

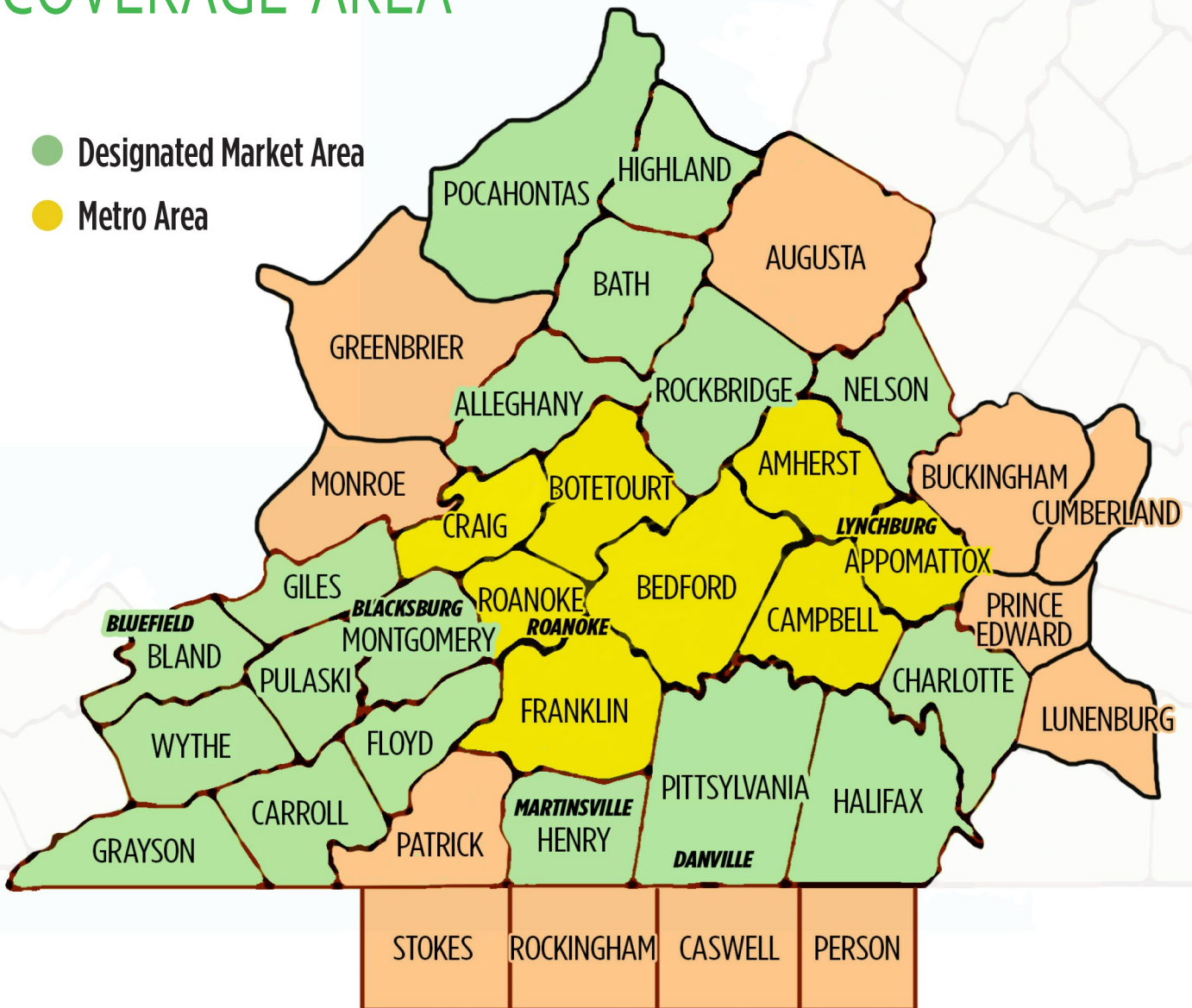


WWCW | VIRGINIA COVERAGE AREA

WWCW covers a wide area of Southwest Virginia! Our Designated Market Area (DMA) is made up of the counties shaded in green. The Metro Area Counties are shown in yellow at the center of the map.

The WWCW signal - and commercials - are received by all viewers, no matter how they tune in: antenna, cable, or satellite. Cable and satellite coverage of the DMA reaches 91% of these households

- Designated Market Area
- Metro Area



WWCW's signal reaches:
441,140 DMA households
217,870 METRO households
595,870 TOTAL reached