

IGNITE THE PASSION



RESTORE THE PRIDE



**2008-09**  
**CONSECO INDIANA PACERS**  
**RADIO NETWORK AFFILIATE**



# 2008-09 PACERS FRESH LEADERSHIP & FRESH FACES

## LEADERSHIP OFF THE COURT:

- Indiana icon and Hall of Fame player and coach, LARRY BIRD is stepping up this year to lead the charge on the court making changes to the roster that will bring excitement and freshness on the court, to the fans, and over the airwaves
- Owner, HERB SIMON has brought his leadership home to the Pacers this year as well. JIM MORRIS, new president and Indiana philanthropist, is also making his mark on the city and the state like never before.



Mike Dunleavy

## ON COURT EXCITEMENT:



Two first round draft picks:  
Brandon Rush and Roy Hibbert

Four of five veterans acquired in trades this summer:  
Maceo Baston, T.J Ford, Josh McRoberts, and Jarrett Jack



Seven new players have been added to the roster this summer including:

TJ Ford, Jarrett Jack, Maceo Baston, Josh McRoberts, and rookies Brandon Rush and Roy Hibbert

The 2008-09 level of play will motivate the fans and listeners to tune in to hear the excitement happening at Conseco Fieldhouse.



Danny Granger



# 2008-09 SCHEDULE

Date	Opponent	Time
October		
Wed .29	at Detroit	8:00 p.m.

## November

<b>Sat. 1</b>	<b>Boston</b>	<b>7:00 p.m.</b>
<b>Wed. 5</b>	<b>Phoenix</b>	<b>7:00 p.m.</b>
Fri. 7	at Cleveland	7:30 p.m.
<b>Sat. 8</b>	<b>New Jersey</b>	<b>7:00 p.m.</b>
<b>Mon. 10</b>	<b>OKC</b>	<b>7:00 p.m.</b>
Wed. 12	at New Jersey	7:30 p.m.
<b>Fri. 14</b>	<b>Philadelphia</b>	<b>7:00 p.m.</b>
Sat. 15	at Chicago	8:30 p.m.
<b>Tue. 18</b>	<b>Atlanta</b>	<b>7:00 p.m.</b>
<b>Fri. 21</b>	<b>Orlando</b>	<b>7:00 p.m.</b>
Sat. 22	at Miami	7:30 p.m.
Tue. 25	at Dallas	8:30 p.m.
Wed. 26	at Houston	8:30 p.m.
<b>Fri. 28</b>	<b>Charlotte</b>	<b>8:00 p.m.</b>
Sat. 29	at Orlando	7:00 p.m.

## December

<b>Tue. 2</b>	<b>L.A. Lakers</b>	<b>7:00 p.m.</b>
Wed. 3	at Boston	7:30 p.m.
Fri. 5	at Cleveland	7:30 p.m.
<b>Sun. 7</b>	<b>Boston</b>	<b>6:00 p.m.</b>
Wed. 10	at Toronto	7:00 p.m.
Fri. 12	at Detroit	8:00 p.m.
Sat. 13	at Milwaukee	8:30 p.m.
Mon. 15	at Washington	7:00 p.m.
<b>Wed. 17</b>	<b>Golden State</b>	<b>7:00 p.m.</b>
<b>Fri. 19</b>	<b>L.A. Clipper</b>	<b>7:00 p.m.</b>
Sat. 20	at Philadelphia	7:30 p.m.
<b>Tue. 23</b>	<b>New Jersey</b>	<b>7:00 p.m.</b>
Fri. 26	at Memphis	8:00 p.m.
<b>Sun. 28</b>	<b>New Orleans</b>	<b>7:00 p.m.</b>
<b>Tue. 30</b>	<b>Atlanta</b>	<b>7:00 p.m.</b>

## January

Fri. 2	at New York	7:30 p.m.
<b>Sat. 3</b>	<b>Sacramento</b>	<b>7:00 p.m.</b>
Mon. 5	at Denver	9:00 p.m.
Wed. 7	at Phoenix	9:00 p.m.
Fri. 9	at L.A. Lakers	10:30 p.m.
Sun. 11	at Golden State	9:00 p.m.
Mon. 12	at Utah	9:00 p.m.
<b>Wed. 14</b>	<b>Detroit</b>	<b>7:00 p.m.</b>
<b>Fri. 16</b>	<b>Toronto</b>	<b>7:00 p.m.</b>
Mon. 19	at New Orleans	3:30 p.m.
Tue. 20	at San Antonio	8:30 p.m.
<b>Fri. 23</b>	<b>Houston</b>	<b>7:00 p.m.</b>
<b>Sun. 25</b>	<b>Charlotte</b>	<b>7:00 p.m.</b>
Tue. 27	at Orlando	7:00 p.m.
<b>Wed. 28</b>	<b>Milwaukee</b>	<b>7:00 p.m.</b>
<b>Fri. 30</b>	<b>Miami</b>	<b>7:00 p.m.</b>
<b>Sat. 31</b>	<b>New York</b>	<b>7:00 p.m.</b>

## February

Date	Opponent	Time
<b>Tue. 3</b>	<b>Minnesota</b>	<b>7:00 p.m.</b>
Thu. 5	at Philadelphia	7:00 p.m.
<b>Fri. 6</b>	<b>Orlando</b>	<b>7:00 p.m.</b>
Sun. 8	at Washington	6:00 p.m.
<b>Tue. 10</b>	<b>Cleveland</b>	<b>7:00 p.m.</b>
Wed. 11	at Milwaukee	8:00 p.m.
<b>Tue. 17</b>	<b>Philadelphia</b>	<b>7:00 p.m.</b>
Wed. 18	at Charlotte	7:00 p.m.
Fri. 20	at Minnesota	8:00 p.m.
<b>Sun. 22</b>	<b>Chicago</b>	<b>12:00 p.m.</b>
Mon. 23	at New York	7:30 p.m.
<b>Wed. 25</b>	<b>Memphis</b>	<b>7:00 p.m.</b>
Fri. 27	at Boston	7:30 p.m.

