



Sponsorship Price Sheet

RATES: \$150 - \$600 per week

Based on number of slots and markets

See your DHO Representative for details on volume discounts*

Gulf Coast WB (Warner Brothers) Package Sundays at 8:30 am & Bonus Runs

Link on main website / Logo on revolving billboard on website
 Link on affiliate websites
 Name listed in show credits
 Logo placement
 Billboard inside show



On Media (MediaCom) - Baldwin County Thursdays 7:30 p.m. & Bonus Runs

Link on main website / Logo on revolving billboard on website
 Link on affiliate websites
 Name listed in show credits
 Logo placement



Comcast Cable - Mobile County Thursdays 7:30 p.m. & Bonus Runs

Link on main website / Logo on revolving billboard on website
 Link on affiliate websites
 Name listed in show credits
 Logo placement



26 Week Contract

*Sponsor all Markets
26 weeks:*

*Name & Logo
on Apparel*

*Billboard
Inside show*

Name on show credits

*Logo on enclosed
show trailer*

*Logo on
shows boats*

★ *May qualify for
EXCLUSIVE
SPONSOR CATEGORY
STATUS*

10% OFF

52 Week Title Sponsorship Contract

*Sponsor all Markets
52 weeks or more:*

*Name & Logo
on Apparel*

*Billboard
Inside show*

Name on show credits

*Logo on enclosed
show trailer*

*Logo on
shows boats*

★ *May qualify for
EXCLUSIVE
SPONSOR CATEGORY
STATUS*

20% OFF

NOTE: 13 week minimum contract on all markets. All prices are net.

** Volume discounts subject to market availability*

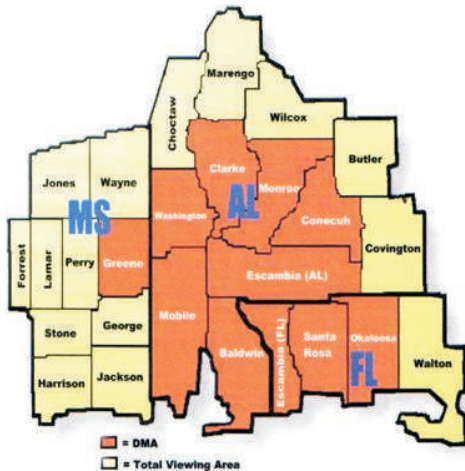


Demographic Information



Television Households 490,590
 Total persons 1,214,000
 DMA Cable Penetration 73%

DMA METRO HOUSEHOLDS
 Mobile 149,310
 Baldwin 58,950
 Escambia, FL 116,570
 Santa Rosa 45,100

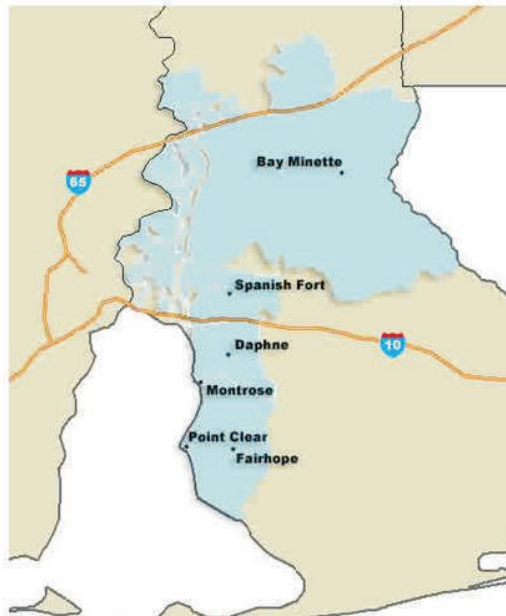


Sunday 8:30am Channel 55



Covering Baldwin County
 Including Bay Minette, Daphne,
 Fairhope, Foley, Gulf Shores,
 Loxley & Robertsdale

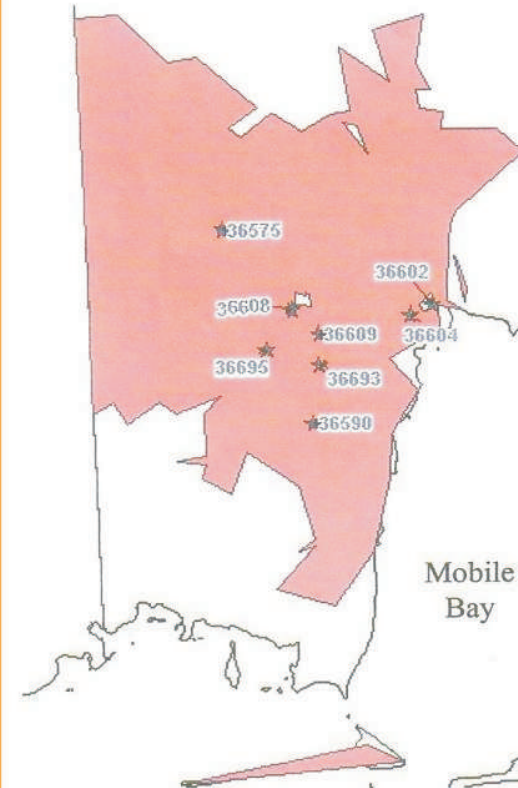
Currently reaching over 40,000
 subscribers in these regions



Tuesday 7:30pm Channel 27



Covering Mobile County



Tuesday 7:30pm Channel 6