



REAL RACING TV 2008

Sundays

CW Richmond **11am-12.00 Noon**

Tuesdays & Wednesday

7pm Comcast Richmond, Channel 190 Digital Cable

Featuring six cameras, state-of-the-art production equipment, and over **20 years** of experience – Real Racing TV is in its **third** season, producing a top quality, one hour TV Show every week. Hosted by race personality **Sean Cook**. 2007 guests included **Denny Hamlin, Ken Schraeder & Kenny Wallace**. **2008** will see a significant **increase** in production quality.

Nielson ratings 2007: **3.3%** of Richmond homes watched the show on Sundays. That is over **20,000** people per week. Plus additional viewer ship in surrounding areas: from **Deltaville to Gordonsville, Petersburg** to Southern **Fredericksburg**. **Real Racing TV** was the **Top** locally produced show in Richmond in 2007.

Tuesday and Wednesday airings are **not** rated, but have considerable viewer ship. **Advertisers** saw great **results**, references upon request.

CW Richmond will air **\$4000** of **show promos** per month.

Comcast will air **\$4000** of **show promos** per month.

K95 Richmond will air **\$4000** of **show promos** per month.

Promotion is the **key**, making the show a **destination**. On Sunday at 11 am **CW rating** went from a **0.4%** to a **3.3%** at **11 am**...go figure!!

Cost of :30 commercial during the show: \$200

Other opportunities: show **naming rights** including each of the seven divisions of racing, **replay** “brought to you by”, **remote** location broadcast.

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