

# MEDIA FIRST group



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**Media Kit**



## JOIN THE LOCAL MOVEMENT!

- **On New Jersey** attracts **900,000 - 1,200,000** monthly impressions.
- **ONNJ** morning drive programming delivers up to **12,500 impressions per hour**, while primetime viewing generates approximately **8,200 impressions per hour**.
- **ONNJ** has an email list of over **30,000 viewers**.
- **ONNJ** audience is **45% Male** and **55% Female**.
- **ONNJ** is **free to watch**; no cable subscription required.

On New Jersey (ONNJ) is the premier FREE live TV streaming channel dedicated exclusively to the Garden State. Our Emmy Award-winning talent — all proud New Jerseyans — has delivered trusted, hyper-local coverage across news, community engagement, politics, sports, and more.

In addition to our 24/7 streaming platform, ONNJ also has a partnership with MeTV-WJLP — a fully distributed broadcast station reaching over 7.6 million households across the New York metro area.

We're here 24/7/365 — on your screen, on your app, and online at ONNJ.com — providing content that informs, entertains, and connects our communities.



































## ONNJ PROGRAMMING

- **ONNJ Mornings with Ken Rosato:** A live weekday show bringing the latest NJ news and updates.
- **In the Mix:** A lifestyle and entertainment series celebrating New Jersey's vibrant culture, featuring local personalities and the latest trends.
- **ONNJ Sports:** A weekly show covering sports news and personalities in New Jersey.
- **Big Little Stories:** A place for conversations that inspire, educate and build community.
- **On New Jersey Weather:** Your go-to source for hyper-local weather updates, keeping New Jersey informed and prepared.
- **Special Events:** ONNJ brings New Jersey's most pivotal moments to the forefront with exclusive live coverage that matter to our communities.
- **Custom Shows:** Purpose-driven programming that highlights your organization's initiatives, expertise, and community impact, all through a New Jersey lens.

# EXPANDING ACCESS. REFLECTING OUR COMMUNITIES.

- **ONNJ is more than media.** It's movement, momentum, and community. Streamed. Shared. Statewide.
- **Own the stream, own the moment.** With ONNJ, your brand rides the wave of 24/7 content that's always on and always Jersey.
- **From phone to TV to podcast, you're everywhere.** Our reach spans Roku to Spotify, YouTube to your customer's pocket.
- **Not just seen. Remembered.** We create custom content people connect with and talk about.
- **Hyper-local, high-impact.** ONNJ is New Jersey's channel. You're not interrupting the story. You're part of it.

OWNED	SOCIAL	DISTRIBUTORS	OTT PLATFORMS	PODCASTS
ONNJ.com			 	
ONNJ Newsletter	 		   	
ONNJ Mobile App	 		     	
			   	
			   	

# MeTV-WJLP & ONNJ: YOUR GATEWAY TO NJ'S WEEKEND AUDIENCE

## MeTV-WJLP HAS A HOUSEHOLD REACH OF OVER 7.6 MILLION!

- MeTV is the #1 most widely distributed multicast network measured by Nielsen.
- 93% of MeTV-WJLP viewing is live (Total Day P25-54, May '22 NTI).
- Viewers have a higher-than-average net worth of \$401,000.
- Audience is 49% Male / 51% Female.

## Weekend Programming with ONNJ on MeTV-WJLP

### *Your New Jersey with Lisa Marie Falbo*

Stories that celebrate the people, places, and positive impact shaping the Garden State. Airs Saturdays at 6 AM and Sundays at 8 AM.

### *NJ Politics with Laura Jones*

Trusted conversations with New Jersey's political leaders. Airs Saturdays at 6:30 AM and Sundays at 8:30 AM.



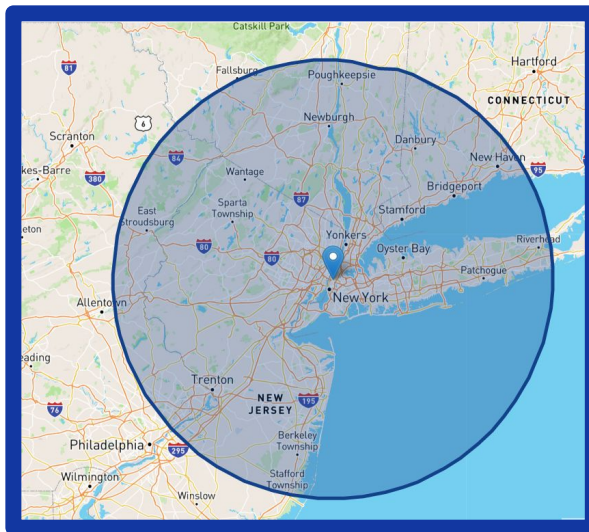
# MeTV-WJLP & ONNJ: YOUR GATEWAY TO NJ'S WEEKEND AUDIENCE

