

Spot Calendar By Station

FLINT-SAGINAW-BAY CTY Television

Client: MICHIGAN CREDIT UNION LEAGUE
 Brand/Product: IMAGE / 2ND QTR
 Campaign: FLINT-SAGINAW TV
 Flight: 04/07/2008 - 07/06/2008
 Sweeps: Share Feb 08 -> HUT/PUT May 07, May 06
 Station: Comc6725MI, WEYI, WJRT, WNEM, WSMH

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

 Buyer: Ellen Wright
 Rate: Client Discount
 Estimate: MCUL/IMG/21

Weekly Distribution

STN	DAYS	TIME	LEN	PROGRAM	Apr	Apr	Apr	Apr	May	May	May	May	Jun	Jun	Jun	Jun	Jun	SPOTS	DMA (R)	RTG
					07	14	21	28	05	12	19	26	02	09	16	23	30			
P 25-54																				
Comc6725MI																				
CA/FXNC	MTWTFSS	05:00 am - 12:00 am	30	FOX NEWS CHNL	18	18	18	18	18	18	18	18	18	18	18	18	18	234	46.8	0.2
CA/TWC	MTWTFSS	05:00 am - 12:00 am	30	WEATHER CHNL	16	16	16	16	16	16	16	16	16	16	16	16	16	208	20.8	0.1
CA/TNT	MTWTFSS	04:00 pm - 12:00 am	30	TNT	6	6	6	6	6	6	6	6	6	6	6	6	6	78	62.4	0.8
CA/TBSC	MTWTFSS	04:00 pm - 12:00 am	30	TBSC	4	4	4	4	4	4	4	4	4	4	4	4	4	52	20.8	0.4
CA/ESPN	MTWTFSS	04:00 pm - 12:00 am	30	ESPN	3	3	3	3	3	3	3	3	3	3	3	3	3	39	19.5	0.5
CA/USA	MTWTFSS	04:00 pm - 12:00 am	30	USA	3	3	3	3	3	3	3	3	3	3	3	3	3	39	19.5	0.5
CA/HIS	MTWTFSS	06:00 pm - 12:00 am	30	HISTORY CHNL	10	10	10	10	10	10	10	10	10	10	10	10	10	130	52.0	0.4
CA/ESP2	MTWTFSS	07:00 pm - 12:00 am	30	ESPN2	7	7	7	7	7	7	7	7	7	7	7	7	7	91	63.7	0.7
CA/TLC	MTWTFSS	07:00 pm - 12:00 am	30	TLC	8	8	8	8	8	8	8	8	8	8	8	8	8	104	31.2	0.3
CA/DISC	MTWTFSS	07:00 pm - 12:00 am	30	DISCOVERY	5	5	5	5	5	5	5	5	5	5	5	5	5	65	13.0	0.2
CA/AEN	MTWTFSS	07:00 pm - 12:00 am	30	A&E	3	3	3	3	3	3	3	3	3	3	3	3	3	39	15.6	0.4
CA/CNN	MTWTF--	05:00 am - 12:00 am	30	CNN	18	18	18	18	18	18	18	18	18	18	18	18	18	234	23.4	0.1
CA/GOLF	MTWTF--	04:00 pm - 12:00 am	30	GOLF	16	16	16	16	16	16	16	16	16	16	16	16	16	208	41.6	0.2
CA/SPK	MTWTF-- CSI	07:00 pm - 09:00 pm	30	SPIKE/CSI	3	3	3	3	3	3	3	3	3	3	3	3	3	39	11.7	0.3
CA/GOLF	----SS	09:00 am - 06:00 pm	30	GOLF	4	4	4	4	4	4	4	4	4	4	4	4	4	52	5.2	0.1
Comc6725MI Spot Totals					124	124	124	124	124	124	124	124	124	124	124	124	124	1612	447.2	

