

SOUTHEASTERN CONFERENCE FOOTBALL



Southeastern Conference (SEC) fans love their football teams and for generations have followed the action with a passion. The 1992 season was spectacular for SEC football. The inaugural SEC championship game resulted in Alabama winning the title and claiming the national championship with a New Year's Day victory over Miami in the Sugar Bowl. Overall, SEC teams went five for six in post-season play and won 75 percent of their non-conference regular-season games.

The 1993 season will be another banner year for the SEC, with Alabama and Coach-of-the-Year Gene Stallings trying to defend their title. Strong competition will come from second-place SEC and Eastern Division co-champ Florida, hot off a Gator Bowl victory. Georgia, Tennessee and Ole Miss are perennial favorites who will challenge Alabama for the top spot in '93.

The SEC features heart-stopping, gut-wrenching football, and fans get a front-row seat when the games begin.

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

SCHEDULE SUMMARY

From September through November 1993, a package of 13 live SEC football games will be delivered to 20 percent of U.S. television households. Game times will be 12:30-3:30 p.m. The SEC 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

RAYCOM

**Jefferson
Pilot
Sports**

SOUTHEASTERN CONFERENCE FOOTBALL MARKET COVERAGE

MARKETS	STATION	AFFILIATE	# OF GAMES	MARKETS	STATION	AFFILIATE	# OF GAMES
Albany, GA	WALB	NBC	13	Lexington	WKYT/WYMT	CBS/CBS	13
Anniston	WJSU	CBS	13	Little Rock/Pine Bluff	KATV	ABC	13
Atlanta	WAGA	CBS	13	Louisville	WAVE	NBC	12
Augusta	WRDW	CBS	12	Macon	WMAZ	CBS	13
Baton Rouge	WAFB	CBS	13	Memphis	WMC	NBC	13
Biloxi/Gulfport	WXXV	FOX	13	Meridian	WGBC	NBC	13
Birmingham	WVTM	NBC	13	Miami/Ft. Lauderdale	WSVN	FOX	3
Bowling Green	WGRB	FOX	13	Mobile/Pensacola	WALA	NBC	13
Charleston/Huntington	WSAZ	NBC	8	Monroe/El Dorado	KTVE	NBC	13
Charleston, SC	WCSC	CBS	11	Montgomery	WSFA	NBC	13
Chattanooga	WRCB	NBC	13	Nashville	WSMV	NBC	13
Cincinnati	WCPO/WSTR	CBS/IND	8	New Orleans	WDSU	NBC	12
Columbia, SC	WIS	NBC	13	Orlando	WESH	NBC	13
Columbus/Tupelo	WTVA	NBC	13	Paduchah	KBSI	FOX	13
Columbus, GA	WLTZ	NBC	13	Panama City	WJHG	NBC	13
Dothan	WTVY	CBS	13	Savannah	WTOG	CBS	12
Florence/Myrtle Beach	WCC	FOX	13	Shreveport	KMSS	FOX	13
Ft. Myers/Naples	WINK	CBS	11	Tallahassee	WTWC	NBC	7
Ft. Smith/Fayetteville	KPOM	NBC	13	Tampa	WFLA	NBC	13
Gainesville	WOGX	FOX	13	Tri-Cities	WCYB	NBC	13
Greenville, SC	WHNS	FOX	13	West Palm Beach	WFLX	FOX	13
Greenwood/Greenville	WXVT	CBS	13				
Huntsville/Decatur	WAFF	NBC	13	BONUS MARKETS			
Jacksonville/Brunswick	WJXT	CBS	13	Alexandria, LA	KLFY	CBS	11
Jackson, MS	WDBD	FOX	13	Hattiesburg/Laurel	WXXV	FOX	13
Jonesboro	KAIT	ABC	3	Jackson, TN	WMC	NBC	13
Knoxville	WBIR	NBC	13	Lake Charles	KLFY	CBS	11
Lafayette, LA	KLFY	CBS	11	Tuscaloosa	WVTM	NBC	13

(market coverage subject to change)

MEMBER INSTITUTIONS

University of ALABAMA
Crimson Tide
Tuscaloosa, AL

University of ARKANSAS
Razorbacks
Fayetteville, AK

AUBURN University
Tigers
Auburn, AL

University of FLORIDA
Gators
Gainesville, FL

University of GEORGIA
Bulldogs
Athens, GA

University of KENTUCKY
Wildcats
Lexington, KY

LOUISIANA STATE University
Fighting Tigers
Baton Rouge, LA

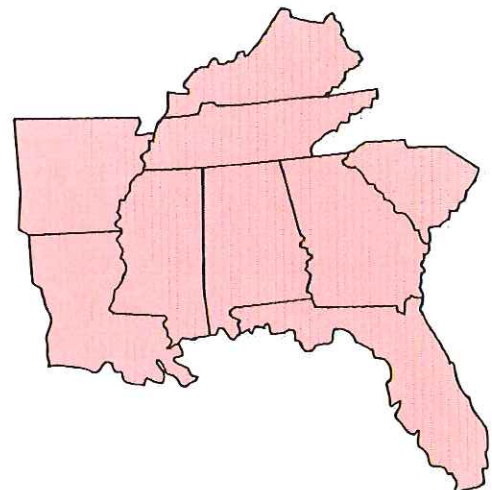
University of MISSISSIPPI
Ole Miss Rebels
Oxford, MS

