

Report Summary

*** FINAL REPORT ***

TITLE: *Inside the Ropes.... Playing the Bob Hope Chrysler Classic*

Chrysler's Post Analysis/Return on Investment (ROI) Based on Spot Buy Equivalent Value:

Broadcast Television Based on \$425/spot: (397 Airings of <i>Inside...</i> x 4 Chrysler Commercials/Program = 1,588 commercial airings)	\$	674,900
Cable/LPTV Based on \$75/spot: (1,226 Airings of <i>Inside...</i> x 4 Chrysler Commercials/Program = 4,904 commercial airings)	\$	367,800
* Airline Inflight Based on an "average" value of \$10,162.50/spot: (<i>Inside...</i> ran on 6 Airlines (Domestic & International) for 8 months including 1 comm. & 1 billboard)	\$	81,300
** Internet Based on \$2,500/spot: ** (<i>Inside...</i> ran for 9 months on www.ivnet.tv . 9 months x 4 Chrysler commercials = 36 commercials)	\$	90,000
Chrysler content including multiple audio & visual mentions of the Chrysler brand & event title, product placement as well as billboards is equivalent to 2 x :30 second commercials) (397 Broadcast airings of <i>Inside the Ropes...</i> x 2 = 378 x \$425)	\$	337,450
Total ROI:		<u>\$ 1,551,450</u>

Total Distribution Numbers:

*** Number of Broadcast TV Households "Reached":	180,079,429
*** % of Broadcast TV Households "Reached":	163.29%
*** Number of Cable/Low Power TV Households "Reached":	103,545,769
Number of Airline Inflight Passengers/ <i>Direct Viewers</i> :	6,290,060
Number of Internet "Hits"/ <i>Direct Viewers</i> :	3,500,000

* Value based on a conservative & average rate card value.

** Internet ratecard value was provided by James Simmons, CEO, www.invet.tv.

*** Multiple airings.

TELEVISION

(BROADCAST, CABLE AND LOW POWER TV)

TITLE: *Inside the Ropes...* ***Playing the Bob Hope Chrysler Classic***

*** FINAL REPORT ***

Market Rank/DMA	City	St	Broadcast Cable/LPTV Stations	Airdate or # of Airings	Time	% of US TV Households Reached	Broadcast TV Households Reached	Cable TV Households Reached
1	New York	NY	WVVH-IND	1/18/2006	5:30 PM	0.544	600,000	
1	New York	NY	WVVH-IND	5/10/2006	5:30 PM	0.544	600,000	
1	New York	NY	WVVH-IND	6/2/2006	3:30 PM	0.544	600,000	
1	New York	NY	WVVH-IND	6/22/2006	5:00 PM	0.544	600,000	
1	New York	NY	WVVH-IND	7/2/2006	1:00 PM	0.544	600,000	
2	Los Angeles	CA	KABC-ABC	1/15/2006	1:30 PM	5.023	5,536,430	
	1 Palmdale	CA	Adelphia Cable	3 Airings	3PM-7PM			195,000
	Palmdale	CA	Adelphia Cable	3 Airings	7PM-6AM			195,000
	1 Rancho Santa Margarita	CA	Cox Communications	1 Airing	6AM-10AM			230,000
	Rancho Santa Margarita	CA	Cox Communications	2 Airings	3PM-7PM			480,000
	Rancho Santa Margarita	CA	Cox Communications	1 Airing	7PM-6AM			230,000
	* Rancho Santa Margarita	CA	Cox Communications	3 Airings	7PM-6AM			720,000
	1 San Gabriel	CA	Time Warner Cable	36 Airings	6AM-10AM			3,276,000
	San Gabriel	CA	Time Warner Cable	34 Airings	10AM-3PM			3,094,000
	San Gabriel	CA	Time Warner Cable	34 Airings	3PM-7PM			3,094,000
	San Gabriel	CA	Time Warner Cable	36 Airings	7PM-6AM			3,276,000
	1 Santa Monica	CA	Adelphia Cable	1 Airing	10AM-3PM			400,000
	* Santa Monica	CA	Adelphia Cable	2 Airings	10AM-3PM			2,400,000
	Santa Monica	CA	Adelphia Cable	1 Airing	3PM-7PM			400,000
3	Chicago	IL	WLS-ABC	1/15/2006	12:00 PM	3.113	3,430,790	
4	Philadelphia	PA	WPVI-ABC	1/15/2006	1:30 PM	2.654	2,925,560	
4	Philadelphia	PA	WFMZ-IND	11/27/2006	7:30 PM	2.654	2,925,560	
4	Philadelphia	PA	WFMZ-IND	1/6/2007	5:00 PM	2.642	2,941,450	
5	Boston	MA	WCVB/WMUR-ABC	1/15/2006	3:30 PM	2.155	2,375,310	
5	Boston	MA	WBZ-CBS	7/2/2006	1:00 PM	2.155	2,375,310	
	1 West Dover	VT	Mount Snow TV	5 Airings	6AM-10AM			19,645
	West Dover	VT	Mount Snow TV	13 Airings	10AM-3PM			51,077
	West Dover	VT	Mount Snow TV	5 Airings	3PM-7PM			19,645
	West Dover	VT	Mount Snow TV	38 Airings	7PM-6AM			149,302
	1 Worchester	MA	WCTR-TV	4 Airings	7PM-11PM			680,000
6	San Francisco	CA	KGO-ABC	1/30/2005	3:00 PM	2.153	2,359,870	
6	San Francisco	CA	KGO-ABC	6/5/2005	2:30 PM	2.153	2,359,870	
6	San Francisco	CA	KGO-ABC	1/15/2006	1:30 PM	2.137	2,355,740	

