



2009-2010
Atlanta Hawks
Radio Network Affiliate

ATLANTA HAWKS

Key Contributors



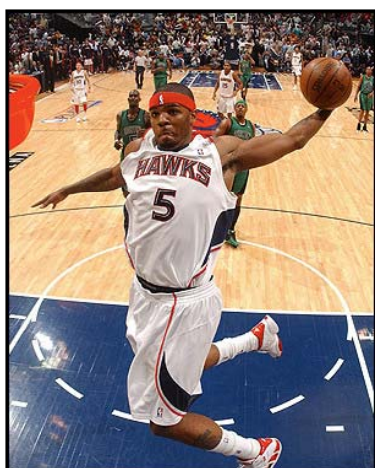
JOE JOHNSON – Guard

- 2007 & 2008 NBA All-Star
- 2008-2009 averages 23.3 ppg, 5.2 apg, 4.4 rpg
- Named to the 2006-08 USA Men's Senior National Team
- Eastern Conference Player-of-the-Month, Mar. 08
- NBA Player-of-the-Week (December 17, 2007 and March 31, 2008)



STEVE HOLMAN Play-by-Play Announcer

Steve has been the voice of the Hawks for over 24 seasons. He has reached a milestone of 1,610 consecutive Hawks games. The streak is among the longest for radio only, play-by-play announcers in the NBA.



JOSH SMITH – Forward

- 2008-2009 averages 12 ppg, 7.7 rpg, 2.3 bpg
- 2nd in NBA in blocked shots with 2.8 per game
- Youngest player in NBA history to reach 300 blocked shots
- NBA Player-of-the-Week (Dec. 3, 2007)
- 2005 Slam Dunk Champion

ATLANTA HAWKS

New Additions



On Court Excitement: The Atlanta Hawks will begin the 2009-2010 season with full court advantage. Having come off a season high of two exciting rounds in the NBA playoffs and with the addition of two key players, Jamal Crawford and Jeff Teague, the Atlanta Hawks will continue to be a basketball powerhouse.

This level of excitement will motivate fans in your area to tune in and be a part of great NBA action!



Maximize the opportunity and the potential available for your station by becoming an Atlanta Hawks Radio Affiliate.

Listener Demographics*

- 28% of Hawks Radio listeners are more likely to have a college degree.
- 80% are employed full time.
- 81% are males with 79 percent between the ages of 25-54.
- 70% of Hawks radio listeners are more likely to have household incomes of \$150,000-\$249,999.

*Scarborough Research Facts for Georgia Market Adults



	Total Commercials	Affiliate Times
Hawks Pre-Game Show	16 available (:30s)	12 available (:30s)
Play-by Play	66 available (:30s)	25 available (:30s)
Hawks Post-Game	20 available (:30s)	12 available (30s)

Radio Format & Transmission:

- Full, detailed radio format available
- Satellite Information: Clear Channel downlinked via Starguide III
- Transmitted by 790 The Zone, WQXI

Excluded Categories*:

Auto, Soft Drinks, Home Improvement, Delivery Service, Rental Furniture, Consumer Electronics, Wine and Spirits, Satellite and Cable Operations

*Due to Atlanta Hawks exclusive partner contracts

All outcues are “Hawks Radio Network”





By partnering to broadcast a minimum of 30 games from the 82 game schedule you will receive:

- A top quality broadcast provided by the Atlanta Hawks Flagship Station, 790 The Zone WQXI
- Barter exchange (No cash outlays)
- Local commercial availabilities within the broadcast
- Pre and Post game shows
- Hawks Playoff Broadcasts
- Invitation to Radio Affiliate Weekend
- Welcome gift

