

**AVAIL FOR WPTZ+**

Jill Soulia



Schedule Dates: 10/03/2011 - 10/30/2011  
 Advertiser: AVAIL FOR WPTZ+  
 Advertiser Product:  
 Spot Length(s): :30

Acct. Exec: Jill Soulia  
 Phone #: 802-655-5455x423  
 FAX #:  
 Email: jsoulia@hearst.com

Agency:  
 Buyer:  
 Estimate #:  
 Proposal ID: 5781

Market: Burlington-Plattsburgh [95]

Program Name	Time Period	DMA P25-54			DMA P25-54			
		Rate	Rtg	Shr	CPP	000	Shr	
<b>NEWSCHANNEL 5 TODAY</b>	Mo-Fr 5:00a-6:00a							
May/2011LP		<b>\$55.00</b>	1.9	31.7	\$28.95	6	31.7	\$9.17
<b>NEWSCHANNEL 5 TODAY</b>	Mo-Fr 6:00a-7:00a							
May/2011LP		<b>\$150.00</b>	4.5	32.8	\$33.33	15	32.8	\$10.00
<b>TODAY SHOW</b>	Mo-Fr 7:00a-9:00a							
May/2011LP		<b>\$160.00</b>	3.4	31.5	\$47.06	11	31.5	\$14.55
<b>REGIS &amp; KELLY</b>	Mo-Fr 9:00a-10:00a							
May/2011LP		<b>\$55.00</b>	1.1	16.1	\$50.00	3	16.1	\$18.33
<b>THE TODAY SHOW HOUR 3 AND 4</b>	Mo-Fr 10:00a-12:00p							
May/2011LP		<b>\$30.00</b>	0.3	5.4	\$100.00	1	5.4	\$30.00
<b>WHO WANTS TO BE A MILLIONAIRE?</b>	Mo-Fr 12:00p-1:00p							
May/2011LP		<b>\$30.00</b>	0.6	8.4	\$50.00	2	8.4	\$15.00
<b>DAYS OF LIVES</b>	Mo-Fr 1:00p-2:00p							
May/2011LP		<b>\$125.00</b>	1.6	20.1	\$78.13	5	20.1	\$25.00
<b>NATE BERKUS</b>	Mo-Fr 2:00p-3:00p							
May/2011LP		<b>\$30.00</b>	0.2	3.6	\$150.00	1	3.6	\$30.00
<b>ANDERSON COOPER</b>	Mo-Fr 3:00p-4:00p							
May/2011LP		<b>\$30.00</b>	1.0	12.3	\$30.00	3	12.3	\$10.00
<b>JUDGE JUDY</b>	Mo-Fr 4:00p-5:00p							
May/2011LP		<b>\$90.00</b>	1.1	12.2	\$81.82	4	12.2	\$22.50
<b>FIRST AT 5</b>	Mo-Fr 5:00p-5:30p							
May/2011LP		<b>\$255.00</b>	3.3	23.5	\$77.27	11	23.5	\$23.18
<b>5:30P NOW</b>	Mo-Fr 5:30p-6:00p							
May/2011LP		<b>\$275.00</b>	3.4	21.7	\$80.88	11	21.7	\$25.00
<b>M-F 6PM NEWS</b>	Mo-Fr 6:00p-6:30p							
May/2011LP		<b>\$475.00</b>	5.2	23.4	\$91.35	17	23.4	\$27.94
<b>M-F JEOPARDY</b>	Mo-Fr 7:00p-7:30p							
May/2011LP		<b>\$360.00</b>	3.9	15.3	\$92.31	13	15.3	\$27.69
<b>M-F WHEEL</b>	Mo-Fr 7:30p-8:00p							
May/2011LP		<b>\$325.00</b>	2.7	11.0	\$120.37	9	11.0	\$36.11
<b>TONIGHT SHOW</b>	Mo-Fr 11:35p-12:35a							
May/2011LP		<b>\$75.00</b>	1.2	17.5	\$62.50	4	17.5	\$18.75
<b>LATENIGHT WITH JIMMY FALLON</b>	Mo-Fr 12:35a-1:35a							
May/2011LP		<b>\$30.00</b>	0.2	5.3	\$150.00	1	5.3	\$30.00
<b>M-SUN LATE NEWS</b>	Mo-Su 11:00p-11:35p							
May/2011LP		<b>\$235.00</b>	2.9	21.7	\$81.03	10	21.7	\$23.50
<b>MONDAY 8P-9P</b>	Mon 8:00p-9:00p							

Note: Asterisk (\*) indicates manual adjustment of estimate.