6		San Francisco	CA	KFTY-IND	8/6/2006	3:30 PM	2.153	2,359,870	
	1	San Francisco	CA	Comcast Cable	6 Airings	7PM-6AM			1,128,000
	1	San Jose	CA	Comcast Cable	1 Airing	3PM-7PM			300,000
		San Jose	CA	Comcast Cable	2 Airings	7PM-6AM			606,000
8		Washington	DC	WJLA-ABC	4/24/2005	12:30 PM	2.045	2,241,610	
8		Washington	DC	WJLA-ABC	1/15/2006	3:00 PM	2.044	2,252,550	
11		Detroit	MI	WDIV-NBC	12/9/2006	2:00 PM	1.757	1,936,350	
	1	Detroit	MI	Comcast SportsNet Detroit	5/25/2006	5:30 PM			1,300,000
		Detroit	MI	Comcast SportsNet Detroit	6/1/2006	5:30 PM			1,300,000
		Detroit	MI	Comcast SportsNet Detroit	7/4/2006	7:00 PM			1,300,000
	1	Livonia	MI	Bright House Network	6 Airings	3PM-7PM			240,000
		Livonia	MI	Bright House Network	1 Airing	7PM-6AM			40,000
12		Seattle	WA	KOMO-ABC	1/14/2006	4:00 PM	1.544	1,701,950	
	1	Everett	WA	Comcast Cable	5 Airings	3PM-7PM			720,000
13		Tampa	FL	WWSB-ABC	7/10/2005	4:00 PM	1.525	1,671,040	
12		Tampa	FL	WWSB-ABC	1/14/2006	2:00 PM	1.552	1,710,400	
12		Tampa	FL	WTSP-CBS	6/17/2006	3:30 PM	1.555	1,710,400	
14		Phoenix	AZ	KNXV-ABC	1/14/2006	11:00 AM	1.057	1,660,430	
	1	Lake Havasu City	AZ	KLHU-TV45	10 Airings	6AM-10AM			300,000
		Lake Havasu City	AZ	KLHU-TV45	2 Airings	10AM-3PM			60,000
	*	Lake Havasu City	AZ	KLHU-TV45	4 Airings	10AM-3PM			200,000
		Lake Havasu City	AZ	KLHU-TV45	21 Airings	3PM-7PM			630,000
	*	Lake Havasu City	AZ	KLHU-TV45	7 Airings	3PM-7PM			350,000
		Lake Havasu City	AZ	KLHU-TV45	23 Airings	7PM-6AM			690,000
15		Minneapolis	MN	KARE-NBC	1/8/2005	1:30 PM	1.500	1,652,940	
16		Cleveland	OH	WEWS-ABC	7/23/2005	2:00 PM	1.420	1,556,670	
18		Denver	CO	KMGH-ABC	1/14/2006	1:30 PM	1.284	1,415,180	
	1	Aspen	CO	Channel 16	26 Airings	6AM-10AM			468,000
		Aspen	CO	Channel 16	11 Airings	10AM-3PM			198,000
		Aspen	CO	Channel 16	53 Airings	3PM-7PM			954,000
		Aspen	CO	Channel 16	3 Airings	7PM-6AM			54,000
	1	Longmont	CO	Comcast Cable-Ch. 3	3 Airings	10AM-3PM			60,000
		Longmont	CO	Comcast Cable-Ch. 3	4 Airings	3PM-7PM			80,000
		Longmont	CO	Comcast Cable-Ch. 3	6 Airings	7PM-6AM			120,000
	1	Vail	CO	TV-8	13 Airings	3PM-7PM			172,250
	*	Vail	CO	TV-8	18 Airings	3PM-7PM			378,000
	1	Vail	CO	TV-17	24 Airings	10AM-3PM			216,000
	*	Vail	CO	TV-17	6 Airings	10AM-3PM			180,000
19		Sacramento	CA	KXTV-ABC	5/7/2005	3:30 PM	1.200	1,315,030	
19		Sacramento	CA	KXTV-ABC	5/29/2005	2:00 PM	1.200	1,315,030	
19		Sacramento	CA	KXTV-ABC	6/26/2005	4:00 PM	1.200	1,315,030	
19		Sacramento	CA	KOVR-CBS	7/16/2006	3:00 PM	1.221	1,345,820	

20	Orlando	FL	WFTV-ABC	1/29/2005	12:30 PM	1.221	1,345,700	
20	Orlando	FL	WKMG-CBS	12/25/2006	4:00 PM	1.221	1,345,700	
21	St. Louis	MO	KDNL-ABC	3/26/2005	3:00 PM	1.110	1,216,700	
21	St. Louis	MO	KDNL-ABC	7/3/2005	12:30 PM	1.110	1,216,700	
21	St. Louis	MO	KDNL-ABC	12/31/2005	3:30 PM	1.110	1,216,700	
21	St. Louis	MO	KDNL-ABC	1/14/2006	2:30 PM	1.109	1,222,380	
21	St. Louis	MO	KDNL-ABC	7/29/2006	2:30 PM	1.109	1,222,380	
22	Pittsburgh	PA	WBGN-IND	4/24/2005	7:30 PM	1.082	1,186,010	
22	Pittsburgh	PA	WBGN-IND	5/19/2005	5:30 PM	1.082	1,186,010	
23	Portland	OR	KOIN-CBS	8/12/2006	10:00 AM	0.998	1,099,890	
	1	Beaverton	OR	Comcast Cable	1 Airing	6AM-10AM		620,000
		Beaverton	OR	Comcast Cable	1 Airing	3PM-7PM		620,000
		Beaverton	OR	Comcast Cable	3 Airings	7PM-6AM		1,860,000
25	Indianapolis	IN	WTHR-NBC	7/31/2005	1:30 PM	0.961	1,053,020	
25	Indianapolis	IN	WRTV-ABC	1/14/2006	2:00 PM	0.956	1,053,750	
26	San Diego	CA	KFMB-CBS	6/24/2006	12:30 PM	0.931	1,026,160	
27	Hartford	CT	WTNH-ABC	6/26/2005	2:00 PM	0.928	1,017,530	
28	Hartford	CT	WCTX-UPN	1/14/2006	1:00 PM	0.919	1,013,350	
29	Raleigh/Durham	NC	WNCN-NBC	4/23/2005	3:00 PM	0.882	966,720	
29	Raleigh/Durham	NC	WTVD-ABC	1/14/2006	3:30 PM	0.894	985,200	
29	Raleigh/Durham	NC	WLFL-WBN	6/25/2006	3:00 PM	0.894	985,200	
	1	Durham	NC	Time Warner Cable	8 Airings	6AM-10AM		3,200,000
		Durham	NC	Time Warner Cable	12 Airings	10AM-3PM		4,800,000
		Durham	NC	Time Warner Cable	4 Airings	3PM-7PM		1,600,000
		Durham	NC	Time Warner Cable	4 Airings	7PM-6AM		1,600,000
30	Nashville	TN	WKRN-ABC	1/15/2006	2:30 PM	0.842	927,500	
30	Nashville	TN	WWLP-IND	4/22/2006	6:00 PM	0.317	350,000	
30	Nashville	TN	WZTV-FOX	8/26/2006	4:00 PM	0.842	927,500	
30	Nashville	TN	WWLP-IND	9/30/2006	6:00 PM	0.317	350,000	
31	Kansas City	MO	KMBC-ABC	7/24/2005	12:30 PM	0.816	894,580	
31	Kansas City	MO	KMBC-ABC	1/14/2006	2:00 PM	0.820	903,540	
31	Kansas City	MO	KMBC-ABC	8/20/2006	3:00 PM	0.820	903,540	
32	Milwaukee	WI	WDJT-CBS	4/17/2005	11:30 AM	0.809	886,770	
32	Columbus	OH	WSFJ-IND	1/15/2006	11:30 PM	0.808	890,770	
32	Columbus	OH	WSFJ-IND	9/16/2006	8:00 PM	0.808	890,770	
35	Greenville	SC	WSPA-CBS	8/6/2006	1:30 PM	0.740	815,460	
36	Salt Lake City	UT	KTMW-IND	9/21/2006	11:00 AM	0.736	810,830	
	1	Park City	UT	PCTV	14 Airings	10AM-3PM		1,540,000
		Park City	UT	PCTV	7 Airings	7PM-6AM		770,000
	1	St. George	UT	KCSG-TV	1 Airing	7PM-6AM		77,000
	*	St. George	UT	KCSG-TV	6 Airings	7PM-6AM		2,700,000
37	San Antonio	TX	WOAI-NBC	4/2/2005	1:30 PM	0.683	748,950	

