



Affinity for **PURDUE**

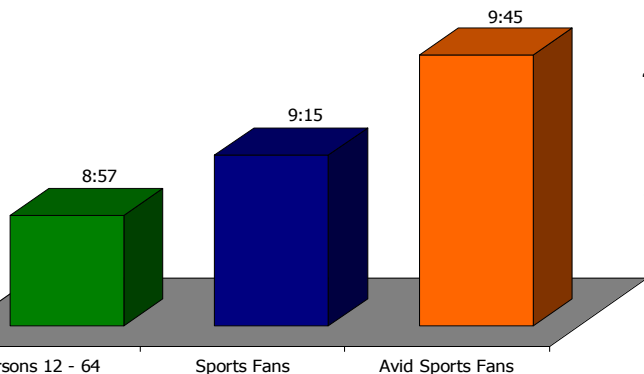


Hours Spent on Radio

Demographic	Hours
12 – 24	4:45
18 – 34	7:00
25 – 54	7:15
35 – 64	7:15

Avg. # of hours listening to sports radio per week

Hours Spent on all Media



Source: Sports Business Resource Guide & Fact Book 2009



✓ **Ranked top 5 in
10-11 National Poll**

✓ **Returning Sr's
Moore and Johnson**

✓ **Back-to-Back Sweet
16 Appearances**

✓ **09-10 Big Ten
Tournament Champs**

BOILERMAKERS



Your radio home for the Boiler Basketball

- Promote your business with the success of University sports
- Reach loyal Boilermaker fans throughout your business area
- Make your brand the backdrop for Purdue Athletics

(2) Two billboards in the opening and closing of the games (30 games)

(5) Five daily promos weekly promoting Boilermaker basketball games

(2) Two :30 sec commercials per basketball game

Season investment November-March

Season investment required from time of contract signing, automatic rollover for post-season (playoff games billed separately) see attached game schedule. Ask your radio station sales rep for details.

Agreement:

Business / client name _____

Business Address _____ Phone # _____

Client Signature _____ Date _____

Station Rep signature _____ Date _____