

AVAIL FOR WPTZ

Jill Soulia



Schedule Dates: 10/03/2011 - 10/30/2011
 Advertiser: AVAIL
 Advertiser Product: FN06 Insurance|2920
 Spot Length(s): :30

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

Agency:
 Buyer:
 Estimate #:
 Proposal ID: 290

Market: Burlington-Plattsburgh [95]

| Program Name | Time Period | DMA P25-54 | | | DMA P25-54 | | | |
|------------------------------------|---------------------|-----------------|-----|------|------------|-----|------|---------|
| | | Rate | Rtg | Shr | CPP | 000 | Shr | |
| NEWSCHANNEL 5 TODAY | Mo-Fr 5:00a-6:00a | | | | | | | |
| May/2011LP | | \$40.00 | 1.8 | 31.1 | \$22.22 | 6 | 31.1 | \$6.67 |
| NEWSCHANNEL 5 TODAY | Mo-Fr 6:00a-7:00a | | | | | | | |
| May/2011LP | | \$125.00 | 4.4 | 32.1 | \$28.41 | 15 | 32.1 | \$8.33 |
| TODAY SHOW | Mo-Fr 7:00a-9:00a | | | | | | | |
| May/2011LP | | \$125.00 | 3.2 | 29.8 | \$39.06 | 11 | 29.8 | \$11.36 |
| REGIS & KELLY | Mo-Fr 9:00a-10:00a | | | | | | | |
| May/2011LP | | \$30.00 | 1.0 | 15.8 | \$30.00 | 3 | 15.8 | \$10.00 |
| THE TODAY SHOW HOUR 3 AND 4 | Mo-Fr 10:00a-12:00p | | | | | | | |
| May/2011LP | | \$20.00 | 0.3 | 5.1 | \$66.67 | 1 | 5.1 | \$20.00 |
| MILLIONAIRE | Mo-Fr 12:00p-1:00p | | | | | | | |
| May/2011LP | | \$20.00 | 0.4 | 6.1 | \$50.00 | 1 | 6.1 | \$20.00 |
| DAYS OF LIVES | Mo-Fr 1:00p-2:00p | | | | | | | |
| May/2011LP | | \$20.00 | 1.4 | 17.7 | \$14.29 | 5 | 17.7 | \$4.00 |
| NATE BERKUS | Mo-Fr 2:00p-3:00p | | | | | | | |
| May/2011LP | | \$20.00 | 0.2 | 2.9 | \$100.00 | 1 | 2.9 | \$20.00 |
| ANDERSON COOPER | Mo-Fr 3:00p-4:00p | | | | | | | |
| May/2011LP | | \$30.00 | 0.9 | 11.2 | \$33.33 | 3 | 11.2 | \$10.00 |
| JUDGE JUDY | Mo-Fr 4:00p-5:00p | | | | | | | |
| May/2011LP | | \$50.00 | 1.0 | 11.3 | \$50.00 | 3 | 11.3 | \$16.67 |
| FIRST AT 5 | Mo-Fr 5:00p-5:30p | | | | | | | |
| May/2011LP | | \$200.00 | 3.3 | 23.4 | \$60.61 | 11 | 23.4 | \$18.18 |
| 5:30P NOW | Mo-Fr 5:30p-6:00p | | | | | | | |
| May/2011LP | | \$225.00 | 3.3 | 21.3 | \$68.18 | 11 | 21.3 | \$20.45 |
| M-F 6PM NEWS | Mo-Fr 6:00p-6:30p | | | | | | | |
| May/2011LP | | \$350.00 | 5.2 | 23.3 | \$67.31 | 17 | 23.3 | \$20.59 |
| M-F JEOPARDY | Mo-Fr 7:00p-7:30p | | | | | | | |
| May/2011LP | | \$300.00 | 3.3 | 13.0 | \$90.91 | 11 | 13.0 | \$27.27 |
| M-F WHEEL | Mo-Fr 7:30p-8:00p | | | | | | | |
| May/2011LP | | \$250.00 | 2.4 | 9.7 | \$104.17 | 8 | 9.7 | \$31.25 |
| TONIGHT SHOW | Mo-Fr 11:35p-12:35a | | | | | | | |
| May/2011LP | | \$50.00 | 1.2 | 17.5 | \$41.67 | 4 | 17.5 | \$12.50 |
| LATENIGHT WITH JIMMY FALLON | Mo-Fr 12:35a-1:35a | | | | | | | |
| May/2011LP | | \$10.00 | 0.2 | 5.3 | \$50.00 | 1 | 5.3 | \$10.00 |
| M-SUN LATE NEWS | Mo-Su 11:00p-11:30p | | | | | | | |
| May/2011LP | | \$175.00 | 2.9 | 21.6 | \$60.34 | 10 | 21.6 | \$17.50 |
| SING OFF | Mon 8:00p-10:00p | | | | | | | |

