

Primary Salable Elements	Individual Games of Football and Basketball			PACKAGE #1 (7 Football Games & 8 Basketball Games)		
	Exposures per F'ball & B'ball game	Base price per	Extended	# of games within package	Exposures within the package	Revenue
TV Commercials (30 seconds each)	8	\$2,000	\$16,000	15	120	\$240,000
On-Site Activations (one booth per game)	1	\$3,500	\$3,500	15	15	\$52,500
Internet Ads run during Live webcast	1	\$500	\$500	15	15	\$7,500
						\$300,000

PACKAGE 1s to be Sold
(revenue for the season)

8	\$2,400,000
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Secondary Salable Elements						
TV Billboards 1st Quarter ("...this broadcast is sponsored by.....")	1	\$1,100	\$1,100	15	15	\$16,500
TV Billboards 2nd Quarter ("...this broadcast is sponsored by.....")	1	\$1,100	\$1,100	15	15	\$16,500
TV Billboards 3rd Quarter ("...this broadcast is sponsored by.....")	1	\$1,100	\$1,100	15	15	\$16,500
TV Billboards 4th Quarter ("...this broadcast is sponsored by.....")	1	\$1,100	\$1,100	15	15	\$16,500
TV Billboards HALFTIME SHOW ("...this broadcast is sponsored by.....")	1	\$1,500	\$1,500	15	15	\$22,500
						\$88,500

10	\$885,000
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Third Salable Elements						
TV On-Air Product Mentions ("...Jarad Jewelers wants to remind you that Valentines Day is Feb. 14. Don't wind up in a MMA match with your loved one")	5	\$1,100	\$5,500	15	75	\$82,500
TV On-Air Sponsorship Tags: " ____ is sponsored by your local Washington Area Ford Dealers who'd like to remind you of the great deals they are offering this season" "Play of the Game" (Offensive/Defensive)	1	\$2,000	\$2,000	15	15	\$30,000
"Player of the Game" (Offensive /Defensive)	1	\$2,000	\$2,000	15	15	\$30,000
"Re-Play of the Game" (Offensive /Defensive)	1	\$2,000	\$2,000	15	15	\$30,000
						\$172,500

10	\$825,000
8	\$240,000
8	\$240,000
8	\$240,000

\$561,000

\$4,830,000