

SPORTS TIME
OHIO

presents



2008 Cleveland Indians Package



MEDIA SALES



A CLEVELAND TRADITION... A TELEVISION HOME

It's more than baseball...it's a shared history, a common bond, a link between families. It's a promise that renews itself every spring. From Cy Young to Bob Feller, the early years of Cleveland baseball were marked by great moments.

A new era began with the opening of the Indians' beautiful new home, Jacobs Field, in 1994. The Era of Champions had begun, with two World Series trips in 1995 & 1997, five division titles & 455 consecutive sellouts.

In 2006, the Cleveland Indians partnered with Time Warner Cable & WKYC to create a new regional sports network that brings the excitement of Indians baseball to more viewers than ever before. With over 80 games in high definition, SportsTime Ohio has become a leader in baseball production.

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2007 – A season to remember!

The 2007 Cleveland Indians brought excitement back to Jacobs Field and captured the hearts of Indians fans all around Ohio! The Indians marched their way to the AL Central Division Crown and tied for the most regular season victories in all of baseball with 96.

The excitement continued into the playoffs as the Indians defeated the mighty New York Yankees in the Divisional Series. They then faced the feared Boston Red Sox in the American League Championship Series, ultimately losing in an epic 7 game series and falling a game short of the World Series.

The Indians players and coaches garnered many awards for the incredible season including:

- CC Sabathia – AL Cy Young Award
- Eric Wedge – Manager of the Year
- Grady Sizemore – AL Gold Glove Award
- Mark Shapiro – GM of the Year by Sporting News

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CLEVELAND INDIANS BASEBALL: UNSURPASSED MEDIA VALUE

With so many media choices available, why should Cleveland Indians baseball be a cornerstone of your media strategy?

- Cleveland Indians baseball provides a turn-key, 6 ½ month marketing platform for your product. With Indians fans spread throughout Ohio, the emotional connection to the Tribe runs deep.
- Live sports is TiVo-proof and provide extra value to your media plan. Significant out-of-home viewing (not measured by Nielsen) also adds bonus viewers to your Indians investment.
- Indians baseball is the perfect family viewing experience, with multi-generational appeal.
- The future of the Indians looks bright with over 80% of their starting lineup signed through 2009.

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INDIANS SEASON SPONSORSHIP

Sponsorship Schedule includes 100 Cleveland Indians :15/:15 promo spots tagged with your logo and message. Spots will run M-Su, 6a-12m on targeted networks.

Time Warner Cable will produce your sponsorship message.

*There are no category restrictions.

**Estimated delivery of spot will be late March.

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INDIANS AUDIENCE PROFILE: BASIC DEMOGRAPHICS

Based on Cleveland Indians Viewers, ages 18+

Characteristic	Index or % Viewers	Characteristic	Index or % Viewers
Male	62.0%	White Collar Occupation	109
Ages 18-49	55.4%	Own Residence	79.8%
Ages 25-54	53.4%	Household Income \$100,000+	128
Ages 35-64	52.3%	Management, Business & Financial Operations	123
Married	61.9%	Used a Financial Planner in the Past Year	154
Any College	55.9%	Value of Owned Home is \$250,000+	117

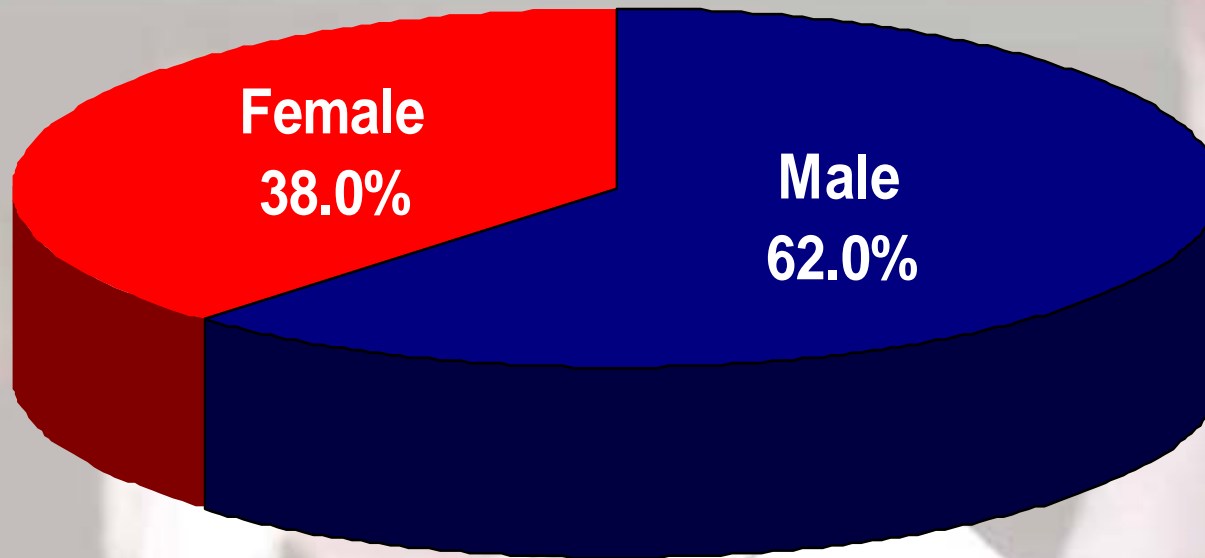
Source: Scarborough Cleveland, OH, Mr06-Fe07 – Cleveland Indians viewers (cable only), ages 18+, from Ashtabula, Cuyahoga, Erie, Geauga, Lake, Lorain, Medina, Portage, and Summit Counties.

