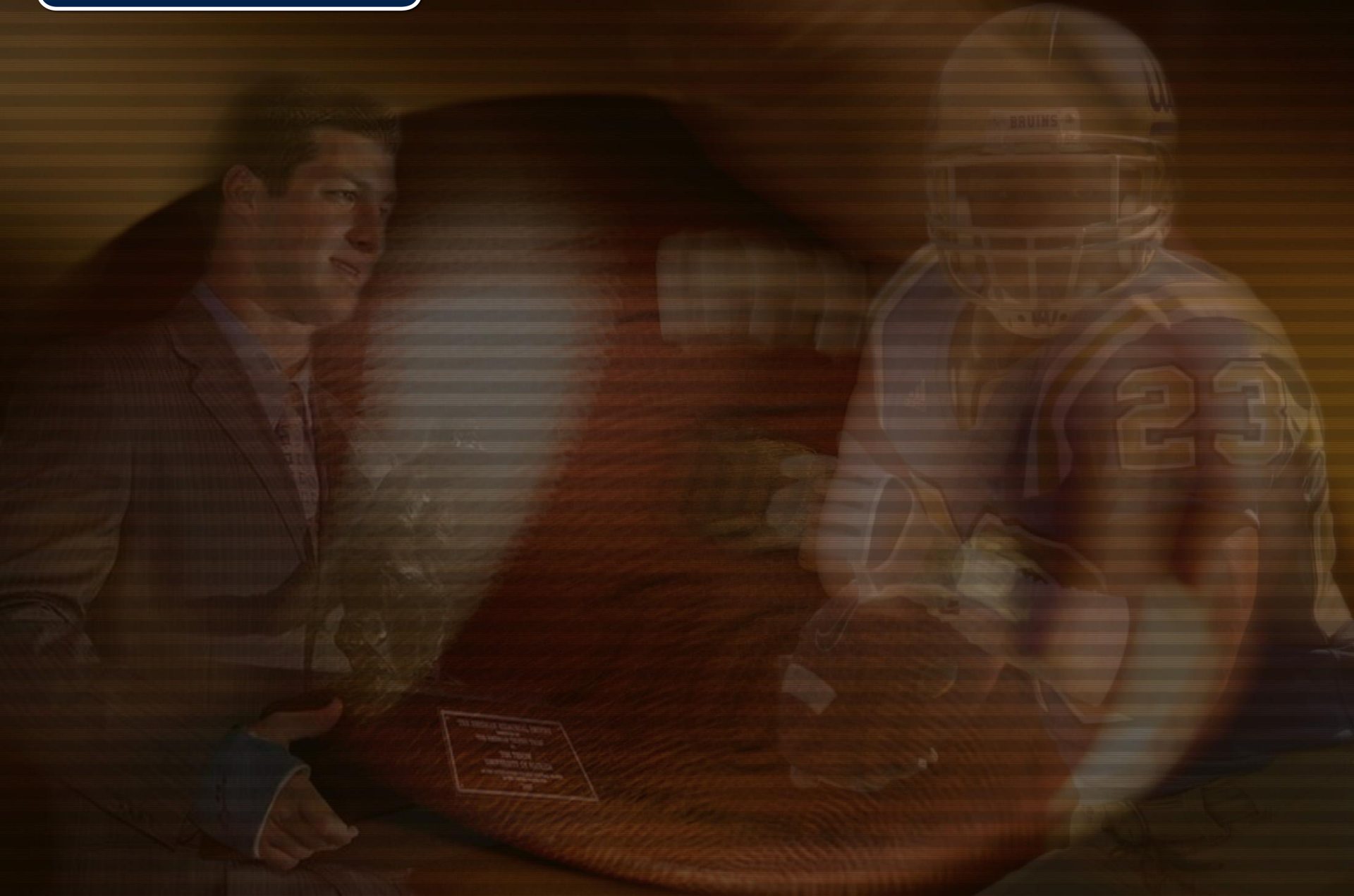
