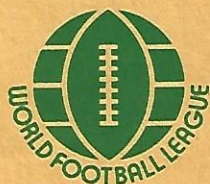


# houston texan football...



A BROADCAST OPPORTUNITY



...a world  
of difference



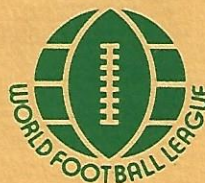


### A WORLD OF DIFFERENCE

Excitement... a wide open style of football... new rules designed to provide THE FAN the brand of football that creates VIEWERS/LISTENERS.

That is what THE HOUSTON TEXANS and the WORLD FOOTBALL LEAGUE is bringing to Southwest Football Fans starting in July.

The new rules include no fair catches on punts... kickoffs from the 30-yard line... returning the missed field goals from outside the thirty back to the line of scrimmage... the man in motion being allowed to turn upfield before the snap of the ball... AND, in the event of a tie game, there will be TWO mini-halves, two seven and a half minute halves to break those ties! Sounds exciting? The kind of excitement designed to SELL... FANS AND PRODUCTS!







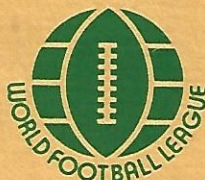
FROM HEAD COACH JIM GARRETT... THIS PROMISE TO YOU...

"The great challenge of this job is that you don't fool Texas people about THEIR game. We know that we must present football at its highest level and we pledge to you that kind of football. It will be exciting, it will involve the fan, and by presenting the caliber of football advertisers demand, the Texans and the World Football League we will merit your support. Back us in our inaugural season and I assure you that you won't regret it".

The TEXANS broadcast opportunity is offered as a contiguous package which includes the nine game television schedule, as well as the entire 20-game radio schedule at one price to provide the advertiser the broadest possible spectrum of audience from July through mid-November.

The package is offered on a network basis to provide maximum coverage in the Southwest in our inaugural season.

Since we are clearing stations on a daily basis, all of our coverage is not known at this printing... therefore, we have provided a market-by-market selling price so you know the MAXIMUM package price... you know the MINIMUM... you will be billed for precisely the markets you get. Each market in the "model" may be replaced by one of similar weight at the same or adjusted price based on the percentage of the "universe" that market represents.







To add incentives to sponsorships (1/6 or more) the amenities in the world's greatest showplace, "The Astrodome" are listed.

This is a great sports broadcast opportunity... Join in a partnership the first great season and see a "WORLD OF DIFFERENCE."

\*\* All packages are offered full season, non cancellable.\*\*

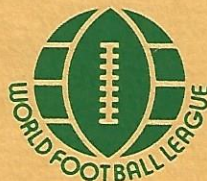






JERRY TRUPIANO... The voice of Houston's World Championship Hockey Club... heads up the play-by-play staff... young, vibrant, enthusiastic, Jerry brings a world of experience from KMOX in St. Louis in every phase of sportscasting... His credentials have brought him prominence with Southwest audiences, a popularity that created his recent post as Sports Director for THE TEXAN flagship radio station... KTRH... Houston's most prestigious 50,000 Kw outlet.

BOB TALIMINI... Former Oiler and Jets Guard... a six-time All-Pro, Bob brings not only the expertise and know-how of the pros but a background of broadcasting sports and sports commentary from his own successful Houston show and other great sports events as the Bluebonnet Bowl Classic on national radio -- Oilers exhibition series and on... the articulate stock broker-personality has earned the respect of this area as a 100%-er in sports, business, and as a leader in youth and civic programs.







TEXAN - W.F.L. TV MARKETS

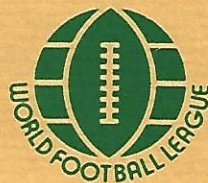
MODEL UNIVERSE

PRIMARY

- 1) HOUSTON
- 2) SAN ANTONIO
- 3) NEW ORLEANS
- 4) CORPUS CHRISTI
- 5) BEAUMONT
- 6) SHREVEPORT
- 7) DALLAS

SECONDARY

- 1) AUSTIN
- 2) BATON ROUGE
- 3) WACO
- 4) BROWNSVILLE-HARLINGEN
- 5) LAKE CHARLES







--- ONE-SIXTH SPONSORSHIP ---

TELEVISION

27 COMMERCIAL MINUTES (9 GAMES)

RADIO

60 COMMERCIAL MINUTES (20 GAMES)

-- THE PACKAGE --

- \* 15 SECOND OPEN & CLOSE BILLBOARDS
- \* 3 COMMERCIAL MINUTES PER GAME
- \* PRODUCT EXCLUSIVITY
- \* BONUS SPOTS IN OVERTIME PERIODS
- \* 10 SEASON PRESS BOX SEATS IN THE ASTRODOME
- \* 5 V.I.P. PARKING PASSES
- \* ASTRODOME SCOREBOARD SALUTE EACH HOME GAME
- \* PROGRAM IDENTIFICATION
- \* NETWORK MERCHANDISING AND PROMOTION
- \* POST SEASON PLAYOFF\*

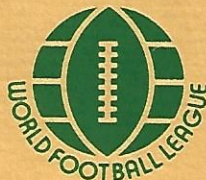
-- THE COST --

FULL NETWORK - TELEVISION & RADIO

\*\* 109,970.00 GROSS \*\*

HOUSTON	\$26,483.00
NEW ORLEANS	\$ 9,942.00
SAN ANTONIO	\$16,550.00
CORPUS CHRISTI	\$ 6,650.00
BEAUMONT	\$ 7,060.00
SHREVEPORT	\$16,060.00
DALLAS/FORT WORTH	\$27,225.00

