

## Report Summary

\*\*\* FINAL REPORT \*\*\*

### TITLE: *ARLINGTON...IN ETERNAL VIGIL*

#### **Return on Investment (ROI) Based on Spot Buy Equivalent Value of (1) :30 commercial:**

\* Spot Buy = 407 Airings x \$425 average value/spot = \$172,975

**IBM received (5) commercials = \$864,875 total ROI**

**SafeGuard received (3) commercials = \$518,925 total ROI**

**Refer Yourself received (2) commercials = \$345,950 total ROI**

#### **Distribution Totals for April/May:**

#### **Television Households Reached**

# of new DMAs (Designated Market Area):	5
% of new DMAs:	4%
Broadcast TV Households:	26,534,640
% of Broadcast TV Households:	23.778
Armed Forces Network (Total # of service members & their families):	850,000
Armed Forces Network (Total # countries & US territories served):	176

#### **Distribution Totals Since Inception**

Number of DMAs (Designated Market Area):	191
% of DMAs:	91%
Broadcast TV Households:	199,250,181
% of Broadcast TV Households:	179.847
Armed Forces Network (Total # of service members & their families):	850,000
Armed Forces Network (Total # countries & US territories served):	176
Pentagon Channel:	2,179,090

(Reflects Active Duty Military & DoD Civilian. Also does not include Family Members)  
(Each airing has the potential of reaching this # of viewers)

## BROADCAST TV SYNDICATION

### TITLE: *ARLINGTON...IN ETERNAL VIGIL*

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Market Rank/DMA	City	St	Broadcast Cable/LPTV Stations	Airdate or # of Airings	Time	% of US TV Housholds Reached	Potential Broadcast TV Households Reached
1	New York	NY	WCBS-CBS	5/13/2007	5:00 PM	6.616	7,366,950
1	New York	NY	WVH-IND	5/28/2007	8:00 AM	2.245	2,500,000
1	New York	NY	WVH-IND	5/28/2007	3:00 PM	2.245	2,500,000
2	Los Angeles	CA	KABC-ABC	5/28/2006	1:30 PM	5.023	5,536,430
2	Los Angeles	CA	KABC-ABC	9/9/2006	2:00 AM	5.023	5,536,430
3	Chicago	IL	WLS-ABC	5/19/2007	12:30 PM	3.103	3,455,020
4	Philadelphia	PA	WPVI-ABC	9/3/2006	1:00 PM	2.654	2,925,560
4	Philadelphia	PA	WMGM-NBC	11/11/2006	1:00 PM	0.197	217,000
4	Philadelphia	PA	WPVI-ABC	5/26/2007	2:00 PM	2.642	2,941,450
5	Boston	MA	WBZ-CBS	7/2/2006	12:00 PM	2.155	2,375,310
7	Boston	MA	WCVB-ABC	5/26/2007	2:00 PM	2.130	2,372,030
6	San Francisco	CA	KGO-ABC	9/3/2006	11:30 AM	2.137	2,355,740
7	Dallas	TX	KXAS-NBC	7/29/2006	1:30 PM	2.120	2,336,140
7	Dallas	TX	KXAS-NBC	11/26/2006	12:00 PM	2.120	2,336,140
8	Washington	DC	WJLA-ABC	7/2/2006	11:30 AM	2.044	2,252,550
8	Washington	DC	WJLA-ABC	5/27/2007	11:35 PM	2.041	2,272,120
9	Atlanta	GA	WATL-My Net.	5/28/2007	8:00 AM	1.903	2,097,220
11	Detroit	MI	WWJ-CBS	5/27/2006	1:00 PM	1.757	1,936,350
11	Detroit	MI	WXYZ-ABC	7/4/2006	5:00 PM	1.757	1,936,350
11	Detroit	MI	WWJ-CBS	5/26/2007	2:00 PM	1.757	1,936,350
12	Tampa	FL	WTSP-CBS	5/29/2006	4:00 PM	1.552	1,710,400
12	Tampa	FL	WTSP-CBS	6/10/2006	2:30 PM	1.552	1,710,400
12	Tampa	FL	WTSP-CBS	11/4/2006	1:00 PM	1.552	1,710,400
12	Tampa	FL	WTSP-CBS	5/26/2007	1:00 PM	1.577	1,755,750
14	Phoenix	AZ	KNXV-ABC	5/27/2006	3:30 PM	1.507	1,660,430
13	Phoenix	AZ	KPHO-CBS	5/26/2007	4:00 PM	1.549	1,725,000
16	Cleveland	OH	WEWS-ABC	7/16/2006	4:00 PM	1.399	1,541,780
16	Cleveland	OH	WEWS-ABC	5/26/2007	1:00 PM	1.381	1,537,500
18	Denver	CO	KUSA-NBC	11/4/2006	8:00 PM	1.284	1,415,180
18	Denver	CO	KTVD-My Net.	11/5/2006	4:00 PM	1.284	1,415,180