39		West Palm Beach	FL	WPBF-ABC	3/5/2005	3:30 PM	0.665	729,010	
38		West Palm Beach	FL	WPBF-ABC	1/8/2006	3:00 PM	0.682	751,930	
38		West Palm Beach	FL	WPEC-CBS	6/18/2006	1:30 PM	0.682	751,930	
38		Grand Rapids	MI	WOTV-ABC	7/10/2005	4:00 PM	0.668	732,600	
38		Grand Rapids	MI	WOTV-ABC	10/2/2005	2:00 PM	0.668	732,600	
39		Grand Rapids	MI	WOTV-ABC	1/15/2006	3:30 PM	0.664	731,630	
39		Grand Rapids	MI	WXMI-FOX	7/15/2006	12:00 PM	0.664	731,630	
40		Birmingham	AL						
	1	Birmingham	AL	Bright House Network	9 Airings	10AM-3PM			585,000
		Birmingham	AL	Bright House Network	12 Airings	3PM-7PM			780,000
		Birmingham	AL	Bright House Network	13 Airings	7PM-6AM			845,000
41		Harrisburg	PA	WHP-CBS	7/30/2006	2:00 PM	0.641	707,010	
41		Norfolk	VA	WSKY-IND	12/4/2005	8:00 PM	0.646	707,750	
42		Norfolk	VA	WSKY-IND	1/15/2006	3:30 PM	0.640	704,810	
43		New Orleans	LA	WDSU-NBC	7/30/2005	1:30 PM	0.617	675,760	
	1	New Orleans	LA	Cox Communications	14 Airings	6AM-10AM			2,520,000
		New Orleans	LA	Cox Communications	8 Airings	10AM-3PM			1,440,000
		New Orleans	LA	Cox Communications	17 Airings	7PM-6AM			3,060,000
44		Memphis	TN	WPTY-ABC	7/2/2005	12:30 PM	0.601	658,250	
45		Oklahoma City	OK	KOCO-ABC	1/15/2006	12:00 PM	0.595	655,400	
45		Oklahoma City	OK	KFOR-NBC	6/8/2006	1:30 AM	0.595	655,400	
46		Albuquerque	NM	KOAT-ABC	7/17/2005	4:30 PM	0.593	649,680	
46		Albuquerque	NM	KOAT-ABC	1/22/2006	10:00 AM	0.593	653,680	
46		Albuquerque	NM	KRQE-CBS	7/30/2006	11:00 AM	0.593	653,680	
46		Albuquerque	NM	KRQE-CBS	7/23/2006	10:30 AM	0.593	653,680	
47		Greensboro	NC	WGSR-IND	5/29/2005	6:00 PM	0.592	652,020	
47		Greensboro	NC	WGSR-IND	6/19/2005	6:00 PM	0.592	652,020	
47		Greensboro	NC	WXLV-ABC	1/15/2006	1:30 PM	0.592	652,020	
47		Greensboro	NC	WXLV-ABC	8/20/2006	3:30 PM	0.592	652,020	
51		Providence	RI	WLNE-ABC	1/15/2006	3:30 PM	0.580	639,590	
50		Louisville	KY	WHAS-ABC	1/15/2006	12:00 PM	0.584	643,290	
50		Louisville	KY	WHAS-ABC	2/5/2006	11:30 AM	0.584	643,290	
50		Louisville	KY	KHAS-ABC	5/14/2006	2:00 PM	0.584	643,290	
50		Louisville	KY	KHAS-ABC	7/23/2006	4:30 PM	0.584	643,290	
51		Las Vegas	NV	KTNV-ABC	3/26/2005	1:00 PM	0.560	614,150	
51		Las Vegas	NV	KTNV-ABC	6/12/2005	11:30 AM	0.560	614,150	
48		Las Vegas	NV	KTNV-ABC	1/14/2006	3:00 PM	0.591	651,110	
48		Las Vegas	NV	KTNV-ABC	5/21/2006	4:00 PM	0.591	651,110	
48		Las Vegas	NV	KTNV-ABC	8/5/2006	5:30 PM	0.591	651,110	
	1	Las Vegas	NV	KVTE-TV	17 Airings	6AM-10AM			1,302,000
	1	Pahrump	NV	KPVM-TV	7 Airings	10AM-3PM			70,000
52		Jacksonville	FL	WJXX-ABC	6/11/2006	3:00 AM	0.566	624,220	

54	Wilkes Barre	PA	WNEP-ABC	10/2/2005	2:00 PM	0.534	588,540	
55	Albany	NY	WNYT-NBC	7/30/2005	2:00 PM	0.507	555,640	
55	Albany	NY	WTEN-ABC	1/15/2006	3:30 PM	0.501	552,250	
55	Albany	NY	WRGB-CBS	7/29/2006	1:30 PM	0.501	552,250	
55	Albany	NY	WRGB-CBS	8/20/2006	1:00 PM	0.501	552,250	
56	Fresno	CA	KFSN-ABC	1/14/2006	12:00 PM	0.496	546,210	
56	Fresno	CA	KGMC-IND	6/25/2006	10:30 PM	0.496	546,210	
59	Knoxville	TN	WATE-ABC	7/3/2005	2:30 PM	0.469	513,630	
58	Knoxville	TN	WATE-ABC	1/8/2006	4:30 PM	0.468	516,180	
58	Knoxville	TN	WVLT-CBS	6/10/2006	1:00 PM	0.468	516,180	
	1 Harrogate	TN	Lincoln Mem. U TV	2 Airings	10AM-3PM			15,600
	Harrogate	TN	Lincoln Mem. U TV	3 Airings	7PM-6AM			15,600
59	Dayton	OH	WHIO-CBS	1/8/2006	1:00 PM	0.466	513,610	
59	Dayton	OH	MVC-UPN	1/15/2006	8:30 AM	0.466	513,610	
59	Dayton	OH	WHIO-CBS	5/4/2006	1:30 PM	0.466	513,610	
59	Dayton	OH	MVC-UPN	7/28/2006	9:00 AM	0.466	513,610	
60	Tulsa	OK	KOTV-CBS	7/23/2005	12:00 PM	0.466	510,960	
60	Tulsa	OK	KOTV-CBS	7/30/2005	1:30 PM	0.466	510,960	
60	Tulsa	OK	KOTV-CBS	8/20/2005	12:00 PM	0.466	510,960	
62	Tulsa	OK	KOTV-CBS	2/17/2007	2:00 PM	0.434	483,520	
61	Richmond	VA	WTVR-CBS	5/15/2005	1:00 PM	0.465	509,860	
60	Richmond	VA	WTVR-CBS	6/10/2006	3:00 PM	0.463	510,770	
62	Mobile	AL	WEAR-ABC	1/15/2006	4:30 PM	0.455	501,130	
64	Charleston	WV						
	1 Louisa	KY	R&R Communications	5 Airings	6AM-10AM			47,500
	Louisa	KY	R&R Communications	2 Airings	10AM-3PM			19,000
	* Louisa	KY	R&R Communications	5 Airings	10AM-3PM			70,000
	Louisa	KY	R&R Communications	6 Airings	3PM-7PM			57,000
	* Louisa	KY	R&R Communications	16 Airings	3PM-7PM			224,000
	Louisa	KY	R&R Communications	6 Airings	7PM-6AM			57,000
	* Louisa	KY	R&R Communications	22 Airings	7PM-6AM			308,000
65	Flint	MI	WJRT-ABC	1/15/2006	1:30 PM	0.431	475,500	
65	Flint	MI	WNEM-CBS	6/10/2006	1:00 PM	0.431	475,500	
65	Flint	MI	WNEM-CBS	9/24/2006	2:30 PM	0.431	475,500	
66	Ft. Myers	FL	WBBH-NBC	5/14/2005	2:30 PM	0.405	444,130	
66	Ft. Myers	FL	WINK-CBS	7/30/2006	12:00 PM	0.419	461,920	
68	Roanoke	VA	WSET-ABC	5/20/2006	3:30 PM	0.400	440,390	
68	Roanoke	VA	WSET-ABC	8/19/2006	1:00 AM	0.400	440,390	
68	Roanoke	VA	WSET-ABC	9/10/2006	6:30 AM	0.400	440,390	
69	Green Bay	WI	WFRV-CBS	5/14/2005	1:00 PM	0.396	433,640	
69	Green Bay	WI	WFRV-CBS	7/23/2005	12:30 PM	0.396	433,640	
69	Green Bay	WI	WBAY-ABC	1/15/2006	2:00 PM	0.393	432,810	