## March

<b>Sun. 1</b>	<b>Denver</b>	<b>7:00 p.m.</b>
Tue. 3	at Sacramento	10:00 p.m.
Wed. 4	at Portland	10:00 p.m.
Sat. 7	at L.A. Clippers	10:30 p.m.
<b>Tue. 10</b>	<b>Utah</b>	<b>7:00 p.m.</b>
Fri. 13	at Atlanta	7:30 p.m.
Sun. 15	at Toronto	12:30 p.m.
<b>Wed. 18</b>	<b>Portland</b>	<b>7:00 p.m.</b>
<b>Fri. 20</b>	<b>Dallas</b>	<b>7:00 p.m.</b>
Sat 21	at Charlotte	7:00 p.m.
<b>Wed. 25</b>	<b>Miami</b>	<b>7:00 p.m.</b>
Sat. 28	at Chicago	2:00 p.m.
<b>Sun. 29</b>	<b>Washington</b>	<b>7:00 p.m.</b>
<b>Tue. 31</b>	<b>Chicago</b>	<b>7:00 p.m.</b>

## April

<b>Fri. 3</b>	<b>San Antonio</b>	<b>7:00 p.m.</b>
Sun. 5	at OKC	7:00 p.m.
<b>Wed. 8</b>	<b>Toronto</b>	<b>7:00 p.m.</b>
Fri. 10	at Atlanta	7:30 p.m.
<b>Sat. 11</b>	<b>Detroit</b>	<b>7:00 p.m.</b>
<b>Mon. 13</b>	<b>Cleveland</b>	<b>7:00 p.m.</b>
<b>Wed. 15</b>	<b>Milwaukee</b>	<b>8:00 p.m.</b>

All Times Are EDT (Indianapolis time)  
Times are subject to change  
Home Games in Bold



# 2008-09 BENEFITS



## BROADCAST TEAM:

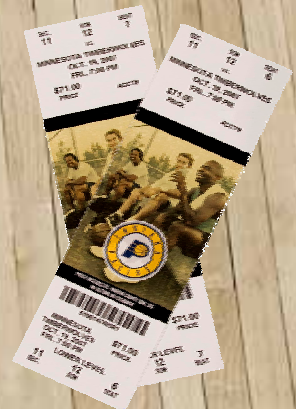
- **MARK BOYLE** – the award-winning voice of the Pacers takes to the air for his 21<sup>st</sup> season.
- **BOB “SLICK” LEONARD** – legendary Pacers coach and current analyst provides the inside look at the team.
- **KEVIN LEE** – studio host



## TICKET AND BROADCAST INCLUSION:

By partnering to broadcast a minimum of 50 games from the 82-game schedule you'll receive:

- Your choice between four (4) \$20 tickets to half of the home games or two (2) \$75 tickets in an 11 game mini plan.
- 50 \$25 tickets to a home game for a station promo night
- Discounts at either of our Home Court gift shop locations
- Pacers Playoff broadcasts
- Local commercial availabilities within the broadcast
- Pregame and Kia Postgame shows with local availability
- Station promos voiced by Mark Boyle, voice of the Pacers





# 2008-09 SPECS



	Total Commercial Time	Affiliate Time
Pacers Pregame Show (30 minutes before all Pacers games)	8.5 minutes	2.5 minutes
Play-by-Play	70 avails (:30s)	10 avails (:30s)
Kia Postgame Show (approx. 20 minute program featuring live player interviews)	6 minutes	1.5 minutes

## RADIO FORMAT & TRANSMISSION INFO:

- Full, detailed radio format which will be used for all network broadcasts (including playoff games) is available upon request.
- Transmission Information: All Games are distributed via Network Indiana 2 - :30 segments
- Satellite Information: Galaxy III-C Band Transponder 2

## EXCLUDED CATEGORIES:

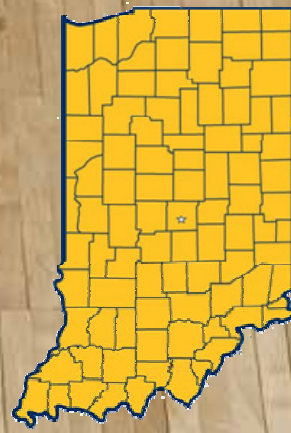
(Due to Pacers exclusive partner contracts, for further category definition, contact us.)

- Insurance
- Soft drinks
- Sports Beverages
- Beer/Malt Beverages
- Grocery
- Sporting Goods
- Financial Institutions
- Newspaper
- Non-Luxury Import Vehicle

All outcues are "Conseco Indiana Pacers Radio Network"



# Who's Listening



**Maximize the opportunity and the potential available for your station via the Conseco Indiana Pacers Radio Network.**

## **Listener Demographics:\***

- **Adult Pacers listeners are 84% more likely than the average adult to have a household income between \$75k and \$100k.**
- **Pacers listeners are 76% more likely than the average adult to be college educated.**
- **91% of adult Pacers listeners own their own residence.**
- **Adult Pacers listeners are 263% more likely than the average adult to own a home between \$350,000 and \$500,000.**
- **79% of adult Pacers listeners are married.**
- **62% of adult Pacers listeners maintain a full time job (at least 35 hours per week).**



**\*Scarborough Research facts for Indianapolis market adults**