18	Denver	CO	KMGH-ABC	5/26/2007	12:30 PM	1.286	1,431,910
19	Sacramento	CA	KXTV-ABC	5/28/2006	4:00 PM	1.221	1,345,820
19	Sacramento	CA	KXTV-ABC	11/12/2006	3:30 PM	1.221	1,345,820
20	Sacramento	CA	KXTV-ABC	5/26/2007	12:30 PM	1.229	1,368,680
19	Orlando	FL	WFTV-ABC	1/6/2007	4:00 PM	1.254	1,395,830
19	Orlando	FL	WFTV-ABC	5/27/2007	5:00 PM	1.254	1,395,830
21	St. Louis	MO	KDNL-ABC	5/27/2006	2:00 PM	1.109	1,222,380
21	St. Louis	MO	KDNL-ABC	8/27/2006	12:00 PM	1.109	1,222,380
21	St. Louis	MO	KDNL-ABC	5/26/2007	1:30 PM	1.104	1,228,980
22	Pittsburgh	PA	KDKA-CBS	6/16/2007	5:00 PM	1.061	1,169,800
23	Portland	OR	KOIN-CBS	5/26/2007	11:00 AM	1.004	1,117,990
24	Baltimore	MD	WNUV-CW	4/14/2007	6:00 PM	0.985	1,097,290
24	Baltimore	MD	WNUV-CW	5/13/2007	4:00 PM	0.985	1,097,290
24	Baltimore	MD	WBFF-FOX	5/27/2007	4:00 PM	0.985	1,097,290
25	Indianapolis	IN	WTHR-NBC	9/16/2006	2:00 PM	0.956	1,053,750
25	Indianapolis	IN	WISH-CBS	5/26/2007	2:00 PM	0.952	1,060,550
26	San Diego	CA	KGTV-ABC	5/29/2006	11:00 AM	0.931	1,026,160
26	San Diego	CA	KGTV-ABC	5/29/2006	10:00 PM	0.931	1,026,160
26	San Diego	CA	KGTV-ABC	7/1/2006	3:00 PM	0.931	1,026,160
26	San Diego	CA	XETV-FOX	2/18/2007	5:00 PM	0.931	1,026,160
27	Charlotte	NC	WYMT-WBN	9/10/2006	4:00 PM	0.926	1,020,130
27	Charlotte	NC	WYMT-My Net.	9/17/2006	3:30 AM	0.926	1,020,130
28	Hartford	CT	WTNH-ABC	5/27/2006	3:00 PM	0.919	1,013,350
28	Hartford	CT	WTNH-ABC	5/19/2007	2:00 PM	0.911	1,014,630
29	Raleigh/Durham	NC	WRDC-UPN	7/2/2006	12:00 PM	0.894	985,200
29	Raleigh/Durham	NC	WLFL-CWN/My Net.	12/30/2006	4:00 PM	0.894	985,200
30	Nashville	TN	WTVF-CBS	6/18/2006	12:00 PM	0.842	927,500
30	Nashville	TN	WLLP-IND	5/28/2006	7:00 PM	0.272	350,000
30	Nashville	TN	WLLP-IND	10/15/2006	7:00 PM	0.272	350,000
31	Kansas City	MO	KMBC-ABC	5/27/2006	1:00 PM	0.820	903,540
31	Kansas City	MO	KCWE-CW	7/2/2006	12:00 PM	0.820	903,540
31	Kansas City	MO	KMBC-ABC	5/26/2007	12:00 PM	0.820	913,280
32	Columbus	OH	WCMH-NBC	9/3/2006	11:30 AM	0.808	890,770
33	Milwaukee	WI	WCGV-UPN	5/28/2006	5:00 PM	0.799	880,390
33	Milwaukee	WI	WCGV-My Net.	11/11/2006	2:00 PM	0.799	880,390
34	Milwaukee	WI	WCGV-My Net.	5/27/2007	4:00 PM	0.793	882,990

34	Cincinnati	OH	WBQC-IND	10/24/2006	9:00 PM	0.799	880,190
33	Cincinnati	OH	WBQC-IND	5/13/2007	4:00 PM	0.797	886,910
35	Greenville	SC	WNEG-CBS	6/24/2006	3:30 PM	0.740	815,460
35	Greenville	SC	WLOS-ABC	7/2/2006	12:00 PM	0.740	815,460
36	Salt Lake City	UT	KSL-NBC	11/11/2006	11:30 AM	0.736	810,830
37	San Antonio	TX	KABB-FOX	5/27/2006	4:00 PM	0.690	760,410
38	West Palm Beach	FL	WPBF-ABC	5/28/2006	5:00 PM	0.682	751,930
38	West Palm Beach	FL	WPEC-CBS	5/13/2007	12:00 PM	0.693	772,140
38	West Palm Beach	FL	WPEC-CBS	6/17/2007	4:00 PM	0.693	772,140
39	Grand Rapids	MI	WXMI-FOX	7/2/2006	12:00 PM	0.664	731,630
39	Grand Rapids	MI	WOTV-ABC	11/11/2006	1:00 PM	0.664	731,630
41	Harrisburg	PA	WHP-CBS	5/27/2006	12:00 PM	0.641	707,010
41	Harrisburg	PA	WHP-CBS	5/27/2007	12:00 PM	0.641	713,960
42	Norfolk	VA	WVBT-FOX	5/28/2006	3:00 PM	0.604	704,810
44	Memphis	TN	WPTY-ABC	5/28/2006	4:00 PM	0.597	657,670
44	Memphis	TN	WPTY-ABC	5/26/2007	4:30 PM	0.597	664,290
46	Albuquerque	NM	KOAT-ABC	6/25/2006	11:30 AM	0.593	653,680
46	Albuquerque	NM	KOAT-ABC	9/24/2006	3:00 PM	0.593	653,680
46	Albuquerque	NM	KOAT-ABC	5/13/2007	12:00 PM	0.595	662,380
47	Greensboro	NC	WUPN-UPN	5/7/2006	3:00 PM	0.592	652,020
48	Las Vegas	NV	KLAS-CBS	5/28/2006	3:00 PM	0.591	651,110
43	Las Vegas	NV	Las Vegas One	5/28/2006	9:00 PM	0.036	40,000
49	Buffalo	NY	WGRZ-NBC	9/3/2006	12:00 PM	0.585	644,430
50	Louisville	KY	WDRB-FOX	5/28/2006	1:30 PM	0.584	643,290
50	Louisville	KY	WFTE-UPN	5/28/2006	8:00 PM	0.584	643,290
51	Providence	RI	WNAC-FOX	5/28/2006	2:00 PM	0.580	639,590
51	Providence	RI	WNAC-FOX	7/2/2006	3:00 PM	0.580	639,590
52	Jacksonville	FL	WJXX-ABC	7/29/2006	5:00 PM	0.566	624,220
53	Austin	TX	KVUE-ABC	12/9/2006	1:30 AM	0.535	589,360
53	Austin	TX	KVUE-ABC	5/26/2007	12:30 PM	0.541	602,340
54	New Orleans	LA	WDSU-NBC	4/26/2007	1:00 PM	0.509	566,960
54	Wilkes Barre	PA	WYOU-CBS	5/20/2006	12:00 PM	0.534	588,540
55	Albany	NY	WNYT-NBC	8/5/2006	1:30 PM	0.501	552,250
55	Albany	NY	WNYT-NBC	12/10/2006	2:00 PM	0.501	552,250
57	Little Rock	AR	KTHV-CBS	5/29/2006	7:00 PM	0.482	531,470
57	Little Rock	AR	KTHV-CBS	7/2/2006	12:30 PM	0.482	531,470