69		Green Bay	WI	WFRV-CBS	7/2/2006	1:00 PM	0.400	440,390	
	1	Manitowoc	WI	Comcast Cable	7 Airings	10AM-3PM			69,300
		Manitowoc	WI	Comcast Cable	8 Airings	3PM-7PM			79,200
		Manitowoc	WI	Comcast Cable	5 Airings	7PM-6AM			49,500
70		Toledo	OH	WTVG-ABC	1/8/2006	5:30 PM	0.387	426,520	
70		Toledo	OH	WTOL-CBS	9/24/2006	1:30 PM	0.387	426,520	
	1	Wauseon	OH	INTV	25 Airings	10AM-3PM			300,000
		Wauseon	OH	INTV	21 Airings	3PM-7PM			252,000
		Wauseon	OH	INTV	25 Airings	7PM-6AM			300,000
71		Tucson	AZ	KGUN-ABC	1/15/2006	1:30 PM	0.383	422,480	
71		Honolulu	HI	KWHE-IND	4/16/2005	12:30 PM	0.381	417,120	
71		Honolulu	HI	KWHE-IND	6/4/2005	2:00 PM	0.381	417,120	
71		Honolulu	HI	KWHE-IND	10/1/2005	2:00 PM	0.381	417,120	
73		Des Moines	IA						
	1	Des Moines	IA	Mediacom	2 Airings	6AM-10AM			152,000
		Des Moines	IA	Mediacom	3 Airings	10AM-3PM			228,000
		Des Moines	IA	Mediacom	6 Airings	7PM-6AM			456,000
74		Portland	ME	WMTW-ABC	7/24/2005	1:30 PM	0.373	409,060	
74		Portland	ME	WMTW-ABC	10/2/2005	2:00 PM	0.373	409,060	
74		Portland	ME	WMTW-ABC	12/18/2005	2:00 PM	0.373	409,060	
	1	Augusta	ME	Time Warner Cable	2 Airings	10AM-3PM			300,000
		Augusta	ME	Time Warner Cable	2 Airings	10AM-3PM			300,000
	1	Carrabasset Valley	ME	WSKI-TV	29 Airings	6AM-10AM			174,000
		Carrabasset Valley	ME	WSKI-TV	28 Airings	7PM-6AM			168,000
76		Omaha	NE	KETV-ABC	5/14/2005	2:00 PM	0.362	396,460	
75		Omaha	NE	WOWT-IND	7/8/2006	1:00 PM	0.363	399,830	
75		Omaha	NE	WOWT-IND	7/30/2006	12:00 PM	0.363	399,830	
76		Syracuse	NY	WSYR-ABC	1/15/2006	1:00 PM	0.361	398,240	
76		Syracuse	NY	WTVH-CBS	9/23/2006	12:00 PM	0.361	398,240	
	1	E. Syracuse	NY	Time Warner Cable	2 Airings	10AM-3PM			700,000
	*	E. Syracuse	NY	Time Warner Cable	2 Airings	10AM-3PM			1,000,000
		E. Syracuse	NY	Time Warner Cable	10 Airings	3PM-7PM			3,500,000
	*	E. Syracuse	NY	Time Warner Cable	3 Airings	3PM-7PM			1,500,000
	*	E. Syracuse	NY	Time Warner Cable	1 Airing	3PM-7PM			550,000
		E. Syracuse	NY	Time Warner Cable	13 Airings	7PM-6AM			4,550,000
	*	E. Syracuse	NY	Time Warner Cable	2 Airings	7PM-6AM			1,100,000
78		Springfield	MO	KSPR-ABC	9/21/2005	1:30 PM	0.355	388,530	
77		Springfield	MO	KYTV-NBC	5/7/2006	8:00 AM	0.359	395,820	
77		Springfield	MO	KYTV-NBC	6/25/2006	8:30 AM	0.359	395,820	
	1	Springfield	MO	Mediacom	8 Airings	7PM-6AM			640,000
80		Paducah	KY	WSIL-ABC	1/1/2006	3:00 PM	0.348	383,330	
	1	Mt. Vernon		Charter Media	5 Airings	6AM-10AM			90,000

		Mt. Vernon	IL	Charter Media	4 Airings	10AM-3PM			48,000
		Mt. Vernon	IL	Charter Media	4 Airings	7PM-6AM			48,000
	*	Mt. Vernon	IL	Charter Media	7 Airings	7PM-6AM			112,000
81		Shreveport	LA	KTBS-ABC	3/12/2005	2:00 PM	0.349	382,700	
	1	Shreveport	LA	Time Warner Cable	2 Airings	7PM-6AM			106,000
82		Champaign	IL	WCIA-CBS	1/14/2006	2:00 PM	0.343	378,100	
82		Champaign	IL	WCIA-CBS	1/15/2006	1:00 PM	0.343	378,100	
82		Champaign	IL	WCIA-CBS	7/23/2006	11:00 AM	0.343	378,100	
83		Columbia	SC	WOLO-ABC	7/2/2005	2:30 PM	0.342	374,680	
84		Huntsville	AL	WAAY-ABC	6/19/2005	3:00 PM	0.338	370,160	
84		Huntsville	AL	WYLE-IND	4/22/2006	6:00 PM	0.336	370,820	
84		Huntsville	AL	WYLE-IND	9/30/2006	6:00 PM	0.336	370,820	
	1	Florence	AL	WBCF/WXFL-TV	1 Airing	6AM-10AM			78,700
		Florence	AL	WBCF/WXFL-TV	1 Airing	10AM-3PM			78,700
		Florence	AL	WBCF/WXFL-TV	4 Airings	3PM-7PM			314,800
		Florence	AL	WBCF/WXFL-TV	3 Airings	7PM-6AM			236,100
85		Madison	WI	WKOW-ABC	1/14/2006	2:30 PM	0.332	365,550	
85		Madison	WI	WISC-CBS	7/2/2006	1:00 PM	0.332	365,550	
85		Madison	WI	WKOW-ABC	1/21/2007	2:30 AM	0.332	369,220	
87		South Bend	IN	WBND-ABC	4/16/2005	12:30 PM	0.283	309,900	
87		South Bend	IN	WSBT-CBS	6/4/2006	1:00 PM	0.302	333,190	
87		South Bend	IN	WSBT-CBS	7/30/2006	2:00 PM	0.302	333,190	
88		Cedar Rapids	IA	KCRG-ABC	3/26/2005	3:00 PM	0.303	331,610	
88		Cedar Rapids	IA	KCRG-ABC	1/14/2006	1:30 PM	0.301	331,480	
88		Cedar Rapids	IA	KCRG-ABC	1/22/2006	12:30 PM	0.301	331,480	
	1	Cedar Rapids	IA	Mediacom	2 Airings	6AM-10AM			390,000
		Cedar Rapids	IA	Mediacom	3 Airings	10AM-3PM			585,000
		Cedar Rapids	IA	Mediacom	6 Airings	7PM-6AM			1,170,000
89		Jackson	MS	WAPT-ABC	1/15/2006	2:30 PM	0.298	328,350	
90		Burlington	VT	WCAX-CBS	7/22/2006	3:30 PM	0.296	325,720	
	1	Smugglers Notch	VT	Smuggs TV	18 Airings	3PM-7PM			36,000
		Smugglers Notch	VT	Smuggs TV	2 Airings	7PM-6AM			6,000
	1	Brattleboro/Stratton	VT	WVBK-TV	14 Airings	6AM-10AM			840,000
		Brattleboro/Stratton	VT	WVBK-TV	14 Airings	10AM-3PM			963,200
		Brattleboro/Stratton	VT	WVBK-TV	28 Airings	3PM-7PM			1,926,400
		Brattleboro/Stratton	VT	WVBK-TV	28 Airings	7PM-6AM			1,926,400
91		Tri-Cities	TN/VA	WKPT-ABC	1/8/2006	5:00 PM	0.294	323,690	
92		Colorado Springs	CO	KRDO-ABC	3/12/2005	3:00 PM	0.286	313,170	
92		Colorado Springs	CO	KRDO-ABC	4/30/2005	1:30 PM	0.286	313,170	
92		Colorado Springs	CO	KRDO-ABC	5/14/2005	12:30 PM	0.286	313,170	
93		Harlingen	TX	KRGV-ABC	10/2/2005	1:00 PM	0.285	312,300	
94		Waco	TX	KXXV-ABC	1/15/2006	12:30 PM	0.286	315,010	

