



**National Media Spots Inc.**

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## **Network Profile**

**It's the traditions, triumphs and rivalries. It's the culture, competition and unrivaled coverage, year-round. This fall season, ACC Huddle and ACC PM hit the road and are live from campus for ACC Primetime Football. Come for the 40 football games, 150 men's and women's basketball games and 250 Olympic sports events. Come for it all.**

### **Age**

A 18-49	<b>76%</b>
A 25-54	<b>66%</b>
A 35-64	<b>55%</b>
Median Age	<b>39</b>

### **Household Income**

\$75k+	<b>56%</b>
\$100k+	<b>45%</b>
\$125k+	<b>33%</b>
Median Income	<b>\$88K</b>

### **Education/Occupation**

Graduated College	<b>34%</b>
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### **Home/Family**

1+ child HH	<b>53%</b>
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### **Gender**

Male	<b>75%</b>
Female	<b>25%</b>

### **Race/Ethnicity**

White	<b>72%</b>
African American	<b>16%</b>
Hispanic	<b>17%</b>

### **Featured Programming**

NCAA Games for Atlantic Coast Conference Teams including Duke, Boston College, University of Miami, North Carolina State, Notre Dame, Wake Forest, Florida State, Syracuse, University of Virginia, Pittsburgh, Virginia Tech, University of North Carolina, Clemson, Southern Methodist University, Louisville, Austin Community College, and the Georgia Institute of Technology.