MISSISSIPPI STATE University
Bulldogs
Starkville, MS

University of SOUTH CAROLINA
Fighting Gamecocks
Columbia, SC

University of TENNESSEE
Volunteers
Knoxville, TN

VANDERBILT University
Commodores
Nashville, TN



SOUTHEASTERN 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	13	128	3.0	11	3	3	3	5	4	6
Anniston	13	43	4.0	4	1	1	2	2	2	2
Atlanta	13	1,476	6.0	82	16	20	33	43	27	41
Augusta	12	203	3.0	7	1	1	2	3	3	4
Baton Rouge	13	253	6.0	18	4	5	7	11	5	8
Biloxi/Gulfport	13	103	3.0	9	3	3	5	5	5	5
Birmingham	13	515	8.0	51	11	15	23	31	20	29
Bowling Green	13	51	-	<<	-	-	-	-	-	-
Charleston/Huntington	8	465	3.0	16	1	1	12	14	13	15
Charleston, SC	11	225	6.0	13	4	5	7	8	6	8
Chattanooga	13	310	7.0	25	3	4	6	9	8	12
Cincinnati	8	756	3.0	20	8	8	11	13	9	12
Columbia, SC	13	291	9.0	38	8	10	21	29	18	26
Columbus/Tupelo	13	163	11.0	23	6	8	10	13	7	10
Columbus, GA	13	180	3.0	7	2	4	2	4	3	4
Dothan	13	97	5.0	11	2	3	4	6	5	7
Florence/Myrtle Beach	13	166	-	<<	-	-	-	-	-	-
Ft. Myers/Naples	11	293	3.0	13	2	2	4	6	3	6
Ft. Smith	13	190	7.0	13	2	2	6	8	6	9
Gainesville	13	90	5.0	9	1	2	4	6	3	5
Greenville, SC	13	656	3.0	22	5	8	11	16	9	14
Greenwood/Greenville	13	77	3.0	3	-	-	1	1	1	1
Huntsville/Decatur	13	290	8.0	26	5	11	12	24	12	24
Jacksonville/Brunswick	13	473	9.0	41	6	12	15	27	19	31
Jackson, MS	13	285	6.0	18	3	4	7	11	9	13
Jonesboro	3	74	6.0	8	1	1	4	5	4	5
Knoxville	13	407	11.0	50	9	16	23	35	24	37
Lafayette, LA	11	191	4.0	12	2	2	5	6	5	6
Lexington	13	360	4.0	20	3	4	8	9	7	9
Little Rock/Pine Bluff	13	455	9.0	46	10	13	18	25	16	23
Louisville	12	520	4.0	22	8	9	10	12	7	10
Macon	13	182	6.0	10	1	2	2	3	2	2
Memphis	13	590	8.0	49	11	16	23	30	24	30
Meridian	13	64	6.0	5	1	2	2	3	2	3
Miami/Ft. Lauderdale	3	1,292	3.0	35	14	21	21	28	14	19
Mobile/Pensacola	13	413	7.0	30	9	12	13	18	11	16
Monroe/El Dorado	13	167	5.0	8	2	2	3	3	2	3
Montgomery	13	207	7.0	27	8	12	12	21	12	20
Nashville	13	727	10.0	74	17	25	25	40	23	37
New Orleans	12	601	4.0	23	7	9	11	14	9	12
Orlando	13	947	8.0	91	24	33	43	58	34	47
Paducah	13	343	1.0	2	1	1	1	1	2	2
Panama City	13	88	6.0	10	-	-	3	4	3	4
Savannah	12	234	4.0	10	3	3	3	4	3	5
Shreveport	13	369	1.0	4	-	-	1	1	1	1
Tallahassee	7	195	1.0	2	1	1	2	2	1	1
Tampa	13	1,374	5.0	67	12	17	21	32	17	27
Tri-Cities	13	281	7.0	23	3	5	8	14	7	12
West Palm Beach	13	560	2.0	13	3	3	7	8	7	9
Average Per Game				1,063	229	317	444	629	407	597
Cumulative Totals				13,813	2,975	4,122	5,766	8,173	5,296	7,764
VPH					0.22	0.31	0.43	0.61	0.40	0.58
Coverage Area Rating			5.8							

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

RATES

Exclusive Sponsorship:

- Six (6) :30's
- 78 thirty-second announcements total
- Product exclusivity
- In-program feature
- Opening/halftime/closing billboards
- \$936,000 gross

Half-Game Sponsorship:

- Four (4) :30's
- 52 thirty-second announcements total
- Half-game product exclusivity
- In-program feature (if available)
- Opening/closing billboards to exclusive half
- \$650,000 gross

Spot Participation:

- One (1) :30 per game
- 13 thirty-second announcements total
- \$182,000 gross



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

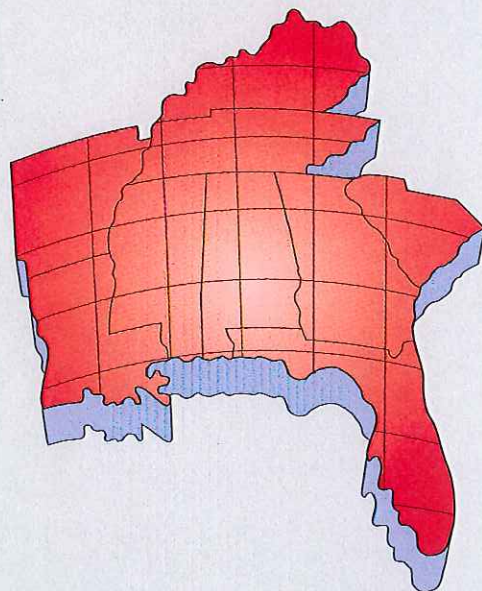


Georgia



1994 FOOTBALL

*The most-watched
regionally
syndicated college
network in the
nation.*



**Jefferson
Pilot** *Sports*

Represented nationally by
RAYCOM



Mississippi State

"Football is a religion in the South."

— *Sports Illustrated*

SEC Champion Florida's win over West Virginia in the 1994 Sugar Bowl put the finishing touches on another great season of Southeastern Conference Football. Featuring 1992 national champion Alabama, SEC schools won 79% of their regular season non-conference matchups: the best record in the country. The SEC ended the 1993 season with an impressive stable of Top Twenty teams, including national Coach of the Year Terry Bowden's unbeaten Auburn Tigers, the Florida Gators, Alabama's Crimson Tide and the Tennessee Volunteers.

1994 has all the elements of another heart-stopping, gut-wrenching season of SEC Football with strong freshman recruits joining upperclassmen such as:

■ Georgia quarterback Eric Zeier, a 1994 Heisman-hopeful who set SEC single-season records in passing yardage, total offensive and total offense yards per game in 1993;

■ Tennessee's John Becksvoort, whose perfect 59 for 59 points after touchdown in 1993 set another SEC record; and

■ Ole Miss's Alundis Brice, who tied for second nationally in interceptions with 7, taking 2 of them in for touchdowns.



LSU

"If it ain't SEC, it ain't football."

— *Alabama Fan*

Millions of SEC fans agree. The Jefferson-Pilot Sports SEC Football television network is the most-watched regional syndicated college football package in the country: delivering a gross audience of 13.3 million homes in 1993, covering nine states and more than 19.8 million TV Households. Nearly 5 million more SEC faithful were at the games in person last season, giving the SEC the nation's highest attendance and setting a new NCAA attendance record.



Auburn

1993 POST-SEASON BOWL INVITATIONS

Florida	Sugar Bowl
Alabama	Gator Bowl
Kentucky	Peach Bowl
Tennessee	Citrus Bowl



Arkansas



Ole Miss



Florida

"Regional networks are the best way to achieve advertising focus."

— Ed Hull,

Jefferson-Pilot Sports President

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.**

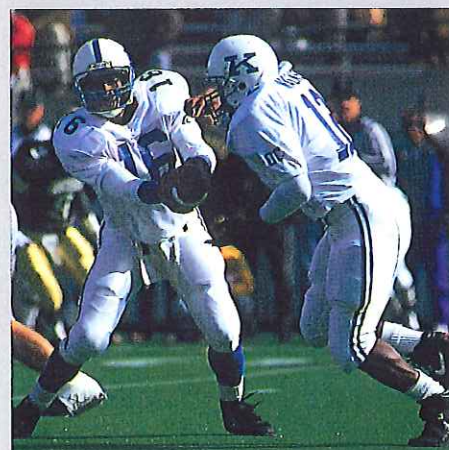
"We're your key to the most effective SEC marketing strategies."

— Grady C. Pridgen, Jr.,
Jefferson-Pilot Sports Vice President/
General Sales Manager

Over our eight-year association with the SEC, 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 to the creation of a marketing position at Jefferson-Pilot Sports for the sole purpose of enhancing SEC-related opportunities for our clients. In addition, Jefferson-Pilot Sports has extended its national sales representation agreement with Raycom. Through these alliances, Jefferson-Pilot Sports ensures our 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.