94	Waco	TX	KXXV-ABC	5/27/2006	2:30 PM	0.282	310,960	
94	Waco	TX	KXXV-ABC	6/11/2006	9:00 AM	0.282	310,960	
94	Davenport	IA	WQAD-ABC	1/29/2005	5:00 PM	0.283	309,900	
95	Davenport	IA	WQAD-ABC	1/15/2006	2:30 PM	0.280	308,380	
95	Davenport	IA	WHBF-CBS	8/20/2006	12:30 PM	0.280	308,380	
1	Davenport	IA	Mediacom	2 Airings	6AM-10AM			255,700
	Davenport	IA	Mediacom	3 Airings	10AM-3PM			383,550
	Davenport	IA	Mediacom	6 Airings	7PM-6AM			767,100
96	Baton Rouge	LA	WAFB-CBS	12/3/2006	2:30 PM	0.277	305,810	
98	Savannah	GA	WJCL-ABC	1/28/2005	1:20 PM	0.267	293,170	
98	Savannah	GA	WJCL-ABC	4/30/2005	5:00 PM	0.267	293,170	
98	Savannah	GA	WJCL-ABC	7/16/2005	4:30 PM	0.267	293,170	
97	Savannah	GA	WJCL-ABC	1/6/2007	1:30 PM	0.269	296,100	
99	Evansville	IN	WEVV-CBS	8/6/2005	2:00 AM	0.264	289,840	
100	Evansville	IN	WTSN-UPN	6/25/2006	4:00 PM	0.143	157,229	
101	Charleston	SC	WCIV-ABC	4/16/2005	3:00 PM	0.258	282,740	
101	Charleston	SC	WCIV-ABC	1/15/2006	3:00 PM	0.257	283,730	
102	Youngstown	OH	WYTV-ABC	1/8/2006	1:00 PM	0.251	267,720	
102	Youngstown	OH	WYTV-ABC	1/21/2006	2:30 PM	0.251	267,720	
102	Youngstown	OH	WFMJ-NBC	7/30/2006	1:00 PM	0.251	267,720	
104	Fort Smith	AR	KFSM-CBS	7/29/2006	12:00 PM	0.248	274,150	
104	Fort Wayne	IN	WFFT-FOX	6/18/2005	12:30 PM	0.248	271,890	
104	Fort Wayne	IN	WFFT-FOX	7/3/2005	1:30 PM	0.248	271,890	
104	Fort Wayne	IN	WFFT-FOX	10/1/2005	4:30 PM	0.248	271,890	
104	Fort Wayne	IN	EISE-DT-My Net.	10/8/2006	5:00 PM	0.049	54,100	
104	Fort Wayne	IN	EISE-DT-My Net.	10/15/2006	5:00 PM	0.049	54,100	
104	Fort Wayne	IN	EISE-DT-My Net.	10/22/2006	5:00 PM	0.049	54,100	
106	Springfield	MA	WGGB-ABC	1/29/2004	12:30 PM	0.244	267,500	
108	Florence/Myrtle Beach	SC	WPDE-ABC	4/24/2005	5:30 PM	0.242	265,370	
108	Florence/Myrtle Beach	SC	WWMB-UPN	6/18/2005	3:00 PM	0.242	265,370	
109	Tallahassee	FL	WTXL-ABC	3/26/2005	4:00 PM	0.237	259,720	
109	Tallahassee	FL	WTXL-ABC	1/14/2006	3:30 PM	0.237	261,250	
109	Tallahassee	FL	WTLH-FOX	7/9/2006	12:30 PM	0.237	261,250	
109	Tallahassee	FL	WTXL-ABC	8/27/2006	12:00 PM	0.237	261,250	
110	Lansing	MI	WLAJ-ABC	5/14/2005	2:00 PM	0.237	259,240	
110	Lansing	MI	WLAJ-ABC	6/5/2005	4:00 PM	0.237	259,240	
110	Lansing	MI	WILX-NBC	9/17/2006	3:30 PM	0.233	256,790	
111	Tyler	TX	KLPN-UPN	6/5/2005	1:30 PM	0.232	254,170	
111	Tyler	TX	KFXK/KFXL-FOX	7/24/2005	11:30 AM	0.232	254,170	
111	Tyler	TX	KLTV-ABC	1/15/2006	1:30 PM	0.232	255,770	
111	Tyler	TX	KYTX-CBS	6/25/2006	12:00 PM	0.232	255,770	
111	Tyler	TX	KYTX-CBS	7/8/2006	1:30 PM	0.232	255,770	

