

The  
**Bet<sup>♠</sup>R**  
Network

**ACTION UPDATE  
PRESENTING SPONSOR**

indeed



fubo<sup>TV</sup>

sling

MSG  
NETWORKS



VSIN  
**ACTION  
UPDATE**

CFB: TOLEDO  
LAYING 7  
POINTS VS  
KENT ST.

NFL: CHIEFS  
LAYING 4  
POINTS @  
TITANS

NBA: CELTICS  
6-PT  
FAVORITES @  
CAVS

CHANGING THE WAY  
YOU WATCH SPORTS

indeed

NESN

SPORTSNET

Siriusxm

The  
Bet-R  
Network



Chicago



Philadelphia



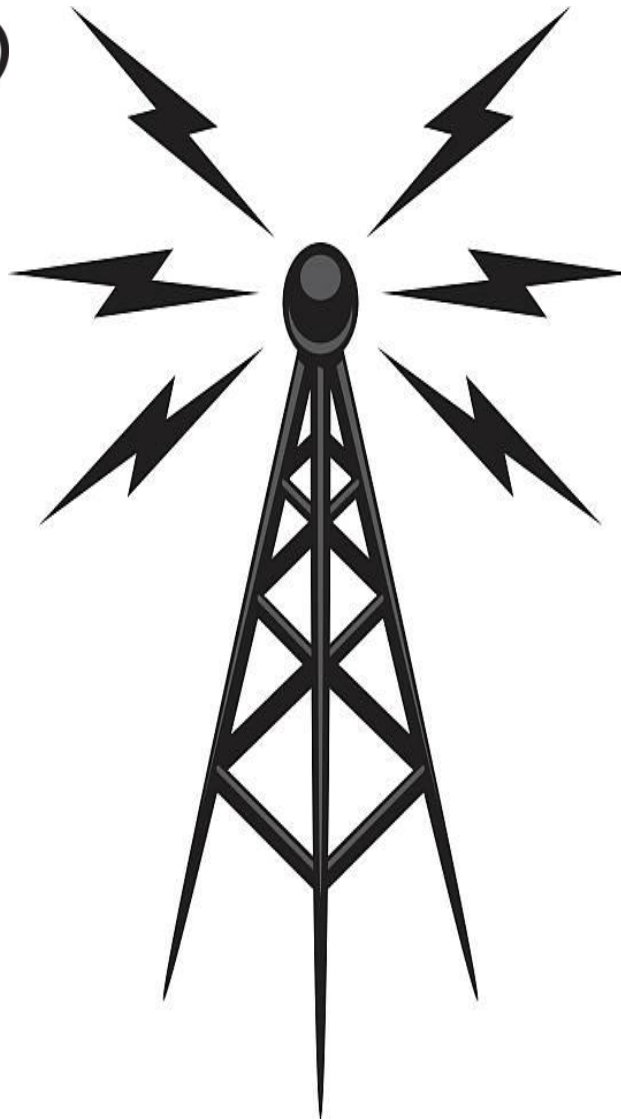
San Francisco



Las Vegas



Atlantic City



BOSTON'S HOME FOR SPORTS



Boston



Portland



Pittsburgh

The  
**Bet•R**  
Network



Reno

## TV & DIGITAL PLATFORMS

LOGO ON-SCREEN DURING 1:00 & 4:00 ACTION UPDATES

## **VSIN** ACTION UPDATE

**CFB: TOLEDO  
LAYING 7  
POINTS VS  
KENT ST.**

---

**NFL: CHIEFS  
LAYING 4  
POINTS @  
TITANS**

---

**NBA: CELTICS  
6-PT  
FAVORITES @  
CAVS**

---

CHANGING THE WAY  
YOU WATCH SPORTS

**indeed**

A photograph of Brent Musburger in a radio broadcast studio. He is an older man with glasses, wearing a black button-down shirt and large black headphones. He is seated at a desk with a professional microphone in front of him. To his left, another man is partially visible, wearing a striped shirt and headphones. The background features a large screen displaying sports-related graphics, including the text "BRACKET PAYOUTS" and "ESPRESSO".

**PRESENTING SPONSOR COPY**

**BRENT MUSBURGER'S indeed  
ACTION UPDATE**

**BRENT MUSBURGER'S ACTION UPDATE  
POWERED BY indeed**

**Indeed PRESENTS  
BRENT MUSBURGER'S ACTION UPDATE**

| PLATFORM | VEHICLE  | AIR TIME |
|----------|----------|----------|
| DIGITAL  | VSIN.com | 24/7/365 |



| LOGO        |  | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|-------------|--|------------|---------|----------|---------|---------|
|             |  | 1          | 24      | 168      | 4,368   | 8,736   |
| MENTIONS    |  | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|             |  | 1          | 24      | 168      | 4,368   | 8,736   |
| COMMERCIALS |  | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|             |  | 1 (30-SEC) | 24      | 168      | 4,368   | 8,736   |

| PLATFORM   | VEHICLE | AIR TIME   |
|------------|---------|------------|
| TELEVISION | MSG     | M-F, 5P-6P |



| LOGO        |  | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|-------------|--|------------|---------|----------|---------|---------|
|             |  | 1          | 1       | 5        | 130     | 260     |
| MENTIONS    |  | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|             |  | 1          | 1       | 5        | 130     | 260     |
| COMMERCIALS |  | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|             |  | 1 (30-SEC) | 1       | 5        | 130     | 260     |

| PLATFORM   | VEHICLE | AIR TIME   |
|------------|---------|------------|
| TELEVISION | NESN    | M-F, 7A-1P |



| LOGO        |  | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|-------------|--|------------|---------|----------|---------|---------|
|             |  | 1          | 6       | 30       | 780     | 1,560   |
| MENTIONS    |  | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|             |  | 1          | 6       | 30       | 780     | 1,560   |
| COMMERCIALS |  | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|             |  | 1 (30-SEC) | 6       | 30       | 780     | 1,560   |

