



GENERAL AUDIENCE LOCAL BROADCAST TRAFFIC INSTRUCTIONS

Market	Stations
Baltimore	EBFF, EBAL, WBAL, WBFF, WMAR, WNUV

TO: TRAFFIC/CONTINUITY

DATE: January 22, 2025

FROM: FANDUELTRAFFIC@HORIZONMEDIA.COM

ADVERTISER: FanDuel (FDUL)

PRODUCT: FDSB

CAMPAIGN: 1G25

ACCESS CODES: FD30, FD15

ESTIMATE: 82700

Spots arriving via XR (formerly Extreme Reach)

Regular Programming

Flight	ISCI/Ad-ID	Creative Title	Length	Rotation
1/27-2/2/2025	DSBK1977000H	SBK_NFL_ALL_B5G200BW_2025-KOD3-The-Dream_30_16x9	:30	25%
	DSBK1979000H	SBK_NFL_ALL_B5G200BW_2025-KOD3-The-Destiny_30_16x9	:30	75%

Flight	ISCI/Ad-ID	Creative Title	Length	Rotation
1/27-2/2/2025	DSBK1978000H	SBK_NFL_ALL_B5G200BW_2025-KOD3-The-Dream_15_16x9	:15	25%
	DSBK1980000H	SBK_NFL_ALL_B5G200BW_2025-KOD3-The-Destiny_15_16x9	:15	75%

*For Live Sports programming, please run the below rotations.

If a Live Sport is not called out below, please refer to the Regular Programming rotations above.

Please air spots in sequential order for each program, starting with Spot 1.

Flight	Live Sport	Sequence	ISCI/Ad-ID	Length	Creative Title
1/27-2/2/2025	NFL Pre and Post Game	Spot 1	DSBK1977000H	:30	SBK_NFL_ALL_B5G200BW_2025-KOD3-The-Dream_30_16x9
		Spot 2	DSBK1979000H	:30	SBK_NFL_ALL_B5G200BW_2025-KOD3-The-Destiny_30_16x9
		Spot 3	1DFS0245000H	:30	SBK_RG_ALL_NA_2025-MySpend_30_16x9
1/27-2/2/2025	NFL In-Game	Spot 1	DSBK1979000H	:30	SBK_NFL_ALL_B5G200BW_2025-KOD3-The-Destiny_30_16x9
		Spot 2	DSBK1977000H	:30	SBK_NFL_ALL_B5G200BW_2025-KOD3-The-Dream_30_16x9
		Spot 3	1DFS0245000H	:30	SBK_RG_ALL_NA_2025-MySpend_30_16x9

Traffic Disclaimer: This does not constitute an order for time. In the event of makegoods, all materials must have prior approval. If you do not have an order from a media buyer, this does not serve as an authorization to run advertising. Please direct questions regarding contracts to your station rep or buyer. Please contact the FanDuel

Traffic team at fandueltraffic@horizonmedia.com with any questions regarding these traffic instructions.