

# Pro Football WEEKLY

## TELEVISION

PRO FOOTBALL WEEKLY MEDIA KIT



### > Pro Football Weekly TV Show

Thirty-minute weekly cable program features Dan Hampton, NFL Hall of Famer; Tom Waddle, NFL Network analyst; and Hub Arkush, publisher and editor of Pro Football Weekly. Expert panel covers the top stories from around the NFL and previews the coming week's matchups.

### 2011-12 TELEVISION AFFILIATES

**Start Date:** September 4, 2011 **End Date:** February 5, 2012

**Number of Weeks:** 23 **Network Window:** Fridays, 5-7 p.m. ET; rebroadcasts permitted until noon ET Sunday.

#### COMCAST SPORTSNET

	Million HH
Chicago	4.7
Mid-Atlantic (Wash DC)	3.6
Philadelphia	3.3
New England (independent)(Boston)	4.0
Bay Area (San Francisco)	4.1
Southeast	6.4
California	3.4
Northwest	1.1
<b>TOTAL CSN = 30.6 Million HH</b>	

**TOTAL= 108.3 Million Households**

#### NATIONAL RATES

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

:30 Spots — \$5,000

1:00 Spots — \$9,000

Opportunities also include title sponsorship, segment sponsorship, on-set signage, editorial integration and on-site remote broadcasts.

Material/deadlines: Beta SX or HD Cam format (2 copies) due Monday of that week's taping.

PFW television can be packaged with other PFW media options, including digital, radio and print.

#### FOX SPORTS NET

	Million HH
MSG Plus (New York)	9.9
Arizona (Phoenix)	2.7
Detroit	3.2
Florida (Miami, Tampa)	5.5
Midwest (St. Louis, Kansas)	5.9
North (Minneapolis)	2.5
Ohio (Cleveland)	5.7
South (Atlanta)	12.6
Southwest (Dallas)	7.7
Southwest (Houston)	4.0
West (Los Angeles)	7.0
Wisconsin (Milwaukee)	1.7
Northwest	3.8
Pittsburgh	2.5
Rocky Mountain	3.0
<b>TOTAL FSN = 77.7 Million HH</b>	