111	Tyler	TX	KYTX-CBS	7/15/2006	1:30 PM	0.232	255,770	
112	Traverse City	MI	WGTU-ABC	4/9/2005	3:00 PM	0.228	249,450	
112	Traverse City	MI	WGTU-ABC	5/29/2005	5:00 PM	0.228	249,450	
112	Traverse City	MI	WGTU-ABC	9/17/2005	1:30 PM	0.228	249,450	
112	Reno	NV	KOLO-ABC	1/15/2006	4:30 PM	0.231	255,090	
1	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	12 Airings	6AM-10AM			2,010,000
	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	12 Airings	10AM-3PM			1,340,000
	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	12 Airings	3PM-7PM			2,010,000
	S. Lake Tahoe/Reno	NV/CA	Channels 5, 12,14 & 19	24 Airings	7PM-6AM			4,020,000
115	Augusta	GA	WJBF-ABC	4/2/2005	1:30 PM	0.225	246,620	
115	Augusta	GA	WJBF-ABC	4/9/2005	2:30 PM	0.225	246,620	
116	Sioux Falls	SD	KSFY-ABC	3/11/2005	12:00 AM	0.222	242,930	
116	Montgomery	AL	WNCN-ABC	2/11/2006	1:30 PM	0.222	245,090	
117	Peoria	IL	WMBD-CBS	5/15/2005	1:30 PM	0.221	242,020	
117	Peoria	IL	WMBD-CBS	6/17/2006	2:00 PM	0.219	241,800	
117	Peoria	IL	WMBD-CBS	7/22/2006	1:00 PM	0.219	241,800	
1	Bloomington	IL	Insight Communications	4 Airings	6AM-10AM			256,000
	Bloomington	IL	Insight Communications	4 Airings	10AM-3PM			256,000
	Bloomington	IL	Insight Communications	21 Airings	3PM-7PM			1,344,000
	Bloomington	IL	Insight Communications	34 Airings	7PM-6AM			2,176,000
118	Fargo	ND	WDAY-ABC	1/14/2006	2:00 PM	0.212	234,190	
118	Fargo	ND	KXJB-CBS	6/10/2006	12:00 PM	0.212	234,190	
118	Fargo	ND	KXJB-CBS	6/24/2006	2:00 PM	0.212	234,190	
119	Boise	ID	KIVI-ABC	1/15/2006	1:00 PM	0.209	230,100	
119	Boise	ID	KIVI-ABC	8/19/2006	5:00 PM	0.209	230,100	
120	Macon	GA	WPGA-ABC	3/19/2005	5:00 PM	0.209	229,870	
120	Macon	GA	WPGA-ABC	1/15/2006	1:00 PM	0.209	229,870	
120	Eugene	OR	KVAL-CBS	6/11/2005	12:00 PM	0.209	229,630	
120	Eugene	OR	KVAL-CBS	7/3/2005	1:00 PM	0.209	229,630	
121	Eugene	OR	KEZI-ABC	1/14/2006	3:00 PM	0.208	229,280	
122	Santa Barbara	CA	KEYT-ABC	1/8/2006	2:00 PM	0.204	224,290	
122	Santa Barbara	CA	KEYT-ABC	9/24/2006	12:30 PM	0.204	224,290	
123	La Crosse	WI	WXOW-ABC	1/14/2006	1:30 PM	0.203	224,090	
123	La Crosse	WI	WKBT-CBS	6/25/2006	11:00 AM	0.203	224,090	
123	La Crosse	WI	WKBT-CBS	7/30/2006	12:00 PM	0.203	224,090	
123	La Crosse	WI	WXOW-ABC	9/17/2006	4:00 PM	0.203	224,090	
124	Lafayette	LA	KATC-ABC	9/17/2006	1:00 PM	0.200	220,030	
124	Lafayette	LA	KATC-ABC	9/24/2006	1:00 PM	0.200	220,030	
123	Lafayette	LA	KATC-ABC	1/14/2007	12:30 PM	0.203	225,650	
125	Monterey	CA	KION-CBS	8/6/2006	3:30 PM	0.198	218,080	
125	Columbus	GA	WLTZ-NBC	8/20/2005	1:00 PM	0.191	208,860	
127	Columbus	GA	WLTZ-NBC	7/22/2006	1:00 PM	0.186	205,300	

126	Yakima	WA	KAPP-ABC	1/30/2005	3:00 PM	0.189	207,180	
128	Bakersfield	CA	KERO-ABC	1/21/2006	5:00 PM	0.183	201,850	
128	Bakersfield	CA	KUVI-UPN	7/15/2006	8:00 AM	0.183	201,850	
128	Bakersfield	CA	KBAK-CBS	8/6/2006	6:30 AM	0.183	201,850	
129	Corpus Christi	TX	KIII-ABC	1/29/2005	5:00 PM	0.176	193,290	
130	Amarillo	TX	KAMR-NBC	7/16/2005	1:00 PM	0.173	190,120	
131	Amarillo	TX	KFDA-CBS	7/29/2006	12:30 PM	0.173	190,250	
131	Amarillo	TX	KAMR-NBC	11/12/2006	1:00 PM	0.173	190,250	
131	Chico/Redding	CA	KRCR-ABC	1/30/2005	3:00 PM	0.173	189,310	
131	Chico/Redding	CA	KRCR-ABC	6/5/2005	2:00 PM	0.173	189,310	
132	Columbus	MS	WCBI-CBS	6/4/2006	12:00 PM	0.169	186,510	
132	Columbus	MS	WCBI-CBS	7/30/2006	1:00 PM	0.169	186,510	
	1 Bruce	MS	W07BN-TV7	3 Airings	6AM-10AM			150,000
	Bruce	MS	W07BN-TV7	8 Airings	10AM-3PM			400,000
	Bruce	MS	W07BN-TV7	10 Airings	7PM-6AM			500,000
134	Wausau/Rhineland	WI	WAOW-ABC	1/14/2006	1:00 PM	0.166	182,620	
134	Wausau/Rhineland	WI	WSAW-CBS	7/30/2006	11:30 PM	0.166	182,620	
134	Wausau/Rhineland	WI	WAOW-ABC	10/8/2006	12:30 PM	0.166	182,620	
134	Wausau/Rhineland	WI	WAOW-ABC	11/26/2006	12:00 PM	0.166	182,620	
136	Duluth	MN	WDIO-ABC	9/11/2005	12:00 PM	0.160	175,030	
137	Topeka	KS	KTKA-ABC	6/12/2005	1:30 PM	0.156	171,470	
137	Topeka	KS	KTKA-ABC	7/10/2005	4:30 PM	0.156	171,470	
136	Topeka	KS	KTKA-ABC	1/14/2006	12:00 PM	0.166	183,090	
136	Topeka	KS	KTKA-ABC	10/7/2006	1:30 PM	0.166	183,090	
138	Beaumont	TX	KMBT-ABC	10/4/2005	12:00 PM	0.154	168,740	
138	Beaumont	TX	KMBT-ABC	11/13/2005	2:30 PM	0.154	168,740	
140	Beaumont	TX	KMBT-ABC	1/14/2006	2:30 PM	0.148	163,090	
140	Beaumont	TX	KBMT-ABC	5/6/2006	4:30 PM	0.152	167,430	
138	Columbia	MO	KQFX-FOX	1/29/2006	12:00 PM	0.152	167,860	
138	Columbia	MO	KRCG-CBS	6/2/2006	3:30 AM	0.152	167,860	
140	Wilmington	NC	WILM-CBS	5/15/2005	2:30 PM	0.149	163,560	
139	Wilmington	NC	WILM-CBS	6/11/2006	4:30 PM	0.148	163,000	
139	Wilmington	NC	WILM-CBS	7/8/2006	2:30 PM	0.148	163,000	
139	Wilmington	NC	WILM-CBS	8/12/2006	1:00 PM	0.148	163,000	
139	Wilmington	NC	WILM-CBS	9/16/2006	1:00 PM	0.148	163,000	
141	Medford	OR	KDRV-ABC	1/14/2006	3:00 PM	0.148	163,090	
141	Medford	OR	KTVL-CBS	6/10/2006	11:00 AM	0.148	163,090	
141	Medford	OR	KTVL-CBS	6/11/2006	1:30 PM	0.148	163,090	
142	Erie	PA	WJET-ABC	10/2/2005	2:00 PM	0.145	158,910	
142	Erie	PA	WJET-ABC	1/15/2006	1:30 PM	0.144	158,660	
142	Erie	PA	WJET-ABC	8/13/2006	12:30 PM	0.144	158,660	
142	Erie	PA	WSEE-CBS	8/26/2006	2:00 PM	0.144	158,660	
144	Wichita Falls	TX	KSWO-ABC	10/2/2005	1:00 PM	0.143	156,300	

