



A NATIONALLY TELEVISED SERIES ON FOX SPORTS NET



2010 GASS TV SCHEDULE

QUARTER 3

EPISODE 01	JULY 4TH 10:30AM
EPISODE 02	JULY 11TH 10:30AM
EPISODE 03	JULY 18TH 10:30AM
EPISODE 04	JULY 25TH 10:30AM
EPISODE 05	AUGUST 1ST 10:30AM
EPISODE 06	AUGUST 8TH 10:30AM
EPISODE 07	AUGUST 15TH 10:30AM
EPISODE 08	AUGUST 22ND 10:30AM
EPISODE 09	AUGUST 29TH 10:30AM
EPISODE 10	SEPTEMBER 5TH 10:30AM
EPISODE 11	SEPTEMBER 12TH 10:30AM
EPISODE 12	SEPTEMBER 19TH 10:30AM
EPISODE 13	SEPTEMBER 26TH 10:30AM

ALL TIMES LOCAL - SUBJECT TO CHANGE

QUARTER 4

EPISODE 01	OCTOBER 7TH
EPISODE 02	OCTOBER 14TH
EPISODE 03	OCTOBER 21ST
EPISODE 04	OCTOBER 28TH
EPISODE 05	NOVEMBER 4TH
EPISODE 06	NOVEMBER 11TH
EPISODE 07	NOVEMBER 18TH
EPISODE 08	NOVEMBER 25TH
EPISODE 09	DECEMBER 2ND
EPISODE 10	DECEMBER 9TH
EPISODE 11	DECEMBER 16TH
EPISODE 12	DECEMBER 23TH
EPISODE 13	DECEMBER 30TH

ALL TIMES ESTIMATED - SUBJECT TO CHANGE



FSN

AN UNPRECEDENTED COMBINATION OF REGIONAL
SPORTS NETWORKS REACHING 85+ MILLION HOMES



GASS

Great American Stockcar Series

FSN OWNED & OPERATED REGIONS

FSN ARIZONA •PHOENIX	2,661,600
FSN DETROIT •DETROIT	3,249,700
FSN FLORIDA •MIAMI/TAMPA	5,519,600
FSN MIDWEST •ST. LOUIS/KANSAS CITY	5,749,200
FSN NORTH •MINNEAPOLIS/ST. PAUL	2,363,300
FSN OHIO •CLEVELAND/COLUMBUS	5,678,800
FSN SOUTH •ATLANTA/CHARLOTTE	12,348,000
FSN SOUTHWEST •HOUSTON/DALLAS/SAN ANTONIO	9,791,700
FSN WEST •LA	6,960,500
FSN PRIME TICKET •LA	6,112,200
FSN WISCONSIN •MILWAUKEE	1,663,900
SUN SPORTS •TAMPA	6,451,700
SPORT SOUTH •ATLANTA	9,130,000

FSN AFFILIATE NETWORKS

FSN NORTHWEST •SEATTLE/TACOMA	3,731,200
FSN ROCKY MOUNTAIN •DENVER	3,012,700
FSN PITTSBURGH •PITTSBURGH	2,555,700
COMCAST BAY AREA •SAN FRANCISCO/SAN JOSE	4,100,300
COMCAST CHICAGO •CHICAGO	3,078,000
COMCAST MID-ATLANTIC •WASHINGTON DC	3,572,000
COMCAST NEW ENGLAND •BOSTON	3,658,000
COMCAST PHILADELPHIA •PHILADELPHIA	3,285,000
MSG PLUS •NEW YORK	9,859,000

FSN SUBSCRIBER COUNTS

2010 GASS SEASON PRICE LIST

ADVERTISING

2010 SEASON PRICE

GASS SERIES TITLE SPONSOR - ADVERTISING ON ALL PRINTED MEDIA THROUGHOUT THE SEASON WITH DECALS PLACED ON ALL SERIES CARS. ALLOTMENT OF ONE 30 SECOND TV AD PER SHOW FOR QUARTER 3 AND 4. WEBSITE POSTING ON ALL GASS AFFILIATED SITES. SEE SECTION B FOR DETAILS.

\$100,000.00

SINGLE EVENT PRESENTING SPONSOR - ADVERTISED ON ALL PRINTED MEDIA FOR EVENT AND COMPANY NAME IN EVENT TITLE. WEBSITE POSTING ON ALL GASS AFFILIATED SITES. COMPANY NAME ON TROPHY AND VICTORY LANE CELEBRATION SHOWN ON GASS TV SHOW.

