

Place an "X" in the column of the service requested	Primary Salable Elements	Individual Games of Football and Basketball			PACKAGE #1 (7 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	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	
SUB-TOTAL								

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	
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	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	
SUB - TOTAL								
TOTAL ORDER								