



**SUPER BOWL**

**FOX NFL**

*Minelly De Leon*

Integrated MKT Solutions

Consultant

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**FOX**  
**LAREDO**

**CEEDEE**  
**LAMB**



**SCHEDULE (RELEASE) '24**

**BRADY'S BROADCAST DEBUT**

**AMERICA'S GAMEWEEK**

**DAL @ CLE**

WEEK 1 • 4:25 PM ET • FOX

TOM BRADY RETIRES AFTER 23 SEASONS, 7 SUPER BOWL TITLES



## PRE-SEASON

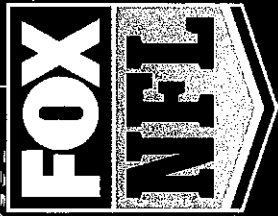
| SUN | 8/18/2024 | NFL PRE S: NEW ORLEANS SAINTS @ SAN FRANCISCO 49ERS | 7:00p-10:30p |
|-----|-----------|-----------------------------------------------------|--------------|
|-----|-----------|-----------------------------------------------------|--------------|

## REGULAR SEASON

|     |            |                               |              |
|-----|------------|-------------------------------|--------------|
| SUN | 9/8/2024   | NFL GAME 1                    | 12:00p-3:30p |
| SUN | 9/8/2024   | NFL GAME 2: COWBOYS @ BROWNS  | 3:30p-6:30p  |
| SUN | 9/15/2024  | NFL GAME 1: SAINTS @ COWBOYS  | 3:30p-6:30p  |
| SUN | 9/22/2024  | NFL GAME 1                    | 12:00p-3:30p |
| SUN | 9/22/2024  | NFL GAME 2: RAVENS @ COWBOYS  | 3:30p-6:30p  |
| SUN | 9/29/2024  | NFL GAME 1                    | 12:00p-3:30p |
| SUN | 10/6/2024  | NFL GAME 1                    | 12:00p-3:30p |
| SUN | 10/13/2024 | NFL GAME 1                    | 12:00p-3:30p |
| SUN | 10/13/2024 | NFL GAME 1: LIONS @ COWBOYS   | 3:30p-6:30p  |
| SUN | 10/20/2024 | NFL GAME 1                    | 12:00p-3:30p |
| SUN | 10/20/2024 | NFL: GAME 2                   | 3:30p-6:30p  |
| SUN | 10/27/2024 | NFL GAME 2                    | 3:30p-6:30p  |
| SUN | 11/3/2024  | NFL GAME 1: COWBOYS @ FALCONS | 12:00p-3:30p |
| SUN | 11/3/2024  | NFL GAME 2                    | 3:30p-6:30p  |

**FOX NFL**

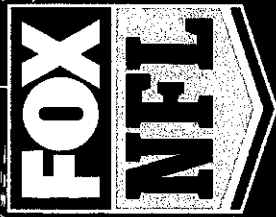
**FOX LAREDO**



## REGULAR SEASON

|      |            |                                                |              |
|------|------------|------------------------------------------------|--------------|
| SUN  | 11/10/2024 | NFL: GAME 1                                    | 12:00p-3:30p |
| SUN  | 11/17/2024 | NFL: GAME 1                                    | 12:00p-3:30p |
| SUN  | 11/24/2024 | NFL GAME 1: COWBOYS@ COMMANDERS - VETERANS DAY | 3:30p-6:30p  |
| SUN  | 11/24/2024 | NFL: GAME 2                                    | 12:00p-3:30p |
| THUR | 11/28/2024 | GIANTS @ COWBOYS – THANKSGIVING DAY            | 3:30P-6:30P  |
| SUN  | 12/1/2024  | TEXANS @ JACKSONVILLE                          | 12:00p-3:30p |
| SUN  | 12/8/2024  | NFL: GAME 1                                    | 12:00p-3:30p |
| SUN  | 12/8/2024  | NFL GAME 2                                     | 3:30p-6:30p  |
| SUN  | 12/15/2024 | NFL GAME 1: COWBOYS @ PANTHERS                 | 12:00p-3:30p |
| SUN  | 12/15/2024 | NFL: GAME 2                                    | 3:30p-6:30p  |
| SAT  | 12/21/2022 | NFL GAME: STEELERS @ BALTIMORE                 | 12:00p-3:30p |
| SUN  | 12/22/2024 | NFL GAME                                       | 3:30p-6:30p  |
| SUN  | 12/29/2024 | NFL GAME 1                                     | 12:00p-3:30p |
| SUN  | 12/29/2024 | NFL GAME 2: COWBOYS @ EAGLES                   | 3:30p-6:30p  |
| SUN  | 1/5/2025   | NFL GAME 1                                     | 12:00p-3:30p |
| SUN  | 1/5/2025   | NFL GAME 2                                     | 3:30p-6:30p  |





