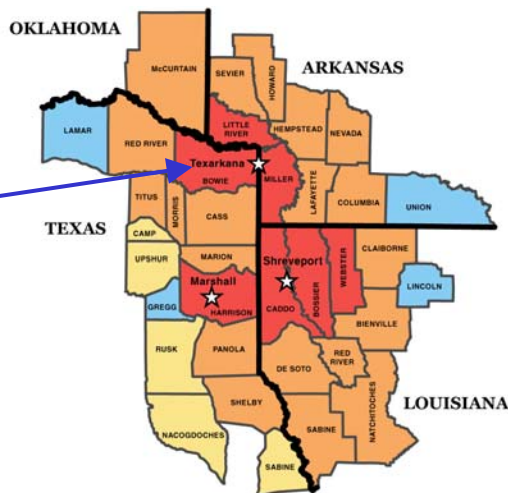


# TEXARKANA

## TEXAS/ARKANSAS



The Ark-La-Tex is a diverse market that covers 4 states!  
Texarkana is an important area that is geographically located north of the Shreveport metro and borders 2 states, Texas and Arkansas.  
Our commitment to the Texarkana community is what makes KTBS-3 a news leader in this important area. KTBS-3 provides Texarkana viewers with a one-of-a-kind news segment devoted specifically to the Texarkana area. Weeknights during KTBS-3 News at 6pm and 10pm the award-winning KTBS-3 Texarkana news staff broadcasts their local news and feature stories direct from our Texarkana studios to the Texarkana cable system, Cable One. These news segments are broadcast to more than 32,500 Cable One households.  
Unlike any other news broadcast in the Ark-La-Tex, the KTBS-3/Cable One partnership allows all Ark-La-Tex viewers to get the local news that matters to them.

### *Advertiser Benefits:*

- ⇒ **Cost-Effective Audience Targeting**
- ⇒ **Community Awareness**
- ⇒ **Texarkana News Sponsorship Opportunities**

*This unique advertising opportunity is sold exclusively through KTBS-3.*