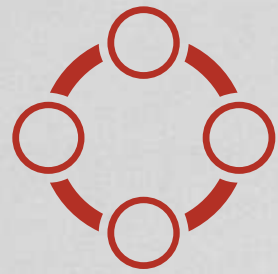


**ESPN LA**

TO SERVE SPORTS FANS. ANYTIME. ANYWHERE.



MEDIA KIT 2013



# OVERVIEW

ESPNLA'S ECOSYSTEM



## RADIO - ESPNLA 710AM

The flagship station of the Los Angeles Lakers, USC Football and Basketball, and in partnership with the Los Angeles Angels of Anaheim. Plus, live coverage of major sporting events, including: NBA Playoffs, World Series, Bowl Championship Series, X Games and more!

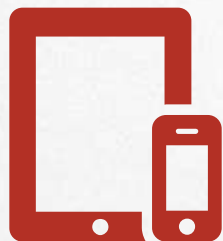


## DIGITAL - ESPNLA.COM

The #1 sports website in Southern California representing all the Los Angeles sports franchises including: Lakers, Clippers, Dodgers, Angels, Kings, USC, UCLA, and more!



**EVENT ACTIVATION – ESPNLA** hosts signature events like the Charity Golf Classic, Youth Basketball Weekend, USC Tailgates, Lakers Friday Night Live, for clients to showcase their products.



## SOCIAL MEDIA

[Twitter.com/ESPNLA710](https://twitter.com/ESPNLA710)

[Facebook.com/ESPNLA](https://facebook.com/ESPNLA)

[Instagram.com/ESPNLA710](https://instagram.com/ESPNLA710)

# STATION LINEUP

PROGRAMMING SCHEDULE

**ESPN LA**  
**((710 AM))**

HOSTS	BROADCAST	DAYS
MIKE & MIKE	3:00AM-7:00AM	MONDAY-FRIDAY
“THE HERD” COLIN COWHERD	7:00AM-10:00AM	MONDAY-FRIDAY
“ESPNLA NOW” MARK WILLARD	10:00AM-12:00PM	MONDAY-FRIDAY
MASON & IRELAND	12:00PM-3:00PM	MONDAY-FRIDAY
MAX & MARCELLUS	3:00PM-7:00PM	MONDAY-FRIDAY
ESPN Play-by-Play/ ESPN Programming	7:00PM-3:00AM ALL HOURS	MONDAY-FRIDAY SAT-SUN
WEEKEND WARRIOR	7:00AM-9:00AM	SATURDAY

\*All times Pacific



**ESPN LA**



# Mike Greenberg

**M**ike Greenberg joined ESPN in 1996 as an anchor for ESPNEWS and was named co-host of *Mike & Mike in the Morning* with Mike Golic in 1999.

In 2007, Greenberg hosted ABC's "Duel," and conducted play-by-play for Arena Football League games. He has also appeared in other ESPN media outlets, including: ESPN's *Mike & Mike at Night*, *TILT*, *League Night* and "Off Mikes," Emmy Award-winning cartoon.

Frequently an anchor for *SportsCenter*, Greenberg also worked as a sports anchor/reporter for CLTV and WMAQ-Radio, WSCR-Radio and the Sports Channel in Chicago.

# Mike Golic

**M**ike Golic, co-host of ESPN Radio's *Mike & Mike in the Morning* show, also serves as an analyst for ESPN and ESPN2's NFL. Golic joined ESPN in 1995 as an NFL reporter/analyst for *Sunday NFL Countdown*, and worked as color commentator for the Arena Football League and NFL's Jaguars pre-season games.

In '98, Golic served as college football analyst for ESPN and ABC. He was an original analyst for *NFL 2Night*, ESPN2's weeknight news and information program, which ran through the 2002 season. Beginning in 2003, he held a similar position on ESPN2's *NFL Live*.

