

REACHING SPORTS BETTORS

PENNSYLVANIA

\$2020 PER WEEK IN 2020

OVERVIEW

As the presenting sponsor of Brent Musburger's Action Updates and The BetR Network, Draft Kings advertising will air on our 29 terrestrial radio affiliates in Pennsylvania.

ACTION UPDATES POWERED BY DRAFT KINGS

Each Action Update that airs in both states will include "powered by Draft Kings" wrapped around essential content that the listener wants to hear. This will help your advertising message to cut through the clutter and deliver an significant impact with your target audience.

RADIO AFFILIATES

Draft Kings' advertising message will air 6A-7P on 97.5 The Fanatic in Philadelphia; ESPN Pittsburgh; Erie's Classic Rock Z-102.3; and State College's 99.5 The Bus, among others

COPY SPLITTING on THE BETR NETWORK

The BetR Network can "copy split" your advertising message to deliver your message to just our affiliates in Iowa and New Jersey. In addition, we can deliver specific advertising messages to each state, so you can deliver different promotions in each state.

\$2,020 PER WEEK FOR 2020

In 2020, we're offering 20 "live reads" and 20, 30-second commercials each week on our Action Update and BetR Network affiliates in Pennsylvania for just \$2,020 per week. Annual contract is \$105,040. A minimum one-quarter investment of \$26,260 is required to participate in this special offer.



POWERED BY



PHILADELPHIA



PITTSBURGH



WHEELING



ERIE



JOHNSTOWN



HARRISBURG



STATE COLLEGE



NORTHWEST PA

