
ESPN PENSACOLA MEDIA KIT 2016



PROGRAMMING

- **Local Sports Talk Programming**

Monday- Friday : 11a – 12p Sports Round Table with Paul Chestnutt
5p - 7p The Drive with Chad Brillante

- **National Programming**

Monday- Friday : Mike & Mike 5a-9a, Dan Le Batard with Stugotz 9a – 11a,
Jim Rome 12p – 2p and 2p – 5p Paul Finebaum

- **Affiliates** Alabama Crimson Tide NCAA, Pensacola Ice Flyers SPHL , Atlanta Braves MLB,
New Orleans Saints NFL and Pelicans NBA

- **Play by Play**

- NFL Games, Playoffs and The Super Bowl
- Alabama Crimson Tide Football, Basketball & Baseball
- Pensacola Ice Flyers---Southern Professional Hockey League Champions
- NBA Games and Playoffs
- MLB Games, Playoffs & World Series
- Local Area High School Football and Baseball
- NCAA Football Games and Bowl Games
- NCAA Basketball and March Madness



PROGRAMMING

- **Local Sports Talk Programming**

Monday- Friday 11a – 12p Sports Round Table with Paul Chestnutt

Paul Chestnutt has been in sports broadcasting for over 27 years. He worked in the ECHL, Arena Football 2, World Basketball League, and independent league baseball. Paul has done play-by-play of numerous high school football, basketball and football games. Paul won Associated Press and Golden Quill Awards for his sports casting work. He is the Voice of the Pensacola Ice Flyers hockey team. Paul currently is the play-by-play for the ESPN Pensacola & Pensacola News Journal High School Football Game of the Week and ESPN Pensacola Senior Bowl.



PROGRAMMING

- **Local Sports Talk Programming**

- Monday- Friday 5pm – 7pm The Drive with Chad Brillante**

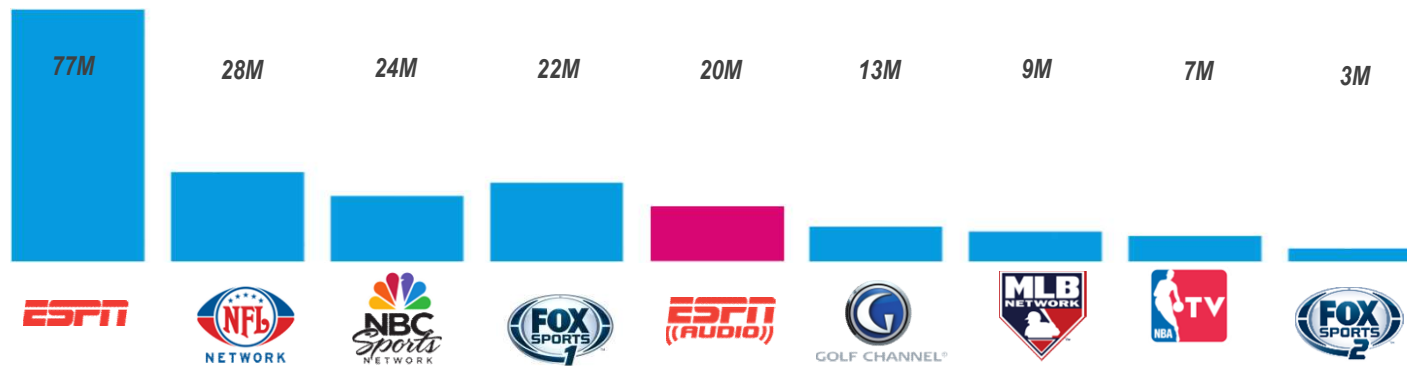
Chad Brillante has been a sports radio host in the Panhandle of Florida for over 5 years. Chad graduated from the University of Central Florida in 2008 with a degree in Radio/Television Broadcasting. Chad's college baseball career as a pitcher at UCF ended after tearing his rotator cuff in 2004. In 2005, he began his first job in broadcasting with ESPN 1080 Orlando. A few years later, he moved to Las Vegas to work as a play by play commentator with The Las Vegas 51er's. While in Las Vegas, Chad hosted a Daily MLB radio show for the Prime Sports Network. In 2010, Chad moved to Fort Walton Beach and began working as a sports talk show host. He also called various College Sports Networks including ESPN U, PSB Sports, and The American Network calling events such as the College World Series, The Final 4 in Kansas and TV High School Football.



ESPN AUDIO DELIVERS TV-LIKE SCALE

- ESPN Audio's weekly reach delivers 20 Million People 12+ users a week, ranking ahead of or on par with all cable sports TV networks (other than ESPN).
- Sport specific channel's audience will fluctuate throughout the year, depending on season, while ESPN Audio delivers fans year round.