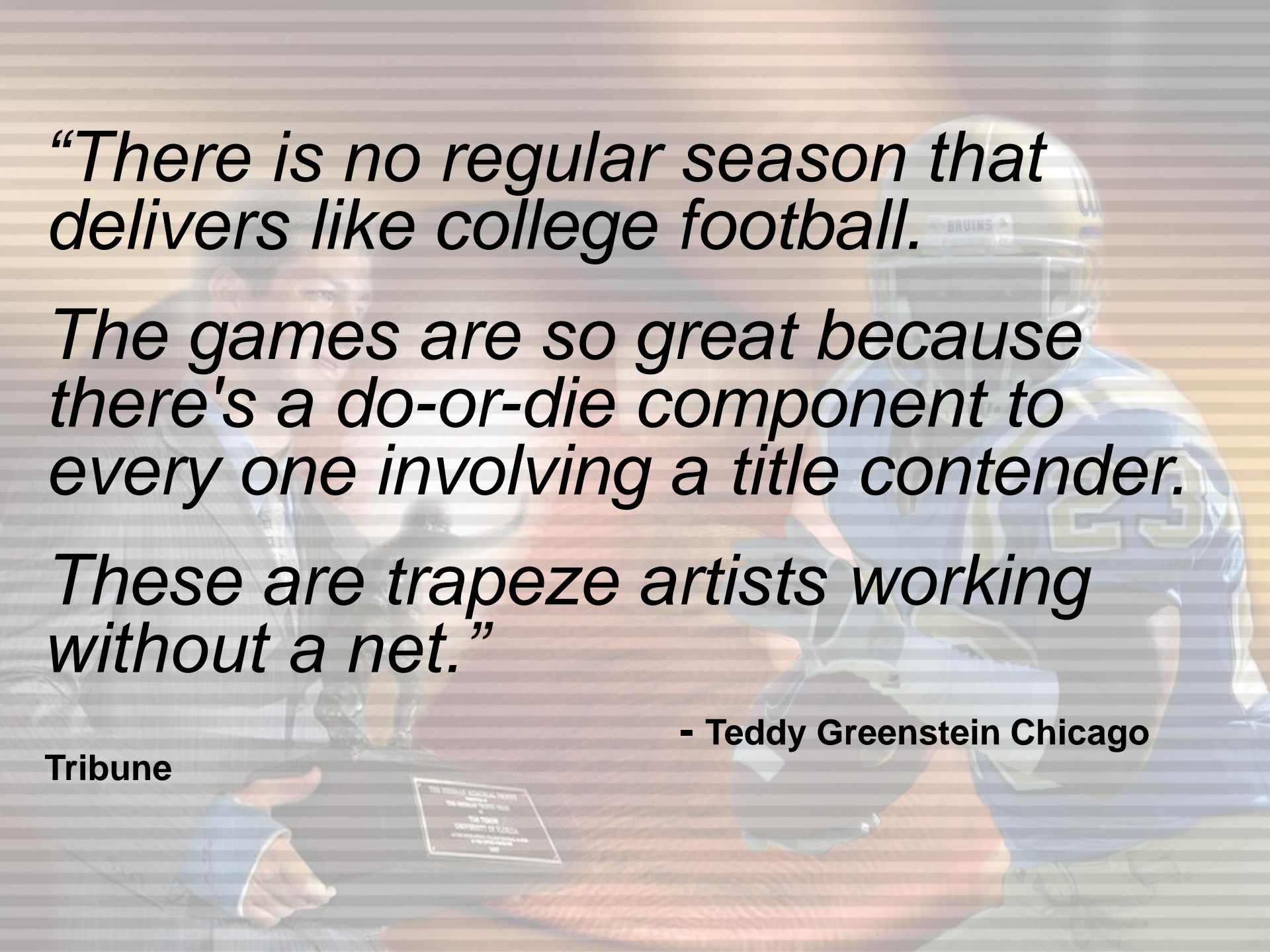