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					07	14	21	28	05	12	19	26	02	09	16	23	30	SPOTS	DMA (R)	GRP's
WEYI																				
EM	----S-	07:00 am - 09:00 am	30	SAT. TODAY SHO	1	1	1	1	1	1	1	1	1	1	1	1	1	13	13.0	1.0
EM	-----S	09:00 am - 10:00 am	30	SUN TODAY-NBC	1	1	1	1	1	1	1	1	1	1	1	1	1	13	13.0	1.0
EN	MTWTF--	06:30 pm - 07:00 pm	30	NBC NITELY NWS	3	3	3	3	1	1	3	5	5	3	3	3	3	39	50.7	1.3
EN	----S-	06:00 pm - 06:30 pm	30	WEYI EYWT NW-6	1	1	1	1	1	1	1	1	1	1	1	1	1	13	19.5	1.5
EN	-----S	06:00 pm - 06:30 pm	30	WEYI EYWT NW-6	1	1	1	1	1	1	1	1	1	1	1	1	1	13	19.5	1.5
PA	MTWTF--	07:00 pm - 07:30 pm	30	ENT TONIGHT 30	3	3	1	3	3	1	3	3	3	3	5	3	5	39	78.0	2.0
PA	MTWTF--	07:30 pm - 08:00 pm	30	INSIDE EDITION	3	3	1	3	3	1	3	3	3	3	5	3	5	39	78.0	2.0
PA	----S-	07:00 pm - 08:00 pm	30	ENT TONITE60 W	1	1	1	1	1	1	1	1	1	1	1	1	1	13	19.5	1.5
WEYI Spot Totals					14	14	10	14	12	8	14	16	16	14	18	14	18	182	291.2	

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					07	14	21	28	05	12	19	26	02	09	16	23	30	SPOTS	GRP's	RTG
WJRT																				
EM	MTWTF--	06:00 am - 07:00 am	30	12 NWS-MORN-6A	2	2	2	2	0	0	2	2	2	4	4	2	2	26	91.0	3.5
EM	MTWTF--	07:00 am - 09:00 am	30	GD MRN AMR-ABC	2	2	2	2	0	0	2	2	2	4	4	2	2	26	104.0	4.0
EM	----S-	06:00 am - 08:00 am	30	ABC NWS SAT 6A	1	1	1	1	1	1	1	1	1	1	1	1	1	13	26.0	2.0
EM	----S-	08:00 am - 09:00 am	30	GD MRN-SAT-ABC	1	1	1	1	1	1	1	1	1	1	1	1	1	13	32.5	2.5
EM	-----S	07:00 am - 08:00 am	30	ABC 12NW SU 7A	1	1	1	1	1	1	1	1	1	1	1	1	1	13	26.0	2.0
EM	-----S	08:00 am - 09:00 am	30	GD MRN-SUN-ABC	1	1	1	1	1	1	1	1	1	1	1	1	1	13	45.5	3.5
EM	-----S	09:00 am - 10:00 am	30	ABC 12NW SU 9A	1	1	1	1	1	1	1	1	1	1	1	1	1	13	26.0	2.0
EN	MTWTF--	04:00 pm - 05:00 pm	30	ABC12 NWS@FOU	3	3	3	3	1	1	3	3	3	5	5	1	5	39	70.2	1.8
EN	MTWTF--	05:00 pm - 06:00 pm	30	12 NWS AT FIVE	2	2	2	2	2	2	2	2	2	2	2	2	2	26	78.0	3.0
EN	MTWTF--	06:00 pm - 06:30 pm	30	12 NWS AT SIX	2	2	2	2	2	2	2	2	2	2	2	2	2	26	124.8	4.8
LN	----S-	11:00 pm - 11:35 pm	30	12 NWS-ELEVEN	1	1	1	1	1	1	1	1	1	1	1	1	1	13	52.0	4.0
PA	MTWTF--	07:00 pm - 07:30 pm	30	JUDGE JUDY	3	3	1	1	3	3	3	5	5	3	3	1	5	39	156.0	4.0
PA	MTWTF--	07:30 pm - 08:00 pm	30	JUDGE BROWN	2	2	2	2	2	2	2	2	2	2	2	2	2	26	78.0	3.0
PR	M-----	10:00 pm - 11:00 pm	30	THE BACHELOR	0	0	0	0	0	1	0	0	0	0	0	0	0	1	7.0	7.0
		5/12 SEASON FINALE																		
PR	----F--	10:00 pm - 11:00 pm	30	20/20-FRI-ABC	0	0	0	0	0	0	0	0	1	1	1	1	0	4	16.0	4.0
		ALL WEEKS																		
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	0	0	1	0	0	0	0	0	0	0	0	0	0	1	2.5	2.5
		4/26 HARRY POTTER/GOBLET OF FIRE																		
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	1	0	0	0	0	0	0	0	0	0	0	0	0	1	2.5	2.5
		4/12 HARRY POTTER/CHAMBER OF SECRETS																		
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	0	0	0	1	0	0	0	0	0	0	0	0	0	1	2.5	2.5
		5/3 CHRONICLES OF NARNIA																		
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	0	1	0	0	0	0	0	0	0	0	0	0	0	1	2.5	2.5
		4/19 HARRY POTTER/PRISONER OF AZKABAN																		
PR	-----S	07:00 pm - 08:00 pm	30	EXT H.MKOV R ED	0	0	0	0	0	1	0	0	0	0	0	0	0	1	12.0	12.0
		5/18 SEASON FINALE PT 1																		
PR	-----S	08:00 pm - 09:00 pm	30	EXT H.MKOV R ED	0	0	0	0	0	1	0	0	0	0	0	0	0	1	12.0	12.0
		5/18 SEASON FINALE PT 2																		
WJRT Spot Totals					23	23	21	21	16	19	22	24	25	29	29	19	26	297	967	