144	Wichita Falls	TX	KSWO-ABC	3/4/2006	3:30 PM	0.141	154,960
144	Wichita Falls	TX	KSWO-ABC	3/19/2006	2:30 PM	0.141	154,960
146	Joplin	MO	KODE-ABC	1/21/2006	5:00 PM	0.139	153,720
146	Joplin	MO	KOAM-CBS	6/17/2006	12:30 PM	0.139	153,720
1	Joplin	MO	KGCS-TV	3 Airings	7PM-6AM		
147	Albany	GA	WSST-IND	3/9/2005	7:30 PM	0.139	151,970
148	Bluefield	WV	WOAY-ABC	3/12/2005	3:30 PM	0.136	148,760
148	Bluefield	WV	WOAY-ABC	5/7/2005	4:00 PM	0.136	148,760
149	Terre Haute	IN	WTWO-NBC	4/23/2005	1:30 PM	0.134	146,860
150	Salisbury	MD	WMDT-ABC	3/19/2005	5:00 PM	0.134	146,510
148	Salisbury	MD	WMDT-ABC	6/4/2006	12:00 PM	0.134	147,890
151	Bangor	ME	WABI-CBS	7/2/2006	2:00 PM	0.130	142,790
151	Bangor	ME	WABI-DT2-CW	10/26/2006	11:00 AM	0.130	142,790
148	Salisbury	MD	WMDT-ABC	1/8/2006	2:30 PM	0.134	147,890
153	Rochester	MN	KTTC-NBC	7/17/2005	1:30 PM	0.130	142,570
152	Rochester	MN	KAAL-ABC	1/14/2006	12:00 PM	0.130	142,770
152	Rochester	MN	KAAL-ABC	1/21/2006	5:00 PM	0.130	142,770
152	Rochester	MN	KAAL-ABC	9/17/2006	2:30 PM	0.130	142,770
155	Anchorage	AK	KIMO-ABC	1/15/2006	11:00 AM	0.128	141,290
155	Anchorage	AK	KTVA-CBS	5/22/2006	2:00 PM	0.128	141,290
155	Anchorage	AK	KTVA-CBS	6/4/2006	9:00 AM	0.128	141,290
156	Binghamton	NY	WIVT-ABC	1/15/2006	3:30 PM	0.126	138,560
159	Palms Springs	CA	KESQ-ABC	1/30/2005	3:30 PM	0.123	135,190
153	Palms Springs	CA	KESQ-ABC	1/21/2006	6:30 PM	0.130	142,730
159	Midland/Odessa	TX	KOSA-CBS	5/13/2006	5:00 PM	0.123	135,100
159	Midland/Odessa	TX	KOSA-CBS	7/30/2006	1:00 PM	0.123	135,100
160	Minot	ND	KBMY-ABC	1/14/2006	2:00 PM	0.122	133,910
160	Biloxi	MS	WXXV-FOX	1/28/2007	5:00 PM	0.121	134,320
162	Gainesville	FL	WCJB-ABC	1/14/2006	3:30 PM	0.106	117,190
162	Gainesville	FL	WGFL-CBS	6/17/2006	4:30 PM	0.106	117,190
162	Gainesville	FL	WGFL-CBS	7/2/2006	2:00 PM	0.106	117,190
163	Idaho Falls	ID	KIFI-ABC	1/15/2006	1:30 PM	0.104	114,560
164	Abilene	TX	KTXS-ABC	1/21/2006	5:00 PM	0.102	112,510
164	Abilene	TX	KTAB-CBS	6/3/2006	12:00 PM	0.102	112,510
165	Clarksburg	WV	WDTV-CBS	7/24/2005	11:00 PM	0.100	109,480
165	Clarksburg	WV	WDTV-CBS	7/24/2005	11:00 PM	0.100	30,000
165	Clarksburg	WV	WDTV-CBS	12/26/2006	7:00 PM	0.099	108,730
166	Utica	NY	WUTR-ABC	1/15/2006	3:30 PM	0.096	106,130
166	Utica	NY	WFXV-FOX	8/20/2006	3:00 PM	0.096	106,130
169	Missoula	MT	KTMF-ABC	7/3/2005	11:30 AM	0.095	103,810
169	Missoula	MT	KTMF-ABC	7/24/2005	1:30 PM	0.095	103,810
169	Missoula	MT	KTMF-ABC	8/6/2005	11:30 AM	0.095	103,810
170	Billings	MT	KSVI-ABC	10/2/2005	12:00 PM	0.093	102,370

105,000

171	Billings	MT	KSVI-ABC	1/15/2006	12:00 PM	0.093	102,620	
171	Billings	MT	KTVQ-CBS	6/18/2006	12:00 PM	0.093	102,620	
171	Billings	MT	KTVQ-CBS	7/2/2006	12:00 PM	0.093	102,620	
172	Dothan	AL	WDHN-ABC	4/9/2005	4:30 PM	0.090	98,850	
172	Dothan	AL	WDHN-ABC	6/26/2005	1:30 PM	0.090	98,850	
172	Dothan	AL	WDHN-ABC	1/1/2006	4:30 PM	0.089	98,370	
172	Dothan	AL	WDHN-ABC	7/8/2006	11:30 PM	0.089	98,370	
173	Elmira	NY	WJKP-FOX	9/23/2006	6:30 PM	0.088	97,210	
173	Elmira	NY	WJKP-FOX	10/20/2006	10:30 AM	0.088	97,210	
174	Jackson	TN	WBBJ-ABC	3/5/2005	2:30 PM	0.086	94,770	
175	Lake Charles	LA	KPLC-NBC	2/27/2005	11:30 PM	0.086	94,240	
176	Alexandria	LA	KALB-NBC	7/31/2005	12:00 PM	0.086	94,350	
176	Alexandria	LA	KLAX-ABC	1/15/2006	12:00 PM	0.085	93,120	
176	Alexandria	LA	KALB-NBC	7/23/2006	12:30 PM	0.085	93,120	
178	Rapid City	SD	KOTA-ABC	10/2/2005	12:00 PM	0.085	93,220	
178	Watertown	NY	WWTS-ABC	1/14/2006	3:30 PM	0.083	90,930	
180	Marquette	MI	WJMN-CBS	5/14/2005	1:00 PM	0.083	91,100	
180	Marquette	MI	WJMN-CBS	7/23/2005	12:30 PM	0.083	91,100	
180	Marquette	MI	WBKP-ABC	1/15/2006	1:00 PM	0.081	89,160	
180	Marquette	MI	WBKP-ABC	7/29/2006	3:30 PM	0.081	89,160	
180	Marquette	MI	WJMN-CBS	7/2/2006	1:00 PM	0.081	89,160	
1	Negaunee	MI	Charter Communications	6 Airings	3PM-7PM			300,000
181	Harrisonburg	VA	WHSV-ABC	6/19/2005	3:00 PM	0.078	85,550	
181	Harrisonburg	VA	WHSV-ABC	8/21/2005	2:30 PM	0.078	85,550	
181	Harrisonburg	VA	WHSV-ABC	1/15/2006	3:30 PM	0.078	85,870	
182	Bowling Green	KY	WBKO-ABC	2/12/2005	1:00 PM	0.074	81,470	
182	Bowling Green	KY	WNKY-NBC	4/2/2005	1:30 PM	0.074	81,470	
183	Bowling Green	KY	WBKO-ABC	1/15/2006	1:00 PM	0.068	76,800	
183	Bowling Green	KY	WBDO-ABC	6/25/2006	1:00 PM	0.068	76,800	
183	Meridian	MS	WGBC-NBC	11/19/2005	12:30 PM	0.066	72,280	
184	Meridian	MS	WTOK-ABC	1/15/2006	2:30 PM	0.065	71,210	
184	Meridian	MS	WGBC-NBC	6/10/2006	1:00 PM	0.065	71,210	
186	Charlottesville	VA	WVAW-ABC	1/21/2006	6:00 PM	0.063	69,750	
188	Great Falls	MT	KFBB-ABC	7/24/2005	1:30 PM	0.059	64,650	
189	Great Falls	MT	KRTV-CBS/FOX	7/22/2006	4:00 PM	0.058	64,130	
189	Great Falls	MT	KRTV-CBS/FOX	7/23/2006	4:00 PM	0.058	64,130	
188	Laredo	TX	KGNS-NBC	11/12/2006	11:30 AM	0.058	64,410	
188	Laredo	TX	KGNS-NBC	12/17/2006	1:30 PM	0.058	64,410	
189	Grand Junction	CO	KJCT-ABC	3/12/2005	3:00 PM	0.058	63,650	
189	Grand Junction	CO	KJCT-ABC	4/30/2005	1:30 PM	0.058	63,650	
189	Grand Junction	CO	KJCT-ABC	5/14/2005	12:30 PM	0.058	63,650	
192	Twin Falls	ID	KSAW-ABC	1/15/2006	1:00 PM	0.055	60,400	
192	Twin Falls	ID	KSAW-ABC	8/19/2006	5:00 PM	0.055	60,400	