WESTWOOD ONE



THE BRUINS MEMORIAL CENTER
1000 BOULEVARD OF THE BRUINS
BOSTON, MA 02115
TEL: 617-552-3100
WWW.BRUIINS.COM



“There is no regular season that delivers like college football.

The games are so great because there's a do-or-die component to every one involving a title contender.

These are trapeze artists working without a net.”

- Teddy Greenstein Chicago

Tribune



FOOTBALL

On

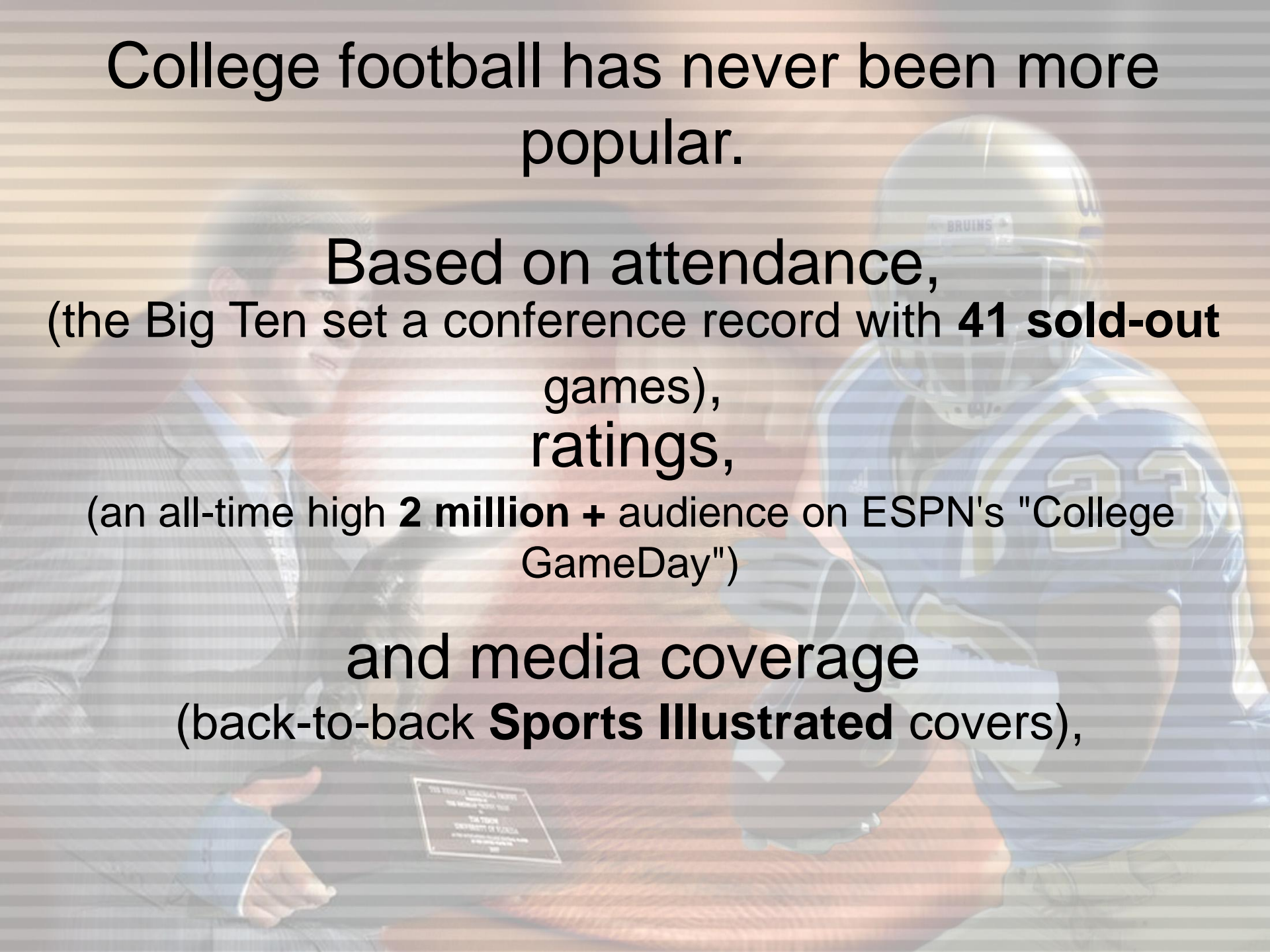
WESTWOOD ONE

Every Game Is A Meaningful Game

College football has never been more popular.

