

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.

2013-14 TELEVISION AFFILIATES

Start Date: September 1, 2013 **End Date:** February 2, 2014

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 |
| TOTAL CSN = 30.6 Million HH | |

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 |
| TOTAL FSN = 77.7 Million HH | |

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.