**MIKE & MIKE**

MONDAY - FRIDAY | 3:00AM – 7:00AM



**ESPN LA**  
**((710 AM))**

**ESPN LA**



# Colin Cowherd

Colin Cowherd, host of ESPN Radio's *The Herd with Colin Cowherd*, joined ESPN Radio in 2004.

Colin also has hosted various programs for ESPN2, ESPNU, and ESPN Classic. Cowherd joined ESPN Radio from KFX 910-AM "The Fan" in Portland, Oregon, where he hosted the popular three-hour morning drive program, *The Herd*. Colin also anchored weeknight sports and "Sports Sunday" for KGW Northwest NewsChannel 8.

Cowherd's experience includes serving as sports anchor at Tampa's WTVT-TV, where he received a local Sports Emmy for *Buc Sunday*, and as sports director at KVBC-TV in Las Vegas, where he earned multiple Nevada Sportscaster of the Year awards. He began his career as the play-by-play voice for the Pacific Coast League's Las Vegas Stars.

**THEHERD**  
WITH COLIN COWHERD **ESPN**  
(RADIO)

MONDAY - FRIDAY | 7:00AM – 10:00AM



**ESPN LA**  
**((710 AM))**

**ESPN LA**



# Mark Willard

**H**ost of ESPNLA Now, Mark Willard has become the voice of morning drive on ESPNLA 710. Willard's career began as a play by play announcer, calling football, basketball and baseball for his alma mater, Cal Poly San Luis Obispo.

Willard spent two seasons with the Boise Hawks Single A Baseball Club in the Angels Organization and moved towards talk radio spending two successful years in the San Francisco Bay area.

In 2001, Willard took his talents to Los Angeles and became the update anchor and reporter for 1540 *The Ticket*, part of the Sporting News Radio Empire. In 2010, he launched a Saturday and Sunday morning show called LA Sports Weekend on ESPNLA 710.

Willard also serves as host of USC's football gameday show on ESPNLA 710.



MONDAY - FRIDAY | 10:00AM – 12:00PM



**ESPN LA**  
**((710 AM))**

**ESPN LA**



# Steve Mason

Steve Mason, co-host of "Mason & Ireland," is also a regular contributor for Fox 11 KTTV/Los Angeles on "Good Day LA," "Fox 11 Overtime" and "Cage Talk."

Past host of The Mighty 690 (SD) in 1992, he later teamed with John Ireland for "The Mason & Ireland Show," in 1994. Mason is well-known for his work on "The Late, Late Radio Show with Tom Snyder & Steve Mason," broadcaster for 7 Olympic Games and Red Carpet Coverage from the Academy Awards.

He is currently in production on "The Steve Mason Show."

# John Ireland

John Ireland currently co-hosts the Mason and Ireland Show on ESPNLA 710 while also serving as the Lakers radio play by play announcer (along with former Laker and two-time NBA champion Mychal Thompson).

A winner of six Emmy Awards for sports television, Ireland also works as a pre and post game reporter for the Time Warner Cable Sports Network. A UCLA graduate, Ireland's career path took him to stations in Monroe (LA), Beaumont (TX) and San Diego (CA) before finding a home at KCBS/KCAL-TV in 1995 as sports anchor and reporter.

He is a four-time recipient of the Southern California Sports Broadcasters (SCSB) Irv Kaze Award for best sports radio talk show host.

**MASON AND IRELAND**

MONDAY - FRIDAY | 12:00PM – 3:00PM



**ESPN LA**  
**((710 AM))**

**ESPN LA**



# Max Kellerman

Co-host of the "Max & Marcellus" show on ESPNLA 710, Max Kellerman is known to sports fans for his insightful ringside commentary for HBO Boxing. He also hosted the show *Around the Horn*, contributed on the network's boxing series *Friday Night Fights* and ringside color commentary on *Tuesday Night Fights*. Kellerman also hosted a popular daily radio program for ESPN 1050 in New York for three years.

