



klahoma, with its high-scoring offense and outspoken coach Billy Tubbs, had defeated powerful Missouri twice during the regular season. It was ranked number one in the polls. Missouri lost its volatile coach Norm Stewart midway through the season due to illness, and had not played up to its capabilities since. So who won the Big Eight title at the league's annual tournament?

Right, Missouri. That's just the sort of suspense that has come to be expected in the Big Eight Conference, which just two years ago sent both Oklahoma and Kansas to the NCAA championship game.

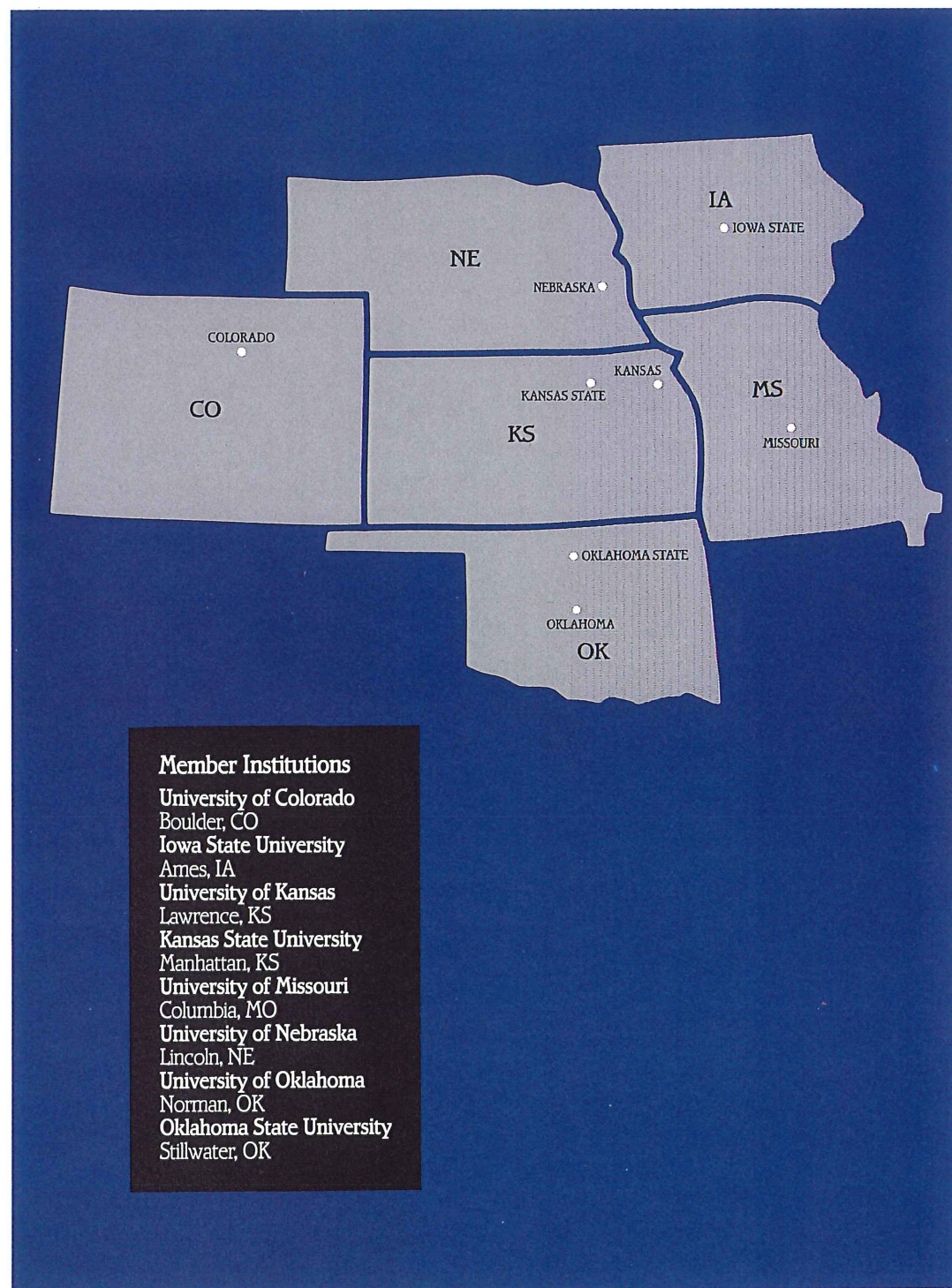
The Big Eight has blossomed in the Eighties, earning a reputation as a tough basketball conference where the league's programs compete with the best in the country.

Kansas won the NCAA title in 1988, and had another Final Four appearance in 1986. Missouri was ranked as high as number three nationally last season, while both Iowa State and Kansas State earned NCAA Tournament berths. A rebuilding program at Oklahoma State has Cowboy fans expectant of a frontrunner's role in the 1989-90 Big Eight race. And while Nebraska and Colorado struggled last season, both have given their fans reason for hope in the 1989-90 season.

The Big Eight will continue to make its mark on the national scene. In middle America, loyal followers will turn their dials to Big Eight action week after week as the powerful Big Eight basketball programs battle for the coveted championship banner.

*Nobody takes you to the hoop better than Raycom.*

# BIG EIGHT







# BIG EIGHT CONFERENCE BASKETBALL



The Final Four's Kansas Jayhawks led the way for Big Eight basketball in 1992-93, capping off a season of unexpected endings. In 1993-94, a cast of young superstars set the stage for another action-packed season of thrilling games.

Roy Williams' club adds one of the nation's top recruiting classes including the highly sought-after Jacque Vaughn. Nebraska placed four players on the All-Freshman Team and features All-Big Eight Eric Piatkowski, who was among the league's scoring leaders. Oklahoma State returns the Player-of-the-Year, Bryant Reeves, the league's leading scorer and rebounder. Conference champion Missouri came on strong at the end of the season and signed some impressive recruits, and Oklahoma is always a contender.

Big Eight rivalries are some of the best in college basketball, and RAYCOM presents all of the action from January through the Big Eight Tournament in March. Loyal fans follow every step of the action, and advertisers capitalize on maximum deliveries and a strong presence with the "home team in the home market."

RAYCOM delivers the best in live sports action!

## **SCHEDULE SUMMARY**

*From January through March 1994, Raycom will produce a total of 25 live games to deliver the clearance schedule to 8 percent of U.S. television households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools. A total of 18 regular season games and 7 tournament games comprise the schedule.*

The RAYCOM logo, with the word 'RAYCOM' in a bold, blue, italicized sans-serif font, underlined with a red line.**RAYCOM**

## BIG EIGHT BASKETBALL MARKET COVERAGE

MARKETS	STATION	AFFILIATE	# OF GAMES
Cedar Rapids	KCRG/KOCR	ABC/FOX	19
Columbia, MO	KOMU	NBC	20
Denver	KTVD	IND	24
Des Moines	WOI	ABC	20
Kansas City	WDAF/KSMO	NBC/IND	24
Lincoln	KOLN/KGIN	CBS/CBS	18
Oklahoma City	KFOR	NBC	22
Omaha	KMTV	CBS	15
Joplin/Pittsburg	KSNF/KOAM	NBC/IND	20
Sioux City	KTIV	NBC	20
Springfield, MO	KYTV	NBC	17
St. Louis	KSDK/KTVI	NBC/ABC	14
Topeka, KS	WIBW	CBS	19
Tulsa, OK	KJRH	NBC	22
Wichita/Hutchinson	KSNW	NBC	21
<b>BONUS MARKETS</b>			
Burlington, IA	KJMH	FOX	25
Paducah	KBSI	FOX	2
Wichita Falls	KBO/KDS	IND/FOX	22
(market coverage subject to change)			

## MEMBER INSTITUTIONS

University of COLORADO  
Buffaloes  
Boulder, CO

IOWA STATE University  
Cyclones  
Ames, IA

University of KANSAS  
Jayhawks  
Lawrence, KS

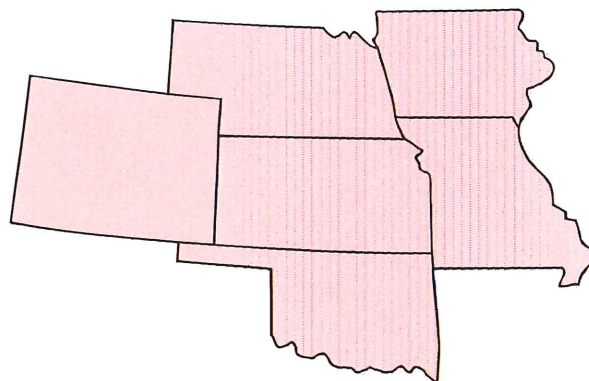
KANSAS STATE University  
Wildcats  
Manhattan, KS

University of MISSOURI  
Tigers  
Columbia, MO

University of NEBRASKA  
Cornhuskers  
Lincoln, NE

University of OKLAHOMA  
Sooners  
Norman, OK

OKLAHOMA STATE University  
Cowboys  
Stillwater, OK





## BIG EIGHT BASKETBALL 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)
Cedar Rapids	19	295	10.1	30	6	8	9	14	11	16
Columbia, MO	20	132	8.4	15	4	5	6	9	4	6
Denver	24	1,034	1.5	15	4	5	9	11	7	11
Des Moines	20	355	7.8	28	5	11	14	21	14	18
Kansas City	24	760	10.4	79	18	25	36	50	43	60
Lincoln	18	250	5.4	21	3	4	6	9	5	8
Oklahoma City	22	563	16.2	91	22	26	40	47	32	42
Omaha	15	345	5.3	18	6	7	11	13	11	13
Joplin/Pittsburg	20	137	6.3	11	3	4	4	6	5	7
Sioux City	20	149	4.3	6	1	2	2	3	2	3
Springfield, MO	17	320	5.9	19	4	6	7	12	8	13
St. Louis	14	1,103	6.6	72	15	17	28	32	29	37
Topeka, KS	19	153	22.8	45	9	12	18	27	15	27
Tulsa, OK	22	445	11.6	52	7	9	18	24	18	26
Wichita/Hutchinson	21	416	18.4	77	18	21	31	41	30	42
<b>Average Per Game</b>				<b>578</b>	<b>125</b>	<b>162</b>	<b>237</b>	<b>319</b>	<b>234</b>	<b>328</b>
<b>Cumulative Totals</b>				<b>11,605</b>	<b>2,519</b>	<b>3,267</b>	<b>4,782</b>	<b>6,454</b>	<b>4,724</b>	<b>6,636</b>
<b>VPH</b>					<b>0.22</b>	<b>0.28</b>	<b>0.41</b>	<b>0.55</b>	<b>0.41</b>	<b>0.57</b>
<b>Coverage Area Rating</b>				<b>9.0</b>						

source: A.C. Nielsen, NSI "VIP," Feb. 93

## RATES

### Exclusive Sponsorship:

- Six (6) :30's per event
- 150 thirty-second announcements total
- Product exclusivity
- Opening/halftime/closing billboards
- \$1,025,000 gross

### Half-Game Sponsorship:

- Four (4) :30's per event
- 100 thirty-second announcements total
- Half game product exclusivity
- Opening and halftime billboards to exclusive half
- \$725,000 gross

### Spot Participation:

- One (1) :30 per event
- 25 thirty-second announcements total
- \$185,000 gross

**RAYCOM**

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



# 1991-92 BIG EIGHT CONFERENCE BASKETBALL

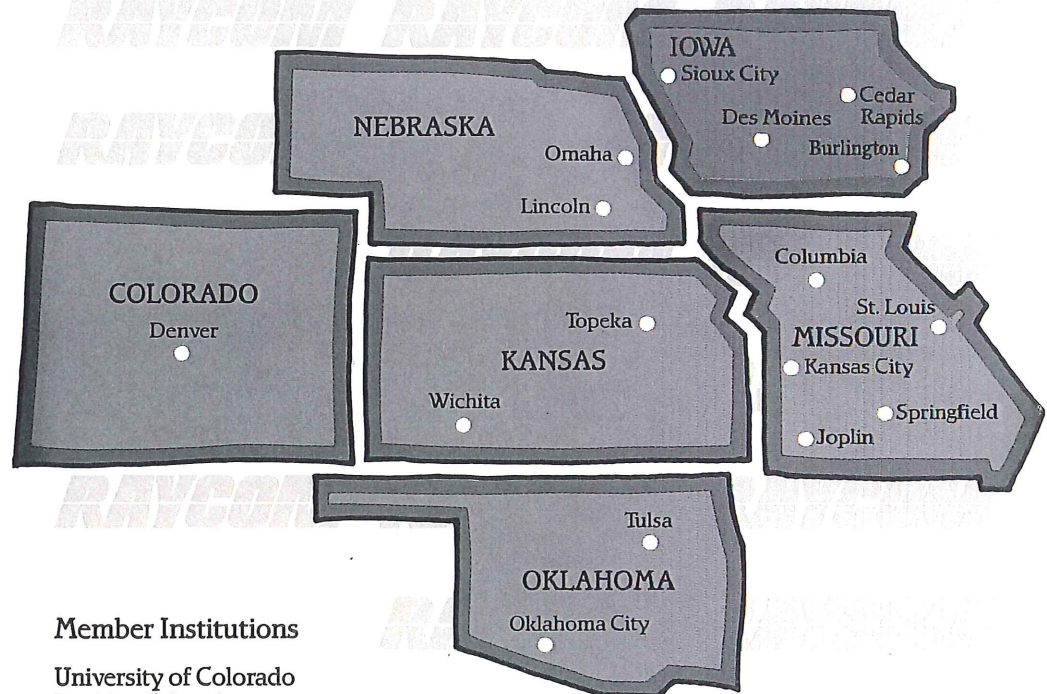
Kansas fans were rockin' and chalkin' in 1991 as the Jayhawks flew to the championship game in the Final Four for the second time in four years. Coach Roy Williams has reloaded his squad with one of the nation's most celebrated recruiting classes and hopes are high for a repeat performance in 1991-92.

In Eddie Sutton's first year as head coach, the Oklahoma State Cowboys lassoed a share of the conference championship. With a seasoned-veteran unit returning, the Cowboys are ready to pull the reigns in on another Big Eight title. In Lincoln, the Nebraska Cornhuskers harvested the most wins in school history with a 26-8 mark and are planning on reaping more big wins this season.

Oklahoma and Colorado made NIT Final Four appearances last year and both are ready to make a run at the NCAA tournament this season. In Columbia, The Big Eight tournament champion Missouri Tigers are poised for another big year.

Power rating services consistently ranked the Big Eight as college basketball's toughest conference in 1990-91, making it one of college basketball's premier programming packages. Raycom Sports is proud to bring you complete coverage as college basketball's best battle head-to-head for the Big Eight conference championship!

**RAYCOM**



## Member Institutions

University of Colorado  
Boulder, Colorado  
Iowa State University  
Ames, Iowa  
University of Kansas  
Lawrence, Kansas  
Kansas State University  
Manhattan, Kansas  
University of Missouri  
Columbia, Missouri  
University of Nebraska  
Lincoln, Nebraska  
University of Oklahoma  
Norman, Oklahoma  
Oklahoma State University  
Stillwater, Oklahoma



## BIG EIGHT CONFERENCE MARKET COVERAGE

MARKET	STATION	AFFIL.	# GAMES
Denver	KTVD	IND	22
Cedar Rapids	KCRG/KOCR	ABC/FOX	24
Sioux City	KTIV	NBC	20
Des Moines	WOI	ABC	20
Topeka	WIBW	CBS	20
Wichita	KSNW	NBC	20
Columbia, MO	KOMU	NBC	20
Joplin	KSNF	NBC	17
Kansas City	KMBC/KSHB	ABC/FOX	22
Springfield, MO	KYTV	NBC	15
St. Louis	KSDK	NBC	12
Lincoln	KOLN	CBS	17
Oklahoma City	KFOR	NBC	22
Tulsa	KJRH	NBC	20
Omaha	KMTV	CBS	12
<b>Bonus Markets</b>			
Burlington	KJMH	FOX	20
Wichita Falls	KBO/KDS	IND/IND	20

## RATES

### Exclusive Sponsorship:

- Six (6) :30's per event
  - 150 thirty-second commercials
  - Open and halftime billboards
  - Product exclusivity
- \$1,025,000 gross

### Half Game Sponsorship:

- Four (4) :30's per event
  - 100 thirty-second commercials
  - Open or halftime billboard
  - Half game product exclusivity
- \$725,000 gross

### Spot Participation:

- One (1) :30 per event
  - 25 thirty-second commercials
- \$185,000 gross

## SCHEDULE SUMMARY

From January through March, 1992, Raycom will produce a total of 25 live games to deliver the clearance schedule to 7.1% of US TV households. Each station selects a schedule customized to its market, maximizing the appearances of home state schools. A total of 18 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)
Denver	22	1,054	2.7	24	6	8	9	11	8	10
Cedar Rapids	24	321	6.6	23	7	10	11	17	9	14
Sioux City	20	157	6.8	12	2	3	3	5	3	5
Des Moines	20	373	10.1	44	10	15	14	22	14	22
Topeka	20	155	20.2	36	9	14	13	22	13	21
Wichita	20	425	13.3	59	16	22	27	38	24	32
Columbia, MO	20	130	8.4	18	4	6	8	13	7	12
Joplin	17	142	6.8	10	2	3	5	6	4	6
Kansas City	22	748	10.8	90	27	35	44	62	43	60
Springfield, MO	15	311	4.5	16	4	4	7	8	6	8
St. Louis	12	1,089	6.9	79	25	30	42	51	34	45
Lincoln	17	257	9.6	26	5	6	9	12	10	13
Oklahoma City	22	595	11.6	76	16	23	30	45	28	45
Tulsa	20	465	8.1	36	6	7	10	13	12	15
Omaha	12	347	7.3	27	7	8	11	15	10	15
Average Per Game:				576	145	195	243	340	225	323
Cumulative Totals				10,956	2,737	3,721	4,569	6,482	4,270	6,169
VPH:					.25	.34	.42	.59	.39	.56
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



# 1992-93 BIG EIGHT CONFERENCE BASKETBALL



Conference champion Kansas, sure to be a pre-season top 10 team, headlines action in the Big Eight, a conference considered by many to be the toughest in the nation.

Coach Roy Williams' Jayhawks return four starters from a team that went 27-5 last year. Kansas has been picked to finish first among the Big Eight guns, with Iowa State right on the Jayhawks' heels. The Cyclones, who advanced to the NCAA round of 32 along with conference members Missouri, Kansas and Oklahoma State, return all starters from last year's 21-13 team.

Oklahoma, looking for its 10th NCAA appearance in the last 11 years, has been listed among the Big Eight's top three teams, while Missouri, with the return of three starters, also gets a nod as one of the conference's best squads.

With seven of eight teams participating in 1992 post-season play, the Big Eight once again offers fans some of the nation's best basketball.

*Raycom and Big Eight basketball ... the best in live sports action.*

## One Reason Why Fans Tune In To Big Eight Basketball:

*The Big Eight had a record-setting season last year as an unprecedented six teams advanced to NCAA tournament play. These teams -- Kansas, Oklahoma State, Oklahoma, Missouri, Nebraska and Iowa State -- joined Kansas State, an NIT participant, in giving the Big Eight a record seven teams in post-season play. Big Eight teams also had an all-time best 97-13 (.882) record against non-conference opponents.*



*the nation's leading independent sports programmer*



## BIG EIGHT CONFERENCE MARKET COVERAGE

MARKETS	STATIONS	AFFILIATE	# GAMES
Denver	KTVD	IND	24
Cedar Rapids	KCRG/KOCR	ABC/FOX	19
Sioux City	KTIV	NBC	20
Des Moines	WOI	ABC	20
Topeka	WIBW	CBS	20
Wichita	KSNW	NBC	20
Columbia, MO	KOMU	NBC	20
Joplin	KSNF	NBC	18
Kansas City	WDAF	NBC	21
Springfield, MO	KYTV	NBC	16
St. Louis	KSDK	NBC	12
Lincoln	KOLN	CBS	17
Oklahoma City	KFOR	NBC	20
Tulsa	KJRH/KTFO	NBC/IND	22
Omaha	KMTV	CBS	14
<b>Bonus Markets</b>			
Burlington	KJMH	FOX	24
Wichita Falls	KBO/KDS	IND/IND	18

## SCHEDULE SUMMARY

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## 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)
Denver	24	1,016	1.5	15	4	5	7	10	6	9
Cedar Rapids	19	304	12.3	43	11	15	19	27	18	26
Sioux City	20	147	6.2	11	3	4	5	7	5	7
Des Moines	20	355	9.2	40	10	14	18	25	17	24
Topeka	20	152	22.4	40	10	14	18	25	17	24
Wichita	20	418	13.1	58	15	21	26	37	24	35
Columbia, MO	20	132	7.9	17	4	6	8	11	7	10
Joplin	18	137	15.6	23	6	8	10	15	10	14
Kansas City	21	750	11.4	95	25	34	43	60	40	57
Springfield, MO	16	313	5.3	19	5	7	9	12	9	12
St. Louis	12	1,094	6.0	69	18	25	31	44	29	42
Lincoln	17	248	9.2	25	6	9	11	16	10	15
Oklahoma City	20	561	15.3	100	26	36	45	63	42	60
Tulsa	22	440	11.3	50	13	18	23	32	21	30
Omaha	14	342	3.8	14	4	5	6	9	6	8
Average Per Game:				619	161	221	279	393	260	373
Cumulative Totals:				11,759	3,066	4,205	5,305	7,465	4,886	7,082
VPH:					0.26	0.36	0.45	0.63	0.42	0.60
Coverage Area Rating:		9.7								

SOURCE: Raycom Research 1993 Estimates

## RATES

### Exclusive Sponsorship:

- Six (6) :30's per event
  - 150 thirty-second commercials
  - Open, halftime and closing billboards
  - Product exclusivity
- \$1,025,000 gross

### Half-Game Sponsorship:

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 DALLAS: 1300 West Mockingbird Lane, Suite 501, Dallas, TX 75247, (214) 631-1442 Fax (214) 638-55345