

# THE CHICAGO HUSTLE

1979/1980 RADIO ADVERTISING OPPORTUNITIES

## AN EXCITING NEW DIMENSION IN CHICAGO SPORTS ADVERTISING The Run 'N Gun World of Women's Professional Basketball

**Our team has become an overnight success!**

In one season, the Hustle has won the hearts of Chicago sports fans —  
They were Chicago's only major pro sport winner —  
They led the League in 5 of 7 offensive categories —  
They are exciting, and a great draft will make them more so —  
They are here to stay — they enabled the League to expand this season into a 14 team League, in all major markets — home games will be played against New York, New Jersey, Washington, Philadelphia, Minnesota, Iowa, Milwaukee, St. Louis, Houston, Dallas, New Orleans, California, (L.A.) and San Francisco —

**Our audience is a new market of young adults, with the big buying power you want!**

Sports fans are notoriously big spenders —

They are a cross-section of men, women and teens:

Under 18 — 18%  
18-35 — 56%  
36-55 — 22%  
over 55 — 4%

Game Attendees: 60% male, 40% female —

They are highly educated:

High school graduates — 17%  
Some college — 9%  
College graduates — 46%  
Advanced degrees — 28%

They have a high annual household income:

Under \$8,000 — 5%  
\$ 8,000 — \$14,000 — 22%  
\$14,000 — \$25,000 — 41%  
\$25,000 — \$35,000 — 19%  
Over \$35,000 — 12%

**Buy the Hustle and you buy the most important retail market in the U.S.! — No. 1 for total retail sales!**

The Chicago Metro Market has:

Over \$48 billion in effective buying power —  
Over 7 million people —  
Average household income of over \$20,000 —  
4.18% of all effective buying power in the U.S. —

# WGN-TV RATES THE CHICAGO HUSTLE AN UNQUALIFIED SUCCESS

Back for a second season with the Hustle for a limited number of telecasts, WGN-TV estimates ratings for the telecasts as follows:

6 RATING  
10 SHARE  
200,000 HOUSEHOLDS

MEN (000)		WOMEN (000)
161	TOTAL	86
52	18-34	20
92	18-49	27
60	25-54	18
73	25-49	36

## HUSTLE RATES MAKE IT THE BEST SPORTS BUY IN CHICAGO!

	<u>1 Game</u>	<u>Season (36 Games)</u>
60 second spot	\$50.00	\$1,800.00
30 second spot	\$40.00	\$1,440.00
10 second spot	\$25.00	\$ 900.00

### BONUS FOR QUARTER BUY

Buy one full quarter of action (three 60 second spots ) and receive a bonus 30 second spot!

One Game: three 60's, one 30 = \$190 value - your cost: \$150!

Season (36 Games): 108 60's, 36 30's = \$6,840 value  
your cost \$5,400.00!

### BONUS FOR HUSTLE WARM-UP SHOW

Buy the 15-minute "Hustle Warm-Up" pre-game show: you receive three 60-second spots, plus two billboards (opening and closing) as a bonus!

One Game: three 60's and two 10-second billboards = \$200  
value - your cost: \$150.00!

Season (36 Games): 108 60's, 72 10-second billboards, total  
of 180 spots = \$8,280 value - your  
cost \$6,480.00!

### BONUS FOR "HUSTLE HALFTIME" SHOW

Buy the 20-minute "Hustle Halftime" Show: you receive four 60-second spots with an opening and closing billboard as a bonus!

One Game: four 60's and two 10-second billboards = \$250  
value - your cost: \$200!

Season (36 Games): 144 60's and 72 10's, total of 216  
spots = \$9,000 value - your cost: \$7,200!

### BONUS FOR HUSTLE HIGHLIGHTS SHOW

Buy the 5-minute "Hustle Highlights" post-game show: you receive one 60-second spot, plus two 10-second billboards as a bonus!

One Game: one 60 and two 10-second billboards = \$75.00  
value - your cost: \$50.00!

Season (36 Games): 36 60's and 72 billboards = \$3,600 value  
your cost: \$1,800.00!

HUSTLE WITH A WINNER - BECOME A MEMBER OF THE WINNING HUSTLE FAMILY!



# CHICAGO HUSTLE

1979-1980 Radio Advertising Contract

ADVERTISER \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ TEL \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Airing of the following radio commercials is hereby agreed upon and authorized:

SPOT PURCHASES: \_\_\_\_\_ 60-second spots @ \$50.00, starting with game of \_\_\_\_\_ through game of \_\_\_\_\_. Position Requested \_\_\_\_\_.  
\_\_\_\_\_ 30-second spots @ \$40.00, starting with game of \_\_\_\_\_ through game of \_\_\_\_\_. Position Requested \_\_\_\_\_.  
\_\_\_\_\_ 10-second spots @ \$25.00, starting with game of \_\_\_\_\_ through game of \_\_\_\_\_. Position Requested \_\_\_\_\_.

PACKAGE PURCHASE: \_\_\_\_\_ QUARTER(S) OF HUSTLE ACTION, starting with game of \_\_\_\_\_ through game of \_\_\_\_\_. Quarter Requested \_\_\_\_\_.  
\_\_\_\_\_ "HUSTLE WARM-UP" SHOW, starting with game of \_\_\_\_\_ through game of \_\_\_\_\_. Total three 60's, plus two billboards, per show.  
\_\_\_\_\_ "HUSTLE HALF-TIME" SHOW, starting with game of \_\_\_\_\_ through game of \_\_\_\_\_. Total of four 60's, plus two billboards, per show.  
\_\_\_\_\_ "HUSTLE HIGHLIGHTS" POST-GAME SHOW, starting with game of \_\_\_\_\_ through game of \_\_\_\_\_. Total of one 60, plus two billboards, per show.

TOTAL PURCHASE: \_\_\_\_\_ 60-sec. spots @ \_\_\_\_\_ ..... \$ \_\_\_\_\_  
\_\_\_\_\_ 30-sec. spots @ \_\_\_\_\_ ..... \$ \_\_\_\_\_  
\_\_\_\_\_ 10-sec. spots @ \_\_\_\_\_ ..... \$ \_\_\_\_\_  
\_\_\_\_\_ Total spots ..... \$ \_\_\_\_\_

COMMERCIALS WILL BE SUPPLIED IN THE FORM OF \_\_\_\_\_ LIVE COPY \_\_\_\_\_  
AUDIO CASSETTES.

SPECIAL INSTRUCTIONS \_\_\_\_\_

- TERMS:
1. This contract is accepted in accordance with the terms of the 1979-1980 Chicago Hustle Radio Advertising Rate Card, and is non-cancellable for the dates agreed upon and stated in this contract.
  2. Payments are due within 30 days of invoice date; no cash discount; invoices will be issued monthly; finance charge of 1½% per month from date of invoice for payment after 30 days.
  3. Checks are to be made payable and mailed to: Chicago Hustle, Inc., 5080 North Elston Avenue, Chicago, Ill. 60630.

DATED \_\_\_\_\_

FOR THE ADVERTISER:

FOR THE CHICAGO HUSTLE:

\_\_\_\_\_  
Authorized Advertiser Signature

\_\_\_\_\_  
Authorized Representative