\$10,000.00

TRANSPORTER SPONSOR - MADE-TO-ORDER TRUCK AND TRAILER VINYL SET. CAN BE SEEN FROM STANDS AND WILL APPEAR ON EVERY EPISODE OF "GASS" AIRED NATIONALLY ON FOX SPORTS NET.

\$25,000.00
+ COST OF VINYL AND INSTALLATION

CONTINGENCY SPONSOR - COMPANY LOGO ON ALL CARS PLACED IN THE CONTINGENCY AREA AND ON OUR WWW.GASSTV.COM WEBSITE.

\$2,500.00

CAR SPONSOR - 2010 SEASON - SPONSOR CAN CUSTOMIZE THE FOLLOWING: PAINT SCHEME, CAR NUMBER (IF AVAILABLE), LOGO PLACEMENT FOR ENTIRE CAR EXCEPT FOR CONTINGENCY LOCATIONS. APPROVAL BY GASS SERIES DIRECTOR REQUIRED.

\$10,000.00

30 SECOND TV COMMERCIAL - 30 SECOND COMMERCIAL AIRED NATIONALLY. 8 PACKAGES ARE AVAILABLE FOR Q3 & Q4. EACH PACKAGE INCLUDES 26 - 30 SECOND TV ADS WITH OPTION FOR ADDITIONAL IN-SHOW CONTENT. ADDITIONAL MARKETING INFORMATION PROVIDED UPON REQUEST. SEE SECTION B FOR DETAILS.

PRICING PER CUSTOMER REQUIREMENT



SECTION A - FAST FACTS:

GASS WILL BE A NATIONALLY SYNDICATED TV SHOW ON FOX SPORTS NET AND OTHER REGIONAL AFFILIATES.

THERE WILL BE 13 GASS EPISODES AIRED ON SUNDAYS OF Q3, 2010. THE 13 Q3 EPISODES WILL BE RE-AIRED DURING THE WEEK IN Q4.

FOX SPORTS NET SHARES THE SAME DEMOGRAPHIC AS ESPN AND ESPN 2.

FOX SPORTS NET IS GUARANTEED TO CLEAR OVER 50 MILLION TVHH EACH WEEK. THIS INCLUDES: FSN ARIZONA, DETROIT, FLORIDA, MIDWEST, NORTH, OHIO, SOUTH, SOUTHWEST, WEST AND WISCONSIN.

OPTION TO BE PICKED UP BY AFFILIATE NETWORKS. THIS INCLUDES: FSN NORTHWEST, PITTSBURGH, ROCKY, COMCAST BAY, CHICAGO, MID ATLANTIC, NEW ENGLAND, PHILADELPHIA AND MSG.

WHEN PICKED UP BY AFFILIATE NETWORKS THE TOTAL CLEARANCE WILL BE OVER 80+ MILLION TVHH.

GASS WILL BE NIELSEN RATED.

UNIQUE VIEWERS AVERAGE PER TIMESLOT IN 2009 FOR Q3 & Q4 = 370,000 PER TIMESLOT PER NIELSEN RATING.

TOTAL UNIQUE AVERAGE FOR Q3 & Q4 = 9,620,000 TOTAL VIEWERS PER NIELSEN RATING.

PROJECTED 175,000 TVHH FOR TIME SLOT PER EPISODE - BASED ON NIELSEN RATINGS, FOR Q3.

PROJECTED 115,000 TVHH FOR TIME SLOT PER EPISODE - BASED ON NIELSEN RATINGS, FOR Q4.

OVER THE COURSE OF Q3 AND Q4 GASS IS PROJECTED TO DELIVER OVER 3.8 MILLION TVHH VIEWS.

FREE AD ON ALL GASS AFFILIATED WEBSITES WITH NO COST PER CLICK ATTACHED WHEN 26 EPISODE AD PACKAGE IS PURCHASED.

FSN



SECTION B - BASED ON THE NUMBERS:

TV COST BREAKDOWN

TVHH AVERAGE FOR Q3 & Q4 = $(175,000 + 115,000)/2 = 145,000$ TVHH AVERAGE PER EPISODE.

CPM (COST PER THOUSAND) = \$8.65

APPROXIMATE CPM OF \$8.65 X 145 = \$1250 PER SPOT X 26 = \$32,500 FOR 26 SPOTS SPANNING Q3 & Q4

\$32,500 BUYS YOU 26 SPOTS AT 30 SECONDS EACH OF STRAIGHT COMMERCIAL TIME ONLY.

ADDITIONAL IN SHOW ADVERTISING IS AVAILABLE. ASK FOR PRICING.