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Adults 18+

Who Watched the Indians (on Cable) in the Past Year



Source: Scarborough Cleveland, OH, Mr06-Fe07 – Cleveland Indians viewers (cable only), ages 18+, from Ashtabula, Cuyahoga, Erie, Geauga, Lake, Lorain, Medina, Portage, and Summit Counties.

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2007 Local Ratings

A 18-49	A 25-54	A 35-64	M 18-49	M 25-54	M 35-64
2.0	2.8	3.9	2.8	4.0	5.3

**Estimates based on May07/July07 Nielsen Cleveland-Akron (OH) C-DMA actual averages of Indians games on STO . Ratings zoned to the NEO-TWC-Cleveland North regions exclusively.*

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2008 Schedule

Network	Opponent	Day	Date	Time
STO	Atlanta-Spring Training	Wednesday	3/5	1:00pm – 4:00pm
STO	Philadelphia-Spring Training	Saturday	3/8	1:00pm – 4:00pm
STO	Detroit-Spring Training	Tuesday	3/11	1:00pm – 4:00pm
March	STO Tampa Bay-Spring Training	Thursday	3/20	1:00pm – 4:00pm
STO	NY Mets-Spring Training	Saturday	3/22	1:00pm – 4:00pm
STO	Atlanta-Spring Training	Monday	3/24	1:00pm – 4:00pm
STO	NY Yankees-Spring Training	Tuesday	3/25	1:00pm – 4:00pm
STO	Tampa Bay-Spring Training	Thursday	3/27	1:00pm – 4:00pm
STO	Chicago White Sox	Wednesday	4/2	7:00pm – 10:00pm
STO	Chicago White Sox	Thursday	4/3	12:00pm – 3:00pm
STO	@ Oakland	Friday	4/4	10:00pm – 1:00am
April	STO @ Oakland	Saturday	4/5	4:00pm – 7:00pm
STO	@ Oakland	Sunday	4/6	4:00pm – 7:00pm
STO	@ LA Angels	Monday	4/7	10:00pm – 1:00am

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2008 Schedule

Network	Opponent	Day	Date	Time
STO	@ LA Angels	Tuesday	4/8	10:00pm – 1:00am
STO	@ LA Angels	Wednesday	4/9	3:30pm – 6:30pm
STO	Oakland	Friday	4/11	7:00pm – 10:00pm
STO	Oakland	Saturday	4/12	7:00pm – 10:00pm
STO	Boston	Monday	4/14	7:00pm – 10:00pm
STO	Boston	Tuesday	4/15	7:00pm – 10:00pm
STO	Detroit	Wednesday	4/16	7:00pm – 10:00pm
STO	Detroit	Thursday	4/17	7:00pm – 10:00pm
STO	@ Minnesota	Friday	4/18	8:00pm – 11:00pm
STO	@ Minnesota	Saturday	4/19	7:00pm – 10:00pm
STO	@ Kansas City	Tuesday	4/22	8:00pm – 11:00pm
STO	@ Kansas City	Wednesday	4/23	8:00pm – 11:00pm
STO	@ Kansas City	Thursday	4/24	8:00pm – 11:00pm
STO	New York Yankees	Friday	4/25	7:00pm – 10:00pm

April

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April

Network	Opponent	Day	Date	Time
STO	New York Yankees	Saturday	4/26	7:00pm – 10:00pm
STO	New York Yankees	Monday	4/28	7:00pm – 10:00pm
STO	Seattle	Tuesday	4/29	7:00pm – 10:00pm
STO	Seattle	Wednesday	4/30	7:00pm – 10:00pm
STO	Seattle	Thursday	5/1	7:00pm – 10:00pm

May

STO	Kansas City	Friday	5/2	7:00pm – 10:00pm
STO	Kansas City	Saturday	5/3	7:00pm – 10:00pm
STO	@ New York Yankees	Wednesday	5/7	7:00pm – 10:00pm
STO	@ New York Yankees	Thursday	5/8	1:00pm – 4:00pm
STO	Toronto	Friday	5/9	7:00pm – 10:00pm
STO	Toronto	Saturday	5/10	7:00pm – 10:00pm
STO	Toronto	Sunday	5/11	1:00pm – 4:00pm
STO	Toronto	Monday	5/12	7:00pm – 10:00pm

