

This Half Hour brought to you by...

Give your commercial schedule an additional edge.

The purpose of any advertising buy is first and foremost, to get you noticed. *ESPN SportsTalk 92.1 FM* can bring *quality extra attention* to your commercial message for as little as \$6 per week.

By sponsoring a half-hour on *ESPN Sportstalk 92.1 FM*, you allow us to call attention to your business as a part of the programming flow of the station. We give your business additional emphasis by having the voice of the station deliver your sponsorship billboard.

Here's an example:

Just prior to beginning the commercial break, *ESPN* image voice Charlie Van Dyke will say:

"This half hour of Mike & Mike in the Morning is sponsored by Action Dry Cleaning, Tyler, Longview & Jacksonville."

Pick Your Time, Pick Your Budget

Half-hour Sponsorship billboards are available to *ESPN Sportstalk 92.1 FM* advertisers with new or existing advertising budgets of as little as \$400 per month. At that minimum budget threshold, you can add as many or as few Half-hour Sponsorships as you wish, *starting at just \$6.00 per week!*

Half-hour Sponsorships are available in the following *ESPN Sportstalk 92.1 FM* programs:

- *Mike & Mike in the Morning* - Weekdays 5 - 9 a.m.
- *The Herd with Colin Cowherd* - Weekdays 9 a.m. to Noon
- *Sully on Sports with Eric Sullivan** - Weekdays Noon to 1 p.m.
- *The Scott Van Pelt Show* - Weekdays 1 - 3 p.m.
- *SportsTalk with Bill Coates** - Weekdays 4 - 6 p.m.

* Sponsorship billboard may be delivered live by the host or by the station image voice.

A Little More

We can customize your *Half-hour Sponsorship* to give you even more impact.

- For a nominal premium to the applicable :60 second rate, we can place one of your commercial message announcements at the very beginning of the local commercial break following the airing of your *Half-hour Sponsorship* billboard. This will further reinforce your business identity and bring additional attention to your commercial message.

We've made this opportunity easy to buy and implement. There are just a couple of conditions and restrictions that we'll be happy to explain.

Your ESPN 92.1 FM Sales Executive has pricing and details.