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					07	14	21	28	05	12	19	26	02	09	16	23	30	SPOTS	DMA (R)	RTG
WNEM																				
EM	MTWTF--	05:00 am - 06:00 am	30	NEWS 5 WAKEUP	5	5	5	5	5	5	5	5	5	5	5	5	65	97.5	1.5	
EM	MTWTF--	06:00 am - 07:00 am	30	NEWS 5 WAKEUP	5	5	5	5	5	5	5	5	5	5	5	65	195.0	3.0		
EM	-----S	09:00 am - 10:30 am	30	SUNDAY MRN-CBS	1	1	1	1	1	1	1	1	1	1	1	13	26.0	2.0		
EN	MTWTF--	06:00 pm - 06:30 pm	30	WNEM-5 NEWS-6	5	5	5	5	5	5	5	5	5	5	5	65	292.5	4.5		
		4 BB'S PER WK ROTATING ALL NEWS																		
EN	-----S	06:30 pm - 07:00 pm	30	WNEM-5NWS-630P	1	1	1	1	1	1	1	1	1	1	1	13	32.5	2.5		
LN	MTWTFSS	11:00 pm - 11:30 pm	30	WNEM-5 NEWS-11	5	5	5	5	5	5	5	5	5	5	5	65	292.5	4.5		
PA	MTWTF--	07:00 pm - 08:00 pm	30	JEOP/WHEEL	3	3	3	1	1	3	3	5	5	3	3	39	117.0	3.0		
PA	----S-	07:00 pm - 07:30 pm	30	WHEEL-FORTUNE	1	1	1	1	1	1	1	1	1	1	1	13	19.5	1.5		
PR	MTWTFSS	10:00 pm - 11:00 pm	30	BUICK OPEN PKG	0	0	0	0	0	0	0	0	0	0	1	1	3.0	3.0		
		INCLUDES 28 BB'S, WEB, MERCHNDSE																		
PR	MTWTFSS	10:00 pm - 11:00 pm	30	BUICK OPEN PKG	0	0	0	0	0	0	0	0	0	0	35	35	122.5	3.5		
		INCLUDES 28 BB'S, WEB, MERCHNDSE																		
PR	---T---	10:00 pm - 11:00 pm	30	W/O A TRACE	0	1	1	1	0	1	0	0	1	0	1	6	48.0	8.0		
		ALL WEEKS EXCEPT 5/29																		
PR	----S-	08:00 pm - 11:00 pm	30	SAT PRIME ROT	2	2	2	2	2	2	2	2	2	2	2	26	52.0	2.0		
		NO CHARGE/BONUS SPOTS																		
PR	-----S	07:00 pm - 11:00 pm	30	43RD CMA	0	0	0	0	0	1	0	0	0	0	0	1	5.0	5.0		
		5/18 COUNTRY MUSIC AWARDS																		
PR	-----S	08:00 pm - 10:00 pm	30	SUR:MICRONESIA	0	0	0	0	1	0	0	0	0	0	0	1	11.0	11.0		
		5/11 SEASON FINALE																		
PR	-----S	10:00 pm - 11:00 pm	30	SUR CAST REUNI	0	0	0	0	1	0	0	0	0	0	0	1	8.0	8.0		
		5/11 SURVIVOR CAST REUNION																		
WNEM Spot Totals					28	29	29	27	28	30	28	30	31	28	29	62	30	409	1322	