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Network	Opponent	Day	Date	Time
STO	Oakland	Tuesday	5/13	7:00pm – 10:00pm
STO	Oakland	Wednesday	5/14	7:00pm – 10:00pm
STO	Oakland	Thursday	5/15	12:00pm – 3:00pm
STO	@ Cincinnati	Friday	5/16	7:00pm – 10:00pm
STO	@ Cincinnati	Saturday	5/17	7:00pm – 10:00pm
STO	@ Chicago White Sox	Tuesday	5/20	8:00pm – 11:00pm
STO	@ Chicago White Sox	Wednesday	5/21	8:00pm – 11:00pm
May STO	@ Chicago White Sox	Thursday	5/22	8:00pm – 11:00pm
STO	Texas	Friday	5/23	7:00pm – 10:00pm
STO	Texas	Saturday	5/24	7:00pm – 10:00pm
STO	Chicago White Sox	Monday	5/26	7:00pm – 10:00pm
STO	Chicago White Sox	Tuesday	5/27	7:00pm – 10:00pm
STO	Chicago White Sox	Wednesday	5/28	12:00pm – 3:00pm
STO	@ Kansas City	Friday	5/30	8:00pm – 11:00pm

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June

Network	Opponent	Day	Date	Time
STO	@ Kansas City	Saturday	5/31	7:00pm – 10:00pm
STO	@ Kansas City	Sunday	6/1	2:00pm – 5:00pm
STO	@ Texas	Monday	6/2	8:00pm – 11:00pm
STO	@ Texas	Tuesday	6/3	8:00pm – 11:00pm
STO	@ Texas	Wednesday	6/4	8:00pm – 11:00pm
STO	@ Texas	Thursday	6/5	8:00pm – 11:00pm
STO	@ Detroit	Friday	6/6	7:00pm – 10:00pm
STO	@ Detroit	Sunday	6/8	1:00pm – 4:00pm
STO	@ Detroit	Monday	6/9	7:00pm – 10:00pm
STO	Minnesota	Tuesday	6/10	7:00pm – 10:00pm
STO	Minnesota	Wednesday	6/11	7:00pm – 10:00pm
STO	Minnesota	Thursday	6/12	7:00pm – 10:00pm
STO	San Diego	Friday	6/13	7:00pm – 10:00pm
STO	San Diego	Saturday	6/14	7:00pm – 10:00pm
STO	San Diego	Sunday	6/15	1:00pm – 4:00pm

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2008 Schedule

June

Network	Opponent	Day	Date	Time
STO	@ Colorado	Wednesday	6/18	9:00pm – 12:00am
STO	@ Colorado	Thursday	6/19	9:00pm – 12:00am
STO	@ LA Dodgers	Friday	6/20	10:30pm – 1:30am
STO	@ LA Dodgers	Saturday	6/21	TBD
STO	@ LA Dodgers	Sunday	6/22	TBD
STO	San Francisco	Tuesday	6/24	7:00pm – 10:00pm
STO	San Francisco	Wednesday	6/25	7:00pm – 10:00pm
STO	San Francisco	Thursday	6/26	7:00pm – 10:00pm
STO	Cincinnati	Friday	6/27	7:00pm – 10:00pm
STO	Cincinnati	Saturday	6/28	7:00pm – 10:00pm
STO	@ Chicago White Sox	Monday	6/30	8:00pm – 11:00pm

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2008 Schedule

Network	Opponent	Day	Date	Time
STO	@ Chicago White Sox	Tuesday	7/1	8:00pm – 11:00pm
STO	@ Chicago White Sox	Wednesday	7/2	8:00pm – 11:00pm
STO	@ Minnesota	Friday	7/4	7:00pm – 10:00pm
STO	@ Minnesota	Saturday	7/5	7:00pm – 10:00pm
STO	@ Detroit	Tuesday	7/8	7:00pm – 10:00pm
STO	@ Detroit	Wednesday	7/9	7:00pm – 10:00pm
STO	Tampa Bay	Thursday	7/10	7:00pm – 10:00pm
STO	Tampa Bay	Friday	7/11	7:00pm – 10:00pm
STO	Tampa Bay	Saturday	7/12	7:00pm – 10:00pm
STO	@ Seattle	Friday	7/18	10:00pm – 1:00am
STO	@ Seattle	Saturday	7/19	10:00pm – 1:00am

