

## Prism Turns Your Light into a Rainbow of Abundance!

### *The Power of Independent 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.

Prism has the same signal and coverage as a major television network with the intimacy of a local independent television station. A 30 second commercial on a major network can cost millions of dollars. Television has so much power and influence over the masses that it is usually reserved for the Fortune 500. Given that a rainbow of diversity populates our planet, where everything is interdependent and one thing is not more important than the other, at Prism we feel that television should be affordable for everyone, no matter one's ethnicity, class or culture. Even if you can only afford 30 seconds once a month at a prime time spot, with consistency, your message, product or business WILL grow! It's the power of the Prism! It turns the light of your message into a rainbow of abundance!

*A diverse independent television station in Chicago that can grow everyone's message abundantly. Invest in a signal that spreads your light to millions, with airwaves that guarantee a rainbow of return!*

**Prism ...**  
A full power multicultural TV station broadcasting from the Willis Tower (formerly the Sears Tower) carried over the air on digital, and on cable.

**Prism ...**  
A rainbow of opportunity with a signal that will make any business or organization find their pot of gold, reaching almost 11 million people in Illinois, Michigan, Wisconsin, and Indiana!

**Prism ...**  
A plethora of multicultural, local, national and international programming specialising in direct response, inspirational and entertainment segments.

**Prism ...**  
Chicagoland's most significant independent station, that can spread anyone's message with 30 to 60 minute spots, with affordable rates that do not discriminate!

PRISM • 630.368.0511 • 2 Mid America Plaza, Suite 904 • Oakbrook Terrace, IL 60181

## Multicultural Direct Response, Automobile, and Real Estate

### *Prism... A Rainbow of Abundance*

Prism is open to airing any direct response, automobile, and real estate infomercials, from every culture locally, nationally and internationally! TV is of one language. Even if an infomercial bought airtime on Prism, and it was in an alien language from outer space, the product would STILL sell in America's third largest market. That's the power of television and the coverage of almost 11 million people in 4 states. Whether your program is in Chinese, Spanish, Urdu, Swedish or Greek (not excluding every other language), regardless of an English subtitle, people WILL respond to it no matter what language it's in or what country it's from! Houses, automobiles, and all direct response, advertise them on Prism and watch a rainbow of abundance end in pots of gold!



## Multicultural Spirituality of all Faiths

### *Prism... A Rainbow of Faiths*

In this multicultural and religiously diverse world, people are hungry for guidance, love and your message. If your spiritual guidance is sincere and you air consistently on Prism, you WILL save lives, and your message WILL grow. Our clients testify to their organization's growth and to grateful viewers recognizing them everywhere they go since broadcasting with Prism. Light cannot be contained when its purpose is to illuminate. Why wait? Start illuminating America's heartland, in America's third largest market. Let Prism be your spiritual 911 and see your messages of hope and salvation save lives faster than ever before!



## Multicultural Programming

### *Prism ... a Rainbow of Programming*

From Polish to Spanish, we have a rate that you can afford. While America becomes more diverse, more local immigrants cry out for programming that doesn't come from a satellite dish from afar, but airs quality programming about their local issues right here in the Midwest. In America's third largest market, Prism has blocks of time that can cater to any message, any language, and any nationality. Let Prism spread your message to everyone and change a rainbow of lives with your story.



Prism television airs multicultural, local, national and international programming that has a signal reach of almost 11 million people in Chicagoland, NW Indiana, SW Michigan, and SE Wisconsin! Thought TV was only for the Fortune 500? Prism can grow ANY business, sell ANY product, or convey ANY message, all for an affordable rate that does not discriminate! Visit [www.prismtv.net](http://www.prismtv.net) to see how the light of your message transforms into a rainbow of abundance, ending in a pot of gold!





## Over the Air and Cable Facts Of Chicago DMA

Prism's signal covers almost 11 million people! The chance your business, organization, or message will grow - more than ANY other way of advertising - is a millionfold!

