

Place an "X" in the column of the service requested	Primary Salable Elements	Individual Games of Football and Basketball			PACKAGE #1 8 Football Games & 8 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 seconds each)	8	\$2,000	\$16,000	16	128	\$256,000	
	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.....")	1	\$1,100	\$1,100	16	16	\$17,600	
	TV Billboards 2nd Quarter ("....this broadcast is sponsored by.....")	1	\$1,100	\$1,100	16	16	\$17,600	
	TV Billboards 3rd Quarter ("....this broadcast is sponsored by.....")	1	\$1,100	\$1,100	16	16	\$17,600	
	TV Billboards 4th Quarter ("....this broadcast is sponsored by.....")	1	\$1,100	\$1,100	16	16	\$17,600	
	TV Billboards HALFTIME SHOW ("....this broadcast is sponsored by.....")	1	\$1,500	\$1,500	16	16	\$24,000	
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	
SUB - TOTAL								
TOTAL ORDER								