

Pro Football WEEKLY

RADIO

PRO FOOTBALL WEEKLY MEDIA KIT



> Pro Football Weekly Radio

Hour-long show features analysis and insight from Wayne Larrivee, the long-time voice of the Green Bay Packers, and Hub Arkush, publisher and editor of Pro Football Weekly. Each week our experts cover news and notes from around the NFL while previewing the coming week's action. In its 26th year, PFW Radio remains one of the most successful nationally syndicated programs.

2011-12 RADIO AFFILIATES

PFW Radio airs weekly on nearly 80 stations, achieving 50% U.S. clearance. PFW Radio also can be downloaded online through ProFootballWeekly.com. Current radio affiliates include:

WLAD-AM/New York	KSTP-AM/Minneapolis-St. Paul	KBAD-AM/Las Vegas
WSCR-AM/Chicago	KLSD-AM/San Diego	WTMJ-AM/Milwaukee
KGOW-AM/Houston	KOA-AM/Denver	WRSW-AM/Indianapolis
WWZN-AM/Boston	WNST-AM/Baltimore	WGFX-AM/Nashville
WPHM-AM/Detroit	KTRS-AM/St. Louis	WIST-AM/New Orleans
WQAM-AM/Miami-Ft. Lauderdale	WBGJ-AM/Pittsburgh	WFXJ-AM/Jacksonville
KJR-AM/Seattle-Tacoma	WKRK-AM/Cleveland	WGR-AM/Buffalo

Program runs 52x per year. Broadcast window 6 p.m. ET Friday-1 p.m. ET Sunday.

NATIONAL RATES

(All rates are net. Spot production for additional cost.)

:15 On-Air Read – \$450

:30 Spots – \$600

1:00 Spots – \$1,100

Live on-site remote taping: Variable

Segment Sponsorship: \$250 per segment

Material/Deadlines: MP3 or CD due Monday for Thursday morning taping

Regional packages available upon request

PFW Radio can be packaged with other PFW media options, including digital, newspaper, magazine, television.