



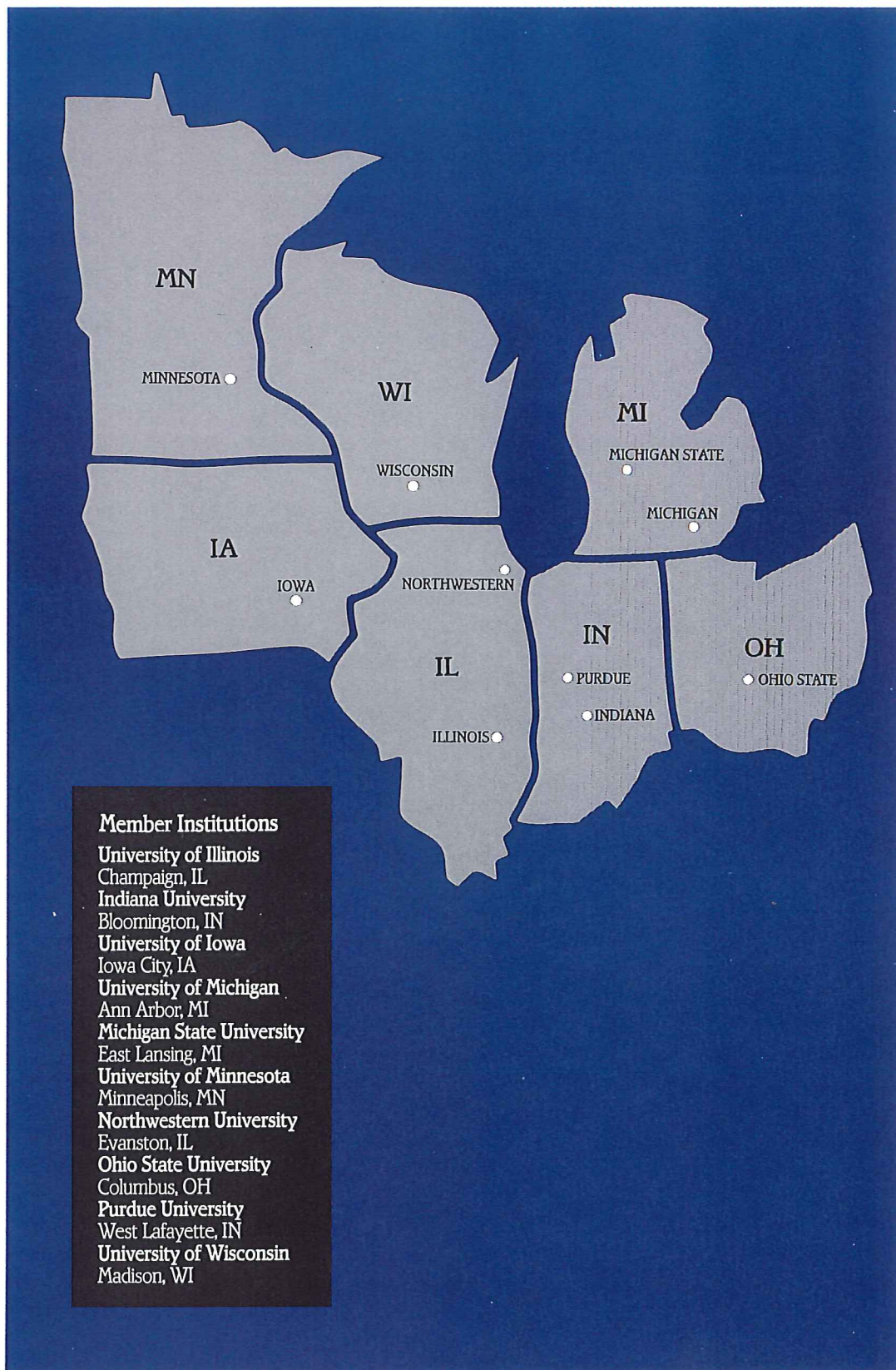
Was it any surprise that the Big Ten was the star of the 1989 NCAA Final Four? Or that the national champion was a Big Ten member? Not to the NCAA basketball selection committee, which extended the Big Ten five invitations. Michigan and Illinois made it to Seattle and squared off in the NCAA semifinals, giving the nation a roundball treat which has become commonplace around the Big Ten.

In 1989-90, many of the great players return. Indiana, with Bob Knight coming off one of his finest coaching performances, will surely be a factor, as will always-tough Iowa and improving Minnesota. The tournament teams combined to post a national-best 15-4 record in the NCAA.

Michigan State made an impressive post-season run of its own, reaching the semifinals of the National Invitation Tournament, while Ohio State seemed destined for great things until an injury to star guard Jay Burson cut short their winning ways. Those two teams, along with Purdue, Northwestern and Wisconsin, are poised for a run at the upper division in 1990.

Nobody takes you to the hoop better than Raycom.