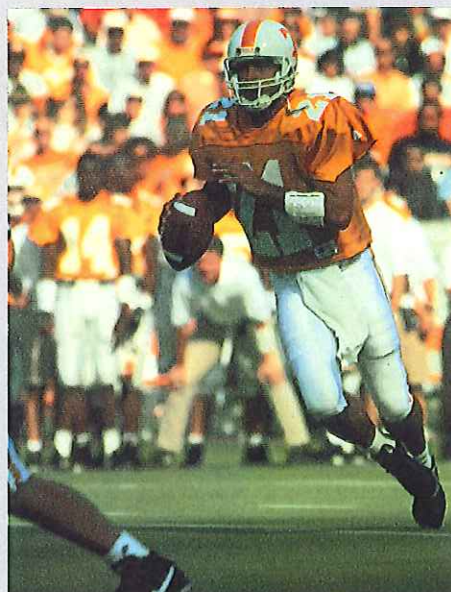
Alabama



Kentucky

SEC FACT

The SEC has averaged more than 4 post-season bowl invitations each year since 1990.



Tennessee

SEC FACT

1993 was the 14th straight season in which the SEC has led the nation in football game attendance, testimony to the area's SEC Football fanaticism.



South Carolina





Southeastern Conference Football

Southeastern Conference (SEC) teams continued their tradition of success in 1993 in both the regular season and in bowl games. Four SEC teams were listed in the Associated Press' final Top 20. Auburn finished with a perfect 11-0 record and was ranked fifth in the nation. The Tigers were followed in the rankings by No. 6 Tennessee and No. 8 Florida. Alabama, ranked 18th by AP, battled Florida in the SEC Championship game.

There will be plenty of stars in 1994. Seven of the top eight quarterbacks in the league last year were underclassmen, including Terry Dean and Danny Wuerffel, both of Florida. The running game will feature Kentucky's Moe Williams, who led the Wildcats with 928 yards rushing, and Michael Davis of Mississippi State, who rambled for 883 yards as a junior.

Several teams are expected to battle for spots in the SEC Championship Game and an invitation to the Sugar Bowl. Florida, with a 41-7 drubbing of West Virginia in the 1994 Sugar Bowl, will again be an SEC power. Led by SEC Coach-of-the-Year Terry Bowden, big things are expected from talented Auburn. Tradition-rich Alabama, which won the Gator Bowl last year after annexing the National Champion the year before, cannot be overlooked. Tennessee will again be a team to be reckoned with as will Georgia, with its wide-open offense.

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

**Jefferson
Pilot
Sports**

RAYCOM

Southeastern Conference Football

Market Coverage

Markets	Station	Affiliate	# of Games	Markets	Station	Affiliate	# of Games
Albany, GA	WALB	NBC	13	Jackson, MS	WDBD	FOX	13
Alexandria, LA	KALB	NBC	8	Jackson, TN	WMC	NBC	13
Anniston	WJSU	CBS	13	Jonesboro	KAIT	ABC	3
Atlanta	WAGA	CBS	13	Knoxville	WBIR	NBC	13
Augusta	WRDW	CBS	13	Lafayette, LA	KLFY	CBS	11
Baton Rouge	WAFB	CBS	13	Lexington	WKYT/WYMT	CBS	13
Biloxi	WXXV	FOX	13	Little Rock/Pine Bluff	KATV	ABC	13
Birmingham	WVTM	NBC	13	Louisville	WAVE	NBC	10
Bowling Green	WGRB	FOX	13	Macon	WMAZ	CBS	12
Charleston/Huntington	WSAZ	NBC	10	Memphis	WMC	NBC	13
Charleston, SC	WCSC	CBS	13	Meridian	WMDN	CBS	13
Charlotte	WJZY	IND	2	Miami/Ft. Lauderdale	WDZL	IND	3
Chattanooga	WRCB	NBC	13	Mobile/Pensacola	WALA	NBC	13
Cincinnati	WCPO	CBS	5	Monroe/El Dorado	KNOE	FOX	13
Columbia, SC	WIS	NBC	13	Montgomery	WSFA	NBC	13
Columbus/Tupelo	WTVA	NBC	13	Nashville	WSMV	NBC	13
Columbus, GA	WLTZ	NBC	13	New Orleans	WNOL	FOX	13
Dothan	WTVY	CBS	13	Orlando	WESH/WFTV/WIRB	NBC/ABC/IND	13
Florence	WCC	FOX	13	Paducah	KBSI	FOX	10
Ft. Myers	WINK	CBS	11	Panama City	WJHG	NBC	13
Ft. Smith	KPOM	NBC	13	Savannah	WTOC	CBS	13
Gainesville	WOGX	FOX	13	Shreveport	KTAL	NBC	11
Greenville, SC	WHNS	FOX	13	Tallahassee	WTWC	NBC	7
Greenwood/Greenville	WXVT	CBS	13	Tampa	WTTA	IND	13
Hattiesburg/Laurel	WHLT	CBS	8	Tri-Cities	WCYB	NBC	13
Huntsville/Decatur	WAFF	NBC	13	Tuscaloosa	WCFT	CBS	13
Jacksonville/Brunswick	WJXT	CBS	13	West Palm Beach	WFLX	FOX	13

(market coverage subject to change)

Member Institutions

University of ALABAMA
Crimson Tide
Tuscaloosa, AL

University of ARKANSAS
Razorbacks
Fayetteville, AK

AUBURN University
Tigers
Auburn, AL

University of FLORIDA
Gators
Gainesville, FL

University of GEORGIA
Bulldogs
Athens, GA

University of KENTUCKY
Wildcats
Lexington, KY

LOUISIANA STATE University
Fighting Tigers
Baton Rouge, LA

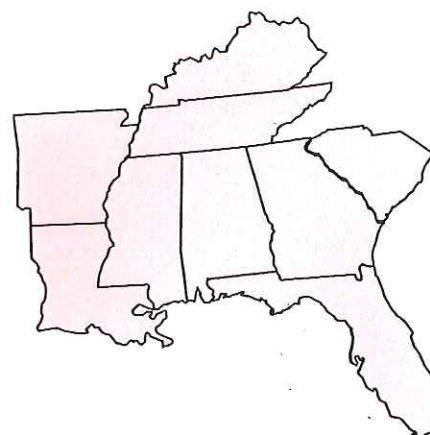
University of MISSISSIPPI
Ole Miss Rebels
Oxford, MS