57	Little Rock	AR	KTHV-CBS	11/11/2006	11:00 AM	0.482	531,470
58	Knoxville	TN	WATE-ABC	5/27/2006	3:00 PM	0.468	516,180
58	Knoxville	TN	WTNZ-FOX	9/9/2006	2:00 PM	0.468	516,180
59	Dayton	OH	WHIO-CBS	6/3/2006	11:00 AM	0.466	513,610
59	Dayton	OH	MVC-UPN	6/2/2006	9:00 AM	0.466	513,610
59	Dayton	OH	MVC-UPN	6/24/2006	5:00 PM	0.466	513,610
60	Richmond	VA	WTVR-CBS	5/27/2007	1:00 PM	0.463	510,770
62	Tulsa	OK	KOTV-CBS	2/17/2007	3:00 PM	0.434	483,520
62	Mobile	AL	WEAR-ABC	5/27/2006	12:30 PM	0.455	501,130
63	Lexington	KY	WLEX-NBC	6/25/2006	1:30 PM	0.434	478,560
64	Charleston	WV	WSAZ-NBC	1/14/2007	2:00 PM	0.428	477,040
64	Charleston	WV	WSAZ-DT	1/14/2007	1:00 PM	0.023	25,000
65	Flint	MI	WNEM-CBS	5/27/2006	1:00 PM	0.431	475,500
65	Flint	MI	WNEM-CBS	7/2/2006	1:30 PM	0.431	475,500
66	Fort Myers	FL	WINK-CBS	7/2/2006	1:00 PM	0.419	461,920
64	Fort Myers	FL	WZVN-ABC	7/1/2007	2:00 PM	0.430	479,130
68	Roanoke	VA	WDRL-IND	5/26/2007	5:00 PM	0.400	440,390
69	Green Bay	WI	WFRV-CBS	6/17/2006	1:30 PM	0.400	440,390
69	Green Bay	WI	WFRV-CBS	6/26/2006	12:30 PM	0.400	440,390
69	Green Bay	WI	WLUX-FOX	5/6/2007	1:00 PM	0.390	434,760
69	Green Bay	WI	WFRV-CBS	5/26/2007	1:00 PM	0.390	434,760
69	Green Bay	WI	WLUX-FOX	5/28/2007	5:00 PM	0.390	434,760
70	Toledo	OH	WTVG-ABC	5/27/2006	3:00 PM	0.387	426,520
71	Tucson	AZ	KGUN-ABC	11/11/2006	11:00 AM	0.383	422,480
72	Honolulu	HI	KWHE-IND	7/8/2006	7:00 PM	0.377	414,960
72	Honolulu	HI	KWHE-IND	10/14/2006	7:00 PM	0.377	414,960
72	Honolulu	HI	KWHE-IND	2/17/2007	8:00 PM	0.376	419,160
72	Honolulu	HI	KWHE-IND	3/10/2007	7:00 PM	0.376	419,160
72	Honolulu	HI	KWHE-IND	5/26/2007	8:00 PM	0.376	419,160
74	Portland	ME	WMTW-ABC	5/26/2007	2:30 PM	0.369	407,050
75	Omaha	NE	KETV-ABC	5/27/2006	2:00 PM	0.363	399,830
75	Omaha	NE	KETV-ABC	5/26/2007	1:30 PM	0.362	403,560
76	Syracuse	NY	WIXT-ABC	11/12/2006	1:00 PM	0.361	398,240
77	Springfield	MO	KYTV-NBC	5/27/2006	3:00 PM	0.359	395,820
77	Springfield	MO	KYTV-NBC	7/4/2006	1:00 PM	0.359	395,820
77	Springfield	MO	KYTV-NBC	11/11/2006	4:00 PM	0.359	395,820

77	Springfield	MO	KCZ-CW	5/19/2007	2:00 PM	0.361	402,310
78	Spokane	WA	KAYU-FOX	9/2/2006	1:00 PM	0.354	389,630
79	Rochester	NY	WROC-CBS	5/29/2006	8:00 PM	0.350	385,460
79	Rochester	NY	WROC-CBS	6/29/2006	10:00 PM	0.350	385,460
79	Rochester	NY	WROC-CBS	11/4/2006	8:00 PM	0.350	385,460
78	Rochester	NY	WROC-CBS	5/26/2007	8:00 PM	0.353	392,630
80	Paducah	KY	WDKA-WBN	5/28/2006	1:30 PM	0.348	383,330
80	Paducah	KY	KBSI-FOX	10/29/2006	12:00 PM	0.348	383,330
80	Paducah	KY	WDKA-WBN	5/26/2007	5:00 PM	0.345	384,510
80	Paducah	KY	KBSI-FOX	5/27/2007	2:00 PM	0.345	384,510
81	Shreveport	LA	KSHV-WBN	6/28/2006	10:00 AM	0.347	382,080
81	Shreveport	LA	KSHV-WBN	7/1/2006	2:00 PM	0.347	382,080
81	Shreveport	LA	KSHV-My Net.	4/14/2007	2:00 PM	0.342	381,200
82	Champaign	IL	WRSP-FOX	7/2/2006	12:00 PM	0.343	378,100
82	Champaign	IL	WRSP-FOX	9/3/2006	3:00 PM	0.343	378,100
83	Columbia	SC	WLTX-CBS	7/2/2006	12:30 PM	0.339	373,260
84	Huntsville	AL	WYLE-IND	5/28/2006	7:00 PM	0.336	370,820
84	Huntsville	AL	WYLE-IND	7/4/2006	12:00 PM	0.336	370,820
84	Huntsville	AL	WYLE-IND	10/15/2006	7:00 PM	0.336	370,820
85	Madison	WI	WMSN-FOX	9/3/2006	1:00 PM	0.332	365,550
86	Chattanooga	TN	WDSI-FOX	1/14/2007	1:00 AM	0.312	347,380
86	Chattanooga	TN	WDSI-DT-My Net.	1/14/2007	3:00 PM	0.031	34,738
87	South Bend	IN	WSBT-CBS	6/25/2006	1:00 PM	0.302	333,190
87	South Bend	IN	WSBT-CBS	7/2/2006	1:00 PM	0.302	333,190
87	South Bend	IN	WNDU-NBC	11/22/2006	8:00 PM	0.302	333,190
88	Cedar Rapids	IA	KWWL-NBC	9/17/2006	1:00 PM	0.301	331,480
89	Cedar Rapids	IA	KWWL-NBC	3/10/2007	8:00 PM	0.299	333,270
89	Jackson	MS	WAPT-ABC	5/27/2006	2:00 PM	0.298	328,350
90	Burlington	VT	WCAX-CBS	7/2/2006	1:00 PM	0.296	325,720
91	Tri-Cities	TN/VA	CYB-CW	12/10/2006	3:00 PM	0.203	224,275
92	Tri-Cities	TN/VA	WJHL-CBS	5/27/2007	1:00 PM	0.293	326,560
92	Harlingen	TX	KRGV-ABC	5/27/2006	2:00 PM	0.289	318,800
92	Harlingen	TX	KRGV-ABC	11/11/2006	12:00 PM	0.289	318,800
91	Harlingen	TX	KRGV-ABC	5/26/2007	4:30 PM	0.294	327,070
93	Colorado Springs	CO	KRDO-ABC	5/28/2006	3:00 PM	0.286	315,010
93	Colorado Springs	CO	KRDO-ABC	6/4/2006	11:00 AM	0.286	315,010

