

**WSKI-TV 17 SCHEDULE YEAR-ROUND**

<p><b>WSKI's Mountain Report</b> 7:30–9:00am</p> <p><b>EXPLORE the Maine High Peaks Region</b> 9:00am, 11:30am, 5:30pm</p> <p><b>Live the Dream (Lifestyle/Real Estate)</b> 6:00am, 10:30am, 12:30pm, 6:30pm</p>	<p><b>Snowfields Highlights</b> Noon, 6:00pm, 11:00pm</p> <p><b>From the Archives of WSKI</b> 5:00pm, 11:30pm</p> <p><b>Outside tv Programming</b> 6:30–7:30am, 9:30–10:30am, 11:00–11:30am, 1:00–5:00pm, 7:00–11:00pm</p>
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**WSKI 17**  
SUGARLOAF  
wskitv.com

207-237-6895 | wskitv@wskitv.com

**#1 Source of Local Information and Entertainment in the Maine High Peaks to**  
**KNOW BEFORE YOU GO**

Turning guests into locals.

Spectrum  
Outside tv

**WSKI 17**  
Maine High Peaks Info  
wskitv.com

f t i  
Photograph by  
27North Photography

## OUR AUDIENCE

*In a destination market, we are Destination TV.*

***WSKI-TV 17 Turns Guests into Locals.***

We are part of the fiber of the Sugarloaf and Maine High Peaks communities who have tuned in for our information and entertainment for almost 40 years.

We are the **#1 Rated TV Station in our Market year after year** because our focus is geared specifically towards visitors, vacation home owners, and outdoor enthusiasts who watch WSKI TV for our local weather forecasts, alpine and cross-country ski conditions, snowmobile and mountain bike trail reports, things to do, places to see, events, information on what's happening and where to eat and enjoy live music, find local services, plus original movies and shows celebrating the outdoors lifestyle.

From the Base of Sugarloaf Mountain in Carrabassett Valley, **WSKI TV is seen by 13,000 subscribers on Spectrum Cable from Eustis to Kingfield, including the Mountain homes and condominiums** where televisions are pre-set to Channel 17, and Table Top information (above) is in all Mountain properties and region-wide accommodation providers.

***Nielsen ratings confirm that we are viewed more than any other channel in our market, by far!***

We are the only 'local' TV station in Maine not moved to the '#1000 channel tier' by the cable companies in 2018 because WSKI-TV 17 is consistently the most watched TV station in our region.

**Advertising on WSKI TV works because your message is received by a prime audience of affluent consumers, in an environment in which their guard is down and their attention is high.** They see and hear your message when they're having fun, making plans to dine, shop, try a new activity, or even buy a home, or looking for a service to help them spend more of their time in the place they love.



## WSKI TV Data

Our audience is a mix of vacationers, second home owners and full-time residents.

### Reasons Audience Watch:

- 80% Weather / conditions
  - 55% Dining
- 50% Lifestyle entertainment
  - 30% Nightlife
- 25% Find things to do w/ kids
  - 20% Find real estate
  - 20% Find shopping

Demographics: active, affluent, engaged traveler

Environment: relaxed, uncluttered, willingness to try new things, positive association

### Engagement Results of TV Viewing on Vacation:

- 70% of audience watched WSKI during vacation/market visit
- Vacationing audience 3.6 times more likely to watch WSKI than other TV networks
  - 60% of the audience recalls watching the local live morning show

### Sugarloaf Visitors:

Maine 50%, Massachusetts 30%, New Hampshire 10%, New York 5%, Connecticut 5%

## WSKI streams our LIVE Shows at [wskitv.com](http://wskitv.com)

Plus LIVE 'Quad Cam' View 24/7 and Time-lapse Camera from Base of Sugarloaf  
*Our Local Forecast, Activities, Places to Go, People to Know available anywhere/anytime.*

### ***Future Visitors to the Maine High Peaks go to WSKITV.COM for:***

- Planning a trip to the Maine High Peaks Region
- Checking Local Weather Forecast and Sugarloaf's Trail Report and Region-wide Snowmobile, ATV and Mountain Bike Trail Conditions Year-round
- Activities and Options for Visitors to enjoy from the Canadian Border to Kingfield
  - Clips of Historic Archive footage from our 35+ years of Broadcasting