MISSISSIPPI STATE University
Bulldogs
Starkville, MS

University of SOUTH CAROLINA
Fighting Gamecocks
Columbia, SC

University of TENNESSEE
Volunteers
Knoxville, TN

VANDERBILT University
Commodores
Nashville, TN



Southeastern 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 M18-49 (000)	Avg A18-49 (000)	Avg M25-54 (000)	Avg Del A25-54 (000)
Albany, GA	13	129	7	14	-	1	3	5	3	5
Alexandria, LA	8	87	4	9	1	2	5	7	5	6
Anniston	13	43	3	6	1	2	2	3	2	4
Atlanta	13	1,510	4	65	16	23	28	39	29	38
Augusta	13	208	4	9	3	4	5	6	5	6
Baton Rouge	13	258	9	28	8	13	13	23	12	21
Biloxi	13	106	2	6	1	3	2	4	3	4
Birmingham	13	522	12	76	21	30	40	61	38	56
Charleston, SC	13	230	3	10	4	7	6	10	5	6
Charleston/Huntington	10	473	3	18	2	3	4	5	4	6
Charlotte	2	775	4	28	3	5	10	14	11	17
Chattanooga	13	311	9	35	8	13	13	22	13	20
Cincinnati	5	770	3	25	-	1	6	10	8	11
Columbia, SC	13	296	11	41	7	9	16	25	20	31
Columbus/Tupelo	13	166	10	19	5	7	9	12	6	8
Columbus, GA	13	182	4	7	2	3	2	4	2	3
Dothan	13	100	7	12	3	3	6	8	6	8
Ft. Myers	11	299	2	7	-	1	1	2	2	3
Ft. Smith	13	195	3	6	-	-	1	2	1	2
Gainesville	13	92	7	9	1	1	1	2	2	3
Greenville, SC	13	669	3	21	8	11	10	14	10	16
Hattiesburg/Laurel	8	90	3	3	1	2	1	2	1	1
Huntsville/Decatur	13	297	7	24	6	8	9	12	11	13
Jackson, MS	13	286	3	8	2	3	4	5	4	5
Jacksonville/Brunswick	13	484	6	36	7	10	15	24	16	28
Jonesboro	3	75	3	4	1	1	2	2	1	1
Knoxville	13	404	16	68	12	20	28	44	26	42
Lafayette, LA	11	195	4	13	3	4	4	6	4	7
Lexington	13	379	4	17	5	6	6	8	7	11
Little Rock/Pine Bluff	13	464	5	26	5	8	11	17	9	14
Louisville	10	533	3	14	1	1	6	6	7	8
Macon	12	179	4	8	2	3	3	4	3	4
Memphis	13	595	6	43	11	13	20	25	16	21
Meridian	13	65	3	5	-	1	-	1	-	2
Miami/Ft. Lauderdale	3	1,297	2	28	29	42	30	49	21	31
Mobile/Pensacola	13	422	10	45	12	20	18	28	19	30
Monroe/El Dorado	13	167	6	14	1	3	4	7	4	6
Montgomery	13	211	6	30	8	11	13	20	11	17
Nashville	13	738	10	76	16	26	31	53	31	53
New Orleans	13	609	2	11	2	3	4	5	5	6
Orlando	13	967	3	35	9	17	22	38	15	24
Paducah	10	346	3	12	3	4	4	5	5	6
Panama City	13	89	4	8	1	2	2	4	2	3
Savannah	13	238	2	9	1	2	2	3	2	3
Shreveport	11	352	6	25	2	2	6	6	8	9
Tallahassee	7	199	1	3	-	-	1	1	1	2
Tampa	13	1,384	1	16	2	4	10	12	10	12
Tri-Cities	13	279	8	25	3	5	7	12	10	15
Tuscaloosa	13	57	12	8	1	3	3	5	3	5
West Palm Beach	13	566	2	16	2	5	4	10	4	9
Average Per Game				1,081	242	371	453	692	443	662
Cumulative Totals				13,015	2,775	4,253	5,312	8,136	5,257	7,891
VPH					.224	.343	.419	.640	.410	.612
Coverage Area Rating			5.6							

Additional Market Clearances

Bowling Green	13	52
Florence/Myrtle Beach	13	170
Greenwood/Greenville	13	76
Jackson, TN	13	62
Lake Charles	13	75

Source: NIELSEN November 1993 survey reports

Rates

Exclusive Sponsorship

- ◆ Six (6) :30s per event, 78 thirty second announcements total
- ◆ Product exclusivity
- ◆ In-program feature
- ◆ Opening/halftime/closing billboards
- ◆ \$992,320 gross

Half-Game Sponsorship

- ◆ Four (4) :30s per event, 52 thirty second announcements total
- ◆ Half-game product exclusivity
- ◆ In-program feature (if available)
- ◆ Opening/closing billboards to exclusive half
- ◆ \$689,660 gross

Spot Participation

- ◆ One (1) :30 per event, 13 thirty second announcements total
- ◆ \$193,220 gross

**Jefferson
Pilot
Sports**

RAYCOM

CHARLOTTE: 412 EAST BOULEVARD, P.O. BOX 33367, CHARLOTTE, NC 28233-3367 PHONE: (704) 331-9494 FAX: (704) 378-4465

NEW YORK: 500 5TH AVENUE, SUITE 2330, NEW YORK, NEW YORK 10110 PHONE: (212) 302-4072 FAX: (212) 921-2910

CHICAGO: 401 NORTH MICHIGAN AVENUE, SUITE 725, CHICAGO, IL 60611 PHONE: (312) 527-3272 FAX: (312) 527-3276

DALLAS: 1300 WEST MOCKINGBIRD LANE, SUITE 110, DALLAS, TX 75247 PHONE: (214) 631-1442 FAX: (214) 638-5534



Southeastern Conference Basketball

With top-notch competition in two divisions and outstanding winning traditions, the SEC added another feather in its cap when Arkansas won the NCAA Tournament and Florida advanced to the Final Four last year.

Arkansas Coach Nolan Richardson will have his work cut out for him as Lon Kruger's talented Florida squad, Coach Rick Pitino and the tradition-laden Kentucky Wildcats, Coach Dave Hobbs and the improved Alabama Crimson Tide and Coach Eddie Fogler's surprising South Carolina Gamecocks will challenge for the league's top spot.

LSU and Georgia should again be factors in the league race after solid recruiting years and Auburn and Tennessee feature new coaches. Mississippi and Mississippi State should also show improvement.

SEC Basketball provides its rabid fans with game after game of big plays. Advertisers take advantage of maximum deliveries and an association with "the home team in the home market" during live coverage from January through the SEC Tournament in March.

SEC Basketball is a JEFFERSON-PILOT SPORTS property represented nationally by RAYCOM.

Schedule Summary

From January through March, 1995, a package of 32 live games will be delivered to 19 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 21 regular season games and 11 tournament games comprise the schedule.