*SportsCenter* contributor and guest host of *Pardon the Interruption*, Max was also named commentator for HBO's *Boxing After Dark* series in April '06. June '07, he joined the *World Championship Boxing* broadcast team and contributed regularly on MSNBC's *The Situation with Tucker Carlson*. He also anchored his own sports talk program and provided commentary for *Sunday Night Fights* series.

# Marcellus Wiley

Former All-Pro defensive end Marcellus Wiley is a co-host of SportsNation, NFL analyst for ESPN, and a co-host of Max & Marcellus on ESPNLA 710 Radio. During his NFL career, Wiley was nominated for the Walter Payton Man of the Year for his volunteer and charity work and earned All-American and All-Conference honors in 1996 at Columbia University.

Sid Luckman team MVP and *Sports Illustrated* National Defensive Player of the Week, Wiley was inducted into the Columbia University Athletics Hall of Fame in its inaugural class in 2006 and was inducted into the Ivy League Hall of Fame in 2013.



MONDAY - FRIDAY | 3:00PM – 7:00PM



**ESPN LA**  
**((710 AM))**



# Dr. Robert Klapper

Chief of Orthopedic Surgery at Cedars-Sinai Medical Group

Host of the Weekend Warrior show, Doctor Robert Klapper shares the medical perspective with Southern California sports fans.

From athletes to celebrities, "The Doc" discusses their health, injuries, treatments and relates them to the everyday working man or woman with the expertise you will find only on ESPNLA.

Dr. Robert Klapper, M.D., is a board-certified orthopedic surgeon and the Clinical Chief of Orthopedics at Cedars-Sinai Hospital in Los Angeles. Dr. Klapper is a leader in hip arthroscopy, performing 500 surgeries a year, including hip and knee replacements, with his patented, innovative and minimally invasive techniques.

