%	118	12%	90
Steve Wilkos M-F 9-10a	13%	96	8%	60
Last Man Standing M-F 9p & 9:30p	14%	112	10%	76
Steve Wilkos M-F 2-3p	13%	97	14%	107
Jerry Springer M-F 7-8a	15%	123	18%	141
Cheaters M-F 12-1p	13%	101	8%	63
Schitts Creek M-F 10pm	14%	117	8%	63
Kelly Clarkson M-F 4-5p	14%	118	10%	80
Jerry Springer M-F 11a-12n	16%	133	4%	32
Young Sheldon M-F 11:30p-12m	13%	110	14%	112
The Big Bang Theory Sat-Sun 7p & 7:30p	20%	165	14%	112
Law & Crime Daily M-F 5:30a	12%	96	18%	147
Dr. Oz M-F 10-11a	13%	112	10%	88
Prime Crime M-F 5-5:30a	8%	70	10%	89

MM DATA

WMOR Programs

In the past 7 days, which of the following programs did you watch at least once?

	Plan to Purchase a New Vehicle		Plan to Purchase a Used Vehicle	
	%	Index	%	Index
The Big Bang Theory M-F 7p & 7:30p	25%	146	23%	133
The Big Bang Theory M-F 11-11:30p	22%	145	21%	135
Young Sheldon M-F 6p & 6:30p	21%	144	19%	132
Jerry Springer M-F 8-9a	19%	142	24%	179
Modern Family M-F 5p & 5:30p	18%	136	18%	136
Mom Mon-Sat 8p & 8:30p	20%	151	22%	168
Steve Wilkos M-F 9-10a	21%	158	26%	198
Last Man Standing M-F 9p & 9:30p	19%	146	21%	161
Steve Wilkos M-F 2-3p	19%	146	23%	177
Jerry Springer M-F 7-8a	21%	164	25%	198
Cheaters M-F 12-1p	18%	144	24%	192
Schitts Creek M-F 10pm	23%	188	22%	176
Kelly Clarkson M-F 4-5p	20%	160	17%	137
Jerry Springer M-F 11a-12n	15%	124	25%	202
Young Sheldon M-F 11:30p-12m	20%	160	17%	137
The Big Bang Theory Sat-Sun 7p & 7:30p	17%	138	20%	162
Law & Crime Daily M-F 5:30a	21%	171	26%	215
Dr. Oz M-F 10-11a	19%	169	23%	205
Prime Crime M-F 5-5:30a	17%	154	21%	189

BRAND AWARENESS WORKS



STREET TEAM MOR / CREATIVE CONCEPT



GIVEAWAYS



CONTESTS



SPONSORSHIP COMMERCIALS



PROGRAM SCHEDULE

Let's hit the mornings



Proposal ID: 74729
 Station: WMOR
 Schedule Date: 8/1/2022 - 8/28/2022
 Spot Length(s): :30
 Report: Planner

Acct. Exec: Genoa Gibson
 Email: gen.gibson@hearst.com

Flight Dates: 8/1/2022-8/28/2022

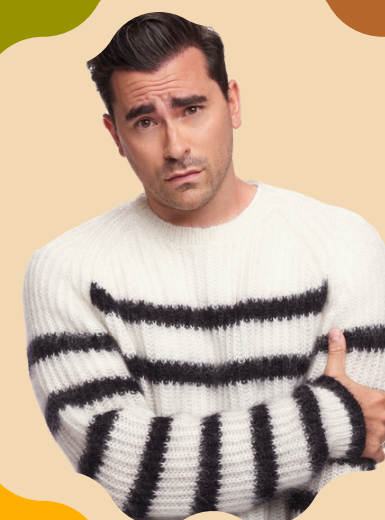
Program Time	Spot Length	AU 1	AU 8	AU 15	AU 22	Weeks	Rate Spots
WMOR							
LAW AND CRIME DAILY Mo-Fr 5:30a-6:00a	:30	2	2	2	2	4	\$15.00 8
JUDGE JERRY Mo-Fr 6:00a-6:30a	:30	2	2	2	2	4	\$15.00 8
JUDGE JERRY Mo-Fr 6:30a-7:00a	:30	2	2	2	2	4	\$15.00 8
TAMRON HALL 7-8A Mo-Fr 7:00a-8:00a	:30	2	2	2	2	4	\$20.00 8
THE GOOD DISH Mo-Fr 8:00a-9:00a	:30	2	2	2	2	4	\$25.00 8
BIG BANG THEORY Mo-Fr 7:00p-7:30p	:30	2	2	2	2	4	\$500.00 8
BIG BANG THEORY Mo-Fr 7:30p-8:00p	:30	2	2	2	2	4	\$500.00 8
MOM Mo-Fr 8:00p-8:30p	:30	2	2	2	2	4	\$300.00 8
MOM Mo-Fr 8:30p-9:00p	:30	2	2	2	2	4	\$300.00 8
LAST MAN STANDING Mo-Fr 9:00p-9:30p	:30	2	2	2	2	4	\$300.00 8
LAST MAN STANDING Mo-Fr 9:30p-10:00p	:30	2	2	2	2	4	\$300.00 8
SCHITTS CREEK Mo-Fr 10:00p-10:30p	:30	2	2	2	2	4	\$200.00 8
SCHITTS CREEK Mo-Fr 10:30p-11:00p	:30	2	2	2	2	4	\$200.00 8
SAT MOR MOVIE Sat 11:00a-1:00p	:30	2	2	2	2	4	\$30.00 8

General Summary (DMA P18+ D.000)

Description	Spots	Cost	Reach	Freq	3+ Reach	Net Reach	Population
WMOR	112	\$21,760.00	9.5	3.3	5.8	380,878	4,027,682

PROGRAM SCHEDULE

Let's hit the afternoons

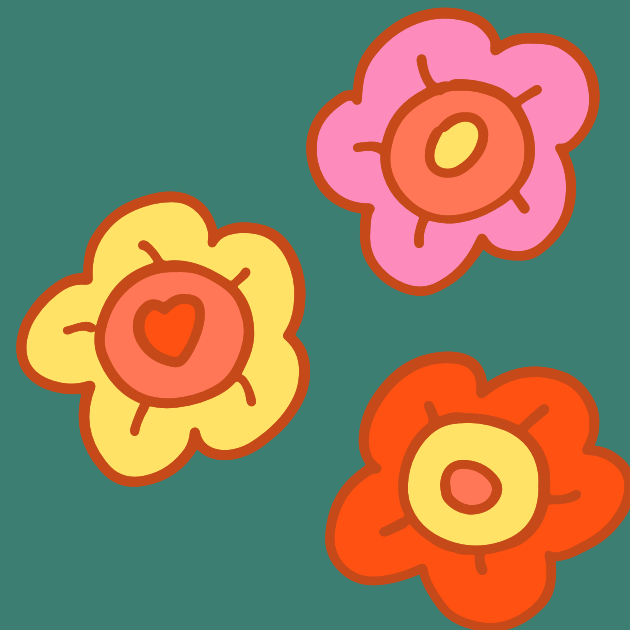




STREET TEAM INCLUDED



THANK YOU!



m•R



813-740-3213



GEN.GIBSON@HEARST.COM



TAMPA BAY'S MOR-TV

*Let's Boogie
into these spots!*