**Jefferson
Pilot
Sports**

RAYCOM

Southeastern Conference Basketball Market Coverage

Market	Station	Affiliate	# of Games
Albany, GA	WALB	NBC	17
Alexandria, LA	KALB	NBC	17
Atlanta	WAGA/WVEU	CBS/IND	32
Baton Rouge	WAFB	CBS	25
Biloxi/Gulfport	WXXV	FOX	13
Birmingham	WBRC/WABM	ABC/IND	32
Bowling Green	WBKO	ABC	20
Charleston, SC	WCTP	IND	32
Charleston/Huntington	WSAZ	NBC	23
Chattanooga	WRCB/WFLI	NBC/IND	32
Cincinnati	WSTR	IND	21
Columbia, SC	WIS	NBC	22
Columbus/Tupelo	WTVA/WLOV	NBC/ABC	25
Dothan	WDAU	FOX	16
Evansville	WTVW	ABC	21
Florence/Myrtle Beach	WBTW	CBS	15
Ft. Myers/Naples	WNPL	IND	32
Ft. Smith/Fayetteville	KHBS	ABC	30
Gainesville	WOGX	FOX	26
Greenville, SC	WHNS	FOX	7
Greenwood/Greenville	WXVT	CBS	23
Huntsville/Decatur	WAFF	NBC	30
Jackson, MS	WDBD	FOX	28
Jacksonville/Brunswick	WJXT/WNFT	CBS/IND	25
Jonesboro	KAIT	ABC	9
Knoxville	WBIR/WKCH	NBC/FOX	31
Lexington	WKYT/WYMT	CBS/CBS	32
Little Rock/Pine Bluff	KATV	ABC	32
Louisville	WAVE	NBC	31
Macon	WGXA	ABC	18
Memphis	WMC/WLMT	NBC/IND	32
Mobile/Pensacola	WALA/WJTC	NBC/IND	32
Monroe/El Dorado	KARD	ABC	17
Montgomery	WSFA	NBC	24
Nashville	WSMV/WXMT	NBC/IND	32
New Orleans	WDSU/WGNO	NBC/IND	32
Orlando	WIRB	IND	22
Paducah	WPSD/KBSI	NBC/FOX	18
Panama City	WMBB	ABC	3
Savannah	WTOC	CBS	18
Shreveport	KTAL	NBC	14
Tallahassee/Thomasville	WTWC	NBC	5
Tampa	WTTA/WBSV	IND/IND	32
Tri-Cities	WCYB	NBC	20
Tulsa	KTFO	IND	24
West Palm Beach	WTVX	IND	29

Bonus Markets

Augusta	WAGT	NBC	11
Jackson, TN	WMTU	FOX	13
Tuscaloosa	WCFT	CBS	17

(market coverage subject to change)

Member Institutions

University of ALABAMA
Crimson Tide
Tuscaloosa, AL

University of ARKANSAS
Razorbacks
Fayetteville, AK

AUBURN University
Tigers
Auburn, AL

University of FLORIDA
Gators
Gainesville, FL

University of GEORGIA
Bulldogs
Athens, GA

University of KENTUCKY
Wildcats
Lexington, KY

LOUISIANA STATE University
Fighting Tigers
Baton Rouge, LA

University of MISSISSIPPI
Ole Miss Rebels
Oxford, MS

MISSISSIPPI STATE University
Bulldogs
Starkville, MS

University of SOUTH CAROLINA
Fighting Gamecocks
Columbia, SC

University of TENNESSEE
Volunteers
Knoxville, TN

VANDERBILT University
Commodores
Nashville, TN



Southeastern Conference 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)
Albany, GA	17	129	3.0	6	-	-	-	-	-	-
Alexandria, LA	17	87	4.8	7	1	1	2	3	2	4
Atlanta	32	1510	2.6	34	7	12	17	21	12	17
Baton Rouge	25	258	9.6	30	4	4	12	16	12	16
Biloxi/Gulfport	13	106	-	1	-	-	-	-	-	-
Birmingham	32	522	2.9	16	4	4	6	7	5	6
Bowling Green	20	52	14.4	12	2	5	5	11	5	10
Charleston, SC	32	230	0.4	1	1	1	1	1	1	1
Charleston/Huntington	23	473	5.1	26	7	9	12	18	10	16
Chattanooga	32	311	2.1	7	1	1	3	3	2	2
Cincinnati	21	770	3.9	29	7	12	16	26	17	26
Columbia, SC	22	296	2.7	11	-	-	3	5	3	5
Columbus/Tupelo	25	166	6.0	12	2	3	3	4	2	4
Dothan	16	100	1.0	1	-	-	-	-	-	-
Evansville	21	269	11.3	32	6	12	10	18	10	17
Florence/Myrtle Beach	15	170	3.0	7	1	2	2	3	2	3
Ft. Myers/Naples	32	299	0.4	1	-	-	-	-	-	-
Ft. Smith/Fayetteville	30	195	11.7	23	6	9	8	20	11	18
Gainesville	26	92	4.8	5	2	3	5	6	4	5
Greenville, SC	7	669	3.0	21	4	5	9	11	7	10
Greenwood/Greenville	23	76	5.8	4	2	3	4	6	4	6
Huntsville/Decatur	30	297	4.3	12	5	6	6	7	6	7
Jackson, MS	28	286	2.1	5	-	-	-	-	-	-
Jacksonville/Brunswick	25	484	2.5	15	6	7	7	10	7	7
Jonesboro	9	75	3.7	6	2	3	2	3	2	3
Knoxville	31	404	7.0	29	5	6	12	17	10	15
Lexington	32	379	23.6	111	17	39	56	101	54	99
Little Rock/Pine Bluff	32	464	17.3	94	21	35	45	74	42	73
Louisville	31	533	14.8	79	16	27	30	54	37	63
Macon	18	179	4.0	7	2	2	3	3	4	4
Memphis	32	595	3.4	21	5	7	10	12	10	12
Mobile/Pensacola	32	422	4.1	16	6	7	9	11	7	9
Monroe/El Dorado	17	167	3.7	6	-	2	2	5	2	2
Montgomery	24	211	5.8	17	3	6	6	11	4	9
Nashville	32	738	8.0	59	10	13	20	28	30	33
New Orleans	32	609	3.0	18	4	6	9	11	7	10
Orlando	22	967	-	2	-	-	-	-	1	1
Paducah	18	346	4.4	16	3	4	4	7	4	7
Panama City	3	89	5.7	7	1	2	4	6	4	6
Savannah	18	238	2.0	4	-	-	-	1	-	1
Shreveport	14	352	4.4	18	3	4	9	11	9	11
Tallahassee/Thomasville	5	199	2.0	3	2	2	2	4	2	3
Tampa	32	1,384	0.2	9	-	-	2	4	2	4
Tri-Cities	20	279	4.7	12	3	3	5	6	4	5
Tulsa	24	456	1.5	9	1	1	3	4	3	4
West Palm Beach	29	566	1.2	7	1	2	2	4	2	5
Average per Game				891	179	282	380	599	366	594
Cumulative Totals				28,505	5,717	9,027	12,155	19,159	11,711	19,002
VPVH					0.20	0.32	0.43	0.67	0.41	0.67
Coverage Area Rating			5.0							

Source: RAYCOM and JEFFERSON-PILOT SPORTS Research estimates

Rates

Exclusive Sponsorship

- ◆ Six (6) :30s per event, 192 thirty-second announcements total
- ◆ Product exclusivity
- ◆ In-program feature
- ◆ Opening/halftime/closing billboards
- ◆ \$1,790,000 gross

Half-Game Sponsorship

- ◆ Four (4) :30s per event, 128 thirty-second announcements total
- ◆ Half-game product exclusivity
- ◆ In-program feature (if available)
- ◆ Opening/closing billboards to exclusive half
- ◆ \$1,231,000 gross