94	Colorado Springs	CO	KRDO-ABC	5/26/2007	4:00 PM	0.284	316,630
93	Baton Rouge	LA	WBRZ-ABC	5/26/2007	1:00 PM	0.277	305,810
94	Waco	TX	KXXV-ABC	5/27/2006	1:30 PM	0.282	310,960
94	Waco	TX	KXXV-ABC	7/29/2006	3:30 PM	0.282	310,960
94	Waco	TX	KXXV-ABC	9/3/2006	3:00 PM	0.290	322,540
95	Waco	TX	KWKT-FOX	1/7/2007	2:00 PM	0.280	311,690
95	Davenport	IA	KWQC-NBC	5/21/2006	11:00 AM	0.280	308,380
95	Davenport	IA	KWQC-NBC	9/3/2006	11:00 AM	0.280	308,380
96	Davenport	IA	KWQC-NBC	5/27/2007	12:00 AM	0.277	308,360
97	Savannah	GA	WJCL-ABC	7/23/2006	2:00 PM	0.277	305,810
97	Savannah	GA	WJCL-ABC	9/9/2006	1:00 PM	0.277	305,810
97	Savannah	GA	WJCL-ABC	1/7/2007	1:00 PM	0.268	298,130
97	Savannah	GA	WJCL-ABC	4/22/2007	2:30 PM	0.268	298,130
98	Johnstown	PA	WJAC-NBC	11/11/2006	1:30 PM	0.267	294,810
99	El Paso	TX	KFQX-FOX	5/28/2006	2:00 PM	0.264	290,540
99	El Paso	TX	KFQX-FOX	9/17/2006	11:30 AM	0.264	290,540
100	Evansville	IN	WTSN-UPN	6/4/2006	12:00 PM	0.143	157,229
100	Evansville	IN	WEVV-CBS	8/6/2006	5:00 AM	0.262	288,800
101	Charleston	SC	WMMP-UPN	5/28/2006	12:00 PM	0.257	283,730
101	Charleston	SC	WTAT-FOX	6/4/2006	1:00 PM	0.257	283,730
101	Charleston	SC	WTAT-FOX	6/18/2006	6:00 PM	0.257	283,730
100	Charleston	SC	WTAT-FOX	5/13/2007	1:00 PM	0.261	290,110
100	Charleston	SC	WTAT-FOX	6/20/2007	1:00 PM	0.261	290,110
102	Youngstown	OH	WFMJ-NBC	8/5/2006	1:30 PM	0.251	276,720
102	Ft. Smith	AR	KNWA-NBC	5/28/2007	10:00 AM	0.252	280,510
103	Lincoln	NE	KOLN-CBS	6/17/2006	1:30 PM	0.249	274,150
106	Fort Wayne	IN	WFFT-FOX	8/20/2006	1:00 PM	0.245	270,500
106	Fort Wayne	IN	WFFT-FOX	1/7/2007	12:00 PM	0.244	271,550
107	Greenville	NC	GCTI-IND-DT	5/27/2007	1:00 PM	0.075	8,355
107	Myrtle Beach	SC	WPDE-ABC	3/25/2007	1:00 PM	0.241	265,770
107	Myrtle Beach	SC	WPDE-ABC	6/17/2006	5:00 PM	0.241	265,770
108	Springfield	MA	WGGB-ABC	5/27/2006	2:00 PM	0.240	264,840
109	Springfield	MA	WGGB-ABC	5/26/2007	2:30 PM	0.238	264,480
109	Tallahassee	FL	WTXL-ABC	6/17/2006	5:00 PM	0.237	261,250
109	Tallahassee	FL	WTXL-ABC	6/25/2006	1:30 PM	0.237	261,250
109	Tallahassee	FL	WTXL-ABC	8/26/2006	2:30 PM	0.237	261,250