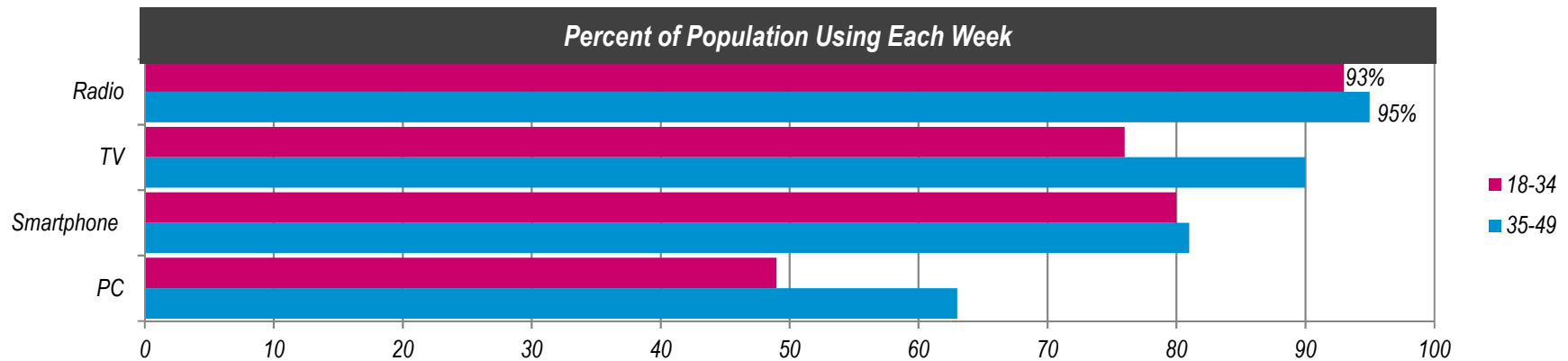
Average Weekly Reach, People 12+



The New York Times

NEW YORK, SATURDAY, OCTOBER 3, 2015

Media consumption habits are changing fast, especially among young adults ages 18 to 34. And the Winning Medium Is ... Radio?



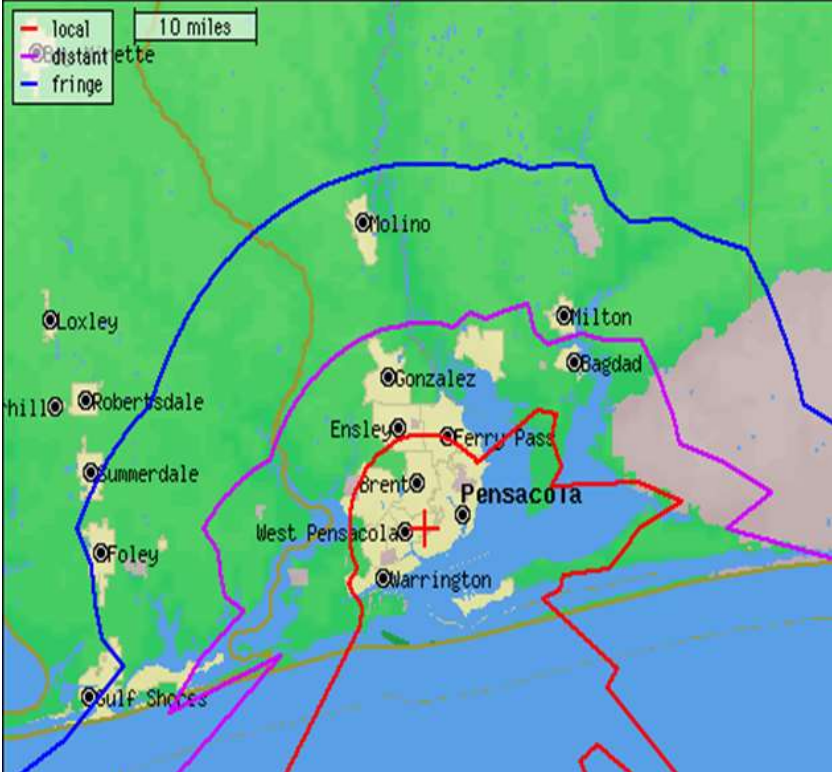
WHY BUY ESPN RADIO ?

1. ESPN Radio is the #1 sports radio network in the nation with 24/7 talk and live sport properties. 88% of Americans (264.2 Million) are sports fans.
2. Largest sports radio network. ESPN Radio provides more than 9,000 hours of talk and event content annually, reaching more than 20 million people a week on over 500 stations.
3. ESPN Radio—The Most Listened To Sports Radio Network. ESPN Audio and Streaming had more than 9.4 billion listening minutes in 2015, up +20% over 2014²⁰ and ESPN On Demand Audio had more than 366 million downloads in 2015, up +16% over 2014.²¹
4. Best in class sports media brand. 84% of avid sports fans familiar with ESPN rate the brand favorably overall, which is No. 1 across all sports media brands.
5. Most recognized name in sports. Almost all Americans (98%) say they are aware of ESPN or one of its sub-brands - that's over 290 million people.

ESPN PENSACOLA COVERAGE MAPS

101.1 FM

1450 AM



RATE CARD 2016

MONDAY - FRIDAY	TIME	RATE
ESPN OVERNIGHT	12A-5A	\$5.00
MIKE & MIKE	5A-9A	\$15.00
DAN LE BATARD WITH STUGOTZ	9A-11A	\$15.00
SPORTS ROUND TABLE (LOCAL SHOW)	11A-12P	\$20.00
JIM ROME	12P-2P	\$15.00
PAUL FINEBAUM	2P-5P	\$15.00
THE DRIVE (LOCAL SHOW)	5P-7P	\$20.00
ESPN NIGHT	7P-12A	\$10.00
PRIME	6A-7P	\$15.00
ROTATOR	5A-12A	\$10.00
ROTATOR	12A-12A	\$5.00

SATURDAY & SUNDAY	TIME	RATE
ESPN OVERNIGHT	12A-5A	\$5.00
PRIME	6A-7P	\$15.00
ROTATOR	5A-12A	\$10.00
ROTATOR	12A-12A	\$5.00



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