Spot Participation

- ◆ One (1) :30 per event, 32 thirty-second announcements total
- ◆ \$348,000 gross

**Jefferson
Pilot
Sports**

RAYCOM

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CHICAGO: 401 NORTH MICHIGAN AVENUE, SUITE 725, CHICAGO, IL 60611 PHONE: (312) 527-3272 FAX: (312) 527-3276
DALLAS: 1300 WEST MOCKINGBIRD LANE, SUITE 110, DALLAS, TX 75247 PHONE: (214) 631-1442 FAX: (214) 638-5534



ACC SEC SWC FOOTBALL



RAYCOM and JEFFERSON-PILOT SPORTS have teamed up to present an unprecedented regional college football network that covers the entire southern United States and offers advertisers an association with the best football programs in the country. A combined effort to market Atlantic Coast Conference (ACC), Southeastern Conference (SEC) and Southwest Conference (SWC) football packages results in a maximum marketing impact for clients targeting households in the southern United States from Washington, D.C. to Florida to Texas.

Through this regional network, advertisers are associated with the "home team in the home market" and capitalize on the highest regional network college football deliveries ever available in one package. The ACC, SEC and SWC represent college football's best teams -- among them defending national champion Alabama, Florida, Georgia, Florida State, Clemson, Georgia Tech, Texas, and Texas A&M --all teams that traditionally figure in the race for the national championship.

From top to bottom, the ACC, SEC and SWC will provide the 1993 college football season's hardest-hitting battles.

ACC and SEC football are JEFFERSON-PILOT SPORTS properties represented nationally by RAYCOM.

SCHEDULE SUMMARY

RAYCOM and JEFFERSON-PILOT SPORTS will deliver a package of 12-13 games per conference to 34 percent of U.S. television households. Each station selects games to create a schedule customized to its market, maximizing appearances of home state schools.

RAYCOM

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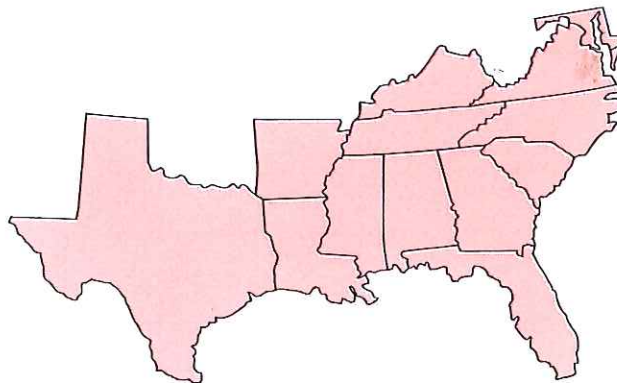
ACC/SEC/SWC FOOTBALL MARKET COVERAGE

MARKETS	CONFERENCE	STATION	AFFILIATE	# OF GAMES
Abilene	SWC	KTAB	CBS	9
Albany, GA	ACC	WSST	IND	12
	SEC	WALB	NBC	13
Amarillo	SWC	KAMR	NBC	12
Anniston	SEC	WJSU	CBS	13
Atlanta	ACC	WXIA	NBC	12
	SEC	WAGA	CBS	13
Augusta	ACC	WAGT	NBC	12
	SEC	WRDVT	CBS	12
Austin	SWC	KBVO	FOX	12
Baltimore	ACC	WBFF	FOX	12
Baton Rouge	SEC	WAFB	CBS	13
Beaumont/Pt. Arthur	SWC	KFDM	CBS	9
Biloxi/Gulfport	SEC	WXXV	FOX	13
Birmingham	SEC	WVTM	NBC	13
Bowling Green	SEC	WGRB	FOX	13
Charleston/Huntington	SEC	WSAZ	NBC	8
Charleston, SC	ACC	WCIV	NBC	12
	SEC	WCSC	CBS	11
Charlotte	ACC	WBTV	CBS	12
Charlottesville	ACC	WVIR	NBC	12
Chattanooga	ACC	WDEF	CBS	10
	SEC	WRCB	NBC	13
Cincinnati	SEC	WCPO/WSTR	CBS/IND	8
Columbia, SC	ACC	WLTX	CBS	12
	SEC	WIS	NBC	13
Columbus/Tupelo	SEC	WTVB	NBC	13
Columbus, GA	SEC	WLTZ	NBC	13
Corpus Christi	SWC	KZTV	CBS	9
Dallas/Ft. Worth	SWC	KTVT	IND	12
Dothan	ACC	WDAU	FOX	3
	SEC	WTVY	CBS	13
Florence/Myrtle Beach	ACC	WBTW	CBS	12
	SEC	WCC	FOX	13
Ft. Myers/Naples	ACC	WFTX	FOX	12
	SEC	WINK	CBS	11
Ft. Smith/Fayetteville	SEC	KPOM	NBC	13
Gainesville	SEC	WOGX	FOX	13
Greensboro	ACC	WFMY	CBS	12
Greenville, NC	ACC	WITN	NBC	12
Greenville, SC	ACC	WYFF	NBC	12
	SEC	WHNS	FOX	13
Greenwood/Greenville	SEC	WXXV	CBS	13
Harrisonburg	ACC	WAZT	IND	12
Houston	SWC	KHOU/KHTV	CBS/IND	12
Huntsville/Decatur	SEC	WAFF	NBC	13
Jacksonville/Brunswick	ACC	WTLV	NBC	12
	SEC	WJXT	CBS	13
Jackson, MS	SEC	WDBD	FOX	13
Jonesboro	SEC	KAIT	ABC	3
Knoxville	SEC	WBIR	NBC	13
Lafayette, LA	SEC	KLFY	CBS	11
Lexington	SEC	WKYT/WYMT	CBS/CBS	13
Little Rock/Pine Bluff	SEC	KATV	ABC	13
Louisville	SEC	WAVE	NBC	12
Lubbock	SWC	KJTV	FOX	12
Macon	ACC	WGXA	ABC	6
	SEC	WMAZ	CBS	13
Memphis	SEC	WMC	NBC	13
Meridian	SEC	WGBC	NBC	13
Miami/Ft. Lauderdale	ACC	WCIX	CBS	8
	SEC	WSVN	FOX	3
Mobile/Pensacola	ACC	WJTC	IND	12
	SEC	WALA	NBC	13
Monroe/El Dorado	SEC	KTVB	NBC	13
Montgomery	SEC	WSFA	NBC	13
Nashville	SEC	WSMV	NBC	13
New Orleans	SEC	WDSU	NBC	12
Norfolk	ACC	WAVY	NBC	12
Odessa/Midland	SWC	KPEJ	FOX	12
Orlando	ACC	WCPX	CBS	10
	SEC	WESH	NBC	13
Paducah	SEC	KBSI	FOX	13
Panama City	ACC	WPGX	FOX	12
	SEC	WJHG	NBC	13
Raleigh	ACC	WRAL	CBS	12
Richmond	ACC	WWBT	NBC	12
Roanoke	ACC	WSET	ABC	12
Salisbury, MD	ACC	WMOT	ABC	12
San Antonio	SWC	KENS/KRRT	CBS/FOX	12
Savannah	ACC	WSAV	NBC	10
	SEC	WTOG	CBS	12
Shreveport	SEC	KMSS	FOX	13
Tallahassee	ACC	WCTV	CBS	11
	SEC	WTWC	NBC	7
Tampa	ACC	WTVT/WTTA	CBS/IND	12
	SEC	WFLA	NBC	13
Tri-Cities	ACC	WKPT	ABC	6
	SEC	WCYB	NBC	13
Tyler/Lufkin	SWC	KETK	NBC	12
Waco/Temple	SWC	KOEN	NBC	12
Washington, DC	ACC	WJLA	ABC	9
West Palm Beach	ACC	WTVX	IND	12
	SEC	WFLX	FOX	13
Wichita Falls	SWC	KAUZ	CBS	10
Wilmington	ACC	WECT	NBC	12
BONUS MARKETS				
Alexandria, LA	SEC	KLFY	CBS	11
Baton Rouge	SWC	WBTR	IND	12
El Paso	SWC	KZIA	IND	12
Hattiesburg/Laurel	SEC	WXXV	FOX	13
Jackson, TN	SEC	WMC	NBC	13
Lafayette, LA	SWC	KDW	CBS	10
Lake Charles	SEC	KLFY	CBS	11
Laredo	SWC	KVTM	CBS	9
San Angelo	SEC	KLST	CBS	10
Tuscaloosa	SEC	WVTM	NBC	13