BIG TEN



1990 BIG TEN CONFERENCE BASKETBALL

The Big Ten posted one of its most successful seasons ever in 1989-90 to further lay claim as one of the nation's most outstanding basketball conferences. Five teams recorded at least twenty wins, a record seven schools received NCAA tournament bids, and four teams were ranked high in the season's final poll. The Big Ten looks to remain a fixture in the national rankings again in 1990-91.

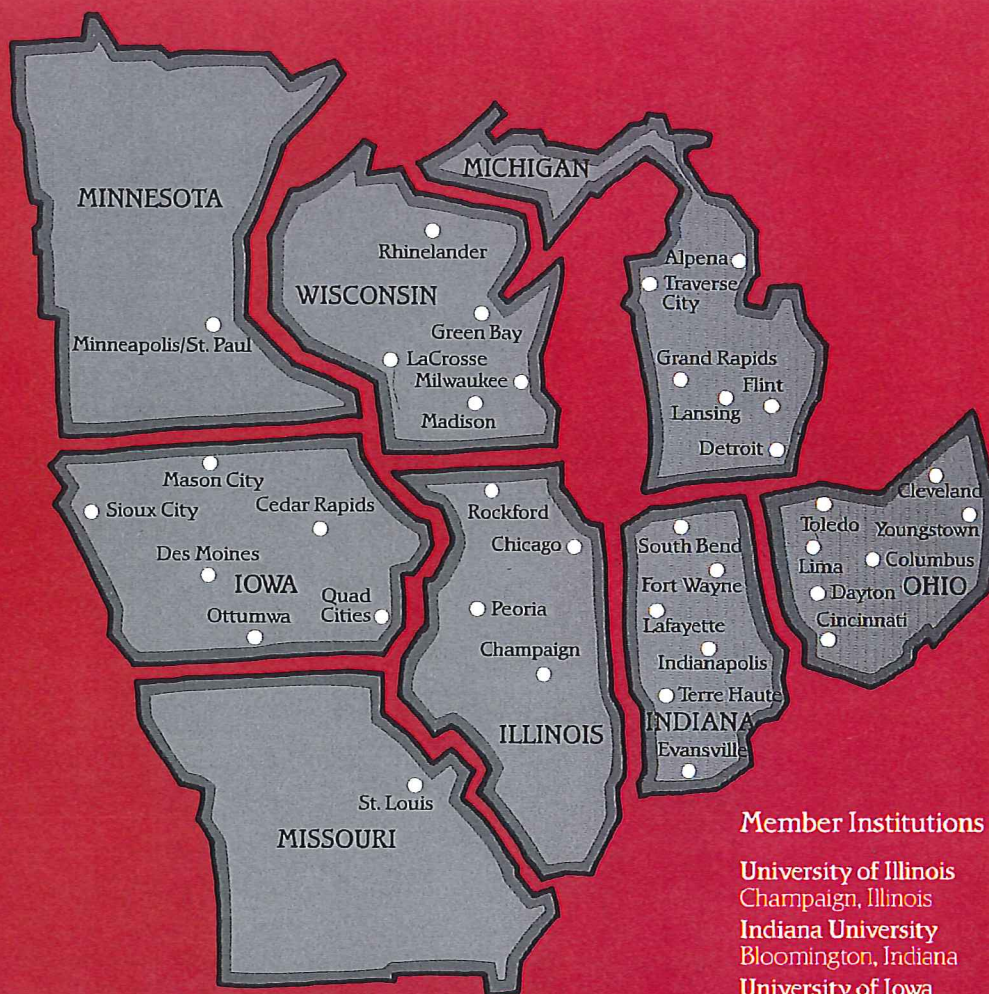
Big Ten Coach of the Year Jud Heathcote and the Michigan State Spartans won't be surprising anyone this year as they defend their conference crown. The Spartans are returning most of their key players and could be cutting the nets down again at season's end.

Hoosier fans are soaring in Indiana as Bob Knight's eagerly awaited recruiting class arrives in Bloomington this fall.

Michigan, Minnesota, and Purdue made strong post season runs and will play significant roles once again. Ohio State's experienced squad and Illinois' high flying aerial artists should both be invited back to the NCAA's next March.

The Raycom Big Ten Network brings you complete coverage of the Big Ten as it steamrolls into another season of action and excitement!

Raycom gives you a front row seat all season long.