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		Book	Rate	Rtg	Shr	CPP	000	Shr	CPM
<b>MONDAY 8P-9P</b>	Mon 8:00p-9:00p								
May/2011LP		<b>\$600.00</b>	1.4	3.5	\$428.57	5	3.5	\$120.00	
<b>MONDAY 9P-10P</b>	Mon 9:00p-10:00p								
May/2011LP		<b>\$600.00</b>	1.7	4.4	\$352.94	5	4.4	\$120.00	
<b>MONDAY 10P-11P</b>	Mon 10:00p-11:00p								
May/2011LP		<b>\$600.00</b>	1.1	3.8	\$545.45	4	3.8	\$150.00	
<b>TUESDAY 8P-9P</b>	Tue 8:00p-9:00p								
May/2011LP		<b>\$800.00</b>	4.1	10.3	\$195.12	14	10.3	\$57.14	
<b>TUESDAY 9P-10P</b>	Tue 9:00p-10:00p								
May/2011LP		<b>\$800.00</b>	4.2	11.2	\$190.48	14	11.2	\$57.14	
<b>TUESDAY 10P-11P</b>	Tue 10:00p-11:00p								
May/2011LP		<b>\$800.00</b>	5.3	19.6	\$150.94	18	19.6	\$44.44	
<b>WEDNESDAY 8P-9P</b>	Wed 8:00p-9:00p								
May/2011LP		<b>\$700.00</b>	1.0	2.6	\$700.00	3	2.6	\$233.33	
<b>WEDNESDAY 9P-10P</b>	Wed 9:00p-10:00p								
May/2011LP		<b>\$700.00</b>	0.8	2.2	\$875.00	3	2.2	\$233.33	
<b>WEDNESDAY 10P-11P</b>	Wed 10:00p-11:00p								
May/2011LP		<b>\$700.00</b>	2.2	9.1	\$318.18	7	9.1	\$100.00	
<b>THURSDAY 8P-9P</b>	Thu 8:00p-9:00p								
May/2011LP		<b>\$900.00</b>	1.5	3.8	\$600.00	5	3.8	\$180.00	
<b>THURSDAY 9P-10P</b>	Thu 9:00p-10:00p								
May/2011LP		<b>\$900.00</b>	2.7	6.7	\$333.33	9	6.7	\$100.00	
<b>THURSDAY 10P-11P</b>	Thu 10:00p-11:00p								
May/2011LP		<b>\$900.00</b>	1.0	3.6	\$900.00	3	3.6	\$300.00	
<b>FRIDAY 8P-9P</b>	Fri 8:00p-9:00p								
May/2011LP		<b>\$400.00</b>	0.9	3.0	\$444.44	3	3.0	\$133.33	
<b>FRIDAY 9P-10P</b>	Fri 9:00p-10:00p								
May/2011LP		<b>\$400.00</b>	1.7	4.8	\$235.29	6	4.8	\$66.67	
<b>FRIDAY 10P-11P</b>	Fri 10:00p-11:00p								
May/2011LP		<b>\$400.00</b>	2.0	7.4	\$200.00	6	7.4	\$66.67	
<b>SATURDAY TODAY</b>	Sat 7:00a-9:00a								
May/2011LP		<b>\$125.00</b>	2.0	20.2	\$62.50	7	20.2	\$17.86	
<b>SATURDAY 8P-9P</b>	Sat 8:00p-9:00p								
May/2011LP		<b>\$250.00</b>	0.2	0.7	\$1,250.00	1	0.7	\$250.00	
<b>SATURDAY 9P-10P</b>	Sat 9:00p-10:00p								
May/2011LP		<b>\$250.00</b>	0.7	2.3	\$357.14	2	2.3	\$125.00	
<b>SATURDAY 10P-11P</b>	Sat 10:00p-11:00p								

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<b>SATURDAY 10P-11P</b>	Sat 10:00p-11:00p							
May/2011LP		<b>\$250.00</b>	1.0	3.8	\$250.00	3	3.8	\$83.33
<b>SAT NIGHT LIVE</b>	Sat 11:30p-1:00a							
May/2011LP		<b>\$135.00</b>	3.2	33.3	\$42.19	11	33.3	\$12.27
<b>SAT/SUN E-NEWS</b>	Sa-Su 6:00p-6:30p							
May/2011LP		<b>\$225.00</b>	3.1	17.3	\$72.58	10	17.3	\$22.50
<b>SUN TODAY SHOW</b>	Sun 8:00a-9:00a							
May/2011LP		<b>\$130.00</b>	1.7	14.7	\$76.47	6	14.7	\$21.67
<b>FOOTBALL NIGHT IN AMERICA</b>	Sun 7:00p-8:15p							
May/2011LP		<b>\$450.00</b>	*5.0	18.8	\$90.00	*17	18.8	\$26.47
<b>NFL COWBOYS @ EAGLES</b>	Sun 8:15p-11:30p							
May/2011LP		<b>\$1,250.00</b>	*9.0	29.0	\$138.89	*30	29.0	\$41.67