**WEEKEND  
WARRIOR**

SATURDAY | 7:00AM – 9:00AM



**ESPN LA**  
**((710 AM))**

**ESPN LA**





# Los Angeles Lakers

**16 World Championships**

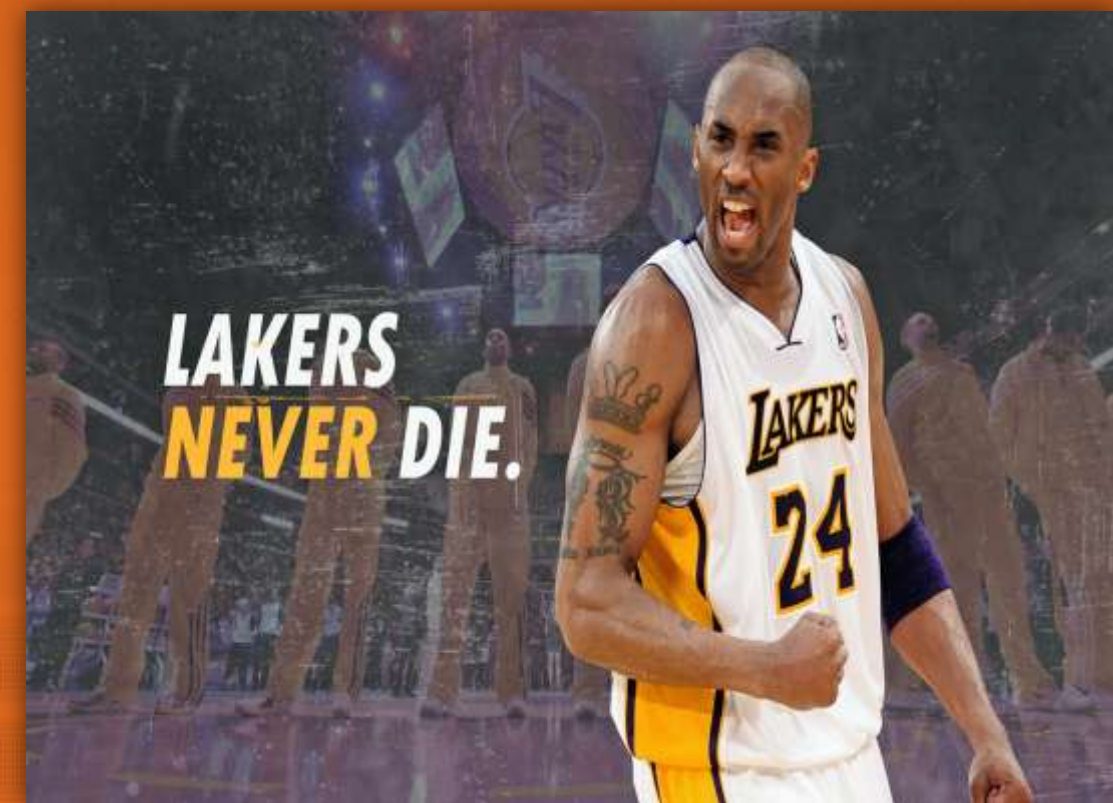
**8 NBA MVP's**

**18 Hall of Famers**



**When the Lakers play,  
Los Angeles Listens...**

- Most games in drive time (4-8pm)
- #1 Radio market in the world
- On Site Promotional Opportunities



**Radio Home of the Lakers**

**ESPN LA**  
**((710 AM))**

**ESPN LA**





# USC Trojans

**11 National Championships**

**14 Pac-10 Championships**

**7 Heisman Trophy Winners**

**6 BCS Bowl Victories**



**SOUTHERN CALIFORNIA**

**When the Trojans play,  
Los Angeles Listens...**

- Attendance per game: 75,000
- 2013 Season: 13 games, 7 home games, 3 games in weekday PM Drive.
- On Site Promotional Opportunities



**Radio Home of the Trojans**

**ESPN LA**  
**((710 AM))**







# Los Angeles Angels of Anaheim

**2002 World Champions**

**2002 American League  
Champions**

**8 AL West Championships**



## **When the Angels play, Los Angeles Listens...**

- **3 Million Fans 9 Years in a Row**
- **Voted #1 Baseball Franchise in ESPN  
The Magazine Ultimate Standings**
- **On Site Promotional Opportunities**

# ANGELS™



## **Radio Home of the Angels**

**ESPN LA**  
**((710 AM))**

**AM 830**

**ESPN LA**



# Where We Stand



ESPNLA.com is the #1 sports site in Los Angeles



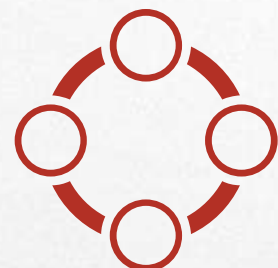
- Desktop Uniques: 6.7M
- Desktop Page Views: 19.6M



