

Episode	1	2	3	4	5	6	7	8	9	10	11	12
<b>Segment 1</b>												
1A / :10 sec	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
1B / :15 sec	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
1C / :15 sec	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
1D / :30 sec	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
1E / :30 sec	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
1F / :30 sec	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
1G / :30 sec	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
<b>Segment 2</b>												
2A / :10 sec	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
2B / :10 sec	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
2C / :10 sec	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
2D / :30 sec	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
2E / :30 sec	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
2F / :30 sec	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
<b>Segment 3</b>												
3A / :10 sec	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
3B / :10 sec	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
3C / :30 sec	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
3D / :30 sec	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
<b>Segment 4</b>												
4A / :10 sec	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
4B / :10 sec	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
4C / 4:00 min	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000

## air dates

<b>Episode 1</b>	Mar. 29-Apr. 11
<b>Episode 2</b>	Apr. 12-Apr. 25
<b>Episode 3</b>	Apr. 26-May 9
<b>Episode 4</b>	May 10-May 23
<b>Episode 5</b>	May 24-June 6
<b>Episode 6</b>	June 7-June 20
<b>Episode 7</b>	June 21-July 4
<b>Episode 8</b>	July 5-July 18
<b>Episode 9</b>	July 19-July 2
<b>Episode 10</b>	Aug. 3-Aug. 15
<b>Episode 11</b>	Aug. 16-Aug. 29
<b>Episode 12</b>	Aug. 30-Sept. 19

## notes

- **EPISODES** will run a minimum of three times/market
- **MULTIPLE AIRINGS** are included in the base price
- **NATIONAL CLEARANCE** on FOX Sports Net, Comcast in Chicago, Mid Atlantic, Philadelphia, and SunSports in Florida.
- **COMBINED REACH** 110 Million Households

## discounts

**Agency Discount:** 15% to recognized agencies placing media schedules.

**Multiple Episode Discounts:** Frequency discounts can be earned by running multiple number of spots placed within a 12-month period by the same advertiser.

**Consecutive Episode Discounts:** An additional discount will be given to advertisers who run qualifying spots in consecutive episodes.



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