## Why It Matters for Your Brand:

- Approx. 120,000 impressions weekly from highly engaged, live-viewing audiences
- Align your brand with trusted local news and lifestyle programming
- Reach decision-makers and affluent households during premium weekend slots
- Leverage ONNJ's exclusive partnership to build visibility across TV and streaming

## Total Monthly Exposure:

- ~480,000+ impressions via MeTV-WJLP weekend shows alone
- Additional reach through ONNJ streaming and digital platforms



Provider	Channel
Over-the-Air	33.1
Comcast/Xfinity	8 / 808 / 1033
Direct TV	33
DISH	3
Optimum	33 / 687
Verizon Fios	3 / 503
RCN	33
Spectrum	33 / 1239
Service Electric	109
Blue Ridge Cable	3
<b>DMA Rank</b>	<b>#1</b>
<b>TV Households</b>	<b>7,633,720</b>
<b>% of US</b>	<b>6.24%</b>

Source: <https://www.nielsen.com/data-center/the-gauge>

# ONNJ Audience Engagement & Reach

A 24/7 Streaming Television Network Serving New Jersey Across Web, Mobile & Connected TV

<p><b>2.5 min</b> <b>Average Viewer Engagement</b></p>	<p><b>179,865</b> <b>Engaged viewing sessions</b></p>	<p><b>217,800</b> <b>Video views</b></p>	<p><b>1,200+ hours</b> <b>Total watch time</b></p>
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- **Average View Duration:** 1:41
- **Program Delivery:** Morning Programming: 15,000–20,000 | Primetime: 9,000–15,000
- **Total Users (Desktop, Mobile, Tablet): 139,300+ Total Cross-Device Users**
- **Returning Users:** 14,347
- **Total Email Subscribers:** 30,000+
- **Total Social Audience:** ~19,600

**ONNJ delivers measurable engagement, long-form viewer attention, and professional New Jersey audiences in a premium streaming environment aligned with luxury brands.**

# ELEVATE YOUR PRODUCTION WITH THE MEDIA FIRST GROUP STUDIO

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CAPABILITIES

Centrally located in **Nutley, NJ**, the **Media First Group Studio** offers a prime location with a **sophisticated, high-end environment** designed to bring your vision to life.

## Studio Features:

- State-of-the-Art Equipment – Outfitted with PTZ cameras, Vmix live production software, studio lighting, broadcast-quality audio, and teleprompters.
- Versatile Studio Space – Ideal for live broadcasts, interviews, panel, discussions, corporate videos, and more.
- Green Room & Lounge – Comfortable, private space for talent and guests.
- Catering On-premise – Convenient food and beverage options available.
- Full Production Support – Experienced team for seamless execution.
- Multi-Platform Capability – Optimized for broadcast, cable, and streaming.
- On-Site Editing Suite – Professional post-production services available.
- Secure & Private – Discreet location with controlled access for VIP clients.





## OPPORTUNITIES

- Engaging brand-focused television shows, filmed in-studio or on location
- Live Morning Show broadcast from your location
- Your live event aired on ONNJ
- Integration of stories and interviews into ONNJ programs and social media
- Commercial Spots and Show Sponsorship opportunities
- Exclusive News Update Sponsorship across broadcast TV
- Comprehensive services: videography, photography, drone photography, editing, and TV studio rental

## **LISA MARIE FALBO** **PARTNER & HOST OF *YOUR NEW JERSEY***

**Lisa Marie Falbo** is co-founder and managing partner of On New Jersey. As an Emmy-nominated host and executive producer, Lisa Marie is a dynamic force in the media world who has overseen numerous corporate and television productions while hosting various programs. You can watch her on the Telly Award-winning *Your New Jersey*, where her passion for the Garden State shines through.

Lisa Marie's creative talents extend beyond television. She's also a celebrated author, and has over 15 years of experience in radio production for WFAN Sports Radio and the New York Giants Radio Network.

A proud graduate of Montclair State University, she resides in New Jersey with her husband, Joseph, and their two children.



## **GERALD D'AMBRA** **PARTNER**

**Gerald D'Ambra** is co-founder and managing partner of On New Jersey. Throughout his career in TV, Gerald has led projects developing shows for Cox Broadcasting, Sinclair, Fox, and Discovery Scripps. He is a former marketing and communications executive with a global technology company and a former TV News Anchor, Reporter, and Executive Producer.

Gerald led communications and marketing projects for global brands and secured national and local media placement. He has been nominated for Emmy Awards and won multiple AP awards for journalism.

A proud graduate of Monmouth University, he resides in New Jersey with his wife and son.



# MEDIA FIRST group

**THANK YOU**

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