July

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July

Network	Opponent	Day	Date	Time
STO	@ Seattle	Sunday	7/20	4:00pm – 7:00pm
STO	@ LA Angels	Monday	7/21	10:00pm – 1:00am
STO	@ LA Angels	Tuesday	7/22	10:00pm – 1:00am
STO	@ LA Angels	Wednesday	7/23	3:30pm – 6:30pm
STO	Minnesota	Friday	7/25	7:00pm – 10:00pm
STO	Minnesota	Saturday	7/26	7:00pm – 10:00pm
STO	Detroit	Monday	7/28	7:00pm – 10:00pm
STO	Detroit	Tuesday	7/29	7:00pm – 10:00pm
STO	Detroit	Wednesday	7/30	7:00pm – 10:00pm
STO	Detroit	Thursday	7/31	12:00pm – 3:00pm

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2008 Schedule

Network	Opponent	Day	Date	Time
STO	@ Minnesota	Friday	8/1	8:00pm – 11:00pm
STO	@ Minnesota	Saturday	8/2	7:00pm – 10:00pm
STO	@ Minnesota	Sunday	8/3	2:00pm – 5:00pm
STO	@ Tampa Bay	Monday	8/4	7:00pm – 10:00pm
STO	@ Tampa Bay	Tuesday	8/5	7:00pm – 10:00pm
STO	@ Tampa Bay	Wednesday	8/6	12:30pm – 3:30pm
STO	@ Toronto	Friday	8/8	7:00pm – 10:00pm
STO	@ Toronto	Saturday	8/9	1:00pm – 4:00pm
STO	@ Toronto	Sunday	8/10	1:00pm – 4:00pm
STO	Baltimore	Monday	8/11	7:00pm – 10:00pm
STO	Baltimore	Tuesday	8/12	7:00pm – 10:00pm
STO	Baltimore	Wednesday	8/13	7:00pm – 10:00pm
STO	Baltimore	Thursday	8/14	7:00pm – 10:00pm

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August

Network	Opponent	Day	Date	Time
STO	LA Angels	Friday	8/15	7:00pm – 10:00pm
STO	LA Angels	Saturday	8/16	7:00pm – 10:00pm
STO	LA Angels	Sunday	8/17	1:00pm – 4:00pm
STO	Kansas City	Tuesday	8/19	7:00pm - 10:00pm
STO	Kansas City	Wednesday	8/20	7:00pm – 10:00pm
STO	Kansas City	Thursday	8/21	12:00pm – 3:00pm
STO	@ Texas	Friday	8/22	8:00pm – 11:00pm
STO	@ Texas	Saturday	8/23	8:00pm – 11:00pm
STO	@ Texas	Sunday	8/24	8:00pm – 11:00pm
STO	@ Detroit	Tuesday	8/26	7:00pm – 10:00pm
STO	@ Detroit	Wednesday	8/27	7:00pm – 10:00pm
STO	Seattle	Friday	8/29	7:00pm – 10:00pm
STO	Seattle	Saturday	8/30	7:00pm – 10:00pm

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2008 Schedule

Network	Opponent	Day	Date	Time
STO	Chicago White Sox	Tuesday	9/2	7:00pm – 10:00pm
STO	Chicago White Sox	Wednesday	9/3	12:00pm – 3:00pm
STO	@ Kansas City	Friday	9/5	8:00pm – 11:00pm
STO	@ Kansas City	Saturday	9/6	7:00pm – 10:00pm
STO	@ Kansas City	Sunday	9/7	2:00pm – 5:00pm
STO	@ Baltimore	Monday	9/8	7:00pm – 10:00pm
STO	@ Baltimore	Wednesday	9/10	7:00pm – 10:00pm
STO	@ Baltimore	Thursday	9/11	7:00pm – 10:00pm
STO	Kansas City	Friday	9/12	7:00pm – 10:00pm
STO	Kansas City	Sunday	9/14	1:00pm – 4:00pm
STO	Minnesota	Monday	9/15	7:00pm – 10:00pm
STO	Minnesota	Tuesday	9/16	7:00pm – 10:00pm
STO	Minnesota	Wednesday	9/17	7:00pm – 10:00pm

Sept

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2008 Schedule

Sept

Network	Opponent	Day	Date	Time
STO	Detroit	Friday	9/19	7:00pm – 10:00pm
STO	Detroit	Saturday	9/20	7:00pm – 10:00pm
STO	Detroit	Sunday	9/21	1:00pm – 4:00pm
STO	@ Boston	Tuesday	9/23	7:00pm – 10:00pm
STO	@ Boston	Wednesday	9/24	7:00pm – 10:00pm
STO	@ Boston	Thursday	9/25	7:00pm – 10:00pm
STO	@ Chicago White Sox	Friday	9/26	8:00pm – 11:00pm
STO	@ Chicago White Sox	Saturday	9/27	7:00pm – 10:00pm
STO	@ Chicago White Sox	Sunday	9/28	2:00pm – 5:00pm

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