

INDIANAPOLIS 500

Sunday

May 25, 2008

12n-4:30p



Drive home your brand's message with the *Indy 500*. Millions of passionate fans gather on-site and at home to see The Greatest Spectacle in Racing and one of the most exciting events in all of sport. Airing live, only on ABC Sports.

**Package and Rates:
Contact KETV Sales for more information!**

Estimate

HH RTG	SHR	A25-49	A25-54	M25-49	M25-54
5.7	14	4.7	4.7	5.0	5.7

Estimate based on the 5/27/07 HH rtg/share of Indy 500 in nearby metered market, Kansas City. Demos in proportion to Feb07 actuals of Daytona 500 on KPTM (similar appeal, high-profile auto race).