

2010 Football Rate Card Primary Package (INVENTORY IS MAXED AT EIGHT COMPANIES SOLD)	Individual Games Football			PACKAGE DEAL Ten Football Games		
	Exposures per game	Base price per	Extended	# of games within package	Exposures within the package	Cost

"THE PACKAGE DEAL"						
TV Commercials (30 sec. Football) (3.5 hr game) National	7	\$4,500	\$31,500	10	70	\$315,000
TV Commercials (30 sec. Football) (3.5 hr game) Regional	7	\$1,500	\$10,500	10	70	\$105,000
On-Site Activations (one/booth/banner per game)	1	\$1,100	\$1,100	10	10	\$11,000
Website: Internet Ads run during Live webcast	1	\$500	\$500	10	10	\$5,000
Website: Internet Ads run during On-Demand webcast (12 months)	1	\$500	\$500	10	10	\$5,000
Webcast: TV Commercials (Live Webcast (place holder)	1	\$600	\$600	10	10	\$6,000
Webcast: TV Commercials (On-Demand Webcast place holder/12 months)	1	\$500	\$500	10	10	\$5,000
TV Billboards (one per half)	3	\$2,500	\$7,500	10	30	\$75,000
TOTAL						\$527,000

One Company Purchase	\$527,000
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"Of the Game" Package						
"Of The Game w/TV Graphics"						
"Play of the Game" (Offensive)	1	\$2,000	\$2,000	10	10	\$20,000
"Player of the Game" (Defensive)	1	\$2,000	\$2,000	10	10	\$20,000
"Play of the Game" (Offensive)	1	\$2,000	\$2,000	10	10	\$20,000
"Player of the Game" (Defensive)	1	\$2,000	\$2,000	10	10	\$20,000
TOTAL						\$80,000

One Company Purchase	\$80,000
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