

# RAYCOM SNS/NBC EVENING NEWS

RAYCOM, NBC and Phoenix Communications have joined forces to create a unique opportunity in the network news marketplace. As of October, 1995 Phoenix Communications will provide sports highlights exclusively to NBC affiliates in over 90% of the country. In exchange for this program service RAYCOM will have available for sale three (3) :30 units per week airing in the NBC Local Evening News.

The combination of strong local news ratings with NBC's network line-up, and RAYCOM's sales and marketing experience provide advertisers will a strong alternative to the current network evening news daypart.

QUICK FACTS	
Local News Units:	60% Mon - Fri 40% Weekend
Coverage:	NBC 90%+ US TV Households
Average Pricing:	\$40,000 Gross per :30

NETWORK RATINGS/ DELIVERIES		
Household Rating: 7.2		
	(000)	VPVH
HH	6,905	
W25-54	1,938	0.28
A25-54	3,714	0.54
A18-49	3,350	0.49
W35+	4,326	0.63



New York 212-302-4072  
Dallas 214-631-1442

Charlotte 704-331-9494  
Los Angeles 310-724-6980

Chicago 312-527-3272  
Ft. Lauderdale 305-564-5000