



LET'S TALK ABOUT...



Colin Cowherd

**THE
TEAM**

92.1 FM

All Sports Radio

*...Bringing the Most
Listened-to Shows
in Sports Radio
to East Texas!*



Welcome to **THE TEAM**

THE **TEAM**

92.1 FM

All Sports Radio

is home to the biggest names in sports broadcasting.

Any coach will tell you that you can't win long-term without the talent. And that's why we're re-invented and re-branded East Texas's only all sports radio.

With the return of sports radio superstars Dan Patrick and Colin Cowherd, we now call it *92.1 The TEAM FM*.

The name works because it *really is a team*. These two national sports media giants join East Texas sports broadcasting veteran Bill Coates every weekdy afternoon along with Ted Sorrells every weekday morning. They're joined by Jen Floyd Engel, Mickey Spagnola and a host of other regular contributors.

This top-notch weekday roster comes together on a radio station that will continue to be the East Texas home for the Texas Rangers, the University of Texas Longhorns, the Robert E. Lee Red Raiders and the John Tyler Lions.

Plain and simple - no other media outlet in East Texas delivers sports fans like The Team.

Dan Patrick

I'm Back, East Texas!

Dan Patrick

Weekday Mornings 8 - 11

**THE
92.1 TEAM FM**

All Sports Radio





East Texas' Only All Sports Radio

Here's your best opportunity to be a part of The TEAM.

The TEAM covers sports 24 hours a day, seven days a week. It is high-profile, high-attention, high-impact programming aimed at the affluent, highly active demographic cohort that follows sports. The advertising package set forth below is the most economical and effective way in East Texas to reach high-index sports fans.

<u>Program</u>	<u>Time</u>	<u>Announcements</u>
Outkick the Coverage with Clay Travis.....	6 - 8 a.m.	5x/week
The Dan Patrick Show	8 - 11 a.m.....	5x/week
The Herd with Colin Cowherd	11 a.m. - 2 p.m.....	5x/week
Doug Gottlieb/ Sportstalk with Bill Coates.....	3 - 6 p.m.	5x/week
Under Center with Mark Malone/ Going Deep w/Dan Schwartzman	6 p.m. Mid.....	5x/week
Jason Smith/Ben Maller on Fox Sports Radio	Mid - 5 a.m.	10x/week
Saturday & Sunday	around the clock.....	10x/week
PACKAGE TOTAL.....		45/week

THE BEST UNIT PRICES ON THE STATION. ASK YOUR TEAM SALES EXECUTIVE FOR DETAILS.

This package is limited to 20 advertisers who want to take advantage of such a strong rotation on the only all sports radio station in East Texas.

**THE
92.1 TEAM FM**

KRWR-FM • All Sports Radio