

# Spot Calendar By Station

LANSING-EAST LANSING Television

Client: MICHIGAN CREDIT UNION LEAGUE  
 Brand/Product: IMAGE / IMAGE  
 Campaign: LANSING TV & CABLE  
 Flight: 04/07/2008 - 06/22/2008  
 Sweeps: Share Nov 07 -> HUT/PUT May 07  
 Station: WSYM, WLNS, WLAJ, WILX, Comc7887MI

BERLINE  
 70 East Long Lake  
 Bloomfield Hills, MI 48304  
  
 Buyer: Ellen Wright  
 Rate: Client Discount  
 Estimate: MCUL/IMG/20

### Weekly Distribution

STN	DAYS	TIME	LEN	PROGRAM	Apr	Apr	Apr	Apr	May	May	May	May	Jun	Jun	Jun	P 25-54		
					07	14	21	28	05	12	19	26	02	09	16	SPOTS	DMA (R)	RTG
WSYM																		
LN	MTWTFSS	10:00 pm - 11:00 pm	30	LATE NEWS	10	10	10	10	10	10	10	10	10	10	10	110	330.0	3.0
	2X BB'S PER WEEK WITH :03 TAGLINE																	
PA	MTWTF--	07:00 pm - 07:30 pm	30	FAMILY GUY	5	5	5	5	5	5	5	5	5	5	5	55	82.5	1.5
PT	--W----	08:00 pm - 10:00 pm	30	AI -GIVES BACK	1	0	0	0	0	0	0	0	0	0	0	1	18.0	18.0
	4/9																	
PT	--W----	08:00 pm - 10:00 pm	30	TYC DANCE?	0	0	0	0	0	0	0	0	1	1	1	3	15.0	5.0
	EFF 5/28																	
SP	-----S	01:30 pm - 06:00 pm	30	NASCAR	0	0	2	0	0	0	0	0	0	0	0	2	15.0	7.5
	TALLEDEGA 4/27																	
SP	-----S	05:00 pm - 11:00 pm	30	NASCAR	0	0	0	0	0	0	2	0	0	0	0	2	15.0	7.5
	LOWE'S 5/25																	
SP	-----S	01:00 pm - 05:30 pm	30	NASCAR	0	0	0	0	0	0	0	2	0	0	0	2	15.0	7.5
	DOVER 6/1																	
WSYM Spot Totals					16	15	17	15	15	15	17	17	16	16	16	175	490.5	

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					07	14	21	28	05	12	19	26	02	09	16	SPOTS	DMA (R)	RTG
WLNS																		
EM	MTWTF--	06:00 am - 07:00 am	30	NWSCNTR 6-MORN	10	10	10	10	10	10	10	10	10	10	10	110	220.0	2.0
EM	MTWTF--	07:00 am - 09:00 am	30	EARLY SHOW	0	2	0	2	2	2	1	4	0	0	0	13	13.0	1.0
EN	MTWTF--	05:00 pm - 05:30 pm	30	5P NEWS	5	5	5	5	5	5	5	5	5	5	5	55	82.5	1.5
EN	MTWTF--	06:00 pm - 06:30 pm	30	NEWSCENTER-6	4	4	4	4	4	4	4	4	4	4	4	44	176.0	4.0
LN	MTWTF--	11:00 pm - 11:35 pm	30	LATE NEWS	3	3	3	3	3	3	3	3	3	3	3	33	66.0	2.0
		:05 A/V BB - 6X/WK IN EM, EN & LN																
PT	----F--	08:00 pm - 11:00 pm	30	PRIME	2	2	2	2	2	2	2	2	2	2	2	22	110.0	5.0
PT	----S-	08:00 pm - 09:00 pm	30	CRMTM SA8P-CBS	0	0	0	1	1	1	0	0	0	0	0	3	3.0	1.0
PT	----S-	09:00 pm - 10:00 pm	30	CRIMTME SA-CBS	0	0	0	1	0	0	0	0	0	0	0	1	2.0	2.0
EN	-----S	06:00 pm - 06:30 pm	30	6 NEWS	1	1	1	1	1	1	1	1	1	1	1	11	33.0	3.0
PT	-----S	08:00 pm - 09:00 pm	30	BIG BROTHER 8	0	0	0	1	1	1	0	0	0	0	0	3	15.0	5.0
WLNS Spot Totals					25	27	25	30	29	29	26	29	25	25	25	295	720.5	

