

# 1991-92 ATLANTIC COAST CONFERENCE BASKETBALL

Duke, North Carolina, N.C. State and Wake Forest reclaimed Tobacco Road as the ACC's prestige address in 1990-91 when the Big Four finished in the upper division of the conference standings. Mike Krzyzewski's Blue Devil's brought the NCAA national championship crown back to the ACC, giving the conference its third national champion team in eight years.

The ACC faithful are anxious for a repeat of the 1990-91 season which was highlighted by the emergence of young superstars throughout the league.

Duke, a unanimous preseason #1, has loaded its arsenal with highly touted incoming freshmen, but Dean Smith and North Carolina will be hot on the Blue Devils' heels in the chase for the conference championship. Georgia Tech, Virginia, Wake Forest, and the ACC's newest member, Florida State, will also be in the hunt in what promises to be one of the wildest seasons ever in conference history.

ACC basketball's voracious following makes it the marquee attraction for fans throughout the Atlantic Coast area. Raycom and JP Sports are proud to bring you live coverage of college basketball's brightest stars with a full season of ACC action and excitement!



## Member Institutions

- Clemson University**  
Clemson, South Carolina
- Duke University**  
Durham, North Carolina
- Florida State University**  
Tallahassee, Florida
- Georgia Tech**  
Atlanta, Georgia
- University of Maryland**  
College Park, Maryland
- University of North Carolina**  
Chapel Hill, North Carolina
- North Carolina State University**  
Raleigh, North Carolina
- University of Virginia**  
Charlottesville, Virginia
- Wake Forest University**  
Winston-Salem, North Carolina

**RAYCOM**



## ATLANTIC COAST CONFERENCE MARKET COVERAGE

MARKET	STATION	AFFIL.	# GAMES
Washington	WJLA/WDCA/WFTY	ABC/IND/IND	28
Atlanta	WXIA/WVEU	NBC/IND	36
Baltimore	WMAR/WNUV	NBC/IND	30
Charlotte	WBTV/WSOC	CBS/ABC	38
Greensboro	WXII	NBC	38
Greenville, NC	WCTI	ABC	38
Raleigh	WRAL/WLFL	CBS/FOX	38
Wilmington	WECT/WWAY	NBC/ABC	38
Charleston	WCIV/WTAT	NBC/FOX	32
Columbia	WOLO/WLTX	ABC/CBS	36
Greenville, SC	WYFF	NBC	36
Harrisonburg	WHSV	ABC	30
Norfolk	WTKR/WTWZ	CBS/FOX	36
Roanoke	WSET/WJPR	ABC/FOX	38
Tallahassee	WC TV/WTXL	CBS/ABC	34
Richmond	WWBT/WRLH	NBC/FOX	38
Charlottesville	WVIR	NBC	30
<b>Bonus Markets</b>			
Florence	WBTW	CBS	10
Savannah	WSAV	NBC	10
Hickory	WHKY	IND	38
Tampa	WTSP/WTMV	ABC/IND	10
Jacksonville	WNFT	IND	12
Ft. Myers	WNPL	IND	15
Orlando	WAYK	IND	27
Mobile/Pensacola	WJTC/WEAR	IND/ABC	15
Panama City	WPGX	FOX	15

## RATES

### Exclusive Sponsorship:

- Six (6) :30's per event
  - 228 thirty-second commercials
  - Open and halftime billboards
  - Product exclusivity
- \$3,100,000 gross

### Half Game Sponsorship:

- Four (4) :30's per event
  - 152 thirty-second commercials
  - Open or halftime billboard
  - Half game product exclusivity
- \$2,175,000 gross

### Spot Participation:

- One (1) :30 per event
  - 38 thirty-second commercials
- \$580,000 gross

## SCHEDULE SUMMARY

From January through March, 1992, Raycom will produce 38 live games to deliver the clearance schedule to 10% of US TV households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools. A total of 31 regular season games and 7 tournament games comprise the schedule.

## AUDIENCE ESTIMATES

MARKET	PROJ # OF GAMES	UNIV TV HH (000)	AVG MKT RTG	DEL HH (000)	AVG DEL M18-34 (000)	AVG DEL A18-34 (000)	AVG DEL M18-49 (000)	AVG DEL A18-49 (000)	AVG DEL M25-54 (000)	AVG DEL A25-54 (000)
Washington	28	1,749	3.6	69	22	28	36	43	34	43
Atlanta	36	1,404	5.5	77	19	30	35	52	34	51
Baltimore	30	939	4.4	41	12	16	22	29	20	24
Charlotte	38	734	14.8	109	25	36	50	80	47	78
Greensboro	38	525	13.4	90	17	28	42	68	42	68
Greenville, NC	38	225	9.3	23	6	8	11	18	11	18
Raleigh	38	689	18.8	137	39	64	68	114	64	106
Wilmington	38	145	9.9	25	5	10	10	20	10	20
Charleston	32	223	6.7	15	4	5	8	10	7	9
Columbia	36	300	4.8	14	4	6	6	10	5	9
Greenville, SC	36	652	10.9	72	15	24	32	51	30	50
Harrisonburg	30	35	5.9	7	2	3	3	5	3	5
Norfolk	36	579	8.3	50	9	18	18	34	17	34
Roanoke	38	363	6.0	24	4	6	8	12	10	16
Richmond	38	445	8.6	42	11	14	23	31	21	30
Charlottesville	30	41	14.0	10	3	4	5	8	4	7
Tallahassee	34	193	3.0	6	1	2	2	4	2	4
Average Per Game:				811	198	302	379	589	361	572
Cumulative Totals				29,124	7,046	10,818	13,564	21,246	12,940	20,660
VPH:					.24	.37	.47	.73	.44	.71
Coverage Area Rating:			8.8							

SOURCE: A.C. NIELSEN, NSI "VIP", FEB. 1990/1991



Charlotte (704) 331-9494  
New York (212) 302-4072  
Chicago (312) 527-3272  
Dallas (214) 631-1442



Duke, North Carolina, N.C. State and Wake Forest claimed Tobacco Road as the ACC's prestige address in 1990-91 when the Big Four finished in the upper division of the conference standings. Mike Krzyzewski's Blue Devil's brought the NCAA national championship crown back to the ACC, giving the conference its third national champion team in eight years.

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# 1991-92 ATLANTIC COAST CONFERENCE WEEKEND PACKAGE



## Member Institutions

- Clemson University**  
Clemson, South Carolina
- Duke University**  
Durham, North Carolina
- Florida State University**  
Tallahassee, Florida
- Georgia Tech**  
Atlanta, Georgia
- University of Maryland**  
College Park, Maryland
- University of North Carolina**  
Chapel Hill, North Carolina
- North Carolina State University**  
Raleigh, North Carolina
- University of Virginia**  
Charlottesville, Virginia
- Wake Forest University**  
Winston-Salem, North Carolina

**RAYCOM**



## ATLANTIC COAST CONFERENCE WEEKEND MARKET COVERAGE

MARKET	STATION	AFFIL.	# GAMES
Washington	WJLA/WDCA	ABC/IND	21
Atlanta	WXIA	NBC	25
Baltimore	WMAR	NBC	22
Charlotte	WBTV/WSOC	CBS/ABC	25
Greensboro	WXII	NBC	25
Greenville, NC	WCTI	ABC	25
Raleigh	WRAL	CBS	25
Wilmington	WECT/WWAY	NBC/ABC	25
Charleston	WCIV/WTAT	NBC/FOX	22
Columbia	WOLO/WLTX	ABC/CBS	25
Greenville, SC	WYFF	NBC	25
Harrisonburg	WHSV	ABC	22
Norfolk	WTKR	CBS	24
Roanoke	WSET	ABC	25
Richmond	WWBT/WRLH	NBC/FOX	25
Charlottesville	WVIR	NBC	24
Tallahassee	WCTV/WTXL	CBS/ABC	22
<b>Bonus Markets</b>			
Florence	WBTW	CBS	10
Savannah	WSAV	NBC	10
Hickory	WHKY	IND	25
Tampa	WTSP	ABC	5
Jacksonville	WNFT	IND	8
Fort Myers	WNPL	IND	10
Orlando	WAYK	IND	20
Panama City	WPGX	FOX	10
Mobile, Pensacola	WEAR	ABC	5

## RATES

### Exclusive Sponsorship:

- Six (6) :30's per event
  - 150 thirty-second commercials
  - Open and halftime billboards
  - Product exclusivity
- \$1,875,000 gross

### Half Game Sponsorship:

- Four (4) :30's per event
  - 100 thirty-second commercials
  - Open or halftime billboard
  - Half game product exclusivity
- \$1,300,000 gross

### Spot Participation:

- One (1) :30 per event
  - 25 thirty-second commercials
- \$350,000 gross

## SCHEDULE SUMMARY

From January through March, 1992, Raycom will produce 25 live games to deliver the clearance schedule to 10% of US TV households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools. A total of 20 regular season games and 5 tournament games comprise the schedule.

## AUDIENCE ESTIMATES

MARKET	PROJ # OF GAMES	UNIV TV HH (000)	AVG MKT RTG	DEL HH (000)	AVG DEL M18-34 (000)	AVG DEL A18-34 (000)	AVG DEL M18-49 (000)	AVG DEL A18-49 (000)	AVG DEL M25-54 (000)	AVG DEL A25-54 (000)
Washington	21	1,749	4.5	78	24	30	39	43	39	44
Atlanta	25	1,404	4.9	69	15	22	26	39	24	40
Baltimore	22	939	5.4	51	16	19	28	33	27	27
Charlotte	25	734	13.1	96	22	30	40	62	38	60
Greensboro	25	525	15.4	81	17	26	40	59	39	59
Greenville, NC	25	225	8.4	21	5	7	7	13	8	14
Raleigh	25	689	16.7	121	35	54	60	94	57	88
Wilmington	25	145	12.2	20	4	6	7	13	7	13
Charleston	22	223	5.3	16	3	6	7	12	7	10
Columbia	25	300	2.4	11	3	4	5	7	4	7
Greenville, SC	25	652	9.5	63	13	20	27	43	26	43
Harrisonburg	22	35	6.0	7	1	3	3	5	3	5
Norfolk	24	579	5.9	40	7	12	15	24	14	23
Roanoke	25	363	6.0	21	4	5	7	10	8	13
Richmond	25	445	7.4	36	7	10	17	23	15	22
Charlottesville	24	41	10.3	8	3	4	4	6	3	6
Tallahassee	22	193	3.0	6	1	2	2	4	2	4
Average Per Game:				745	180	260	334	490	321	478
Cumulative Totals				18,025	4,332	6,274	8,057	11,888	7,735	11,607
VPH:					.24	.35	.45	.66	.43	.64
Coverage Area Rating:		8.1								

SOURCE: A.C. NIELSEN, NSI "VIP", FEB. 1990/1991



Charlotte (704) 331-9494  
New York (212) 302-4072  
Chicago (312) 527-3272  
Dallas (214) 631-1442



# 1992-93 ATLANTIC COAST CONFERENCE BASKETBALL



Winning four national titles in the last 11 years, the Atlantic Coast Conference has dominated NCAA championship play.

Last year, as Duke marched to a 34-2 record and its second straight NCAA title, Raycom and JP Sports were there to televise 11 Blue Devil games. This year, fans will again be able to follow their favorite ACC squad, including five teams ranked in pre-season top 20 polls -- Duke, North Carolina, Florida State, Georgia Tech and 1992 NIT champion Virginia.

Challenging Duke, a team that returns All-Americans Bobby Hurley and Grant Hill, will be Florida State and North Carolina, which has made 18 straight NCAA tournament appearances and 12 consecutive trips to the NCAA Sweet 16. Florida State returns five starters from a

1992 squad that took second place in its first year in the ACC.

Georgia Tech, a team that upset eighth-ranked Southern Cal in the NCAA tournament, and Wake Forest round out the top five in a conference that saw five of its members advance to NCAA post-season play in 1992 and is annually acclaimed as among the strongest in the nation.

*Raycom and ACC basketball ... the best in live sports action!*

**One Reason Why Fans Tune In To ACC Basketball:**

*Last year, 17 conference games were decided by three points or less. Seven of those games were decided by two points, and four games were decided by one point.*



*the nation's leading independent sports programmer*



## ATLANTIC COAST CONFERENCE MARKET COVERAGE

MARKETS	STATIONS	AFFILIATE	# GAMES
Washington, D.C.	WJLA/WDCA/WFTY	ABC/IND/IND	30
Atlanta	WXIA/WVEU	NBC/IND	35
Baltimore	WMAR/WBFF/WNUV	NBC/FOX/IND	29
Charlotte	WBTV	CBS	38
Greensboro	WXII	NBC	38
Greenville, NC	WCTI	ABC	38
Raleigh	WRAL	CBS	38
Wilmington	WECT/WWAY	NBC/ABC	38
Charleston	WCIV/WIAT	NBC/FOX	28
Columbia	WOLO/WACH	ABC/FOX	35
Greenville, SC	WYFF	NBC	35
Charlottesville	WVIR	NBC	30
Harrisonburg	WHSV	ABC	29
Norfolk	WAVY/WGNT	NBC/IND	36
Roanoke	WSET/WJPR-WVFT	ABC/FOX	37
Richmond	WWBT/WRLH	NBC/FOX	37
Tallahassee	WCTV	CBS	24
<b>Bonus Markets</b>			
Florence	WPDE	ABC	29
Augusta	WFXG	FOX	3
Savannah	WSAV	NBC	12
Ft. Myers	WNPL	IND	24
Jacksonville	WTLV	NBC	10
Mobile/Pensacola	WJTC	IND	20
Orlando	WAYK	IND	24
Panama City	WPGX	FOX	24
Tampa	WTMV/WTSP	IND/ABC	20
Hickory	WHKY	IND	38

## RATES

### Exclusive Sponsorship:

- Six (6):30's per event
  - 228 thirty-second commercials
  - Open, halftime and closing billboards
  - Product exclusivity
- \$3,100,000 gross

### Half-Game Sponsorship:

- Four (4):30's per event
  - 152 thirty-second commercials
  - Open and halftime billboard
  - Half-game product exclusivity
- \$2,175,000 gross

### Spot Participation:

One (1):30 per event  
38 thirty-second commercials  
\$580,000 gross

## SCHEDULE SUMMARY

From January through March, 1993, Raycom will produce a total of 38 live games to deliver the clearance schedule to 14.8% of US TV households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools. A total of 31 regular season games and 7 tournament games comprise the schedule.

## AUDIENCE ESTIMATES

MARKET	PROJ # OF GAMES	UNIV TV HH (000)	AVG MKT RTG	DEL HH (000)	AVG DEL M18-34 (000)	AVG DEL A18-34 (000)	AVG DEL M18-49 (000)	AVG DEL A18-49 (000)	AVG DEL M25-54 (000)	AVG DEL A25-54 (000)
Washington, D.C.	30	1,820	4.1	78	19	30	36	58	35	55
Atlanta	35	1,444	6.0	87	21	34	41	64	39	62
Baltimore	29	957	4.5	43	11	17	20	32	19	30
Charlotte	38	745	12.5	93	23	36	43	69	42	66
Greensboro	38	530	11.0	74	18	29	35	55	33	52
Greenville, NC	38	224	10.5	26	6	10	12	19	12	18
Raleigh	38	714	15.8	115	28	45	54	85	52	81
Wilmington	38	145	11.1	28	7	11	13	21	13	20
Charleston	28	223	6.3	14	3	5	7	10	6	10
Columbia	35	289	5.1	15	4	6	7	11	7	10
Greenville, SC	35	654	10.4	69	17	27	32	51	31	49
Charlottesville	30	43	14.0	10	2	4	4	7	4	7
Harrisonburg	29	45	9.3	11	3	4	5	8	5	8
Norfolk	36	603	4.3	26	6	10	12	19	12	18
Roanoke	37	377	7.5	30	7	12	14	22	14	21
Richmond	37	472	8.0	39	9	15	18	28	17	27
Tallahassee	24	194	11.5	23	6	9	11	17	10	16
Average Per Game:				781	190	304	364	576	351	550
Cumulative Totals:				27,366	6,732	10,700	12,780	20,196	12,287	19,375
VPH:					0.25	0.39	0.47	0.74	0.45	0.71
Coverage Area Rating:			8.2							

SOURCE: Raycom Research 1993 Estimates



CHARLOTTE: 801 East Trade Street, P.O. Box 33367, Charlotte, NC 28233-3367, (704) 378-4400 Fax (704) 378-4461  
 NEW YORK: 24 West 45th Street, New York, N.Y. 10036, (212) 302-4072 Fax (212) 921-2910  
 CHICAGO: 401 North Michigan Avenue, Suite 565, Chicago, IL 60611, (312) 527-3272 Fax (312) 527-3276  
 DALLAS: 1300 West Mockingbird Lane, Suite 501, Dallas, TX 75247, (214) 631-1442 Fax (214) 638-55345





# ATLANTIC COAST CONFERENCE FOOTBALL



Atlantic Coast Conference (ACC) football teams enjoyed one of their best seasons ever in 1992. For the fourth straight year, four ACC teams competed in post-season bowl games. Three of the four teams claimed victories, with the ACC ending the season with the second-best bowl record in college football. In the regular season ACC teams went 20-7-1 against non-conference opponents.

ACC leader and second-ranked Florida State continued its winning tradition, going 11-1 for the season, including a convincing Orange Bowl victory over Nebraska. N.C. State, North Carolina and Wake Forest all put up big numbers and were nationally ranked in 1992, signalling that 1993 will deliver more of the hard-hitting excitement that fans love.

ACC football is a JEFFERSON-PILOT SPORTS property represented nationally by RAYCOM.

## **SCHEDULE SUMMARY**

*From September through November 1993, a package of 12 live ACC football games will be delivered to 15 percent of U.S. television households. Game times will be noon-3:30 p.m. The ACC Game-of-the-Week will feature the traditional rivalries as well as key match-ups that figure prominently in the race for the conference and national championships. Each station selects games to create a schedule customized to its market, maximizing appearances of home state schools.*

The logo for RAYCOM is written in a bold, blue, sans-serif font. The letters are slightly italicized and have a thin red underline.

The logo for Jefferson Pilot Sports is stacked vertically. "Jefferson" is in a blue, serif font. "Pilot" is in a blue, sans-serif font. "Sports" is in a red, sans-serif font.

## ATLANTIC COAST CONFERENCE FOOTBALL MARKET COVERAGE

MARKETS	STATION	AFFILIATE	# OF GAMES
Albany,GA	WSST	IND	12
Atlanta	WXIA	NBC	12
Augusta	WAGT	NBC	12
Baltimore	WBFF	FOX	12
Charleston,SC	WCIV	NBC	12
Charlotte	WBTV	CBS	12
Charlottesville	WVIR	NBC	12
Chattanooga	WDEF	CBS	10
Columbia, SC	WLTX	CBS	12
Dothan	WDAU	FOX	3
Florence/Myrtle Beach	WBTW	CBS	12
Ft. Myers/Naples	WFTX	FOX	12
Greensboro	WFMY	CBS	12
Greenville,NC	WITN	NBC	12
Greenville,SC	WYFF	NBC	12
Harrisonburg	WAZT	IND	12
Jacksonville/Brunswick	WTLV	NBC	12
Macon	WGXA	ABC	6
Miami/Ft. Lauderdale	WCIX	CBS	8
Mobile/Pensacola	WJTC	IND	12
Norfolk	WAVY	NBC	12
Orlando	WCPX	CBS	10
Panama City	WPGX	FOX	12
Raleigh	WRAL	CBS	12
Richmond	WWBT	NBC	12
Roanoke	WSET	ABC	12
Salisbury	WMDT	ABC	12
Savannah	WSAV	NBC	10
Tallahassee	WCTV	CBS	11
Tampa	WTVT/WTTA	CBS/IND	12
Tri-Cities	WKPT	ABC	6
Washington,DC	WJLA	ABC	9
West Palm Beach	WTVX	IND	12
Wilmington	WECT	NBC	12
(market coverage subject to change)			

## MEMBER INSTITUTIONS

CLEMSON University  
Tigers  
Clemson, SC

DUKE University  
Blue Devils  
Durham, NC

FLORIDA STATE University  
Seminoles  
Tallahassee, FL

GEORGIA TECH  
Yellow Jackets  
Atlanta, GA

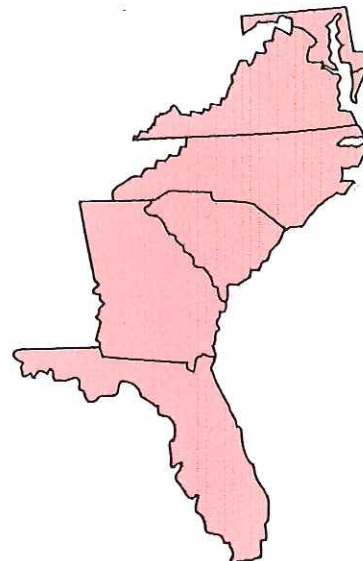
University of MARYLAND  
Terrapins  
College Park, MD

University of NORTH CAROLINA  
Tar Heels  
Chapel Hill, NC

NORTH CAROLINA STATE University  
Wolfpack  
Raleigh, NC

University of VIRGINIA  
Cavaliers  
Charlottesville, VA

WAKE FOREST University  
Demon Deacons  
Winston-Salem, NC





# ATLANTIC COAST CONFERENCE FOOTBALL AUDIENCE ESTIMATES

MARKETS	PROJ. # OF GAMES	UNIV TV HH (000)	AVG MKT RTG	DEL HH (000)	AVG DEL M18-34 (000)	AVG DEL A18-34 (000)	AVG DEL M18-49 (000)	AVG DEL A18-49 (000)	AVG DEL M25-54 (000)	AVG DEL A25-54 (000)
Albany,GA	12	128	1.0	1	1	1	1	1	1	1
Atlanta	12	1,476	4.0	63	9	13	25	38	17	32
Augusta	12	203	6.5	13	2	3	6	9	5	7
Baltimore	12	966	3.5	33	9	12	18	21	18	19
Charleston,SC	12	225	9.0	24	7	9	11	15	10	15
Charlotte	12	759	7.0	65	16	18	33	40	35	45
Charlottesville	12	44	8.0	4	1	2	2	3	2	3
Chattanooga	10	310	3.0	9	2	2	3	4	2	4
Columbia,SC	12	291	10.0	30	8	12	14	21	13	20
Dothan	3	97	-	1	-	-	-	-	-	-
Florence/Myrtle Beach	12	166	9.0	19	2	3	6	9	7	10
Ft. Myers/Naples	12	293	1.0	4	-	-	-	-	1	1
Greensboro	12	530	7.0	59	10	10	21	22	23	24
Greenville,NC	12	227	10.0	20	3	4	6	12	5	11
Greenville,SC	12	656	13.0	83	18	21	35	46	29	44
Harrisonburg	12	38	-	1	-	-	-	-	-	-
Jacksonville/Brunswick	12	473	4.0	18	2	4	4	7	5	8
Macon	6	182	4.0	7	2	2	4	5	3	4
Miami/Ft. Lauderdale	8	1,292	2.0	22	4	6	9	11	8	11
Mobile/Pensacola	12	413	1.5	6	-	1	-	1	1	2
Norfolk	12	615	4.5	28	2	3	6	8	6	8
Orlando	10	947	4.0	38	6	6	13	16	11	17
Panama City	12	88	2.0	2	-	-	-	-	-	-
Raleigh	12	728	10.0	83	19	24	31	45	34	49
Richmond	12	477	5.0	22	5	6	10	12	10	11
Roanoke	12	383	5.5	21	3	4	6	7	7	8
Salisbury	12	96	2.0	2	-	1	-	1	-	1
Savannah	10	234	4.0	10	2	3	4	5	5	6
Tallahassee	11	195	8.0	19	2	4	9	12	8	11
Tampa	12	1,374	2.6	36	3	5	9	14	10	16
Tri-Cities	6	281	3.0	8	3	3	4	4	3	3
Washington,DC	9	1,851	5.0	113	16	20	56	69	55	68
West Palm Beach	12	560	1.5	9	1	2	4	5	3	3
Wilmington	12	148	7.0	18	6	9	9	12	8	10
<b>Average Per Game</b>				<b>913</b>	<b>169</b>	<b>220</b>	<b>364</b>	<b>485</b>	<b>351</b>	<b>482</b>
<b>Cumulative Totals</b>				<b>10,038</b>	<b>1,854</b>	<b>2,418</b>	<b>4,008</b>	<b>5,335</b>	<b>3,858</b>	<b>5,307</b>
<b>UPH</b>					<b>0.182</b>	<b>0.238</b>	<b>0.394</b>	<b>0.525</b>	<b>0.38</b>	<b>0.522</b>
<b>Coverage Area Rating</b>		<b>5.6</b>								

source: A.C. Nielsen, NSI "VIP", Nov. 92

## RATES

### Exclusive Sponsorship:

- Six (6) :30's
- 72 thirty-second announcements total
- Product exclusivity
- In-program feature
- Opening/halftime/closing billboards
- \$720,000 gross

### Half-Game Sponsorship:

- Four (4) :30's
- 48 thirty-second announcements total
- Half-game product exclusivity
- In-program feature (if available)
- Opening/closing billboards to exclusive half
- \$504,000 gross

### Spot Participation:

- One (1) :30 per game
- 12 thirty-second announcements total
- \$150,000 gross

**RAYCON**

CHARLOTTE: 412 East Boulevard, P.O. Box 33367, Charlotte, NC 28233-3367, (704) 331-9494 Fax (704) 378-4465  
 NEW YORK: 500 5th Avenue, Suite 2330, New York, NY 10110, (212) 302-4072 Fax (212) 921-2910  
 CHICAGO: 401 North Michigan Avenue, Suite 725, Chicago, IL 60611, (312) 527-3272 Fax (312) 527-3276  
 DALLAS: 1300 West Mockingbird Lane, Suite 501, Dallas, TX 75247, (214) 631-1442 Fax (214) 638-5534





# Atlantic Coast Conference Football

The 1993 college football season was a successful one for the Atlantic Coast Conference (ACC) as five league teams earned bowl bids. The highlight of bowl season for the ACC was Florida State's 18-16 triumph over Nebraska in the Orange Bowl to earn the National Championship. In addition, ACC members Clemson, North Carolina State, Virginia and North Carolina also participated in post-season bowl games.

The 1994 season should be another banner year for the ACC. Florida State is expected to make another run at the league title and will be among the favorites to win the National Championship. But the Seminoles will be challenged by North Carolina and Clemson, both of which finished in the Associated Press' Top 25.

The upcoming season will showcase a number of rising stars including Leon Johnson and Scott Milanovich. The ACC's Rookie-of-the-Year in 1993, North Carolina's Johnson was third in the league rushing with 1,012 yards a year ago. The improving Terps of Maryland will be led by quarterback Milanovich, who was the ACC's leader in total offense with 312.5 yards per game.

Last year was a championship season for the ACC and another successful year appears to be in the cards for the talent-rich conference.

*ACC football is a Jefferson-Pilot Sports property, represented nationally by RAYCOM.*

**Jefferson  
Pilot  
Sports**

**RAYCOM**



## Atlantic Coast Conference Football Market Coverage

Markets	Station	Affiliate	# of Games
Albany, GA	WSST	IND	11
Atlanta	WXIA	NBC	12
Augusta	WAGT	NBC	10
Baltimore	WJZ	ABC	4
Charleston, SC	WCIV	NBC	12
Charlotte	WBTV	CBS	12
Charlottesville	WVIR	NBC	12
Columbia, SC	WLTX	CBS	12
Dothan	WDAU	FOX	4
Florence/Myrtle Beach	WBTW	CBS	12
Ft. Myers/Naples	WEVU/WNPL	ABC/IND	12
Gainesville	WCJB	ABC	7
Greensboro	WFMY	CBS	12
Greenville, NC	WITN	NBC	12
Greenville, SC	WYFF	NBC	12
Harrisonburg	WAZT	IND	12
Jacksonville/Brunswick	WNFT	IND	12
Macon	WGXA	ABC	7
Miami/Ft. Lauderdale	WCIX	CBS	7
Mobile/Pensacola	WJTC	IND	10
Norfolk	WAVY	NBC	12
Orlando	WCPX/WIRB	CBS/IND	12
Panama City	WPGX	FOX	2
Raleigh/Durham	WRAL	CBS	12
Richmond	WWBT	NBC	12
Roanoke	WSET	ABC	12
Salisbury	WMDT	ABC/NBC	8
Savannah	WSAV	NBC	12
Tallahassee	WCTV	CBS	12
Tampa	WTVT/WTMV	CBS/IND	12
Tri-Cities	WKPT	ABC	7
Washington, DC	WJLA	ABC	10
Washington, DC (Hagerstown)	WHAG	NBC	11
West Palm Beach	WTVX	IND	12
Wilmington	WECT	NBC	12

(market coverage subject to change)

## Member Institutions

CLEMSON University  
Tigers  
Clemson, SC

DUKE University  
Blue Devils  
Durham, NC

FLORIDA STATE University  
Seminoles  
Tallahassee, FL

GEORGIA TECH  
Yellow Jackets  
Atlanta, GA

University of MARYLAND  
Terrapins  
College Park, MD

University of NORTH CAROLINA  
Tar Heels  
Chapel Hill, NC

NORTH CAROLINA STATE University  
Wolfpack  
Raleigh, NC

University of VIRGINIA  
Cavaliers  
Charlottesville, VA

WAKE FOREST University  
Demon Deacons  
Winston-Salem, NC





# Atlantic Coast Conference Football Audience Estimates

Markets	Proj # of Games	Univ TV HH (000)	Avg Mkt Rtg	Del HH (000)	Avg Del M18-34 (000)	Avg Del A18-34 (000)	Avg Del M18-49 (000)	Avg Del A18-49 (000)	Avg Del M25-54 (000)	Avg Del A25-54 (000)
Atlanta	12	1,510	2.5	40	14	18	21	29	20	27
Augusta	10	208	6	12	4	5	7	8	7	8
Baltimore	4	970	4	43	15	30	25	46	22	43
Charleston, SC	12	230	8	20	8	12	10	14	12	16
Charlotte	12	775	6	51	5	9	18	26	20	30
Charlottesville	12	44	13	12	2	3	3	5	3	5
Columbia, SC	12	296	11	39	4	4	9	13	9	13
Florence/Myrtle Beach	12	170	10	23	5	8	8	11	11	14
Gainesville	7	92	7	10	4	5	6	8	7	9
Greensboro	12	538	5	34	5	9	10	17	9	14
Greenville, NC	12	229	5	14	1	1	3	4	9	11
Greenville, SC	12	669	7	54	9	16	21	28	14	16
Jacksonville/Brunswick	12	484	3	13	1	2	3	7	4	8
Macon	7	179	3	6	1	2	3	4	3	4
Miami/Ft. Lauderdale	7	1,297	3	35	6	9	10	15	10	19
Mobile/Pensacola	10	422	4	18	5	6	6	7	6	7
Norfolk	12	613	5	31	4	8	12	19	10	17
Orlando	12	967	3.5	40	10	15	21	29	19	29
Panama City	2	89	10	10	1	1	5	8	3	6
Raleigh/Durham	12	754	7	63	9	11	30	37	30	37
Richmond	12	484	7	37	10	15	19	26	15	19
Roanoke	12	386	5	18	4	4	12	15	9	13
Savannah	12	238	6	15	1	5	3	7	3	5
Tallahassee	12	199	12	31	8	12	14	23	12	20
Tampa	12	1,384	3.5	47	7	11	17	24	18	24
Tri-Cities	7	279	2	6	1	2	1	2	1	2
Washington, DC	10	1,855	7	148	33	50	75	105	88	119
Washington, DC*	11	-	-	7	-	-	4	4	4	4
West Palm Beach	12	566	2	10	-	-	1	4	2	6
Wilmington	12	152	6	17	5	5	7	9	6	8

Average Per Game

Cumulative Totals

VPH

Coverage Area Rating

\*Hagerstown

904 182 278 385 554 386 553  
10,122 1,986 2,977 4,233 6,030 4,298 5,749  
.201 .308 .426 .613 .427 .612

## Additional Market Clearances

Albany, GA	11	129
Dothan	4	100
Ft Myers/Naples	12	299
Harrisonburg	12	38
Salisbury	8	98

Source: NIELSEN November 1993 survey reports

## Rates

### Exclusive Sponsorship

- ◆ Six (6) :30s per show, 72 thirty second announcements total
- ◆ Product Exclusivity
- ◆ In-program feature
- ◆ Opening/halftime/closing billboards
- ◆ \$765,650 gross

### Half-Game Sponsorship

- ◆ Four (4) :30s per show, 48 thirty second announcements total
- ◆ Half-game product exclusivity
- ◆ In-program feature (if available)
- ◆ Opening/closing billboards to exclusive half
- ◆ \$534,500 gross

### Spot Participation

- ◆ One (1) :30 per show, 12 thirty second announcements total
- ◆ \$160,150 gross



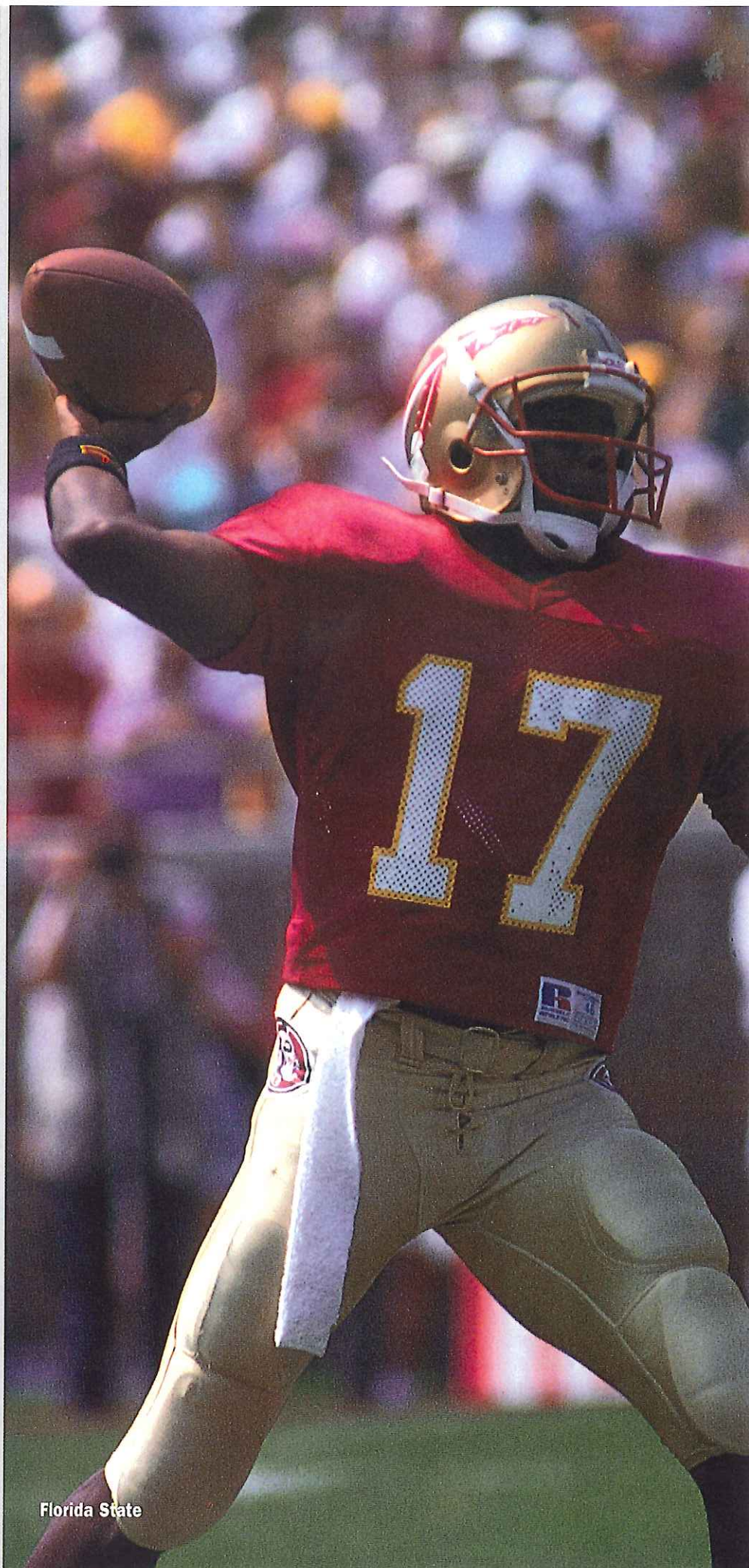
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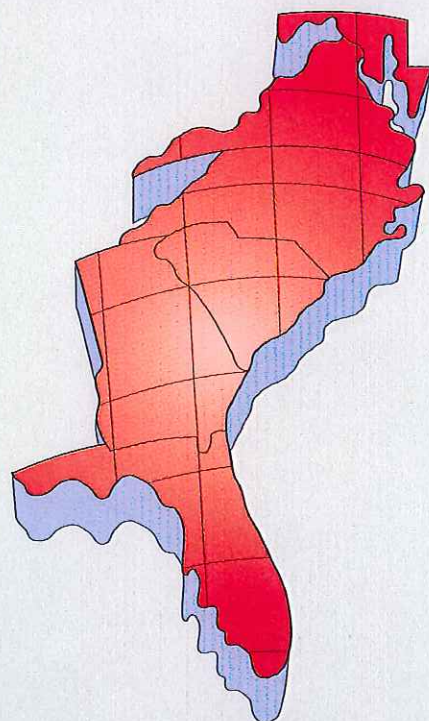


Florida State

**ACC**  
ATLANTIC COAST CONFERENCE

**1994 FOOTBALL**

**Featuring 1993  
National Champion  
Florida State**



**Jefferson  
Pilot** *Sports*

Represented nationally by  
**RAYCOM**





Virginia

## *ACC Football is realizing its potential.*

The 1993 National Champion Florida State Seminoles' victory over Nebraska in the Orange Bowl capped off arguably the best football season in Atlantic Coast Conference (ACC) history. 'Noles quarterback Charlie Ward had already become the ACC's first ever Heisman Trophy winner; five teams were invited to bowl games for the second time in four years; and home game attendance was over the 2.4 million mark.

The 1994 season promises even more hard-hitting excitement with top-rated recruits joining returning players including:

- 1993 ACC Rookie of the Year Leon Johnson of North Carolina and Florida State's Scott Bentley, the first freshmen to finish 1 and 2 among the league scoring leaders;
- Maryland quarterback Scott Milanovich, who became the first player in ACC history to throw for 400 yards five times in a single season last year;
- 1993 ACC Defensive Player of the Year Derrick Brooks of Florida State; and
- Clemson cornerback-punt returner-quarterback Dexter McCleon, who was named Rookie of the Week twice last season: once as a defensive back, once as a quarterback.

### ACC FACT

Over the last five years, the ACC is the only conference in the nation to have each of its schools play in a bowl game.



North Carolina

## *ACC Football network potential is growing.*

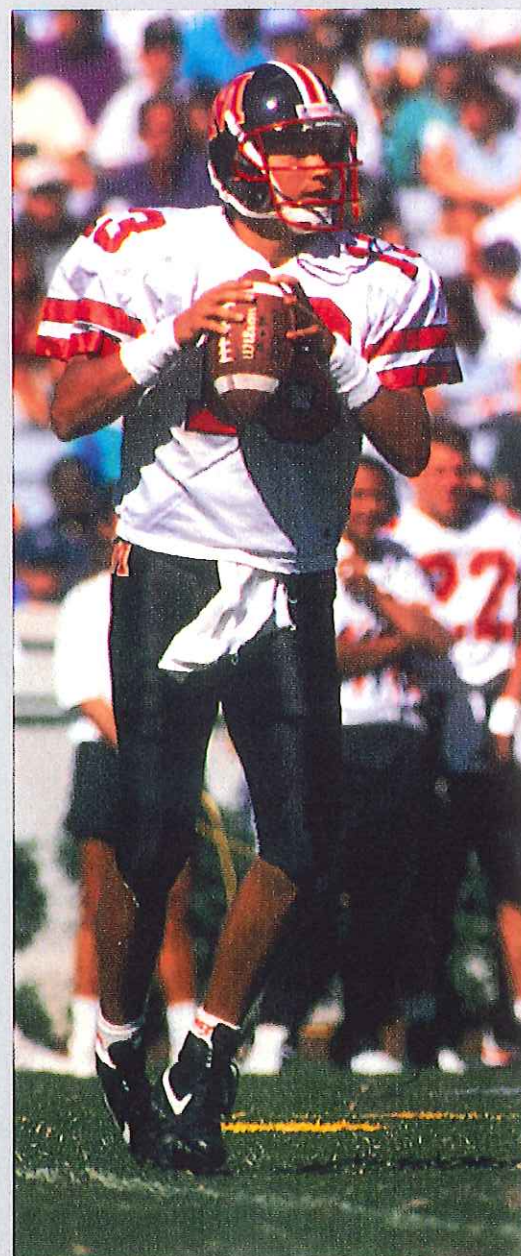
The Jefferson-Pilot Sports ACC Football syndicated television network continues to grow stronger, covering six states and more than 16.8 million TV Households. In 1993 ACC Football delivered a gross audience of 11.7 million viewers in 35 markets. And with CBS's departure from the Third and Fourth Quarter sports, Jefferson-Pilot Sports is in a position to upgrade both its station list and the number of games cleared in a number of markets. It's no surprise one of the oldest syndicated regional collegiate football networks in the country is still packing a punch.

### 1993 POST-SEASON BOWL INVITATIONS

Clemson	Peach Bowl
North Carolina	Gator Bowl
NC State	Hall of Fame Bowl
Virginia	CarQuest Bowl
Florida State	Orange Bowl

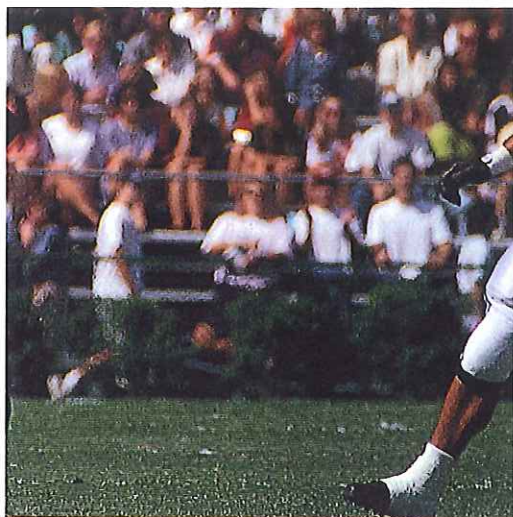
### ACC FACT

ACC Teams have averaged at least 4 bowl appearances each season since 1990.



Maryland





## *Regional TV networks offer advertising options.*

Regional collegiate networks combine the convenience of a network, the targeting ability of spot-market buys, and the unparalleled appeal of the "home teams." A regional network provides greater cost efficiency without losing flexibility and offers greater in-game visibility through features and billboards. In addition, **every game is a home game, of greater interest to area viewers because it features area teams.**



Duke

### ACC FACT

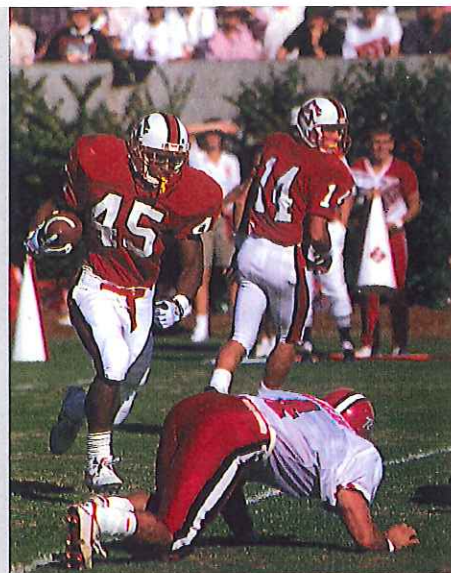
ACC teams have won 3 national championships since 1981, more than any other conference.

## *We're your key to ACC marketing.*

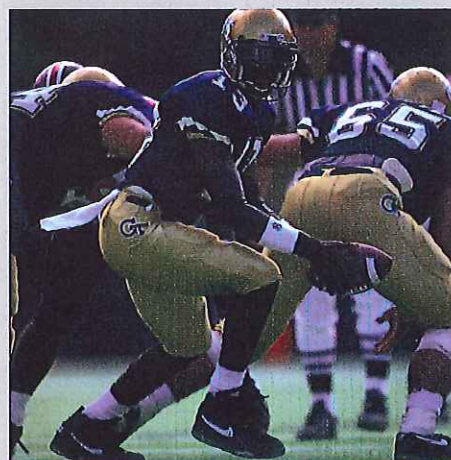
Through 11 seasons of syndicating ACC Football, Jefferson-Pilot Sports has built a solid reputation with the conference and in the industry as a developer, producer and marketer of sports programming. That mutual respect has led the ACC to enter into a conference marketing agreement with us, making Jefferson-Pilot Sports your source for developing client programs which tap all of the ACC's extensive marketing potential. In addition, Raycom continues to act as our national sales representative. Through this alliance, Jefferson-Pilot Sports ensures regional and national clients of close, personal service, true integration with the conference, and continuing representation of our properties in a manner advertisers can count on.

### ACC FACT

Two national football championships have been won by ACC schools over the last 4 years: Florida State in 1993, Georgia Tech in 1990.



NC State

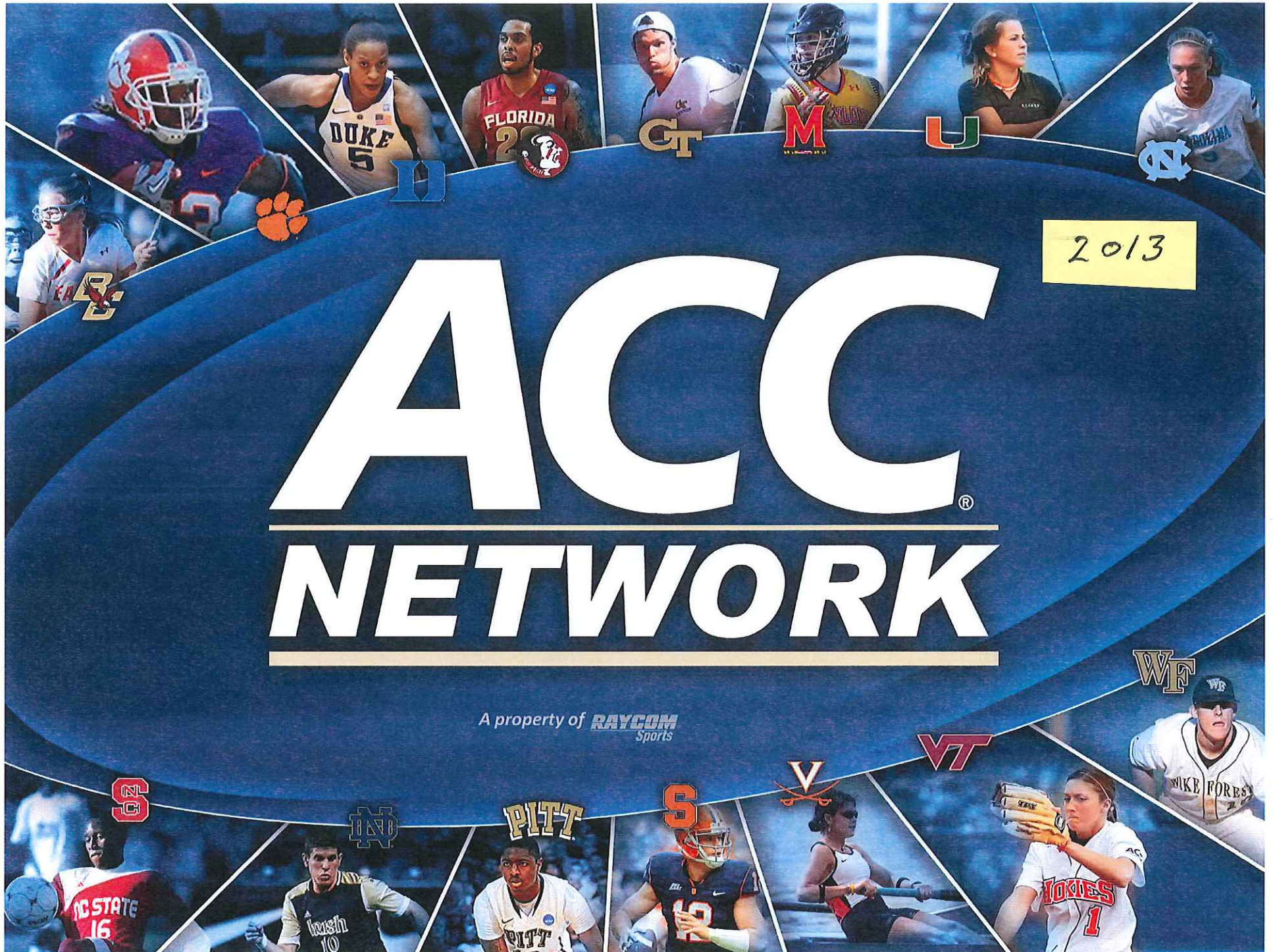


Georgia Tech



Wake Forest









## THE ATLANTIC COAST CONFERENCE OVERVIEW

### UNMATCHED SUCCESS...

The ACC features one of the richest traditions in all of college sports. The conference boasts three of the top five, winningest programs in NCAA Division I basketball history. The ACC is one of two conferences nationally that has had at least 31 of its players drafted into the National Football League in each of the last nine years. Since 2005, the league has sent 64 teams to post-season play. Only one other conference has more in that time!

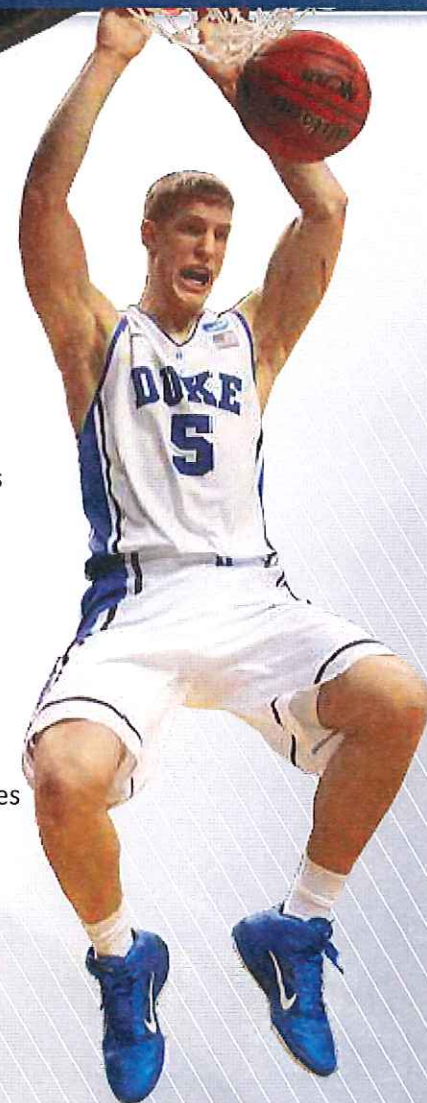


#### ACC Football:

- 14 National Championship Titles
- 5 Heisman Trophy Winners
- 168 Consensus All-Americans
- 67 NFL First Overall Draft Picks
- 158 Bowl Victories
- 10 National Coaches of the Year
- 125 CoSIDA Academic All-Americans
- 20 AFCA Graduation Awards
- 232 NFL First Round Draft Picks

#### ACC Basketball

- 13 NCAA National Championships
- 22,151 All-Time Wins
- 336 NCAA Tournament Bids
- 532 NCAA Tournament Wins
- 85 Regional Finals
- 51 Final Fours
- 681 NBA Draft Picks
- 221 1st Round NBA Selections
- 3 Current Hall of Fame Coaches
- Top 2 All-Time Winningest Coaches



**Notre Dame, Pittsburgh & Syracuse begin conference play in 2013-14 and Louisville joins in 2014-15!**



A property of **RAYCOM Sports**





## ACC CORPORATE CHAMPION OVERVIEW

The Atlantic Coast Conference Corporate Champion program is a fully integrated strategic marketing program designed exclusively for major advertisers on the ACC Network. Champions are the highest level of sponsorship with the ACC and receive the most extensive exposure and sponsorship benefits available with the Conference.

It is a year round platform that ties together powerful media with additional brand exposure, promotional opportunities, event activation, community outreach and tickets/hospitality. ACC Corporate Champions receive a broad range of benefits that can be leveraged to accomplish specific business objectives. There is considerable flexibility to tailor programs for messaging, branding, marketing, packaging, promotions, sampling, etc. to a very engaged and desirable consumer...the ACC fan!

ACC Corporate Champions have a dedicated staff to fulfill their partnership elements, implement promotional activations & provide detailed year-end reporting.

OFFICIAL CORPORATE CHAMPIONS OF THE ACC



### BRANDING & CONSUMER PROMOTION

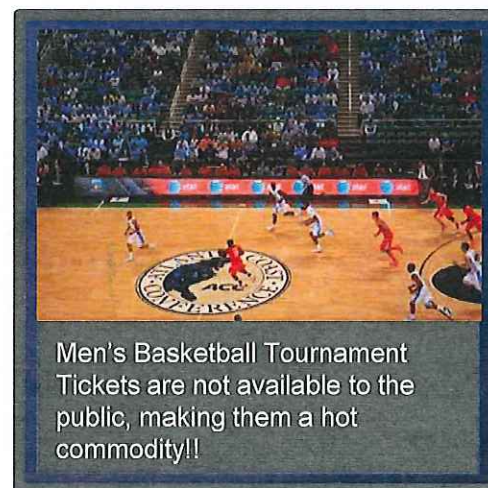
ACC Corporate Champions have the rights to use ACC marks in conjunction with client marks/logos in marketing programs, promotions, advertising and/or packaging.





## ACC CORPORATE CHAMPION BENEFITS/ASSETS

- Official Corporate Champion status & Full promotional exclusivity in category
- Use of ACC marks & merchandising opportunities
- Comprehensive exposure in ACC Network Men's Basketball and/or Football telecasts
- Incremental media in ACC specific programming, publications & website
- Sponsorship of official ACC digital platforms
- Right to conduct consumer promotions with ACC Tournament and Football Championship tickets
- Exposure at the ACC's 24 Championship events with on-site activation opportunities
- Direct fan interaction at FanFest events
- Entitlement opportunities of specific ACC programs
- Tickets and Hospitality
- Special invites to ACC functions
- Sports marketing & planning assistance



### SPONSOR EXPOSURE

ACC Corporate Champions have access to exclusive exposure and activation surrounding ACC Championship Events including ACC FanFest, in venue signage and announcements, and ACC Basketball Tournament ticket promotions.







## ACC NETWORK PLATFORMS

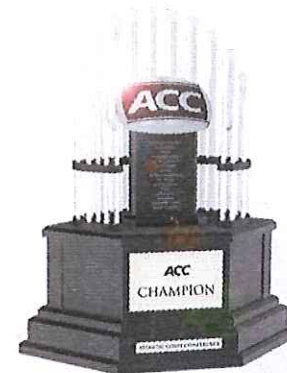
*The ACC Network delivers compelling content with the highest degree of quality, innovation and authenticity. The ACC Network provides marketing opportunities through live broadcasts, historical archives, Championship events and in-depth news and analysis. The ACC Network reaches ACC Fans everywhere - through syndicated television, digital, mobile and promotional/experiential platforms.*



TELEVISION



OFFICIAL WEBSITE



EVENTS



MOBILE



VIDEO VAULT



SOCIAL



DIGITAL NETWORK

A property of **RAYCOM**  
Sports





## ACC NETWORK DIGITAL /MOBILE PLATFORMS



As manager of all official ACC Digital Platforms, including operation of the official conference website, the ACC Network gives advertisers an expanded opportunity beyond live games, to reach fans wherever they are. Maximize your ACC marketing with engaging digital inventory that will reinforce your message and strengthen sales and brand awareness.



### ACC Network Digital/Mobile Platforms

- theACC.com
- ACC Video Vault
- Mobile
- Social Media
- ACC Digital Network



### Mobile Sponsorship Opportunities:

- Presenting sponsorship of Official ACC Application
- Presenting Sponsor of ACC Football Gaming Application
- In-app advertising

### Digital Sponsorship Opportunities:

- Banner Ad & geo-targeted campaigns
- Pre-Roll Video Ads
- Section/Feature Sponsorships
- Contests/Sweepstakes
- Texting Promotions
- Email Blasts
- Social Media



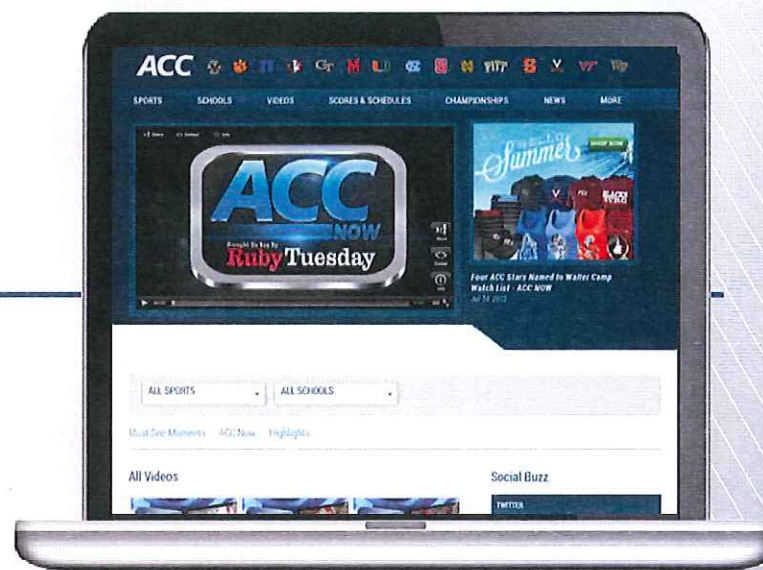


## ACC DIGITAL NETWORK OVERVIEW

The ACCDN is a television-quality digital video network, covering the spectrum of one of the nation's top intercollegiate athletic conferences, featuring original content, timely news & highlights and live events throughout the year. Our team of top producers and credible college sports analysts will create free content for network distribution on the platforms that are most relevant and accessible.

### The ACC Digital Network includes:

- ✓ News and Information
- ✓ Game Highlights and Analysis
- ✓ Game Day
- ✓ Features
- ✓ Live Studio Shows
- ✓ Live Games
- ✓ Google+ Hangouts
- ✓ Tradition/History



### NETWORK DISTRIBUTION:

The ACC Digital Network video is produced and distributed via syndicated video player to multiple web destinations.

- |                   |                                  |
|-------------------|----------------------------------|
| ▪ YouTube         | ▪ Regional/Local TV Sites        |
| ▪ National Sites  | ▪ Regional/Local Newspaper Sites |
| ▪ Social Media    | ▪ Out of Home                    |
| ▪ Niche Fan Sites | ▪ Mobile Platforms               |

**ACCESS. ANYTIME. ANYWHERE.**

A property of **RAYCOM**  
Sports





## ACC NETWORK TELEVISION



The ACC Network broadcasts 14 live weekly football games and 39 live basketball games! Customized features, in-game promotions and product placement give advertisers a way to actively market to their consumers. Raycom Sports is now in its fourth decade of televising ACC football and basketball games and the live games are the foundation of the ACC Network television package. These highly rated, HD quality broadcasts showcase America's best collegiate athletes competing at the highest levels.

- 14 Live ACC Football Games
- 39 Live ACC Basketball Games, including full coverage of the ACC Tournament
- Year-Round Original Sports programming
  - Football Saturdays in the South - Summer Series
  - ACC Football Kickoff Show
  - ACC Football Blitz – Live Pregame Studio Show
  - ACC Basketball Tip-Off Show
  - ACC Basketball: Kings of the Court

### TV Sponsorship Inventory

- :30 Commercial Units
- In-Game/In-Show Broadcast Integration:
  - Entitlement & Presenting Sponsorships
  - Customized Telecast Features
  - Audio/Video Billboards
  - Promotional Announcements
  - Live Mentions
  - And much more!



A property of **RAYCOM**  
Sports

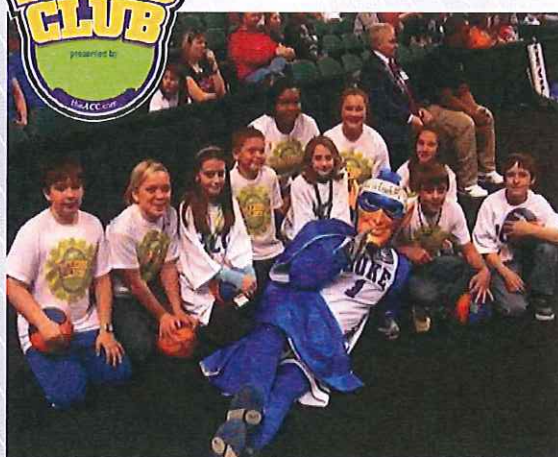
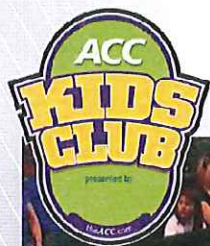




# OFFICIAL ACC PROGRAMS

## INDIVIDUAL PRESENTING SPONSORSHIP OPPORTUNITIES:

- Kids Club
- Legends Programs (Men's and Women's Basketball and Football)
- Championships Videoboard Sponsorship
- Community Outreach Programs



**The Winners of the ACC/NIE Mural Board Contest:**  
"Reach for the dream with a hardworking team"

<b>Kindergarten</b> <b>1st Place</b> Kinnick Elementary School, Winston Salem Teacher: Mrs. Stanley Johnson <b>Runner-up</b> Alamance Elementary School, Greensboro Teacher: Mr. Sanchez	<b>1st Grade</b> <b>1st Place</b> Kinnick Elementary School, Winston Salem Teacher: Mr. Bacon <b>Runner-up</b> Kinnick Elementary School, Winston Salem Teacher: Mrs. Thomas	<b>2nd &amp; 3rd Grade</b> <b>1st Place</b> Kinnick Elementary School, Winston Salem Teacher: Mr. Evans <b>Runner-up</b> Kinnick Elementary School, Winston Salem Teacher: Mrs. Puffy	<b>4th &amp; 5th Grade</b> <b>1st Place</b> Kinnick Elementary School, Winston Salem Teacher: Mrs. Perkins <b>Runner-up</b> Kinnick Elementary School, Winston Salem Teacher: Mrs. Forbes-Adams
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Sponsored by: ACC, etat, BB&T, FOOD & LION, GEICO, nle, Havoline, RubyTuesday, TOYOTA

**School with most entries and winner of the ACC Team Visit:**  
Alamance Elementary School, Greensboro.

**Winners of the First Annual ACC/NIE "Photojournalism for Facebook!" Contest**  
"Score one for the team!"

**Grand-Price Winner:** Paul Bullock, 8th grade Southwest Guilford Middle School

**Southwest Scores One for the Team**  
 Scoring one for the team won a new 3rd at our school. This year, our school supported Special Olympics. There were many opportunities to raise money, including a block out annual student-faculty basketball game, and our Carabre produced an incentive. If we raised \$10,000, he would shave his head into a Mohawk. Students at Southwest and the community were enthusiastic to raise the money. Everyone was proud when we raised over \$11,000 for our cause to help special needs students.

**Second Place:** Ellen Druethlich, 8th grade Southwest Guilford Middle School

**Third Place:** Ryan Ballou, 7th grade Greensboro Day School

Sponsored by: ACC, etat, BB&T, FOOD & LION, GEICO, nle, Havoline, RubyTuesday, TOYOTA

A property of **RAYCOM Sports**





## RAYCOM SPORTS

Raycom Sports is a production, distribution, and event management company with over 30 years of experience and a reputation of being one of the nation's finest independent sports syndicators and producers. With deep roots in college football and basketball, Raycom Sports has also expanded its portfolio to include a vast array of sports opportunities on the local, regional and national level.

Raycom Sports has owned the television rights to Atlantic Coast Conference (ACC) Basketball since 1981 and ACC Football since 1984. In 2001, Raycom entered into a sublicense arrangement with ESPN where Raycom continues to be the national syndicator of "ACC football and basketball, holder of regional cable rights, administration of ACC Sponsorship Programs and management of all ACC digital platforms including operation of theacc.com, the official conference web site.

Rep Name:

Director of Sales-Raycom Sports

Phone:

Email:



A property of **RAYCOM**  
Sports