



RJ · LAUREN

Marketing & Business Development

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	Length	Total Games	Spots/Game	Total Spots	Unit Rate	A25-54 Rtg.	Total Dollars	A25-54 TRP's	A25-54 CPP
PRE & REGULAR SEASON									
<u>NBA Basketball - Local Market</u>									
In-Game Commercials	:30	40	2	80	\$1,850	2.6	\$148,000	208.0	\$712
<i>Includes Replay</i>									
In-Game Feature	:08	40	1	40	\$750	0.7	\$30,000	28.0	\$1,071
<i>Includes Squeezeback w/ 1x / game purchase</i>									
<u>Pre / Post Game</u>									
Pre-Game	:30	40	2	80	\$950	0.7	\$76,000	56.0	\$1,357
Post Game	:30	40	1	40	\$1,250	1.0	\$50,000	40.0	\$1,250
Package TOTAL =							\$304,000	332.0	\$916

SPECIAL INSTRUCTIONS: Payment terms are cash-in-advance. Non-cancellable. Client agrees to hold Agency harmless from any cancellations, availability changes, or price increases imposed by media suppliers that are beyond the Agency's control. Delayed payments may result in cancellation of all media and contracts without notice.

RJ LAUREN, Inc.

Signature/Date

BOS

Signature/Date