Member Institutions

University of Illinois
Champaign, Illinois

Indiana University
Bloomington, Indiana

University of Iowa
Iowa City, Iowa

University of Michigan
Ann Arbor, Michigan

Michigan State University
East Lansing, Michigan

University of Minnesota
Minneapolis, Minnesota

Northwestern University
Evanston, Illinois

Ohio State University
Columbus, Ohio

Purdue University
West Lafayette, Indiana

University of Wisconsin
Madison, Wisconsin

BIG TEN CONFERENCE MARKET COVERAGE

MARKET	STATION	AFFIL.	# GAMES	MARKET	STATION	AFFIL.	# GAMES
Cedar Rapids	KGAN	CBS	20	Grand Rapids	WOTV	NBC	20
Davenport/Moline	KWQC	NBC	20	Lansing	WILX	NBC	19
Des Moines	KDSM	Fox	21	Traverse City	WWTV	CBS	14
Mason City	KIMT	CBS	20	Evansville	WEVV	Fox	10
Sioux City	KCAU	ABC	14	Ft. Wayne	WANE	CBS	20
Ottumwa	KOIA	Fox	20	Indianapolis	WTTV	IND	20
Champaign	WCIA	CBS	16	Lafayette	WLFI	CBS	19
Chicago	WLS/WGBO	ABC/IND	15	South Bend	WSJV	IND	12
Paducah	WCEE	IND	19	Terre Haute	WBAK	IND	6
Peoria	WHOI	ABC	11	Madison	WMTV	NBC	20
Rockford	WTVO	NBC	15	Milwaukee	WTVV	IND	14
Cincinnati	WKRC/WCPO	ABC/CBS	10	Minneapolis	WCCO	CBS	10
Cleveland	WOIO	Fox	14	St. Louis	KSDK	NBC	3
Columbus	WSYX	ABC	21	Bonus Markets			
Lima	WLIO	NBC	12	LaCrosse	WEAU	NBC	19
Toledo	WTVG/WNWO	N/A	16	Green Bay	WXGZ	Fox	10
Youngstown	WKBN	CBS	9	Wausau	WJFW	NBC	13
Dayton	WDTN	ABC	10	Charleston	WVAH	Fox	5
Detroit	WXYZ/WJBK	ABC/CBS	17	Alpena	KBKB	CBS	14
Flint	WNEM	NBC	20	Sioux Falls	KTTW	Fox	7

cont.

SCHEDULE SUMMARY

From January through March, 1991, Raycom will produce a total of 22 live regular season games to deliver the clearance schedule in 19% of US TV households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools.

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)
Cedar Rapids	20	318	12	41	4	7	10	16	11	19
Davenport/Moline	20	308	8	28	3	5	8	11	7	11
Des Moines	21	366	5	17	5	8	5	8	6	9
Mason City	20	142	7	10	3	4	5	6	4	5
Sioux City	14	160	13	22	4	6	9	12	9	12
Ottumwa	20	43	3	2	-	-	1	1	1	1
Champaign	16	341	7	28	4	6	11	15	11	16
Chicago	15	3,120	1	27	5	7	12	16	11	15
Paducah	19	326	1	3	-	-	-	-	-	-
Peoria	11	209	3	8	1	2	2	3	1	2
Rockford	15	157	3	7	1	2	3	4	3	4
Cincinnati	10	755	2	19	4	5	2	4	2	6
Cleveland	14	1,459	4	61	9	18	23	39	28	39
Columbus	21	667	12	94	26	35	47	66	45	63
Lima	12	41	13	11	3	4	7	9	7	9
Toledo	16	410	6	30	3	4	10	13	14	18
Youngstown	9	277	3	9	2	3	4	6	4	5
Dayton	10	501	2	10	3	6	4	8	5	9
Detroit	17	1,720	8	137	36	43	69	87	64	80
Flint	20	454	4	20	7	10	10	14	8	11
Grand Rapids	20	622	6	41	7	10	22	29	25	33
Lansing	19	224	11	27	7	9	13	18	15	21
Traverse City	14	163	6	13	3	4	7	8	7	8
Evansville	10	268	9	25	4	6	10	12	10	13
Ft. Wayne	20	231	19	51	12	17	22	33	21	31
Indianapolis	20	858	12	140	34	46	70	97	69	101
Lafayette	19	43	15	17	3	4	4	6	4	6
South Bend	12	295	5	20	4	5	3	4	8	11
Terre Haute	6	162	4	7	1	1	3	4	3	4
Madison	20	276	3	12	5	6	7	8	7	8
Milwaukee	14	762	2	19	2	3	7	9	6	8
Minneapolis	10	1,305	4	59	9	11	30	39	32	42
St. Louis	3	1,106	4	51	22	32	34	44	22	26
Average Per Game:				1,158	253	350	510	701	513	711
Cumulative Totals				17,367	3,792	5,249	7,651	10,518	7,691	10,661
VPH:					.22	.30	.44	.61	.44	.61
Coverage Area Rating:			6.4							

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

RATES

Exclusive Sponsorship:

- Six (6) :30's per event
- 132 thirty-second commercials
- Open and halftime billboards
- Product exclusivity

\$1,360,000 gross

Half Game Sponsorship:

- Four (4) :30's per event
- 88 thirty-second commercials
- Open or halftime billboard
- Half game product exclusivity

\$1,025,000 gross

Spot Participation:

- One (1) :30 per event
- 22 thirty-second commercials

\$285,000 gross



Charlotte (704) 331-9494

New York (212) 302-407

Chicago (312) 527-327

Dallas (214) 631-1442

Los Angeles (818) 609-7555

Cedar Rapids (319) 378-0655



BIG TEN CONFERENCE BASKETBALL



With nine teams in post-season play in 1993, the Big Ten solidified its position as one of the deepest, most competitive conferences. The 1993-94 conference race has all of the ingredients to provide more of college basketball's greatest games.

