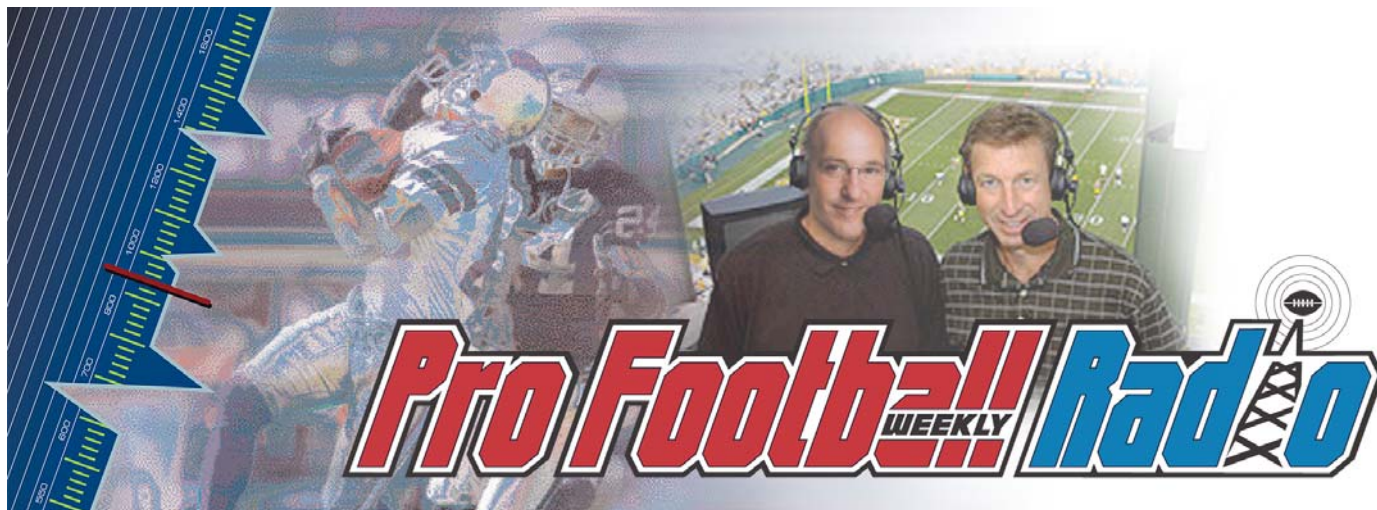


Pro Football WEEKLY

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.

RADIO AFFILIATES

PFW Radio airs weekly on more than 70 stations.

PFW Radio also can be downloaded online through ProFootballWeekly.com.

Current radio affiliates include:

WLAD-AM/New York	KTDR-FM/San Antonio
WSCR-AM/Chicago	WKRK-FM/Cleveland
KILT-AM/Houston	KBAD-AM/Las Vegas
WQAM-AM/Miami-Ft. Lauderdale	WTMJ-AM/Milwaukee
WPHM-AM/Detroit	WCTC-AM/New Jersey
KJR -AM/KNBQ-FM/Seattle-Tacoma	WGFX-FM/Nashville
KSTP AM/KBUN-AM/Minneapolis-St. Paul	KREF-AM/Oklahoma City
KOA -AM/Denver	WHBQ-AM/Memphis
WNST-AM/Baltimore	WGR-AM/Buffalo
KTRS-AM/St. Louis	WONE-AM/Dayton
WBGG-AM/Pittsburgh	WDUZ-AM/FM/Green Bay

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, television and print.