110	Lansing	MI	WILX-NBC	6/25/2006	1:30 PM	0.233	256,790
110	Lansing	MI	WILX-NBC	9/10/2006	12:30 PM	0.233	256,790
110	Lansing	MI	WILX-NBC	12/17/2006	1:00 PM	0.233	256,790
112	Lansing	MI	WILX-NBC	5/19/2007	1:00 PM	0.230	256,190
112	Lansing	MI	WILX-NBC	5/27/2007	11:00 AM	0.230	256,190
111	Tyler	TX	KLPH-UPN	5/29/2006	9:00 PM	0.232	255,770
111	Tyler	TX	KFXX-FOX	6/3/2006	11:30 AM	0.232	255,770
111	Tyler	TX	KLPH-UPN	6/25/2006	8:00 PM	0.232	255,770
111	Tyler	TX	MYTX-My Net.	10/8/2006	3:00 PM	0.232	255,770
111	Tyler	TX	KYTX-CBS	11/12/2006	12:00 PM	0.232	255,770
112	Reno	NV	KOLO-ABC	7/22/2006	3:00 PM	0.231	255,090
113	Traverse City	MI	WGTU-ABC	5/28/2006	4:30 PM	0.225	247,600
113	Traverse City	MI	WFQX-FOX	11/11/2006	6:00 PM	0.225	247,600
114	Sioux Falls	SD	KELO-CBS	6/11/2006	4:00 PM	0.223	246,020
114	Sioux Falls	SD	KELO-CBS	7/2/2006	12:00 PM	0.223	246,020
114	Sioux Falls	SD	KELO-CBS	9/2/2006	6:00 PM	0.223	246,020
115	Augusta	GA	WAGT-NBC	7/5/2006	8:00 PM	0.223	245,590
116	Montgomery	AL	WNCN-ABC	5/26/2007	12:00 AM	0.222	245,090
117	Peoria	IL	WMBD-CBS	6/18/2006	1:00 PM	0.219	241,800
119	Boise	ID	KIVI-ABC	7/16/2006	3:00 PM	0.209	230,100
119	Boise	ID	KIVI-ABC	9/10/2006	3:00 PM	0.209	230,100
118	Boise	ID	KIVI-ABC	1/7/2007	3:00 PM	0.215	238,990
119	Fargo	ND	KBMY-ABC	5/26/2007	1:00 PM	0.211	235,320
121	Macon	GA	WGXA-FOX	1/6/2007	5:00 PM	0.207	230,180
121	Eugene	OR	KEZI-ABC	5/28/2006	2:30 PM	0.208	229,280
122	Santa Barbara	CA	KSBY-NBC	5/29/2006	10:00 AM	0.204	224,290
122	Santa Barbara	CA	KEYT-ABC	1/14/2007	2:00 PM	0.205	227,700
123	La Crosse	WI	WEAU-NBC	6/25/2006	12:00 PM	0.203	224,090
123	La Crosse	WI	WEAU-NBC	12/23/2006	2:00 PM	0.203	224,090
127	La Crosse	WI	WXOW-ABC	5/26/2007	1:30 PM	0.188	209,870
124	Lafayette	LA	KATC-ABC	5/27/2006	2:00 PM	0.200	220,030
124	Lafayette	LA	KATC-ABC	9/3/2006	3:00 PM	0.200	220,030
123	Lafayette	LA	KATC-ABC	5/26/2007	1:30 PM	0.203	225,650
125	Monterey	CA	KION-CBS	6/11/2006	12:00 PM	0.198	218,080
126	Yakima	WA	KCYU-FOX	9/2/2006	1:00 PM	0.192	211,610
127	Columbus	GA	WLTZ-NBC	11/11/2006	1:00 PM	0.186	205,300



128	Bakersfield	CA	KUVI-UPN	5/27/2006	4:00 PM	0.183	201,850
128	Bakersfield	CA	KUVI-UPN	5/28/2006	11:00 AM	0.183	201,850
129	Corpus Christi	TX	KDF-FOX	5/28/2006	12:30 PM	0.175	192,380
129	Corpus Christi	TX	KDF-FOX	7/1/2006	3:30 PM	0.175	192,380
130	Chico/Redding	CA	KRCR-ABC	5/28/2006	2:00 PM	0.173	191,190
130	Chico/Redding	CA	KRCR-ABC	5/26/2007	3:30 PM	0.174	193,590
131	Amarillo	TX	KFDA-CBS	6/20/2006	12:00 PM	0.173	190,250
131	Amarillo	TX	KFDA-CBS	5/28/2007	10:00 AM	0.171	190,590
132	Columbus	MS	WCBI-CBS	5/27/2006	12:00 PM	0.169	186,510
132	Columbus	MS	WCBI-CBS	7/2/2006	11:00 AM	0.169	186,510
132	Columbus	MS	WCBI-CBS	5/27/2007	11:00 AM	0.168	187,150
133	Rockford	IL	WTVO-ABC	11/12/2006	4:00 AM	0.166	183,090
134	Wausau	WI	WAOW-ABC	5/27/2006	2:00 PM	0.166	182,620
134	Wausau	WI	WAOW-ABC	9/3/2006	1:30 PM	0.166	182,620
135	Monroe	LA	KARD-FOX	10/7/2006	2:00 PM	0.158	174,370
136	Topeka	KS	KSNT-NBC	10/21/2006	12:00 PM	0.155	170,650
138	Topeka	KS	KSNT-NBC	5/27/2007	12:30 AM	0.154	171,310
137	Duluth	MN	WDIO-CBS	5/26/2007	1:00 PM	0.153	168,650
138	Columbia	MO	KRCG-CBS	6/24/2006	2:30 PM	0.152	167,860
139	Wilmington	NC	WILM-CBS	6/11/2006	5:00 PM	0.148	167,810
139	Wilmington	NC	WILM-CBS	7/2/2006	1:00 PM	0.148	167,810
139	Wilmington	NC	WILM-CBS	9/16/2006	12:00 PM	0.148	167,810
139	Wilmington	NC	WILM-CBS	11/11/2006	12:00 PM	0.148	167,810
140	Beaumont	TX	KFDM-CBS	6/17/2006	1:00 PM	0.152	167,430
140	Beaumont	TX	KFDM-CBS	7/2/2006	1:00 PM	0.152	167,430
140	Beaumont	TX	KBMT-ABC	4/7/2007	1:30 PM	0.150	167,090
140	Beaumont	TX	KBMT-ABC	5/5/2007	3:30 PM	0.150	167,090
141	Medford	OR	KDRV-ABC	5/28/2006	4:00 PM	0.148	163,090
142	Erie	PA	WJET-ABC	11/19/2006	2:00 PM	0.144	158,660
142	Erie	PA	WJET-ABC	5/19/2007	2:30 PM	0.141	156,480
143	Sioux City	IA	KTIV-NBC	6/25/2006	11:00 AM	0.142	156,950
144	Wichita Falls	TX	KSWO-ABC	1/7/2007	4:00 PM	0.141	154,960
144	Wichita Falls	TX	KSWO-ABC	3/25/2007	12:00 PM	0.141	154,960
144	Wichita Falls	TX	KSWO-ABC	5/5/2007	4:00 PM	0.141	154,960
145	Joplin	MO	KOAM-CBS	5/27/2006	12:00 PM	0.139	153,720
147	Albany	GA	WALB-NBC	5/29/2006	7:00 PM	0.138	152,140

