RAYCOM BASEBALL NETWORK
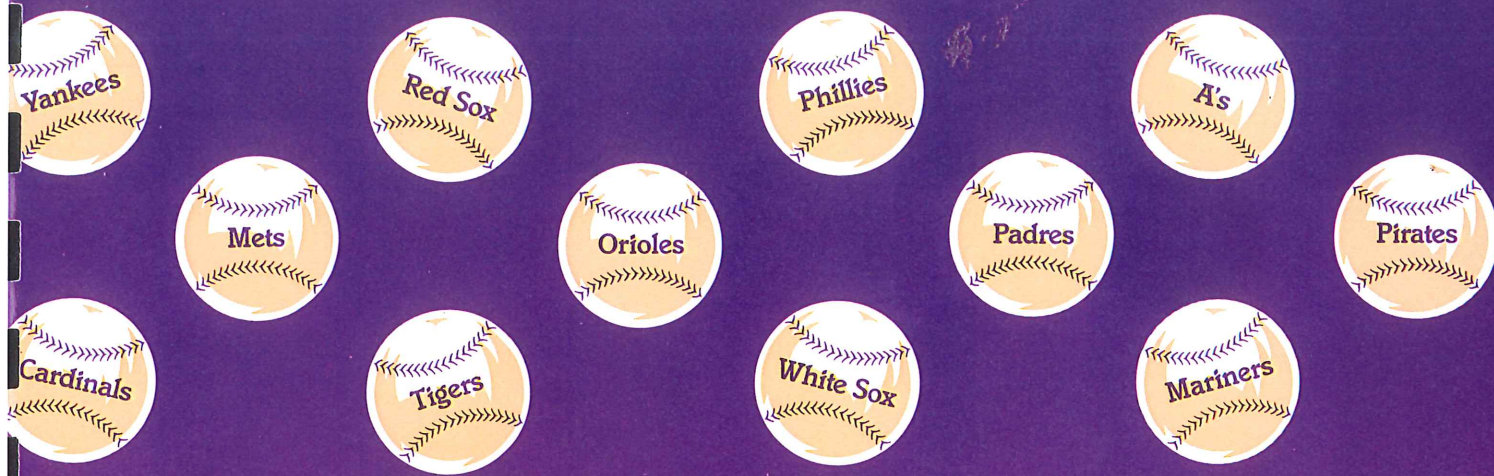## HOW IT WORKS:

Raycom coordinates inventory from the 20 major league markets:

Atlanta Braves

Baltimore Orioles

Boston Red Sox

Chicago Cubs/White Sox

Cincinnati Reds

Cleveland Indians

Detroit Tigers

Houston Astros

Kansas City Royals

Milwaukee Brewers

LA Dodgers/Calif. Angels

Minnesota Twins

New York Yankees/Mets

Oakland A's/S.F. Giants

Philadelphia Phillies

Pittsburgh Pirates

San Diego Padres

Seattle Mariners

St. Louis Cardinals

Texas Rangers

Commercials air on the flagship station, its network affiliates, and if the station is a superstation, commercials will be fed to all affiliated cable systems. (Station lineups available upon request.)

Your commercial will air on over 85% of all US TV Households.

70% of broadcasts are in PRIME TIME.

The Raycom Baseball Network will deliver higher ratings from April to September than:
- CBS Regular Season Baseball
- ESPN Regular Season Baseball

- CBS-NFL Preseason Football
- NBC-NFL Preseason Football
- ABC College Football
- AFC-NFC Hall of Fame Game

- Master's Golf Tournament
- U.S. Open Golf Tournament
- British Open Golf Tournament

- French Open Tennis
- Wimbledon Tennis

- Indianapolis 500

- Tour de France

- All other ESPN programming

RAYCOM BASEBALL NETWORK RESEARCH

Using the Nielsen May 1990 sweep and a typical week's schedule, Raycom estimates the following ratings:
- Raycom Baseball Network: **10.4 AA**
- CBS baseball average: **4.7AA**
  Raycom advantage vs. CBS: 121%
- ESPN baseball average: **1.1 AA** (National equivalent)
  Raycom advantage vs. ESPN: 845%

	RATINGS	(000)	VPVH		RATINGS	(000)	VPVH
AA	10.4	9,578		Adults 18+	8.6	11,255	1.175
Men 18+	8.1	6,931	.724	Adults 18-34	5.7	2,835	.296
Men 18-34	5.5	1,852	.194	Adults 18-49	6.0	5,287	.552
Men 18-49	6.0	3,522	.368	Adults 25-54	6.5	5,057	.528
Men 25-54	6.5	3,359	.351				