



January 18, 2013

I hope all is well with you.

As you know, "The Sports Flash" powered by Yahoo! Sports Radio has seen a tremendous growth of our affiliate base in Texas. As of today, we have 41 network affiliates in the state. That includes the Houston owned & operated properties and the other YSR affiliates in the state.

In your sales process for any potential statewide Texas advertisers, please use me as a resource to drive sales. I am happy to assist you in any way possible. Here's how I can help:

CUSTOMIZED DEMOS

We can easily create customized demos that include your potential sponsor's advertising message in the opening and closing billboards of the updates. In my sales efforts, I find this to be an effective method of engaging the client and demonstrating the value of wrapping their advertising message around content that the listener wants to hear.

AFFILIATE MAPS

If you need a customized coverage map to demonstrate the reach of our network affiliates in the state, then just ask and I'll put that together for you. For example, for one of my clients in Kentucky, Bluegrass Cellular, we've created a specialized map that demonstrates how our affiliates in that state reach the specific footprint of that wireless provider.

PROPOSALS

If you're crunched for time and you need a proposal for a potential advertiser, please call, tell me what you need, and let me help. Whether it's writing the proposal, sending along additional information, recording a demo, or brainstorming with you on potential campaign ideas, I'm always available to help.

What makes "The Sports Flash" unique is that we deliver our updates station-by-station, which means that we can also deliver advertising inventory to clients on a station-by-station basis. This enables the advertiser to pick-and-choose the stations on which they wish to advertise.



YAHOO!
SPORTS RADIO

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Also, while sports is what we do, it's not who we are. As you can see from our affiliate list, we have secured inventory on a variety of radio stations, reaching an audience of 25-54 adults, not just the traditional sports radio audience.

I've been selling "The Sports Flash" for ten years to regional advertisers. I have the resources available to help you sell this product. Again, I am always available to help.

I'm looking forward to working with each of you.



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