\* PER GAME RATE FOR GAMES GRANTED TO THE TEXANS







texan football

SPOT PARTICIPATION PACKAGE

-3- 30-SECOND SPOTS/GAME

TELEVISION

13.5 COMMERCIAL MINUTES

RADIO

30 COMMERCIAL MINUTES

-- THE PACKAGE --

- \* "PARTICIPATING SPONSOR" IDENTIFICATION - PRODUCT/OR COMPANY NAME SUPER
- \* NON-PREEMTABLE ROTATING POSITION
- \* FIVE SEASON PRESS AREA BOX SEATS (ASTRODOME)
- \* MINIMUM 15-MINUTE PRODUCT PROTECTION
- \* SCORECARD IDENTIFICATION
- \* POST SEASON PLAYOFFS

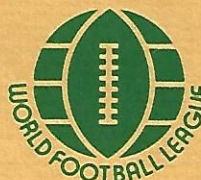
-- THE COST --

NINE TELEVISION GAMES- TWENTY RADIO GAMES

FULL NETWORK

\*\* \$64,110.00 \*\*

HOUSTON	\$15,880.00
SAN ANTONIO	\$ 9,530.00
NEW ORLEANS	\$ 5,640.00
CORPUS CHRISTI	\$ 3,650.00
BEAUMONT	\$ 4,000.00
SHREVEPORT	\$ 8,940.00
DALLAS	\$16,470.00







30-SECOND SPOT - FLIGHT PACKAGE

TELEVISION

NINE SPOTS

RADIO

TWENTY SPOTS

-- THE PACKAGE --

- \* ONE 30-SECOND SPOT PER GAME
- \* EIGHT-MINUTE PRODUCT PROTECTION

-- THE COST --

FULL NETWORK RADIO AND TELEVISION

\*\* \$23,885.00 GROSS \*\*

HOUSTON	\$ 5,780.00
SAN ANTONIO	\$ 3,590.00
NEW ORLEANS	\$ 2,155.00
CORPUS CHRISTI	\$ 1,435.00
BEAUMONT	\$ 1,500.00
SHREVEPORT	\$ 3,470.00
DALLAS	\$ 5,955.00







PRE-POST SPONSORSHIP PACKAGE

TELEVISION ONLY

22.5 COMMERCIAL MINUTES (9 GAMES)

-- THE PACKAGE --

ONE-HALF ALTERNATING SPONSORSHIP

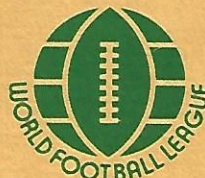
- \* 15 SECOND OPEN AND CLOSE BILLBOARD
- \* 2.5 COMMERCIAL MINUTES
- \* PRODUCT EXCLUSIVITY
- \* SIX SEASON PRESS BOX SEATS IN ASTRODOME
- \* THREE V.I.P. PARKING PASSES
- \* ASTRODOME SCOREBOARD SALUTE EACH HOME GAME
- \* TEXAN PROGRAM IDENTIFICATION
- \* NETWORK PROMOTION AND MERCHANDISING
- \* -POST SEASON PLAY-OFF RIGHTS

-- THE COST --

FULL TELEVISION NETWORK

\*\* \$44,120.00 GROSS \*\*

HOUSTON	\$15,880.00
CORPUS CHRISTI	\$ 1,650.00
NEW ORLEANS	\$ 3,300.00
BEAUMONT	\$ 2,120.00
SAN ANTONIO	\$ 4,700.00
DALLAS	\$16,470.00







WRAP-UP PACKAGE

TELEVISION

18 COMMERCIAL MINUTES (9 GAMES)

RADIO

40 COMMERCIAL MINUTES (20 GAMES)

-- THE PACKAGE --

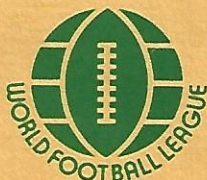
- \* 4 30-SECOND POSITIONS AVAILABLE IMMEDIATELY FOLLOWING PLAY-BY-PLAY DURING WRAPUP SEGMENT
- \* MAY BE PURCHASED AS FOLLOWS:
  - SECTION I - ONE OR MORE MINUTES - FIXED - NON PREEMPTABLE/GAME
  - SECTION II- 30-SECOND COMPETITIVE PREEMPTABLE/GAME
- \* 8 MINUTE PRODUCT PROTECTION

-- THE COST --

FULL NETWORK - RADIO AND TELEVISION

SECTION I: 1 MIN/GAME @ \$21,969.00 GROSS  
SECTION II: 1 30 SEC/GAME @ \$10,978.00 GROSS

	<u>SECTION I</u>	<u>SECTION II</u>
HOUSTON	\$5,295.00	\$ 2,647.00
NEW ORLEANS	\$1,988.00	\$ 994.00
SAN ANTONIO	\$3,295.00	\$ 1,647.00
CORPUS CHRISTI	\$1,324.00	\$ 661.00
BEAUMONT	\$1,395.00	\$ 696.00
SHREVEPORT	\$3,212.00	\$ 1,606.00
DALLAS	\$5,454.00	\$ 2,727.00







texan football

1974 TELEVISION SCHEDULE

	<u>DAY</u>	<u>TIME</u> (CT)	<u>DATE</u>	<u>OPPONENT</u>
1.	Wednesday	7:30	July 10	Chicago
2.	Wednesday	6:30	July 24	Orlando
3.	Wednesday	9:30	August 7	Portland
4.	Wednesday	6:30	August 21	New York
5.	Friday	7:30	September 6	Memphis
6.	Wednesday	7:30	September 18	Birmingham
7.	Wednesday	6:30	October 2	Detroit
8.	Wednesday	9:30	October 9	So. California
9.	Wednesday	6:30	October 16	Philadelphia