(market coverage subject to change)

ACC/SEC/SWC FOOTBALL AUDIENCE ESTIMATES

MARKETS	CONFERENCE	STATION	AFFILIATE	PROJ. # OF GAMES	UNIV TV HH (000)	AVG MKT RTE	DEL HH (000)	M18-34 (000)	A18-34 (000)	M18-49 (000)	A18-49 (000)	M25-54 (000)	A25-54 (000)
Abilene	SWC	KTAB	CBS	9	107	8.4	9	2	3	3	5	3	5
Albany,GA	ACC	WSST	IND	12	-	1.0	1	1	1	1	1	1	1
	SEC	WALB	NBC	13	128	3.0	11	3	3	3	5	4	6
Amarillo	SWC	KAMR	NBC	12	167	9.6	16	2	3	4	6	5	7
Anniston	SEC	WJSU	CBS	13	43	4.0	4	1	1	2	2	2	2
Atlanta	ACC	WXIA	NBC	12	1,476	4.0	63	9	13	25	38	17	32
	SEC	WAGA	CBS	13	-	6.0	82	16	20	33	43	27	41
Augusta	ACC	WAGT	NBC	12	203	6.5	13	2	3	6	9	5	7
	SEC	WRDW	CBS	12	-	3.0	7	1	1	2	3	3	4
Austin	SWC	KBVO	FOX	12	374	15.2	57	10	18	24	38	22	35
Baltimore	ACC	WBFF	FOX	12	966	3.5	33	9	12	18	21	18	19
Baton Rouge	SEC	WAFB	CBS	13	253	6.0	18	4	5	7	11	5	8
Beaumont/Pt. Arthur	SWC	KFDM	CBS	9	157	5.1	8	1	1	3	4	3	4
Biloxi/Gulfport	SEC	WXXV	FOX	13	103	3.0	9	3	3	5	5	5	5
Birmingham	SEC	WWTM	NBC	13	515	8.0	51	11	15	23	31	20	29
Bowling Green	SEC	WGRB	FOX	13	51	-	<<	-	-	-	-	-	-
Charleston/Huntington	SEC	WSAZ	NBC	8	485	3.0	16	1	1	12	14	13	15
Charleston,SC	ACC	WCIV	NBC	12	225	9.0	24	7	9	11	15	10	15
	SEC	WCSC	CBS	11	-	6.0	13	4	5	7	8	6	8
Charlotte	ACC	WBTV	CBS	12	759	7.0	65	16	18	33	40	35	45
Charlottesville	ACC	WWIR	NBC	12	44	8.0	4	1	2	2	3	2	3
Chattanooga	ACC	WDEF	CBS	10	310	3.0	9	2	2	3	4	2	4
	SEC	WRCB	NBC	13	-	7.0	25	3	4	6	9	8	12
Cincinnati	SEC	WCPO/WSTR	CBS/IND	8	756	3.0	20	8	8	11	13	9	12
Columbia,SC	ACC	WLTX	CBS	12	291	10.0	30	8	12	14	21	13	20
	SEC	WIS	NBC	13	-	9.0	38	8	10	21	29	18	26
Columbus/Tupelo	SEC	WTVA	NBC	13	163	11.0	23	6	8	10	13	7	10
Columbus,GA	SEC	WLTV	NBC	13	180	3.0	7	2	4	2	4	3	4
Corpus Christi	SWC	KZTV	CBS	9	166	7.2	12	2	3	3	5	4	6
Dallas/Ft. Worth	SWC	KTVT	IND	12	1,804	5.2	94	19	30	36	54	40	58
Dothan	ACC	WDAU	FOX	3	97	-	1	-	-	-	-	-	-
	SEC	WTVY	CBS	13	-	5.0	11	2	3	4	6	5	7
Florence/Myrtle Beach	ACC	WBTW	CBS	12	166	9.0	19	2	3	6	9	7	10
	SEC	WCC	FOX	13	-	-	<<	-	-	-	-	-	-
Ft. Myers/Naples	ACC	WFTX	FOX	12	293	1.0	4	-	-	-	-	1	1
	SEC	WINK	CBS	11	-	3.0	13	2	2	4	6	3	6
Ft. Smith/Fayetteville	SEC	KPOM	NBC	13	190	7.0	13	2	2	6	8	6	9
Gainesville	SEC	WOGX	FOX	13	90	5.0	9	1	2	4	6	3	5
Greensboro	ACC	WFMY	FOX	12	530	7.0	59	10	10	21	22	23	24
Greenville,NC	ACC	WITN	NBC	12	227	10.0	20	3	4	6	12	5	11
Greenville,SC	ACC	WYFF	NBC	12	656	13.0	83	18	21	35	46	29	44
	SEC	WHNS	FOX	13	-	3.0	22	5	8	11	16	9	14
Greenwood/Greenville	SEC	WXVT	CBS	13	77	3.0	3	-	-	1	1	1	1
Harrisonburg	ACC	WAZT	IND	12	38	-	1	-	-	-	-	-	-
Houston	SWC	KHOU/KHTV	CBS/IND	12	1,455	6.6	96	19	23	33	48	36	51
Huntsville/Decatur	SEC	WAFF	NBC	13	290	8.0	26	5	11	12	24	12	24
Jacksonville/Brunswick	ACC	WTLV	NBC	12	473	4.0	18	2	4	4	7	5	8
	SEC	WJXT	CBS	13	-	9.0	41	6	12	15	27	19	31
Jackson, MS	SEC	WDBD	FOX	13	285	6.0	18	3	4	7	11	9	13
Jonesboro	SEC	KAIT	ABC	3	74	6.0	8	1	1	4	5	4	5
Knoxville	SEC	WBIR	NBC	13	407	11.0	50	9	16	23	35	24	37
Lafayette,LA	SEC	KLFY	CBS	11	191	4.0	12	2	2	5	6	5	6
Lexington	SEC	WKYT/WYMT	CBS/CBS	13	360	4.0	20	3	4	8	9	7	9
Little Rock/Pine Bluff	SEC	KATV	ABC	13	455	9.0	46	10	13	18	25	16	23
Louisville	SEC	WAVE	NBC	12	520	4.0	22	8	9	10	12	7	10
Lubbock	SWC	KJTV	FOX	12	134	14.2	19	3	6	6	13	6	13
Macon	ACC	WGXA	ABC	6	182	4.0	7	2	2	4	5	3	4
	SEC	WMAZ	CBS	13	-	6.0	10	1	2	2	3	2	2
Memphis	SEC	WMC	NBC	13	590	8.0	49	11	16	23	30	24	30
Meridian	SEC	WGBC	NBC	13	64	6.0	5	1	2	2	3	2	3
Miami/Ft. Lauderdale	ACC	WCIX	CBS	8	1,292	2.0	22	4	6	9	11	8	11
	SEC	WSVN	FOX	3	-	3.0	35	14	21	21	28	14	19
Mobile/Pensacola	ACC	WJTC	IND	12	413	1.5	6	-	1	-	1	1	2
	SEC	WALA	NBC	13	-	7.0	30	9	12	13	18	11	16
Monroe/El Dorado	SEC	KTVE	NBC	13	167	5.0	8	2	2	3	3	2	3
Montgomery	SEC	WSFA	NBC	13	207	7.0	27	8	12	12	21	12	20
Nashville	SEC	WSMV	NBC	13	727	10.0	74	17	25	25	40	23	37
New Orleans	SEC	WDSU	NBC	12	601	4.0	23	7	9	11	14	9	12
Norfolk	ACC	WAVY	NBC	12	615	4.5	28	2	3	6	8	6	8
Odessa/Midland	SWC	KPEJ	FOX	12	130	6.2	8	1	1	3	4	2	3
Orlando	ACC	WCPX	CBS	10	-	4.0	38	6	6	13	16	11	17
	SEC	WESH	NBC	13	947	8.0	91	24	33	43	58	34	47
Paducah	SEC	KBSI	FOX	13	343	1.0	2	1	1	1	1	2	2
Panama City	ACC	WPGX	FOX	12	88	2.0	2	-	-	-	-	-	-
	SEC	WJHG	NBC	13	-	6.0	10	-	-	3	4	3	4
Raleigh	ACC	WRAL	CBS	12	728	10.0	83	19	24	31	45	34	49
Richmond	ACC	WWBT	NBC	12	477	5.0	22	5	6	10	12	10	11
Roanoke	ACC	WSET	ABC	12	383	5.5	21	3	4	6	7	7	8
Salisbury,MD	ACC	WMDT	ABC	12	96	2.0	2	-	-	-	-	-	-
San Antonio	SWC	KENS/KRRT	CBS/FOX	12	605	7.4	45	10	13	18	24	15	21
Savannah	ACC	WSAV	NBC	10	234	4.0	10	2	3	4	5	5	6
	SEC	WTOG	CBS	12	-	4.0	10	3	3	3	4	3	5
Shreveport	SEC	KMSS	FOX	13	369	1.0	4	-	-	1	1	1	1
Tallahassee	ACC	WCTV	CBS	11	195	8.0	19	2	4	9	12	8	11
	SEC	WTWC	NBC	7	-	1.0	2	1	1	2	2	1	1
Tampa	ACC	WTVT/WTTA	CBS/IND	12	-	2.6	36	3	5	9	14	10	16
	SEC	WFLA	NBC	13	1,374	5.0	67	12	17	21	32	17	27
Tri-Cities	ACC	WKPT	ABC	6	281	3.0	8	3	3	4	4	3	3
	SEC	WCYB	NBC	13	-	7.0	23	3	5	8	14	7	12
Tyler/Lufkin	SWC	KETK	NBC	12	182	6.0	11	2	3	3	6	3	5
Waco/Temple	SWC	KCN	NBC	12	252	9.5	24	4	5	6	9	7	10
Washington,DC	ACC	WJLA	ABC	9	1,851	5.0	113	16	20	56	69	55	68
West Palm Beach	ACC	WTVX	IND	12	560	1.5	9	1	2	4	5	3	3
	SEC	WFLX	FOX	13	-	2.0	13	3	3	7	8	7	9
Wichita Falls	SWC	KAUZ	CBS	10	151	5.3	8	2	3	3	5	3	5
Wilmington	ACC	WECT	NBC	12	148	7.0	18	6	9	9	12	8	10
Average Per Game							2,411	480	657	963	1,350	917	1,317
Cumulative Totals							28,632	5,734	7,857	11,481	16,108	10,906	15,692
UPH							0.20	0.27	0.40	0.56	0.38	0.55	0.55
Coverage Area Rating							6.3						