National runner-up Michigan returns the Fab Five and will again be a prominent figure in the national rankings. Big Ten champion Indiana returns four starters and signed an outstanding recruiting class including the highly-acclaimed Sherron Wilkerson. Purdue returns All-American Glenn Robinson, and Illinois adds three talented recruits to its mix. NIT champion Minnesota boasts the return of All-Big Ten Voshon Lenard. A young Ohio State team includes Big Ten Freshman-of-the-Year Greg Simpson.

Year in and year out, Big Ten basketball produces great games and heated rivalries. RAYCOM presents all of the action and provides advertisers with maximum deliveries and a great presence with the "home team in the home market" throughout the midwest.

RAYCOM delivers the best in live sports action!

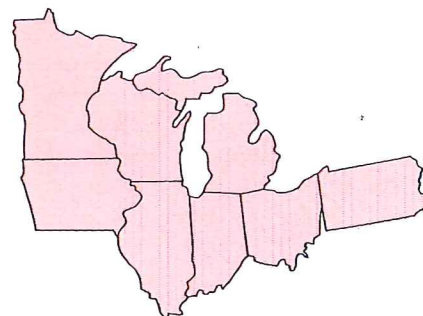
SCHEDULE SUMMARY

From January through March 1994, Raycom will produce a total of 22 live games to deliver the clearance schedule to 27 percent of U.S. television households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools.

The RAYCOM logo, featuring the word "RAYCOM" in a bold, blue, sans-serif font with a red underline.

BIG TEN BASKETBALL MARKET COVERAGE

MARKETS	STATION	AFFILIATE	# OF GAMES
Cedar Rapids	KGAN/KWWL	CBS/NBC	20
Champaign/Springfield	WCIA/WAND	CBS/ABC	16
Chicago	WLS/WGBO	ABC/IND	21
Cincinnati	WKRC	ABC	5
Cleveland	WOIO	FOX	14
Columbus, OH	WSYX	ABC	20
Davenport/Moline	KWQC	NBC	19
Dayton	WRGT	FOX	4
Des Moines	KDSM	FOX	21
Detroit	WXYZ/WGPR	ABC/IND	17
Evansville	WEVV	FOX	13
Flint	WNEM	NBC	18
Ft. Wayne	WANE/WFFT	CBS/FOX	20
Grand Rapids	WOOD	NBC	18
Indianapolis	WTTV	IND	20
Lafayette, IN	WLFI	CBS	14
Lansing, MI	WILX	NBC	18
Lima, OH	WLIO	NBC	16
Madison	WMTV	NBC	19
Milwaukee	WVTV/WDJT	IND/IND	13
Minneapolis	WCCO	CBS	10
Ottumwa	KYOU	FOX	21
Paducah	KBSI/WCEE	FOX/IND	20
Peoria	WMBD	CBS	15
Rochester/Mason City	KIMT/KTTC	CBS/NBC	18
Rockford	WIFR	CBS	8
Sioux City	KCAU	ABC	14
South Bend	WSJV	ABC	17
St. Louis	KTVI	ABC	2
Terre Haute	WBAK	ABC	12
Toledo	WTVG	NBC	15
Traverse City	WVTV	CBS	11
Youngstown	WKBN	CBS	9
BONUS MARKETS			
Canton	WOAC	IND	21
Green Bay	WGBA	IND	3
Hagerstown, MD	WJAL	IND	12
Harrisburg	WGAL	NBC	10
Johnstown/Altoona	WTAJ	CBS	10
La Crosse	WLAX	FOX	4
Louisville	WDRB	IND	2
Philadelphia	WGBS	IND	4
Wausau	WJFW	NBC	12
Wheeling	WTOV	NBC	4
Wilkes Barre	WOLF	FOX	8
(market coverage subject to change)			



MEMBER INSTITUTIONS

University of ILLINOIS
Fighting Illini
Champaign, IL

INDIANA University
Fightin' Hoosiers
Bloomington, IN

University of IOWA
Hawkeyes
Iowa City, IA

University of MICHIGAN
Wolverines
Ann Arbor, MI

MICHIGAN STATE University
Spartans
East Lansing, MI

University of MINNESOTA
Golden Gophers
Minneapolis, MN

NORTHWESTERN University
Wildcats
Evanston, IL

OHIO STATE University
Buckeyes
Columbus, OH

PENN STATE University
Nittany Lions
University Park, PA

PURDUE University
Boilermakers
W. Lafayette, IN

University of WISCONSIN
Badgers
Madison, WI

BIG TEN 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	20	295	13.2	39	3	7	11	20	13	22
Champaign/Springfield	16	340	9.0	34	11	14	14	18	9	11
Chicago	21	3,029	1.4	41	9	11	20	23	20	23
Cincinnati	5	756	4.9	37	14	17	17	20	21	24
Cleveland	14	1,442	1.5	22	6	10	18	32	18	28
Columbus, OH	20	678	10.0	81	18	35	39	62	37	58
Davenport/Moline	19	292	9.6	28	5	9	9	17	11	18
Dayton	4	503	5.0	25	5	10	9	16	9	18
Des Moines	21	355	9.0	36	6	10	11	19	12	20
Detroit	17	1,723	11.0	205	31	46	72	109	82	130
Evansville	13	266	3.4	9	2	3	3	5	4	6
Flint	18	444	4.3	19	3	4	7	9	7	9
Ft. Wayne	20	236	15.0	40	7	11	16	26	17	27
Grand Rapids	18	635	5.4	34	13	18	20	29	14	20
Indianapolis	20	896	10.0	108	19	25	35	50	33	50
Lafayette, IN	14	46	9.0	7	2	3	3	4	3	4
Lansing, MI	18	228	5.0	15	7	8	13	15	8	10
Lima, OH	16	39	12.0	10	2	3	5	7	5	6
Madison	19	293	4.0	11	2	3	4	5	4	6
Milwaukee	13	772	3.0	21	1	3	7	9	8	10
Minneapolis	10	1,370	8.0	124	33	46	57	83	60	91
Ottumwa	21	41	6.0	4	1	2	1	3	1	3
Paducah	20	343	2.0	5	1	2	2	3	2	3
Peoria	15	205	6.0	14	4	5	7	8	7	8
Rochester/Mason City	18	140	9.0	16	3	5	5	8	6	9
Rockford	8	156	3.2	5	1	2	2	3	2	3
Sioux City	14	149	8.0	16	2	3	3	4	5	7
South Bend	17	298	5.0	19	4	6	6	10	5	8
St. Louis	2	1,103	3.0	32	5	6	15	17	12	13
Terre Haute	12	149	4.0	6	3	4	4	5	2	3
Toledo	15	406	4.7	19	5	9	9	13	9	10
Traverse City	11	181	7.0	16	3	4	6	9	6	9
Youngstown	9	270	4.0	15	2	3	3	4	4	5
Average Per Game				1,113	233	345	453	665	456	672
Cumulative Totals				17,453	3,539	5,312	7,003	10,404	7,018	10,460
VPV					0.21	0.31	0.41	0.60	0.41	0.60
Coverage Area Rating				6.2						

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

RATES

Exclusive Sponsorship:

- Six (6) :30's per event
- 132 thirty-second announcements total
- Product exclusivity
- In-program feature
- Opening/halftime/closing billboards
- \$1,056,000 gross

Half-Game Sponsorship:

- Four (4) :30's per event
- 88 thirty-second announcements total
- In-program feature (if available)
- Opening/closing billboards to exclusive half
- \$792,000 gross

Spot Participation:

- One (1) :30 per event
- 22 thirty-second announcements total
- \$220,000 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



1992-93 BIG TEN CONFERENCE BASKETBALL



Michigan, 1992 NCAA runner-up, and Indiana, a Final Four participant, will go head-to-head this season in quest of a Big Ten title and the biggest prize of all, an NCAA championship.

Coach Steve Fisher's Michigan Wolverines will be among the favorites in the national championship race. Led by last year's top freshmen in the nation Jalen Rose and Chris Webber, the Wolverines' Fab Five return as experienced sophomores who look for a return trip to the NCAA finals.

Indiana Coach Bobby Knight and his Hoosiers stand in the way of a Michigan title run. Four starters, including leading scorer Calbert Cheaney, return from a Hoosier team that went 27-7 and advanced to the NCAA semifinals.

Michigan State, Iowa and defending Big Ten

champion Ohio State, which advanced to the NCAA Southeast Regional championship against Michigan, appear poised for their third-straight NCAA appearance. New member Penn State brings an additional challenge to a conference that features frenzied fans and some of the nation's best basketball from top to bottom.

Raycom and Big Ten basketball ... the best in live sports action!

One Reason Why Fans Tune In To Big Ten Basketball:

Last year's Big Ten Freshman of the Year, Michigan's Chris Webber, led the conference in rebounding. Sophomore sensations webber and Jalen Rose give the Wolverines perhaps the best one-two punch in college basketball. Rose averaged 17.9 points and 4.1 rebounds a game last season.



the nation's leading independent sports programmer

BIG TEN CONFERENCE MARKET COVERAGE

MARKETS	STATIONS	AFFILIATE	# GAMES	MARKETS	STATIONS	AFFILIATE	# GAMES
Cedar Rapids	KGAN	CBS	20	Evansville	WEVV	FOX	13
Davenport/Moline	KWQC	NBC	20	Ft. Wayne	WANE	CBS	20
Des Moines	KDSM	FOX	21	Indianapolis	WTTV	IND	20
Mason City	KIMT	CBS	18	Lafayette	WLFI	CBS	16
Sioux City	KCAU	ABC	14	South Bend	WSJV	ABC	17
Ottumwa	KYOU	FOX	21	Terre Haute	WBAK	ABC	9
Champaign	WCIA	CBS	16	Madison	WMTV	NBC	19
Chicago	WLS/WGBO	ABC/IND	21	Milwaukee	WDJT/WISN	IND/ABC	16
Paducah	WCEE	IND	20	Minneapolis	WCCO	CBS	10
Peoria	WMBD	CBS	15	St. Louis	KTVI	ABC	3
Rockford	WQRF	FOX	6	Bonus Markets			
Cincinnati	WKRC	ABC	5	Akron	WAI	IND	6
Cleveland	WOIO	FOX	15	Canton	WOAC	IND	21
Columbus	WSYX	ABC	20	Green Bay	WGBA	FOX	12
Dayton	WHIO	CBS	3	La Crosse	WLAX	FOX	10
Lima	WLIO	NBC	15	Wausau	WJFW	NBC	12
Toledo	WTVG	NBC	16	Hagerstown	WJAL	IND	12
Youngstown	WKBN	CBS	9	Harrisburg	WGAL	NBC	8
Detroit	WXYZ/WGPR	ABC/IND	17	Johnstown	WTJH	CBS	10
Flint	WNEM	NBC	19	Philadelphia	WGBS	IND	4
Grand Rapids	WOTV	NBC	19	Pittsburgh	WTAE	ABC	5
Lansing	WILX	NBC	20	Wilkes Barre	WNEP	ABC	8
Traverse City	WWTW	CBS	11	Wheeling	WTOV	NBC	5
<i>cont.</i>				Midwest Sports Channel	Cable		22

SCHEDULE SUMMARY

From January through March, 1993, Raycom will produce a total of 22 live games to deliver the clearance schedule to 28.0% of US TV households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools.

AUDIENCE ESTIMATES

MARKET	PROJ # OF GAMES	UNIV TVHH (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	20	304	10.6	35	8	12	16	22	15	21
Davenport/Moline	20	298	7.3	25	6	8	11	16	11	15
Des Moines	21	355	7.1	27	6	9	12	17	12	16
Mason City	18	141	3.8	9	2	3	4	6	4	5
Sioux City	14	147	3.7	16	4	5	7	10	7	10
Ottumwa	21	41	3.0	2	-	1	1	1	1	1
Champaign	16	327	9.2	34	8	11	15	21	14	20
Chicago	21	3,017	2.3	69	16	23	31	43	29	41
Paducah	20	343	1.0	2	1	1	1	1	1	1
Peoria	15	204	6.9	18	4	6	8	11	8	11
Rockford	6	155	2.6	5	1	2	2	3	2	3
Cincinnati	5	760	5.1	49	12	16	22	30	21	29
Cleveland	15	1,436	5.5	90	22	30	41	56	38	54
Columbus	20	669	12.8	99	24	33	45	62	42	59
Dayton	3	498	4.4	22	5	7	10	14	9	13
Lima	15	39	10.7	8	2	3	4	5	3	5
Toledo	16	401	7.0	32	8	11	15	20	14	19
Youngstown	9	269	7.5	22	5	7	10	14	9	13
Detroit	17	1,715	4.6	82	20	27	37	51	35	49
Flint	19	452	4.8	24	6	8	11	15	10	14
Grand Rapids	19	624	4.4	30	7	10	14	19	13	18
Lansing	20	226	4.0	12	3	4	5	7	5	7
Traverse City	11	168	3.4	11	3	4	5	7	5	7
Evansville	13	265	3.4	9	2	3	4	6	4	5
Ft. Wayne	20	231	8.3	21	5	7	10	13	9	12
Indianapolis	20	867	6.7	82	20	27	37	51	35	49
Lafayette	16	45	6.2	7	2	2	3	4	3	4
South Bend	17	295	5.7	17	4	6	8	11	7	10
Terre Haute	9	149	2.4	5	1	2	2	3	2	3
Madison	19	273	3.7	12	3	4	5	7	5	7
Milwaukee	16	765	1.2	9	2	3	4	6	4	5
Minneapolis	10	1,349	8.8	119	28	39	54	74	51	71
St. Louis	3	1,094	3.2	35	8	12	16	22	15	21
Average Per Game:				1,039	248	346	470	648	443	618
Cumulative Totals:				16,070	3,844	5,356	7,288	10,022	6,858	9,567
VPH:					0.24	0.33	0.45	0.62	0.43	0.60
Coverage Area Rating:			5.8							

SOURCE: Raycom Research 1993 Estimates

RATES

Exclusive Sponsorship:

- Six (6) :30's per event
 - 132 thirty-second commercials
 - Open, halftime and closing billboards
 - Product exclusivity
- \$1,056,000 gross

Half-Game Sponsorship:

- Four (4) :30's per event
 - 88 thirty-second commercials
 - Open and halftime billboard
 - Half-game product exclusivity
- \$792,000 gross

Spot Participation:

- One (1) :30 per event
 - 22 thirty-second commercials
- \$220,000 gross



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

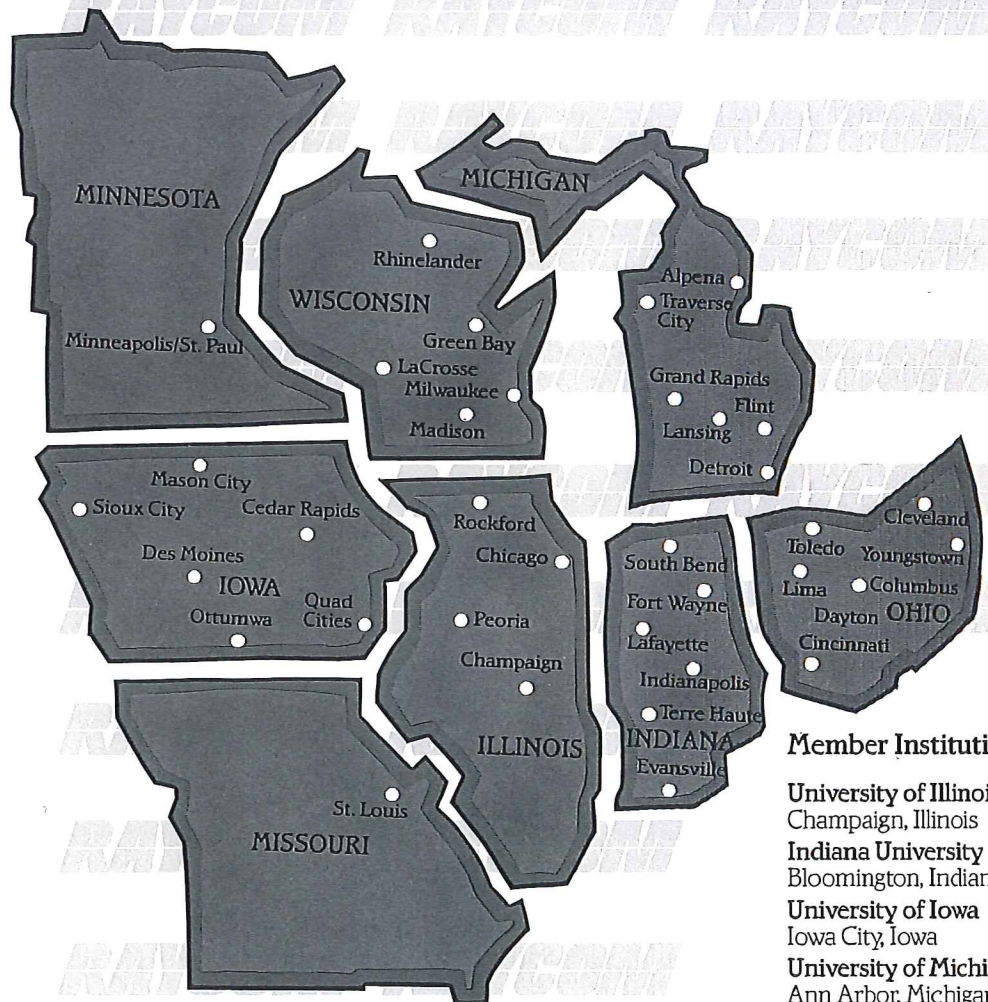
1991-92 BIG TEN CONFERENCE BASKETBALL

Last season, the Big Ten again proved to be one of the nation's power conferences in college basketball. Indiana, Iowa, Michigan State, Ohio State and Purdue all received NCAA tournament bids. The Big Ten looks to remain a fixture in the national rankings again in 1991-92.

National coach-of-the-year Randy Ayers led the Ohio State Buckeyes to a Sweet 16 appearance in the NCAA tournament and experts are picking the Buckeyes as a legitimate national title contender in the coming year. Bobby Knight's young but experienced Indiana Hoosiers also have been pegged as the team that could be cutting down the nets at the season's end.

In Ann Arbor, coach Steve Fisher has signed one of the nation's top recruiting classes and is aiming to catapult Michigan back into greatness. Wisconsin ended the year with an NIT Final Eight appearance and is ready for more post-season glory. Illinois, Iowa, Purdue and Michigan State will also wage strong campaigns in '91-92.

The Raycom Sports Network is proud to bring you complete coverage of the Big Ten as it steamrolls into another year of action and excitement!



Member Institutions

University of Illinois
Champaign, Illinois

Indiana University
Bloomington, Indiana

University of Iowa
Iowa City, Iowa

University of Michigan
Ann Arbor, Michigan

Michigan State University
East Lansing, Michigan

University of Minnesota
Minneapolis, Minnesota

Northwestern University
Evanston, Illinois

Ohio State University
Columbus, Ohio

Purdue University
West Lafayette, Indiana

University of Wisconsin
Madison, Wisconsin

RAYCOM

BIG TEN CONFERENCE MARKET COVERAGE

MARKET	STATION	AFFIL.	# GAMES	MARKET	STATION	AFFIL.	# GAMES
Cedar Rapids	KGAN/KOCR	CBS/FOX	20	Grand Rapids	WOTV	NBC	20
Davenport/Moline	KWQC	NBC	20	Lansing	WILX	NBC	20
Des Moines	KDSM	FOX	21	Traverse City	WWTW	CBS	15
Mason City	KIMT	CBS	18	Evansville	WEVV	FOX	10
Sioux City	KCAU	ABC	14	Ft. Wayne	WANE/WFFT	CBS/FOX	20
Ottumwa	KOIA	FOX	20	Indianapolis	WTTV	IND	20
Champaign	WCIA	CBS	16	Lafayette	WLFI	CBS	16
Chicago	WLS/WGBO	ABC/IND	15	South Bend	WSJV	ABC	16
Paducah	WCEE	IND	20	Terre Haute	WBAK	ABC	8
Peoria	WMBD	CBS	13	Madison	WMTV	NBC	20
Rockford	WTVO	NBC	15	Milwaukee	WVTV	IND	14
Cincinnati	WKRC	ABC	5	Minneapolis	WCCO	CBS	10
Cleveland	WOIO	FOX	16	St. Louis	KSDK	NBC	4
Columbus	WSYX	ABC	21	Bonus Markets			
Lima	WLIO	NBC	13	LaCrosse	WLA X	FOX	19
Toledo	WTVG	NBC	16	Green Bay	WGBA	IND	10
Youngstown	WKBN	CBS	9	Wausau	WJFW	NBC	13
Dayton	WHIO	CBS	5	Alpena	WBKB	CBS	12
Detroit	WXYZ/WJBK	ABC/CBS	17	Canton	WOAC	IND	21
Flint	WNEM	NBC	20	Midwest Sports Channel		CABLE	21

cont.

SCHEDULE SUMMARY

From January through March, 1992, Raycom will produce a total of 22 live regular season games to deliver the clearance schedule in 19.7% of US TV households. Each station selects a schedule customized to its market, maximizing the appearance of home state schools.

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)
Cedar Rapids	20	321	10.3	34	4	6	9	13	10	17
Davenport/Moline	20	309	8.2	28	3	5	8	12	7	9
Des Moines	21	373	3.7	14	4	6	5	7	5	15
Mason City	18	144	3.8	9	2	3	4	5	4	5
Sioux City	14	157	3.7	16	3	4	6	8	6	9
Ottumwa	20	43	3.0	2	-	-	1	1	3	3
Champaign	16	338	10.5	39	7	11	17	23	16	23
Chicago	15	3,142	3.1	112	28	35	51	62	40	90
Paducah	20	350	1.0	3	-	-	-	-	-	1
Peoria	13	209	4.6	12	2	2	4	5	4	5
Rockford	15	158	3.7	7	2	3	4	5	3	6
Cincinnati	5	767	8.6	83	3	5	5	8	6	10
Cleveland	16	1,460	3.1	51	10	18	21	35	25	38
Columbus	21	672	11.1	86	22	31	40	58	39	48
Lima	13	42	12.0	9	3	4	5	7	5	6
Toledo	16	414	5.9	27	4	5	9	11	12	13
Youngstown	9	277	3.4	10	2	3	5	7	4	6
Dayton	5	506	2.0	10	3	6	4	8	5	9
Detroit	17	1,722	7.1	127	28	36	64	78	60	66
Flint	20	454	4.4	22	7	10	12	16	10	18
Grand Rapids	20	626	5.6	38	9	12	20	27	21	24
Lansing	20	223	8.6	26	7	9	13	18	14	17
Traverse City	15	168	4.0	13	3	4	5	7	5	7
Evansville	10	268	6.8	18	2	4	7	9	7	10
Ft. Wayne	20	234	15.4	39	8	12	15	24	15	22
Indianapolis	20	862	8.5	104	23	32	48	68	48	53
Lafayette	16	44	12.3	14	4	4	4	6	3	7
South Bend	16	298	6.0	18	3	4	4	5	7	10
Terre Haute	8	162	3.3	7	1	1	3	4	3	4
Madison	20	280	5.8	19	6	8	11	15	9	19
Milwaukee	14	773	2.7	21	3	4	9	11	7	8
Minneapolis	10	1,316	4.6	62	18	21	33	44	31	36
St. Louis	4	1,089	4.9	52	24	31	43	52	36	41
Average Per Game:				1,132	248	339	489	659	470	655
Cumulative Totals				17,495	3,842	5,279	7,638	10,386	7,422	10,382
VPH					.22	.30	.44	.59	.42	.59

Coverage Area Rating:

6.2

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

RATES

Exclusive Sponsorship:

- Six (6) :30's per event
- 132 thirty-second commercials
- Open and halftime billboards
- Product exclusivity

\$1,360,000 gross

Half Game Sponsorship:

- Four (4) :30's per event
- 88 thirty-second commercials
- Open or halftime billboard
- Half game product exclusivity

\$1,025,000 gross

Spot Participation:

- One (1) :30 per event
- 22 thirty-second commercials

\$285,000 gross



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