147	Albany	GA	WALB-NBC	7/4/2006	7:00 PM	0.138	152,140
148	Salisbury	MD	WMDT-ABC	12/10/2006	1:00 AM	0.134	147,890
148	Salisbury	MD	WMDT-ABC	5/26/2007	2:00 PM	0.135	150,790
149	Bluefield	WV	WOAY-ABC	5/27/2006	1:30 PM	0.132	145,850
149	Bluefield	WV	WOAY-ABC	9/3/2006	1:00 PM	0.132	145,850
150	Bluefield	WV	WOAY-ABC	1/14/2007	1:30 PM	0.131	145,550
151	Bangor	ME	WABI-CBS	5/17/2006	4:00 PM	0.130	142,790
151	Bangor	ME	WABI-CBS	6/24/2006	1:30 PM	0.130	142,790
152	Bangor	ME	WABI-CBS	5/5/2007	1:30 AM	0.129	143,170
152	Bangor	ME	WABI-CBS	5/27/2007	12:30 PM	0.129	143,170
152	Rochester	MN	KTTC-NBC	9/3/2006	11:30 AM	0.130	142,770
154	Wheeling	WV	WTOV-NBC	6/3/2006	8:00 AM	0.129	142,020
154	Wheeling	WV	WTOV-NBC	7/1/2006	8:00 AM	0.129	142,020
155	Anchorage	AK	KIMO-ABC	5/13/2006	9:00 PM	0.128	141,290
155	Anchorage	AK	KIMO-ABC	5/29/2006	8:00 PM	0.128	141,290
154	Anchorage	AK	KIMO-ABC	5/26/2007	2:00 PM	0.128	142,230
156	Panama City	FL	WJHG-NBC	5/13/2007	4:00 AM	0.126	140,790
156	Binghamton	NY	WBPH-UPN	5/28/2006	7:00 PM	0.126	138,560
156	Binghamton	NY	WICZ-FOX	5/29/2006	7:00 PM	0.126	138,560
156	Binghamton	NY	WICZ-FOX	7/4/2006	7:00 PM	0.126	138,560
156	Binghamton	NY	WICZ-FOX	5/28/2007	7:00 PM	0.124	138,220
158	Biloxi	MS	WXXV-FOX	5/13/2006	12:30 PM	0.123	135,540
158	Biloxi	MS	WXXV-FOX	7/2/2006	4:30 PM	0.123	135,540
160	Biloxi	MS	WXXV-FOX	5/27/2007	12:00 PM	0.121	134,320
159	Midland/Odessa	TX	KOSA-CBS	5/27/2006	12:00 PM	0.123	135,100
160	Minot	ND	WDAY-ABC	5/26/2007	1:00 PM	0.121	134,320
162	Gainesville	FL	WYPN-UPN	5/27/2006	2:00 PM	0.087	96,000
162	Gainesville	FL	WGFL-CBS	5/27/2007	1:00 PM	0.106	117,190
163	Idaho Falls	ID	KIFI-ABC	6/3/2006	1:00 PM	0.104	114,560
164	Abilene	TX	KTAB-CBS	5/27/2006	12:00 PM	0.102	112,510
164	Abilene	TX	KTAB-CBS	10/7/2006	12:00 PM	0.102	112,510
164	Abilene	TX	KRBC-NBC	11/12/2006	10:00 AM	0.102	112,510
164	Abilene	TX	KTAB-CBS	5/6/2007	1:00 AM	0.103	114,210
165	Clarksburg	WV	WDTV-CBS	9/9/2006	2:00 PM	0.099	108,730
165	Clarksburg	WV	WDTV-CBS	12/5/2006	10:00 PM	0.099	108,730
166	Utica	NY	WFXV-FOX	5/28/2006	1:00 PM	0.096	106,130

166	Utica	NY	WFXV-FOX	9/3/2006	4:00 PM	0.096	106,130
169	Utica	NY	WFXV-FOX	5/27/2007	4:00 PM	0.095	106,080
168	Missoula	MT	KMMF-FOX	6/4/2006	2:00 PM	0.095	104,700
168	Missoula	MT	KTMF-ABC	1/14/2007	11:00 AM	0.095	106,250
170	Yuma	AZ	KEYC-FOX	5/28/2006	1:00 PM	0.094	103,170
170	Yuma	AZ	KEYC-FOX	7/2/2006	3:00 PM	0.094	103,170
170	Yuma	AZ	KEYC-FOX	11/11/2006	3:00 PM	0.094	103,170
171	Billings	MT	KULR-NBC	7/29/2006	1:00 PM	0.093	102,620
171	Billings	MT	KULR-NBC	7/30/2006	12:30 PM	0.093	102,620
171	Billings	MT	KULR-NBC	8/20/2006	11:30 AM	0.093	102,620
171	Quincy	IL	CGEM-FOX	2/11/2007	11:00 AM	0.093	103,690
171	Quincy	IL	CGEM-FOX	2/25/2007	12:00 PM	0.093	103,690
171	Quincy	IL	CGEM-FOX	3/3/2007	3:00 PM	0.093	103,690
172	Dothan	AL	WDHN-ABC	6/17/2006	1:30 AM	0.089	98,370
173	Elmira	NY	WYDC-FOX	5/28/2006	3:00 PM	0.088	97,210
173	Elmira	NY	WYDC-FOX	7/2/2006	1:00 PM	0.088	97,210
173	Elmira	NY	WJKP-FOX	8/31/2006	9:00 AM	0.088	97,210
173	Elmira	NY	WENY-ABC	1/6/2007	2:00 PM	0.087	96,690
173	Elmira	NY	WENY-ABC	2/4/2007	5:00 PM	0.087	96,690
174	Jackson	TN/VA	WJKT-UPN	5/27/2006	2:00 PM	0.086	95,010
176	Alexandria	LA	KLAX-ABC	5/27/2006	12:30 PM	0.085	93,120
176	Alexandria	LA	KWCE-UPN	6/3/2006	3:00 PM	0.027	300,000
176	Alexandria	LA	KLAX-ABC	7/16/2006	4:00 PM	0.085	93,120
176	Alexandria	LA	KALB-NBC	9/30/2006	12:30 PM	0.085	93,120
176	Alexandria	LA	KALB-NBC	11/11/2006	11:00 AM	0.085	93,120
177	Rapid City	SD	KCLO-CBS	6/11/2006	3:00 PM	0.083	91,070
177	Rapid City	SD	KCLO-CBS	7/2/2006	11:00 AM	0.083	91,070
177	Rapid City	SD	KOTA-ABC	5/26/2007	5:00 AM	0.084	93,870
178	Watertown	NY	WWNY-CBS	5/27/2006	1:00 PM	0.083	90,930
178	Watertown	NY	WWNY-CBS	9/10/2006	8:00 PM	0.083	90,930
179	Jonesboro	AR	KAIT-ABC	11/12/2006	11:30 PM	0.081	89,530
180	Marquette	MI	WJMN-CBS	6/17/2006	1:30 PM	0.081	89,160
180	Marquette	MI	WJMN-CBS	6/25/2006	12:30 PM	0.081	89,160
178	Marquette	MI	WJMN-CBS	5/26/2007	1:00 PM	0.081	89,670
181	Harrisonburg	VA	WHSV-NBC	8/27/2006	2:30 PM	0.078	85,870
182	Greenwood	MS	WXVT-CBS	11/10/2006	3:30 AM	0.070	76,800