### COMCAST

CHICAGO - CHANNEL 385 and 687

### COMCAST

ILLINOIS, WISCONSIN, INDIANA, MICHIGAN  
CHECK LOCAL LISTINGS

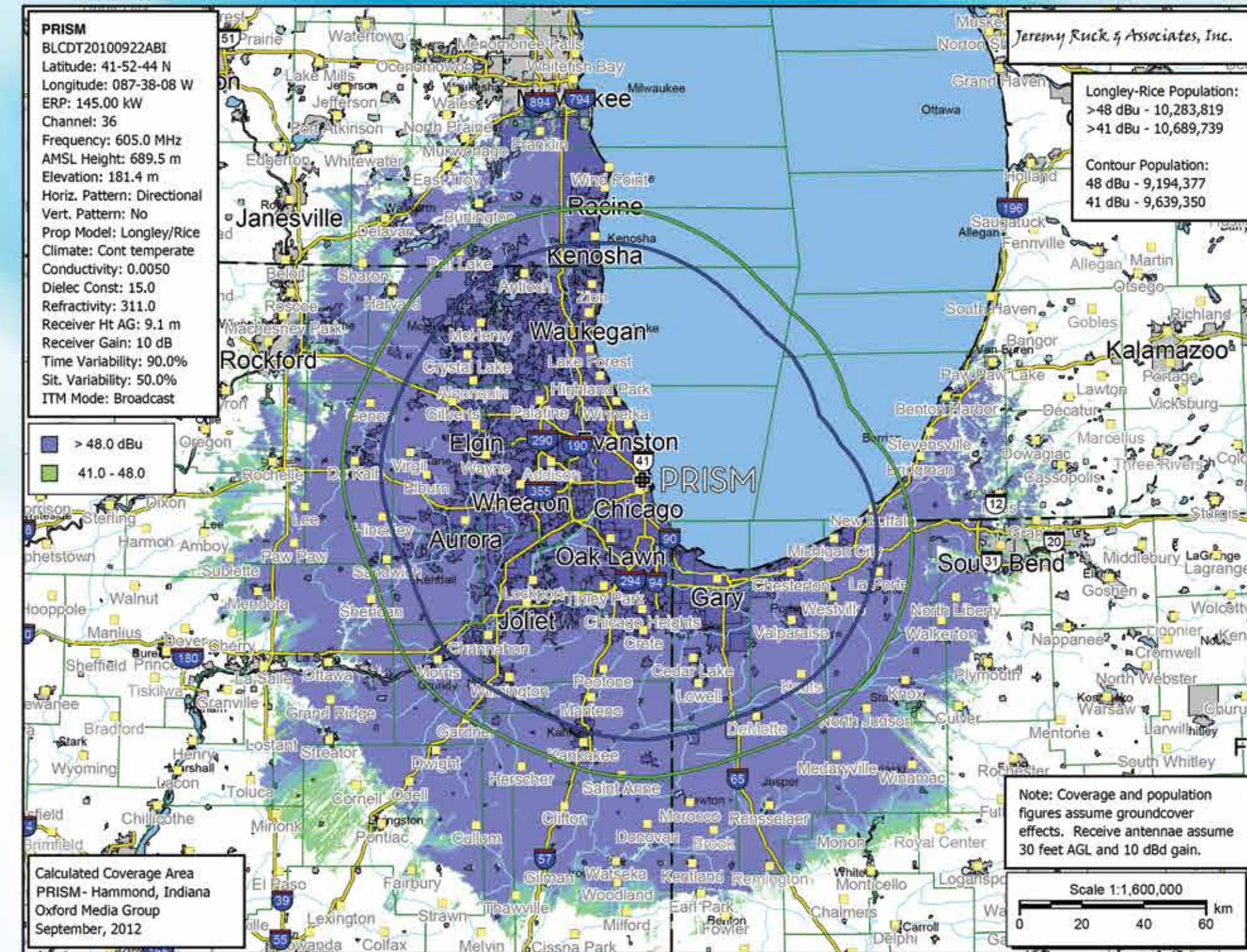
### OVER THE AIR DIGITAL

CHANNEL 62.4

## Calculated Coverage Area

*The Power of the Airwaves*

Prism 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 Prism'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 Prism 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.

## Prism Demographics in Four States

### County Population and Coverage (2010 Census)

Illinois	Population	Service	Indiana	Population	Service
Boone, IL	54,020	36,802	Benton, IN	8,613	879
Bureau, IL	34,699	63	Jasper, IN	32,816	32,724
Cook, IL	5,287,037	5,287,037	Lake County, IN	494,211	494,211
DeKalb, IL	107,333	103,999	LaPorte, IN	111,063	110,860
DuPage, IL	932,541	932,541	Marshall, IN	46,903	7,865
Ford, IL	13,911	2,229	Newton, IN	13,736	13,635
Grundy, IL	48,421	48,421	Porter, IN	163,598	163,598
Iroquois, IL	29,690	18,874	Pulaski, IN	13,614	9,050
Kane, IL	511,892	511,892	St. Joseph, IN	267,613	70,366
Kankakee, IL	113,215	113,215	Starke, IN	23,530	21,092
Kendall, IL	104,821	104,821	White, IN	23,452	513
Lake, IL	712,567	712,567	Michigan		
La Salle, IL	112,498	36,570	Berrien, MI	160,472	93,401
Lee, IL	34,919	2,326	Cass, MI	49,925	5,087
Livingston, IL	37,777	10,577	Van Buren, MI	78,227	2,115
McHenry, IL	320,961	316,526	Wisconsin		
Ogle, IL	55,336	1,396	Kenosha, WI	165,382	164,793
Will, IL	685,251	685,251	Milwaukee, WI	959,521	136,349
Winnebago, IL	299,702	21,188	Racine, WI	200,601	191,632
			Rock, WI	160,155	131
			Walworth, WI	100,593	41,693
			Waukesha, WI	383,154	33,183