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|---------------------------------|-------------------|------------|-----|------|------------|-----|------|----------|
| | | Rate | Rtg | Shr | CPP | 000 | Shr | |
| SING OFF | Mon 8:00p-10:00p | | | | | | | |
| May/2011LP | | \$500.00 | 1.5 | 4.0 | \$333.33 | 5 | 4.0 | \$100.00 |
| PLAYBOY CLUB | Mon 10:00p-11:00p | | | | | | | |
| May/2011LP | | \$400.00 | 1.1 | 3.8 | \$363.64 | 4 | 3.8 | \$100.00 |
| BIGGEST LOSER | Tue 8:00p-10:00p | | | | | | | |
| May/2011LP | | \$500.00 | 4.1 | 10.5 | \$121.95 | 13 | 10.5 | \$38.46 |
| PARENTHOOD | Tue 10:00p-11:00p | | | | | | | |
| May/2011LP | | \$400.00 | 5.3 | 19.6 | \$75.47 | 18 | 19.6 | \$22.22 |
| UP ALL NIGHT/FREE AGENCY | Wed 8:00p-9:00p | | | | | | | |
| May/2011LP | | \$600.00 | 1.0 | 2.6 | \$600.00 | 3 | 2.6 | \$200.00 |
| HARRY'S LAW | Wed 9:00p-10:00p | | | | | | | |
| May/2011LP | | \$500.00 | 0.8 | 2.2 | \$625.00 | 3 | 2.2 | \$166.67 |
| LAW&ORDER SVU | Wed 10:00p-11:00p | | | | | | | |
| May/2011LP | | \$500.00 | 2.1 | 8.5 | \$238.10 | 7 | 8.5 | \$71.43 |
| COMMUNITYPARKSREC | Thu 8:00p-9:00p | | | | | | | |
| May/2011LP | | \$700.00 | 1.4 | 3.4 | \$500.00 | 5 | 3.4 | \$140.00 |
| THE OFFICE WHITNEY | Thu 9:00p-10:00p | | | | | | | |
| May/2011LP | | \$700.00 | 2.5 | 6.1 | \$280.00 | 8 | 6.1 | \$87.50 |
| PRIME SUSPECT | Thu 10:00p-11:00p | | | | | | | |
| May/2011LP | | \$600.00 | 1.0 | 3.5 | \$600.00 | 3 | 3.5 | \$200.00 |
| TBA | Fri 8:00p-9:00p | | | | | | | |
| May/2011LP | | \$300.00 | 0.6 | 2.1 | \$500.00 | 2 | 2.1 | \$150.00 |
| DATELINE | Fri 9:00p-11:00p | | | | | | | |
| May/2011LP | | \$300.00 | 1.8 | 5.9 | \$166.67 | 6 | 5.9 | \$50.00 |
| SATURDAY TODAY | Sat 7:00a-9:00a | | | | | | | |
| May/2011LP | | \$110.00 | 1.9 | 19.8 | \$57.89 | 6 | 19.8 | \$18.33 |
| THE CLOSER | Sat 7:00p-8:00p | | | | | | | |
| May/2011LP | | \$75.00 | 0.7 | 2.9 | \$107.14 | 2 | 2.9 | \$37.50 |
| NBC SPECIALS | Sat 8:00p-9:00p | | | | | | | |
| May/2011LP | | \$200.00 | 0.2 | 0.7 | \$1,000.00 | 1 | 0.7 | \$200.00 |
| NBC SPECIALS | Sat 9:00p-10:00p | | | | | | | |
| May/2011LP | | \$200.00 | 0.7 | 2.3 | \$285.71 | 2 | 2.3 | \$100.00 |
| NBC SPECIALS | Sat 10:00p-11:00p | | | | | | | |
| May/2011LP | | \$200.00 | 0.9 | 3.4 | \$222.22 | 3 | 3.4 | \$66.67 |
| SAT NIGHT LIVE | Sat 11:30p-1:00a | | | | | | | |
| May/2011LP | | \$125.00 | 3.0 | 31.5 | \$41.67 | 10 | 31.5 | \$12.50 |
| SAT/SUN E-NEWS | Sa-Su 6:00p-6:30p | | | | | | | |

Note: Asterisk (*) indicates manual adjustment of estimate.
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| Book | Rate | Rtg | Shr | CPP | 000 | Shr | CPM |
| SAT/SUN E-NEWS | Sa-Su 6:00p-6:30p | | | | | | |
| May/2011LP | \$200.00 | 3.1 | 17.2 | \$64.52 | 10 | 17.2 | \$20.00 |
| SUNDAY TODAY | Sun 8:00a-9:00a | | | | | | |
| May/2011LP | \$110.00 | 1.6 | 13.9 | \$68.75 | 5 | 13.9 | \$22.00 |
| FOOTBALL NIGHT IN AMERICA | Sun 7:00p-8:00p | | | | | | |
| May/2011LP | \$400.00 | *3.0 | 12.2 | \$133.33 | *10 | 12.2 | \$40.00 |
| SUNDAY NIGHT FOOTBALL | Sun 8:00p-11:00p | | | | | | |
| May/2011LP | \$1,000.00 | *6.0 | 17.4 | \$166.67 | *20 | 17.4 | \$50.00 |