192	Eureka	CA	KAEF-ABC	1/30/2005	3:00 PM	0.053	57,680	
192	Eureka	CA	KAEF-ABC	6/5/2005	2:00 PM	0.053	57,680	
194	Eureka	CA	KVIQ-CBS	6/4/2006	3:00 PM	0.053	59,300	
193	Butte/Bozeman	MT	KWYB-ABC	7/3/2005	11:30 AM	0.053	57,680	
193	Butte/Bozeman	MT	KWYB-ABC	7/24/2005	1:30 PM	0.053	57,680	
193	Butte/Bozeman	MT	KWYB-ABC	8/6/2005	11:30 AM	0.053	57,680	
193	Butte/Bozeman	MT	KXLF-CBS	6/18/2006	12:00 PM	0.054	59,300	
193	Butte/Bozeman	MT	KXLF-CBS	7/2/2006	12:00 PM	0.054	59,300	
194	Lima	OH	WLIO-NBC	8/7/2005	1:30 PM	0.049	54,200	
194	Lima	OH	WLIO-NBC	8/14/2005	12:00 PM	0.049	54,200	
195	Cheyenne	WY	KDUH-ABC	10/2/2005	12:00 PM	0.049	53,920	
197	San Angelo	TX	KSAN-NBC	6/3/2006	12:00 PM	0.048	53,330	
198	Casper	WY	KFNB-FOX	1/22/2006	1:30 PM	0.047	52,070	
198	Casper	WY	KTWO-ABC	8/27/2006	11:00 AM	0.047	52,070	
198	Casper	WY	KTWO-ABC	12/31/2006	11:30 AM	0.047	52,070	
199	Ottumwa	IA	KTVO-ABC	1/15/2006	2:30 PM	0.047	51,290	
199	Ottumwa	IA	KTVO-ABC	7/15/2006	4:00 PM	0.047	51,290	
199	Ottumwa	IA	KYOU-FOX	8/5/2006	5:00 PM	0.047	51,290	
199	Ottumwa	IA	KYOU-FOX	11/4/2006	3:00 PM	0.047	51,290	
	1	Ottumwa	IA	Mediacom	2 Airings	6AM-10AM		35,000
		Ottumwa	IA	Mediacom	3 Airings	10AM-3PM		52,500
		Ottumwa	IA	Mediacom	6 Airings	7PM-6AM		105,000
203	Zanesville	OH	WHIZ-NBC	7/24/2005	2:30 PM	0.030	33,240	
203	Fairbanks	AK	KATN-ABC	1/15/2006	11:00 AM	0.029	32,310	
203	Fairbanks	AK	KFXF-FOX	12/10/2006	10:00 AM	0.029	32,310	
206	Helena	MT	KHBB-ABC	7/24/2005	1:30 PM	0.023	25,810	
206	Helena	MT	KXCH-CBS	7/22/2006	4:00 PM	0.023	25,810	
206	Helena	MT	KXCH-CBS	7/23/2006	4:00 PM	0.023	25,810	
207	Juneau	AK	KJUD-ABC	1/15/2006	11:00 AM	0.022	24,130	
210	Glendive	MT	KXGN-CBS/NBC	6/11/2005	1:00 PM	0.005	5,150	
210	Glendive	MT	KXGN-CBS/NBC	11/12/2006	1:30 PM	0.005	5,020	

Total Percentage of Broadcast TV Households "Reached": 163.3

Total Number of Broadcast TV Households "Reached": 180,079,429

Total Number of Cable TV Households "Reached": 103,545,769

Please Note:

Bolded type cities indicate Broadcast DMA Markets. Cities in non-bold represent Resort Channels in its respective DMA.

** Smaller Broadcast station which has been assigned a DMA #.

WSEE-CBS of Erie, PA #142 also seen via satellite in Costa Rica, Puerto Rico, the Virgin Islands, Cozumel Antigua, Aruba, Bahamas, Barbados, Belize, Bermuda, Cayman Islands, Curacao, Dominica, Dominican Republic, Honduras, Jamaica and Panama

AIRLINE INFLIGHT

(Direct Viewership)

*** FINAL REPORT ***

TITLE: *Inside the Ropes...* ***Playing the Bob Hope Chrysler Classic***

(Accumulation since inception)

(AIRLINE)	NUMBER OF
INFLIGHT VIDEO PARTICIPANTS	DIRECT VIEWERS
1. Total Delta Flight Participants for <u>June 2006</u> :	
a. June 1-15 (All flights from Alaska, Hawaii & Latin America to US)	465,127
b. June 16-31 (All Domestic flights with <i>overhead</i> TV going East to West)	3,760,768
2. Approx. total Delta Flight Participants for <u>July 2006</u> :	
All VOD (video on demand) BusinessElite	225,565
3. Approx. total Air Canada Flight Participants for <u>June 2006</u> :	19,300
Business/First Class on all routes to Europe & Asia	
4. Approx. total Air Canada Flight Participants for <u>July 2006</u> :	19,300
Business/First Class on all routes to Europe & Asia	
5. Approx. total Vietnam Airways Flight Participants for <u>June 2006</u> :	*
All regional and international routes.	
6. Approx. total Vietnam Airways Flight Participants for <u>July 2006</u> :	*
All regional and international routes.	
7. Total Cathay Pacific Airways Flight Participants for <u>August 2006</u> :	1,100,000
8. Total Northwest Airlines Flight Participants for <u>January 2007</u> :	700,000
Overhead screens on all <u>Domestic Eastbound</u> & all mainland from Hawaii flights.	
Total of Direct Viewers :	6,290,060

* Specific # of passengers/direct viewers could not be provided by the airline.

INTERNET

*** FINAL REPORT ***

TITLE: *Inside the Ropes...*
Playing the Bob Hope Chrysler Classic

(Accumulation since inception)

INTERNET SITE - www.ivnet.tv -
TOTAL # OF "HITS" FOR APRIL 2006 - DECEMBER 2006
3,500,000 <i>Direct Viewers</i>