183	Bowling Green	KY	WBKO-ABC	6/11/2006	12:00 PM	0.068	75,420
184	Meridian	MS	WMDN-CBS	6/11/2006	2:00 PM	0.065	71,210
184	Meridian	MS	WMDN-CBS	6/25/2006	12:30 PM	0.065	71,210
184	Meridian	MS	WTOK-ABC	9/10/2006	3:30 PM	0.065	71,210
184	Meridian	MS	ETOK-FOX	10/28/2006	2:30 PM	0.065	71,210
184	Meridian	MS	WTOK-ABC	11/4/2006	3:00 PM	0.042	46,897
185	Meridian	MS	WTOK-ABC	1/6/2007	3:00 PM	0.062	69,560
185	Meridian	MS	ETOK-FOX	3/4/2007	2:00 PM	0.042	46,897
185	Lima	OH	WLIO-NBC	7/15/2006	1:00 PM	0.064	70,940
186	Charlottesville	VA	WCAV-CBS	5/27/2006	12:00 PM	0.063	69,750
187	Grand Junction	CO	KJCT-ABC	5/28/2006	3:00 PM	0.059	65,190
187	Grand Junction	CO	KJCT-ABC	6/4/2006	11:00 AM	0.059	65,190
186	Grand Junction	CO	KJCT-ABC	5/27/2007	3:30 PM	0.062	69,560
188	Laredo	TX	KGNS-NBC	6/4/2006	9:30 AM	0.058	64,410
188	Lafayette	IN	WLFI-CBS	6/2/2007	2:00 PM	0.058	64,680
187	Laredo	TX	KGNS-NBC	5/27/2007	10:00 AM	0.059	65,790
189	Great Falls	MT	KL MN-FOX	6/4/2006	2:00 PM	0.058	64,130
190	Great Falls	MT	KFBB-ABC	1/14/2007	11:00 AM	0.057	63,510
190	Parkersburg	WV	WTAP-NBC	5/27/2006	10:00 PM	0.058	63,990
190	Parkersburg	WV	WTAP-NBC	6/3/2006	10:00 PM	0.058	63,990
190	Parkersburg	WV	WTAP-NBC	6/24/2007	5:30 PM	0.058	63,990
190	Parkersburg	WV	WTAP-NBC	6/25/2006	10:00 PM	0.058	63,990
190	Parkersburg	WV	WTAP-NBC	9/12/2006	6:00 PM	0.058	63,990
192	Twin Falls	ID	KSAW-ABC	7/16/2006	3:00 PM	0.055	60,400
192	Twin Falls	ID	KSAW-ABC	9/10/2006	3:00 PM	0.055	60,400
191	Twin Falls	ID	KSAW-ABC	1/7/2007	3:00 PM	0.055	61,160
193	Butte/Bozeman	MT	KBTZ-FOX	6/4/2006	2:00 PM	0.054	59,300
192	Butte/Bozeman	MT	KWYB-ABC	1/14/2007	11:00 AM	0.054	60,560
194	Eureka	CA	KA EF-ABC	5/28/2006	2:00 PM	0.053	58,340
193	Eureka	CA	KA EF-ABC	5/26/2007	4:00 PM	0.053	59,360
195	Cheyenne	WY	KDUH-ABC	5/26/2007	5:00 AM	0.049	54,030
196	Bend	OR	KFXO-FOX	5/27/2006	11:30 AM	0.049	54,250
197	San Angelo	TX	KLST-CBS	5/27/2006	12:00 PM	0.048	53,330
197	San Angelo	TX	KSAN-NBC	10/7/2006	12:00 PM	0.048	53,330
197	San Angelo	TX	KLST-CBS	11/12/2006	10:00 AM	0.048	53,330
197	San Angelo	TX	KLST-CBS	5/6/2007	11:00 AM	0.048	52,930

198	Casper	WY	KTWO-ABC	5/27/2006	1:00 PM	0.047	52,070
198	Casper	WY	KTWO-ABC	8/27/2006	11:30 AM	0.047	52,070
199	Ottumwa	IA	KYOU-FOX	6/25/2006	12:30 PM	0.047	51,290
199	Ottumwa	IA	KYOU-FOX	5/19/2007	1:00 PM	0.046	51,470
203	Fairbanks	AK	KATN-ABC	5/13/2006	9:00 PM	0.029	32,310
203	Fairbanks	AK	KATN-ABC	5/29/2006	8:00 PM	0.029	32,310
202	Fairbanks	AK	KATN-ABC	5/26/2007	2:00 PM	0.030	33,240
205	Victoria	TX	KAVU-ABC	5/27/2006	2:00 PM	0.027	30,250
205	Victoria	TX	KVCT-FOX	11/6/2006	2:00 PM	0.027	30,250
205	Victoria	TX	KMOL-NBC	5/27/2007	12:00 PM	0.027	30,450
206	Helena	MT	KHBB-ABC	1/14/2007	11:00 AM	0.023	25,970
207	Juneau	AK	KJUD-ABC	5/13/2006	9:00 PM	0.022	24,130
207	Juneau	AK	KJUD-ABC	5/29/2006	8:00 PM	0.022	24,130
207	Juneau	AK	KJUD-ABC	5/26/2007	2:00 PM	0.021	23,910
209	North Platte	NE	KNOP-NBC	5/28/2006	10:00 AM	0.005	5,020
210	Glendive	MT	KXGN-CBS	6/5/2006	9:00 PM	0.005	5,020
210	Glendive	MT	KXGN-CBS	8/6/2006	11:00 AM	0.005	5,020

**Total Number of DMAs (Designated Market Areas) Cleared: 191**

**Total Percentage of DMAs Cleared: 91%**

**Total Percentage of Broadcast TV Households "Reached": 179.847**

**Total Number of Broadcast TV Households "Reached": 199,250,181**

Please Note:  
Airing listed in red indicates an Early Fringe (weekends included) or Prime Time airing

**AMERICAN FORCES RADIO & TV (AFRTS) & PENTAGON CHANNEL**

**TITLE: *ARLINGTON...IN ETERNAL VIGIL***

\*\*\* FINAL REPORT \*\*\*

The AFRTS vision is to provide multi-channel broadcast quality TV services to all Department of Defense members & their families stationed overseas, on contingency operations, and onboard Navy ships around the world. Today, AFRTS services to over 1,000 outlets in more than 175 countries & U.S. territories, and on board U.S. Navy ships.