ATLANTIC COAST CONFERENCE 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

SOUTHWEST CONFERENCE MEMBER INSTITUTIONS

BAYLOR University
Bears
Waco, TX

University of HOUSTON
Cougars
Houston, TX

RICE University
Owls
Houston, TX

SOUTHERN METHODIST University
Mustangs
Dallas, TX

University of TEXAS
Longhorns
Austin, TX

TEXAS A&M University
Aggies
College Station, TX

TEXAS CHRISTIAN University
Horned Frogs
Fort Worth, TX

TEXAS TECH University
Red Raiders
Lubbock, TX

SOUTHEASTERN CONFERENCE MEMBER INSTITUTIONS

University of ALABAMA
Crimson Tide
Tuscaloosa, AL

University of ARKANSAS
Razorbacks
Fayetteville, AK

AUBURN University
Tigers
Auburn, AL

University of FLORIDA
Gators
Gainesville, FL

University of GEORGIA
Bulldogs
Athens, GA

University of KENTUCKY
Wildcats
Lexington, KY

LOUISIANA STATE University
Fighting Tigers
Baton Rouge, LA

University of MISSISSIPPI
Ole Miss Rebels
Oxford, MS

MISSISSIPPI STATE University
Bulldogs
Starkville, MS

University of SOUTH CAROLINA
Fighting Gamecocks
Columbia, SC

University of TENNESSEE
Volunteers
Knoxville, TN

VANDERBILT University
Commodores
Nashville, TN

RATES

Exclusive Sponsorship:

- Six (6) :30's per game in each conference
- 222 thirty-second announcements total
- Product exclusivity
- In-program feature
- Opening/halftime/closing billboards
- \$2,385,000 gross

Half-Game Sponsorship:

- Four (4) :30's per game in each conference
- 148 thirty-second announcements total
- Half-game product exclusivity
- In-program feature (if available)
- Opening/closing billboards to exclusive half
- \$1,633,000 gross

Spot Participation:

- One (1) :30 per game in each conference
- 37 thirty-second announcements total
- \$440,000 gross

RAYCOM

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