

After the kind
of year 1994 was
for sports, we
couldn't wait
to announce
this special.

THE YEAR IN SPORTS

RAYCOM

The Power Of Integrated Media And Marketing

RAYCOM presents *Sports Illustrated's* 1995 Year in Sports.

While it may seem premature to be promoting a special that looks back on a year that's still happening, we have two very good reasons to do so. One: it's got to be better than 1994, which saw two devastating strikes bring a premature end to one season and prevent another from even getting underway. And two: if it's got the name *Sports Illustrated* in front of it, it's going to be entertaining no matter what kind of year it's been.

As in years past, *Sports Illustrated* will look back on 1995 just the way you'd expect the world's preeminent sports weekly to: with insightful commentary from a staff of celebrated writers, and spectacular images captured by award-winning photographers. Plus film and tape highlights of the most sensational plays and dramatic moments. Interviews with the coaches and athletes who were in the spotlight. And lively music combined with innovative graphics and editing. Together, they'll all add up to an hour of non-stop high-fiving, Gatorade™-dumping, end zone-demonstrating, board-checking, home run-celebrating fun.

For serious sports fans—and anyone who just likes great entertainment—*Sports Illustrated's 1995 Year In Sports* is going to be a terrific way to relive all the best contests of this year.

Whatever they might happen to be.

RAYCOM. The power of integrated media and marketing.

Audiences best know us for the more than 500 sports and entertainment events we televise each year. In addition to producing television events and creating original programming, we offer a host of support services, from distribution to program and advertising sales.

But this is just the beginning. Because we're also earning a reputation as an industry leader for our integrated approach to marketing and distribution. Combining a wide range of multimedia options with our strong, nationwide college sports ties, we're positioned to provide new and existing clients with rich marketing opportunities they can't find anywhere else.

Rates

Presenting Sponsorship

- ◆ Sponsor/logo name incorporated in opening graphics and voiceover
- ◆ Four (4) :30 announcements
- ◆ Product exclusivity
- ◆ Opening and closing billboards
- ◆ \$150,000 gross

Exclusive Sponsorship

- ◆ Three (3) :30 announcements
- ◆ Category exclusivity
- ◆ Opening and closing billboards
- ◆ \$100,000 gross

Billboard Sponsorship

- ◆ Two (2) :30 announcements
- ◆ Opening or closing billboards
- ◆ \$65,000 gross

Spot Sponsorship

- ◆ One (1) :30 announcement
- ◆ \$35,000 gross

Delivery Estimates

HH Rtg	HH	M18-34	W18-34	M18-49	W18-49	M25-54	W25-54
	(000)	(000)	(000)	(000)	(000)	(000)	(000)
3.5	3339	701	511	1279	948	1099	911
VPVH		0.210	0.153	0.383	0.284	0.329	0.273



The Power of Integrated Media And Marketing

Charlotte: 412 East Boulevard, P.O. Box 33367, Charlotte, NC 28233-3367 (704) 331-9494 Fax (704) 378-4465

New York: 500 Fifth 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 110, Dallas, TX 75247 (214) 631-1442 Fax (214) 638-5534

Ft. Lauderdale: 915 Middle River Drive, Suite 120, P.O. Box 7294, Ft. Lauderdale, FL 33338-7294 (305) 564-5000 Fax (305) 564-8902