**AFRTS Outlets**

<p><b>Alghanistan*</b></p> <p>Albania</p> <p>Algeria</p> <p>American Samoa</p> <p>Angola</p> <p>Antarctica</p> <p>Antigua</p> <p>Argentina</p> <p>Armenia</p> <p>Ascension Island</p> <p>Australia</p> <p>Austria</p> <p>Azerbaijan</p> <p>Bahamas</p> <p>Bahrain</p> <p>Bangladesh</p> <p>Barbados</p> <p>Belarus</p> <p>Belgium*</p> <p>Belize</p> <p>Berlin</p> <p>Bolivia</p> <p>Bosnia-Herzegovina</p> <p>Botswana</p> <p>Brazil</p> <p>Brunei</p> <p>Bulgaria</p> <p>Burkina Faso</p> <p>Burma</p> <p>Burundi</p> <p>Cambodia</p> <p>Cameroun</p> <p>Cape Verde</p> <p>Central African Republic</p> <p>Chad</p> <p>Chile</p> <p>China</p> <p>Colombia</p> <p>Congo</p> <p>Costa Rica</p> <p>Cote d'Ivoire</p> <p>Croatia</p> <p>Cuba*</p>	<p><b>Cyprus</b></p> <p>Czech Republic</p> <p>Denmark</p> <p>Diego Garcia*</p> <p>Dominican Republic</p> <p>Equador</p> <p>Egypt</p> <p>El Salvador</p> <p>Equatorial Guinea</p> <p>Eritrea</p> <p>Estonia</p> <p>Ethiopia</p> <p>Fed. States of Micronesia</p> <p>Fiji</p> <p>Finland</p> <p>France</p> <p>Gabon</p> <p>Gambia</p> <p>Georgia</p> <p>Germany*</p> <p>Ghana</p> <p>Greece*</p> <p>Greenland</p> <p>Guatemala</p> <p>Guinea</p> <p>Guinea - Bissau</p> <p>Guyana</p> <p>Haiti</p> <p>Honduras*</p> <p>Hong Kong</p> <p>Hungary</p> <p>Iceland</p> <p>India</p> <p>Indonesia</p> <p>Iran*</p> <p>Ireland</p> <p>Israel</p> <p>Italy*</p> <p>Jamaica</p> <p>Japan*</p> <p>Jordan</p> <p>Kazakhstan</p> <p>Kenya</p>	<p><b>Kosovo</b></p> <p>Kosrae</p> <p>Kuwait</p> <p>Kwajalein/Hershel Is.</p> <p>Kyrgyzstan</p> <p>Latvia</p> <p>Lebanon</p> <p>Lesotho</p> <p>Liberia</p> <p>Lithuania</p> <p>Luxembourg</p> <p>Macedonia</p> <p>Madagascar</p> <p>Malawi</p> <p>Malaysia</p> <p>Mal</p> <p>Malta</p> <p>Mauritania</p> <p>Mauritius</p> <p>Mexico</p> <p>Moldova</p> <p>Mongolia</p> <p>Morocco</p> <p>Mozambique</p> <p>Namibia</p> <p>Nepal</p> <p>Netherlands</p> <p>New Zealand</p> <p>Nicaragua</p> <p>Niger</p> <p>Nigeria</p> <p>Palau</p> <p>Norway</p> <p>Oman</p> <p>Pakistan</p> <p>Palestine</p> <p>Panama</p> <p>Papua-New Guinea</p> <p>Paraguay</p> <p>Peru</p> <p>Philippines</p> <p>Poland</p> <p>Portugal*</p> <p>Qatar</p>	<p><b>Romania</b></p> <p>Russia</p> <p>Rwanda</p> <p>Salpan</p> <p>Sao Tome</p> <p>Saudi Arabia</p> <p>Senegal</p> <p>Serbia</p> <p>Seychelles</p> <p>Sierra Leone</p> <p>Singapore</p> <p>Slovak Republic</p> <p>Slovenia</p> <p>South Africa</p> <p>South Korea*</p> <p>Spain*</p> <p>Sri Lanka</p> <p>Suriname</p> <p>Swaziland</p> <p>Sweden</p> <p>Switzerland</p> <p>Syria</p> <p>Tajikistan</p> <p>Tanzania</p> <p>Thailand</p> <p>Togo</p> <p>Trinidad &amp; Tobago</p> <p>Tunisia</p> <p>Turkey*</p> <p>Turkmenistan</p> <p>Uganda</p> <p>Ukraine</p> <p>United Arab Emirates</p> <p>United Kingdom</p> <p>Uruguay</p> <p>Uzbekistan</p> <p>Valletta</p> <p>Venezuela</p> <p>Vietnam</p> <p>Yemen</p> <p>Zaire</p> <p>Zambia</p> <p>Zimbabwe</p>
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**U.S. & U.S. Territory Locations**

Alaska      Guam      Puerto Rico      Wake Island

**Total Countries and U.S. Territories Served -----176**

\* STAFFED OUTLETS

**The AFRTS will be airing *Arlington...* on**

**May 27, 2007 @ 3:00 PM**

(Airing will include billboards)

**The Pentagon Channel has also scheduled (14) airings of *Arlington...*  
Each airing reaches 2,179,090 Active Duty Military & DoD Civilians.**

Airings include May 26, 2007 at 8AM & 6PM, May 27, 2007 at 4AM, 11AM & 11PM,  
 May 28, 2007 at 1AM, 3AM, 7AM, 11AM, 2PM, 4PM, 6PM & 8PM and May 27, 2007 at 1AM.