## POST SEASON + SUPER BOWL

|         |                 |                                 |               |
|---------|-----------------|---------------------------------|---------------|
| SAT-SUN | 1/11 or 12/2025 | NFC WILDCARD GAME 1             | 3:00p-6:30p   |
| SAT-SUN | 1/18 or 19/2025 | NFC DIVISIONAL PLAYOFF 1        | 5:00p-9:00p   |
| SUN     | 1/26/2025       | NFC CHAMPIONSHIP GAME           | 5:30p-8:30p   |
| SAT     | 2/8/2025        | SUPER BOWL PREVIEW              | TBD           |
| SUN     | 2/9/2025        | SUPER BOWL PREVIEW              | 10:00a-11:00a |
| SUN     | 2/9/2025        | SUPER BOWL PREVIEW              | 11:00a-12:00p |
| SUN     | 2/9/2025        | FOX SUPER BOWL NFL SUN PRE-GAME | 12:00p-1:00p  |
| SUN     | 2/9/2025        | FOX SUPER BOWL NFL SUN PRE-GAME | 1:00p-2:00p   |
| SUN     | 2/9/2025        | FOX SUPER BOWL NFL SUN PRE-GAME | 2:00p-4:00p   |
| SUN     | 2/9/2025        | FOX SUPER BOWL KICK-OFF         | 4:00p-5:00p   |
| SUN     | 2/9/2025        | <b>NFL SUPER BOWL LIX</b>       | 5:30p-9:00p   |
| SUN     | 2/9/2025        | SUPER BOWL POST GAME            | 9:00p-10:00p  |



# Includes:

9x Cowboy Games  
1x Texans Game

# Plus Holidays:

Veterans Day  
Thanksgiving Day

# 3 Post Season

# Games in Jan:

1x Wildcard  
1x Divisional  
1x Championship

# PLUS

**Super Bowl LIX**  
and ancillary programs.



**SUPER BOWL**

|           | FOX NFL<br>KICKOFF | FOX NFL<br>SUNDAY | KXOF M-SU<br>5A-1AM | TOTAL GAME<br>SPOTS | TOTAL<br>SPOTS | DIGITAL<br>FB ADS | NET<br>INVESTMENT |
|-----------|--------------------|-------------------|---------------------|---------------------|----------------|-------------------|-------------------|
| AUGUST    | -                  | -                 | 25                  | 1                   | 26             | 1                 | \$ 1,000          |
| SEPTEMBER | 3                  | 3                 | 25                  | 6                   | 37             | 1                 | \$ 5,675          |
| OCTOBER   | 5                  | 5                 | 25                  | 6                   | 41             | 1                 | \$ 5,125          |
| NOVEMBER  | 4                  | 4                 | 25                  | 7                   | 40             | 1                 | \$ 6,650          |
| DECEMBER  | 4                  | 4                 | 25                  | 9                   | 42             | 1                 | \$ 7,150          |
| JANUARY   | 2                  | 2                 | 25                  | 5                   | 34             | 1                 | \$ 5,850          |
| FEBRUARY  | 6X Pre/Post Game   |                   | 25                  | 1                   | 32             | 1                 | \$ 11,350         |
| # SPOTS   | 21                 | 21                | 175                 | 35                  | 259            | Total Units       |                   |

**PACKAGE NET TOTAL:**

|            |          |                  |
|------------|----------|------------------|
| <b>252</b> | <b>7</b> | <b>\$ 42,800</b> |
|------------|----------|------------------|

\*Please note that teams and game times are subject to change.

\*All Rates are subject to change and are available on a first come basis.

\*All spots are pre-emptible and will be made good at management's discretion in an equal or better time period.

AVG. COST \$155.95  
per spot.

**Business Name:** Webb County District Attorney **Signature:** [Signature]

**Date:** 8/29/24

This PKG includes: One thirty-second (30) fully produced English commercial. Includes one and one half hours of shoot time and two hours of post edit time. Talent fee is not included. Cancellation of shoot/edit session without twenty-four (24) hour notice will result in a cancellation fee. Commercial is property of ENTRAVISION and are to run EXCLUSIVELY on ENTRAVISION; production charges of \$450.00 will apply for any Facebook Ad investment of \$500 net monthly. Entravision produced commercial airing on other stations. This promotion can be withdrawn at any time without notice. Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising Services located at <http://www.entravision.com/termsandconditions>, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