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					07	14	21	28	05	12	19	26	02	09	16		GRP's	RTG
WLAJ																		
LN	MTWTFSS	11:00 pm - 11:30 pm	30	ABC NEWS 3	7	6	6	6	6	6	6	6	6	6	6	67	33.5	0.5
EM	MTWTF--	07:00 am - 09:00 am	30	GD MRN AMERICA	8	8	8	8	8	8	8	8	8	8	8	88	44.0	0.5
EN	MTWTF--	06:00 pm - 06:30 pm	30	EARLY NEWS	6	6	6	6	6	6	6	6	6	6	6	66	33.0	0.5
		3X A/V BB PER WEEK																
PA	MTWTF--	07:00 pm - 07:30 pm	30	MILLIONAIRE	4	4	4	4	4	4	4	4	4	4	4	44	44.0	1.0
PT	M-----	10:00 pm - 11:00 pm	30	BACHELOR	0	0	1	1	1	1	1	1	1	1	1	9	27.0	3.0
PT	-T-----	08:00 pm - 09:00 pm	30	JUST LAUGHS	0	2	2	2	2	2	2	2	2	2	2	20	60.0	3.0
PT	--W----	09:00 pm - 10:00 pm	30	SUPERNANNY	0	1	1	1	1	1	0	0	1	1	1	8	24.0	3.0
PT	---T---	08:00 pm - 09:00 pm	30	UGLY BETTY	0	1	0	1	1	1	0	0	1	1	1	7	35.0	5.0
		4/10, 4/17																
PT	----F--	08:00 pm - 09:00 pm	30	GREY'S ANAT.	2	2	2	2	2	2	2	2	2	2	2	22	55.0	2.5
PT	----F--	09:00 pm - 10:00 pm	30	GREY'S/D.HOUSE	2	2	2	2	2	2	2	2	2	2	2	22	66.0	3.0
WLAJ Spot Totals					29	32	32	33	33	33	31	31	33	33	33	353	421.5	

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					07	14	21	28	05	12	19	26	02	09	16			
WILX																		
AV	MTWTFSS	05:00 am - 12:00 am	30	ROTATOR	3	3	3	3	3	3	3	3	3	3	3	33	0.0	0.0
				NO CHARGE ROTATORS AS ADDED VALUE														
LN	MTWTF--	11:00 pm - 11:35 pm	30	LATE NEWS	1	1	1	1	1	1	1	1	1	1	1	11	33.0	3.0
LN	----S-	11:00 pm - 11:35 pm	30	LATE NEWS	1	1	1	1	1	1	1	1	1	1	1	11	27.5	2.5
LN	-----S	11:00 pm - 11:35 pm	30	LATE NEWS	1	1	1	1	1	1	1	1	1	1	1	11	38.5	3.5
EM	MTWTF--	06:00 am - 07:00 am	30	NEWS10 AT 6AM	5	5	5	5	5	5	5	5	5	5	55	137.5	2.5	
EM	MTWTF--	07:00 am - 09:00 am	30	TODAY SHOW	2	2	2	2	2	2	2	2	3	3	3	25	75.0	3.0
DT	MTWTF--	09:00 am - 10:00 am	30	REGIS&KELLY	0	0	0	0	0	0	0	1	0	0	0	1	2.0	2.0
EN	MTWTF--	05:00 pm - 05:30 pm	30	NEWS10 AT 5	5	5	5	5	5	5	5	5	5	5	55	82.5	1.5	
				1X 6:05 PM BB PER WEEK														
PA	MTWTF--	07:00 pm - 07:30 pm	30	WHEEL	3	3	3	3	3	3	3	3	3	3	33	99.0	3.0	
PA	MTWTF--	07:30 pm - 08:00 pm	30	JEOPARDY	4	4	4	4	4	4	4	4	4	4	44	154.0	3.5	
EM	----S-	07:00 am - 08:00 am	30	NEWS 10 WKND	1	1	1	1	1	1	1	1	1	1	11	22.0	2.0	
EM	----S-	08:00 am - 10:00 am	30	SATURDAY TODAY	1	1	1	1	1	1	1	1	1	1	11	22.0	2.0	
EN	----S-	06:00 pm - 06:30 pm	30	NEWS10 WKD-6PM	1	1	1	1	1	1	1	1	1	1	11	11.0	1.0	
EM	-----S	08:00 am - 10:00 am	30	SUN TODAY	1	1	1	1	1	1	1	1	1	1	11	16.5	1.5	
PT	M-----	08:00 pm - 09:00 pm	30	MY DAD	1	0	0	0	0	0	0	0	0	0	1	3.0	3.0	
				4/7														
PT	M-----	08:00 pm - 10:00 pm	30	DEAL/NO DEAL	0	1	1	1	0	0	0	0	0	0	0	3	18.0	6.0
				4/14, 4/21, 4/28, 5/5														
PT	M-----	09:00 pm - 10:00 pm	30	DEAL/NO DEAL	1	0	0	0	0	0	0	0	0	0	1	6.0	6.0	
				4/7														
PT	-T-----	08:00 pm - 10:00 pm	30	BIGST LSR5-NBC	2	2	0	0	0	0	0	0	0	0	4	22.0	5.5	
				W/O 4/7, 4/14														
PT	-T-----	08:30 pm - 10:00 pm	30	SNL SPECIALS	0	0	0	0	2	2	2	2	2	2	14	56.0	4.0	
				RATE EFF 5/5														
PT	---T---	08:00 pm - 09:00 pm	30	EARL/30 ROCK	0	1	1	1	1	1	1	0	1	1	1	9	45.0	5.0
WILX Spot Totals					33	33	31	31	32	32	32	32	33	33	33	355	870.5	

