



1992 JACK PARDEE SHOW



The 1992 Houston Oilers may be on the road to a Super Bowl title. By watching the Jack Pardee Show every Sunday night during the NFL season, Oilers fans make sure they're along for the ride.

Telecast on Sundays from 10:30 p.m. to 11 p.m. over Houston's CBS affiliate KHOU-TV, the Jack Pardee Show lets "Love Ya Blue" fans feast on crunching tackles, one-handed catches and miraculous touchdown passes. And, if that

football fare isn't enough, fans can talk directly with the popular Oilers coach, asking him about the day's big plays and the team's march to repeat its AFC Central Division championship. It's part of the Houston life style—following the Oilers from the opening kickoff to the game-ending tackle and later watching the Jack Pardee Show to relive every exciting minute of it.

Catch the best in sports action live on Raycom!



the nation's leading independent sports programmer

DELIVERY ESTIMATES

HH RTG	HH (000)	M18+ (000)	M18-34 (000)	M18-49 (000)	M25-54 (000)	V12-34 (000)	A18+ (000)	A18-34 (000)	A18-49 (000)	A25-54 (000)
9.0	130	108	53	81	59	78	182	90	134	118

RATES

PARTICIPATING SPONSORSHIP:

- Three (3) :30's
- Product exclusivity
- Opening/closing billboards
- In program feature

*Merchandising

\$156,000 Gross

- Two (2) :30's
- Opening/closing billboards

*Merchandising

\$117,000 Gross

- One (1) :30

*Floating billboard

\$65,000 Gross

OTO Spot

- One (1) :30

\$2,750 Gross

*Subject to availability



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