

A new era for the Kansas City Chiefs began in 1989 with the hirings of President and General Manager Carl Peterson and Head Coach Marty Schottenheimer, both of whom brought proven records to the team.

The Chiefs responded with an 8-7-1 record, barely missing the playoffs, and were considered one of the league's most improved teams.

Fullback Christian Okoye destroyed NFL defenses by rolling up a league-leading 1480 yards and Steve Pelleur was added at quarterback to give the club a powerful offensive punch.

On the other side of the ball, rookie linebacker Derrick Thomas anchored one of the league's most stringent defenses. The Chief's defense was tops in the AFC and second in the NFL in 1989 when they gave up only 268 yards per game. Opposing offenses can expect more brutal scalplings when they come to Arrowhead Stadium again this fall.

Kansas City has assembled all the key ingredients for a successful season in 1990. The Raycom Chiefs Network will be on hand to give fans an exciting preview to the regular season as the Chiefs go on the warpath for their first playoff spot since 1986.

KANSAS CITY CHIEFS 1990 PRESEASON FOOTBALL



RAYCOM
SPORTS &
ENTERTAINMENT

KANSAS CITY CHIEFS 1990 PRESEASON TV SCHEDULE

DATE	OPPOSING TEAM	TIME*	NETWORK
Saturday, August 18	New York Jets	7:00 pm	Raycom
Friday, August 24	At Detroit Lions	6:30 pm	Raycom
Friday, August 31	Green Bay Packers	7:00 pm	Raycom

*All games Central Time
Schedule is subject to change

KANSAS CITY CHIEFS 1990 PRESEASON NETWORK

	MARKET	STATION	AFFIL.	RTG.	HH (000)
Missouri	Kansas City	KMBC	ABC	23	197
	Columbia/Jeff. City	KIMZ	ABC	13	22
	Joplin	KSNF	NBC	11	21
	Springfield	KYTV	NBC	9	30
Kansas	Topeka	KSNT	NBC	15	34
	Wichita	KSNW	NBC	11	50
Nebraska	Lincoln	KHAS	NBC	4	10
Iowa	Des Moines	WOI	ABC	5	21
	Ottumwa	KOIA	FOX		BONUS

Source-November '89 NSI

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KANSAS CITY CHIEFS 1990 PRESEASON NETWORK PACKAGES

Six Unit Sponsorship

- Six (6) :30s
- On-air feature*
- Open/halftime/closing billboards

\$42,000 gross

(\$3,500 per spot live; \$1,750 per spot delay)

Four Unit Sponsorship

- Four (4) :30s
- On-air feature*
- Open/closing billboards

\$32,000 gross

(\$4,000 per spot live; \$2,000 per spot delay)

Two Unit Sponsorship

- Two (2) :30s
- Floating billboard*

\$18,000 gross

(\$4,500 per spot live; \$2,250 per spot delay)

OTO Spot

- One (1) :30

\$5,000 gross

*Subject to availability



Charlotte (704) 331-9494
New York (212) 302-4072
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