Based on attendance,
(the Big Ten set a conference record with **41 sold-out**
games),
ratings,
(an all-time high **2 million +** audience on ESPN's "College
GameDay")

and media coverage
(back-to-back **Sports Illustrated** covers),



College Football popularity is at an all-time high, and has nearly surpassed baseball as America's favorite sport behind pro football.



FOOTBALL

	2002	2003	2004	2005	2006	2008	CHANGE 1985–2006
	%	%	%	%	%	%	%
Pro football	27	29	30	33	29	30	+6
Baseball	14	13	15	14	14	15	-8
College football	9	9	11	13	13	12	+2
Auto racing	10	9	7	11	9	10	+5
Hockey	3	3	4	5	4	5	+3
Men's pro basketball	11	10	7	4	7	4	-2

Source: The Harris Poll #13 – February 5th, 2008. This Harris Poll[®] was conducted online within the United States January 15 and 22, among 2,302 adults (aged 18 and over), of whom 1,562 follow one or more sport.

Own The Moment

What You Get On Radio

We are the game. Unlike TV, fans listening on the radio are invested in every word of the broadcast. Tuning out for even a few seconds can mean missing a major moment.

- Live reads In-Game
- Audience is 'Locked in'
- Voice of trusted sportscasters
- In-Game Brand Integration
- Ownership of Pre-Game, Post-Game & Halftime Shows
- Live listener to broadcaster interaction via email & text messaging
- "Play-of-the-game" sponsorships



Own The Season

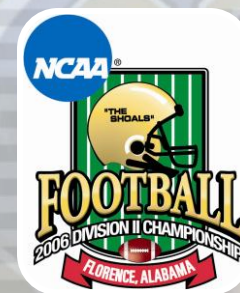
**33 Nationally Featured Games Including the Top
Ranked:**

- Ohio State @ Wisconsin
- LSU @ Florida
- USC @ Stanford



2 Division Championships

- The SEC Championship Game
- The NCAA Division II Championship Game



2 Exclusive Bowl Match-Ups

- The Texas Bowl
- The Cotton Bowl




Own More for Less


College Football Regular Season
Westwood

Impressions	109,674,000	Frequency	13.7
RTG Points	86.8	CPM	\$3.45
Reach %	6.3	CPP	\$4,355
Units	54	Campaign	14 weeks

College Football Regular Season
on Just Networks



Single spot	
Cost	\$87,500
Impressions	2,627,000
Rating Points	2.1
Reach %	2.1
Frequency	1.0
CPM	\$33.31
CPP	\$41,667
Campaign	1 game



Single spot	
Cost	\$74,918
Impressions	2,464,000
Rating Points	2.0
Reach %	2.0
Frequency	1.0
CPM	\$30.41
CPP	\$37,459
Campaign	1 game

Own The Fans

Sports fans are passionate about their teams and advertising during live games can help transfer that enthusiasm to the brand.

More than half of the listeners tuned in to a game were more likely to stay tuned into the station during a commercial break than during regular programming.

56% have a more positive response to advertisers who support their local team.

42% pay more attention to commercials when they are delivered live by the sportscaster.

Game attendance is also reinforced by radio.

58% listened to the pre-game broadcast on radio.

77% listened to the post-game analysis on radio.

Nearly 1/5th listened to the game broadcast while in the stadium.

Own A Place Among The Super Brands

Join these advertisers who recognize the many benefits of an NCAA Football sponsorship:



Wrangler

Wrangler Jeans
5-Star Flashback



US Navy
Defender of the Game
Salute to the Troops



DirecTV
Opening Kickoff
Attendance Report



**You can do it.
We can help.**

Home Depot
Touchdown
Giveaway

The Future is Bright



FOOTBALL

On

WESTWOOD ONE