**INVENTORY**

| PLATFORM   | VEHICLE | AIR TIME       | LOGO        | PER HOUR | PER DAY  | PER WEEK | 26-WEEK | 52-WEEK |
|------------|---------|----------------|-------------|----------|----------|----------|---------|---------|
|            |         |                | PER HOUR    |          |          |          |         |         |
| TELEVISION | NESN    | SAT/SUN-9A-12P |             | 1        | 3        | 6        | 156     | 312     |
|            |         |                | MENTIONS    |          |          |          |         |         |
|            |         |                | PER HOUR    | PER DAY  | PER WEEK | 26-WEEK  | 52-WEEK |         |
|            |         |                | 1           | 3        | 6        | 156      | 312     |         |
|            |         |                | COMMERCIALS |          |          |          |         |         |
|            |         |                | PER HOUR    | PER DAY  | PER WEEK | 26-WEEK  | 52-WEEK |         |
|            |         |                | 1 (30-SEC)  | 3        | 6        | 156      | 312     |         |



| PLATFORM   | VEHICLE | AIR TIME | LOGO        | PER HOUR | PER DAY  | PER WEEK | 26-WEEK | 52-WEEK |
|------------|---------|----------|-------------|----------|----------|----------|---------|---------|
|            |         |          | PER HOUR    |          |          |          |         |         |
| TELEVISION | SLING   | 24/7/365 |             | 1        | 24       | 168      | 4,368   | 8,736   |
|            |         |          | MENTIONS    |          |          |          |         |         |
|            |         |          | PER HOUR    | PER DAY  | PER WEEK | 26-WEEK  | 52-WEEK |         |
|            |         |          | 1           | 24       | 168      | 4,368    | 8,736   |         |
|            |         |          | COMMERCIALS |          |          |          |         |         |
|            |         |          | PER HOUR    | PER DAY  | PER WEEK | 26-WEEK  | 52-WEEK |         |
|            |         |          | 1 (30-SEC)  | 24       | 168      | 4,368    | 8,736   |         |



| PLATFORM   | VEHICLE | AIR TIME | LOGO        | PER HOUR | PER DAY  | PER WEEK | 26-WEEK | 52-WEEK |
|------------|---------|----------|-------------|----------|----------|----------|---------|---------|
|            |         |          | PER HOUR    |          |          |          |         |         |
| TELEVISION | FUBOTV  | 24/7/365 |             | 1        | 24       | 168      | 4,358   | 8,736   |
|            |         |          | MENTIONS    |          |          |          |         |         |
|            |         |          | PER HOUR    | PER DAY  | PER WEEK | 26-WEEK  | 52-WEEK |         |
|            |         |          | 1           | 24       | 168      | 4,358    | 8,736   |         |
|            |         |          | COMMERCIALS |          |          |          |         |         |
|            |         |          | PER HOUR    | PER DAY  | PER WEEK | 26-WEEK  | 52-WEEK |         |
|            |         |          | 1 (30-SEC)  | 24       | 168      | 4,368    | 8,736   |         |



**INVENTORY**

| PLATFORM  | VEHICLE     | AIR TIME | MENTIONS | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|-----------|-------------|----------|----------|---------|----------|---------|---------|
|           |             |          | PER HOUR |         |          |         |         |
| SATELLITE | SIRUSXM 204 | 24/7/365 | 2        | 48      | 336      | 8,736   | 17,472  |



| COMMERCIALS |         |          |            |         |          |         |         |
|-------------|---------|----------|------------|---------|----------|---------|---------|
| PLATFORM    | VEHICLE | AIR TIME | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|             |         |          | 1 (30-SEC) |         |          |         |         |
|             |         |          | 24         | 168     | 4,368    | 8,736   |         |

| PLATFORM | VEHICLE  | AIR TIME | MENTIONS | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|----------|----------|----------|----------|---------|----------|---------|---------|
|          |          |          | PER HOUR |         |          |         |         |
| RADIO    | BETR NET | 24/7/365 | 2        | 48      | 336      | 8,736   | 17,472  |



| COMMERCIALS |         |          |            |         |          |         |         |
|-------------|---------|----------|------------|---------|----------|---------|---------|
| PLATFORM    | VEHICLE | AIR TIME | PER HOUR   | PER DAY | PER WEEK | 26-WEEK | 52-WEEK |
|             |         |          | 1 (30-SEC) |         |          |         |         |
|             |         |          | 24         | 168     | 4,368    | 8,736   |         |

**INVENTORY**

**31-MILLION MONTHLY IMPRESSIONS\***



**26-WEEK CAMPAIGN: \$100,000**

**52-WEEK CAMPAIGN: \$200,000**

\*Audience data provided by networks and represent impressions, not households.