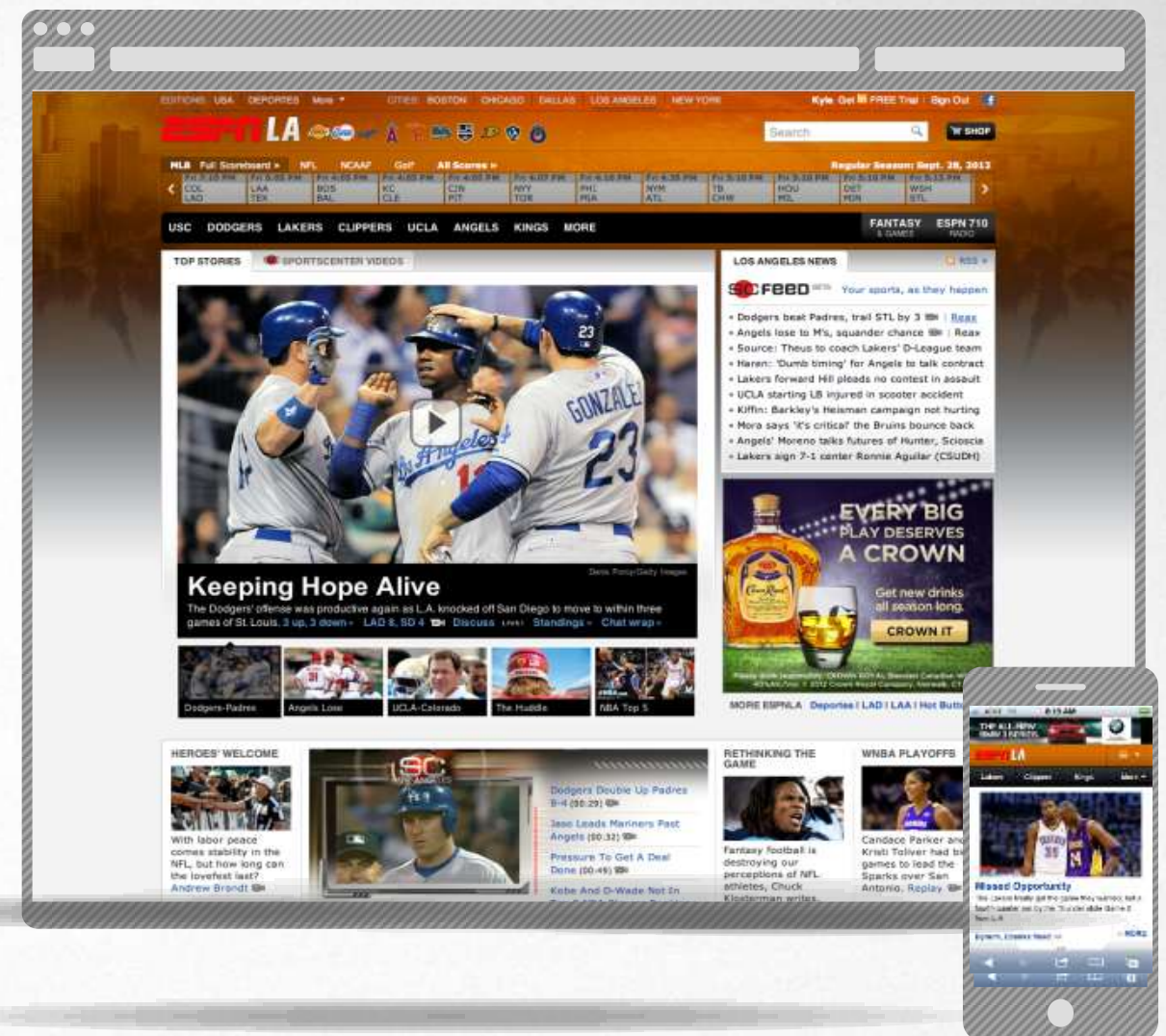
- Mobile Uniques: 1.5M
- Mobile Page Views: 2.9M



- Online Streaming Session Starts: 370k
- Mobile Streaming: 1.01M
- Podcast Downloads: 352K



- Facebook Likes: 54k
- Twitter Followers: 23K
- Email Opt Ins: 18k
- Instagram: 11k
- Text Alerts: 2k





# Digital Capabilities Overview



## Online Media Elements



- Ad banners
  - Team Rotation
  - Sport Rotation
  - Geo-Targeting
  - Behavioral Targeting
  - City Targeting
- Video Pre-roll
- Audio Streaming

## Mobile Media Elements



- Ad banners
- Mega Mobile Takeovers
- Audio Streaming
- Text to Win
- Text to Vote
- Text for Info
- Text Alerts

## Sponsorship Opportunities



- Team Content Sponsorships
- Seasonal Content
- Sweepstakes
- Email Blasts
- Social Media

## Non-Standard Units



- Homepage Takeovers
- Pushdown Units
- Rich Media
- Prestitals
- Sponsorship tab