

Place an "X" in the column of the service requested	Primary Package	Individual Games of Football and Basketball			PACKAGE Six Football Games & Six Basketball Games			Your Order!
		Exposures per F'ball & B'ball game	Base price per	Extended	# of games within package	Exposures within the package	Cost	
	TV Commercials (30 sec. Football) (3hr game)	8	\$2,000	\$16,000	6	48	\$96,000	
	TV Commercials (30 sec. Basketball) (2 hr game)	6	\$2,000	\$12,000	12	72	\$144,000	
	On-Site Activations (one booth per game)	1	\$3,500	\$3,500	16	16	\$56,000	
	Internet Ads run during Live webcast	1	\$500	\$500	16	16	\$8,000	
SUB-TOTAL								

Secondary Salable Elements								
	TV Billboards 1st Quarter ("...this broadcast is sponsored by....")	10	\$1,100	\$11,000	16	160	\$176,000	
	TV Billboards 2nd Quarter ("...this broadcast is sponsored by....")	10	\$1,100	\$11,000	16	160	\$176,000	
	TV Billboards 3rd Quarter ("...this broadcast is sponsored by....")	10	\$1,100	\$11,000	16	160	\$176,000	
	TV Billboards 4th Quarter ("...this broadcast is sponsored by....")	10	\$1,100	\$11,000	16	160	\$176,000	
	TV Billboards HALFTIME SHOW ("...this broadcast is sponsored by....")	10	\$1,500	\$15,000	16	160	\$240,000	
SUB-TOTAL								

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	16	80	\$88,000	
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	16	16	\$32,000	
"Player of the Game" (Offensive /Defensive)	1	\$2,000	\$2,000	16	16	\$32,000	
"Re-Play of the Game" (Offensive /Defensive)	1	\$2,000	\$2,000	16	16	\$32,000	
HU HOMECOMING: BISON LOUNGE Riparian Broadcasting will produce four (4) celebrity filled segments, 60 seconds each inserted during the homecoming game. INTERVIEWS WITH THE STARS "THE HBCU SPORTS GEICO" BISON LOUNGE" \$18,000 for the package (5% discount if ordered before 9/25/09)	1	\$18,000	\$18,000	1	1	\$18,000	
HU HOMECOMING: "GAMEDAY" OUTDOOR LDC JUMBOTRON Riparian Broadcasting will erect a 7' x 7' Jumboton Video Screen on the central campus "Yard" and in the football stadium for Howard University's homecoming October 24 2009 "GAMEDAY" . The screen sponsorship opportunity is available. Oct. 24, 2009 from 11:00am to 4:00pm (5 hours). Typically there are 10,000 to 15,000 students, alumni and others occupying the "Yard" during the homecoming festivities. On screen "sponsored by" video slate ("Jumbotrom Presented _____" by every 30 minutes for 30 seconds each slate. In addition a Jumbotrom Sponsored by _____ banner will be placed across the top Jumbotrom \$18,000 (5% discount if ordered before 10/09/09)	1	\$18,000	\$18,000	1	1	\$18,000	
HU HOMECOMING: "YARDFEST" OUTDOOR LDC JUMBOTRON Riparian Broadcasting will erect a 7' x 7' Jumboton Video Screen on the central campus "Yard" at Howard University's homecoming October 23 2009 "YARDFEST" . The screen sponsorship opportunity is available. Oct. 23, 2009 from 10:00am to 5:00pm (7 hours). Typically there are 10,000 to 15,000 students, alumni and others occupying the "Yard" during the homecoming festivities. On screen "sponsored by" video slate ("Jumbotrom Presented _____" by every 30 minutes for 30 seconds each slate. In addition a Jumbotrom Sponsored by _____ banner will be placed across the top Jumbotrom \$18,000 (5% discount if ordered before 10/09/09)	1	\$16,000	\$16,000	1	1	\$16,000	
HU HOMECOMING: OUTDOOR LDC JUMBOTRON 15 SECOND VIDEO SLATES Riparian Broadcasting is offering a package of six (6) 15 second video slates to be displayed on the Jumbotrons per hour for five hours = 30 total exposures for a single day during the hours the jumbotrons are active. (10 packages may be sold)	30	\$200	\$6,000	1	30	\$6,000	
SUB - TOTAL							
TOTAL ORDER							