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					07	14	21	28	05	12	19	26	02	09	16	23	30	SPOTS	GRP's	RTG
WSMH																				
LN	MTWTF--	09:59 pm - 09:59 pm	05	FOX66 NEWS-TEN	5	5	5	5	5	5	5	5	5	5	5	5	5	65	227.5	3.5
				TITLE SPONSOR																
LN	MTWTF--	10:00 pm - 11:00 pm	30	FOX66 NEWS-TEN	5	5	5	5	5	5	5	5	5	5	5	5	5	65	227.5	3.5
LN	----S-	10:00 pm - 11:00 pm	30	FOX66 NEWS-TEN	1	1	1	1	1	1	1	1	1	1	1	1	1	13	26.0	2.0
				NO CHARGE SPOTS																
LN	-----S	10:00 pm - 11:00 pm	30	FOX66 NEWS-TEN	1	1	1	1	1	1	1	1	1	1	1	1	1	13	26.0	2.0
				NO CHARGE SPOTS																
PA	MTWTF--	06:00 pm - 08:00 pm	30	FRINGE/ACCESS	3	3	1	3	1	3	3	5	5	3	3	1	5	39	78.0	2.0
				NO CHARGE SPOTS																
PA	MTWTF--	07:00 pm - 07:30 pm	30	TWO & HALF MEN	3	3	1	3	1	3	3	5	5	3	3	1	5	39	117.0	3.0
PA	MTWTF--	07:30 pm - 08:00 pm	30	TWO & HALF MEN	3	3	1	3	1	3	3	5	5	3	3	1	5	39	136.5	3.5
PR	M-----	09:00 pm - 10:00 pm	30	HOUSE	0	0	1	1	1	1	0	0	0	0	0	0	0	4	54.0	13.5
				REGULAR SEAS																
PR	M-----	09:00 pm - 10:00 pm	30	HOUSE	0	0	0	0	0	0	1	0	0	0	0	0	0	1	15.0	15.0
				SEASON FINALE																
PR	-T-----	08:00 pm - 09:00 pm	30	AMERICAN IDOL	1	1	1	1	1	1	0	0	0	0	0	0	0	6	144.0	24.0
				REGULAR SEAS																
PR	-T-----	08:00 pm - 09:00 pm	30	AMERICAN IDOL	0	0	0	0	0	0	1	0	0	0	0	0	0	1	30.0	30.0
				SEASON FINALE PT 1																
PR	--W----	08:00 pm - 10:00 pm	30	AMERICAN IDOL	0	0	0	0	0	0	1	0	0	0	0	0	0	1	30.0	30.0
				SEASON FINALE PT 2																
PR	--W----	08:00 pm - 10:00 pm	30	AMERICAN IDOL	1	0	0	0	0	0	0	0	0	0	0	0	0	1	28.0	28.0
				GIVE BACK/RESULTS SHOW																
PR	--W----	09:00 pm - 09:30 pm	30	AMERICAN IDOL	0	1	1	1	1	1	0	0	0	0	0	0	0	5	120.0	24.0
				REGULAR SEAS																
SP	----SS	12:00 pm - 12:00 am	30	NASCAR	2	0	2	2	2	0	2	2	0	0	0	0	0	12	72.0	6.0
				VARIOUS RACES																
SP	----S-	03:30 pm - 07:00 pm	30	TIGER BASEBALL	0	0	2	0	2	0	0	2	2	2	0	0	0	10	65.0	6.5
WSMH Spot Totals					25	23	22	26	22	24	26	31	29	23	21	15	27	314	1396.5	

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					07	14	21	28	05	12	19	26	02	09	16	23	30	SPOTS	GRP's	
Weekly Schedule					214	213	206	212	202	205	214	225	225	218	221	234	225	2814	4423.9	
Spot Length Breakout																				
# Spots																				
5						5	5	5	5	5	5	5	5	5	5	5	65	227.5		
30					209	208	201	207	197	200	209	220	220	213	216	229	220	2749	4196.4	

Campaign Comments: CAMPAIGN FLIGHT DATES: 4/7/08 - 7/6/08