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					07	14	21	28	05	12	19	26	02	09	16		GRP's	RTG
Comc7887MI																		
CA	MTWTF--	09:00 am - 04:00 pm	30	ANIMAL PLANET	12	12	12	12	12	12	12	12	12	12	12	132	13.2	0.1
CA	MTWTF--	04:00 pm - 07:00 pm	30	DISC	3	3	3	3	3	3	3	3	3	3	3	33	9.9	0.3
CA	-TW-F--	08:00 pm - 11:00 pm	30	DISC	3	3	3	3	3	3	3	3	3	3	3	33	19.8	0.6
CA	MTWTFSS	06:00 pm - 12:00 am	30	ESPN - LIVE SP	5	5	5	5	5	5	5	5	5	5	5	55	27.5	0.5
CA	----SS	09:00 am - 06:00 pm	30	ESPN - LIVE SP	3	3	3	3	3	3	3	3	3	3	3	33	16.5	0.5
CA	MT-----	06:00 pm - 12:00 am	30	HLN	2	2	2	2	2	2	2	2	2	2	2	22	2.2	0.1
CA	-----S-	09:00 am - 07:00 pm	30	HLN	2	2	2	2	2	2	2	2	2	2	2	22	0.0	0.0
CA	MTW----	08:00 pm - 11:00 pm	30	MSNBC	3	3	3	3	3	3	3	3	3	3	3	33	0.0	0.0
CA/TLC	MTWTFSS	08:00 pm - 11:00 pm	30	TLC	5	5	5	5	5	5	5	5	5	5	5	55	27.5	0.5
CA/TLC	MTWTF--	09:00 am - 04:00 pm	30	TLC	2	2	2	2	2	2	2	2	2	2	2	22	2.2	0.1
CA/TLC	-----SS	09:00 am - 07:00 pm	30	TLC	2	2	2	2	2	2	2	2	2	2	2	22	2.2	0.1
CA	MTWTFSS	08:00 pm - 11:00 pm	30	TNT	1	1	1	1	1	1	1	1	1	1	1	11	5.5	0.5
CA	MTWTF--	04:00 pm - 07:00 pm	30	TBSC	3	3	3	3	3	3	3	3	3	3	3	33	16.5	0.5
Comc7887MI Spot Totals					46	46	46	46	46	46	46	46	46	46	46	506	143	

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					07	14	21	28	05	12	19	26	02	09	16		GRP's	RTG
Weekly Schedule					149	153	151	155	155	155	152	155	153	153	153	1684	2646	
Spot Length Breakout																		
# Spots																		
30					149	153	151	155	155	155	152	155	153	153	153	1684	2646	

Campaign Comments: