

# Spot Calendar By Station

MARQUETTE Television

Client: MICHIGAN CREDIT UNION LEAGUE

Brand/Product: IMAGE / 2ND QTR

Campaign: G.R, T.C., MARQ TV

Flight: 04/07/2008 - 06/15/2008

Sweeps: Share Nov 07 -> HUT/PUT May 07, May 06, May 05

Station: Char8288MI, WBUP, WJMN, WLUC

BERLINE

70 East Long Lake  
Bloomfield Hills, MI 48304

Buyer: Pat Germain

Rate: Client Discount

Estimate: MCUL/IMG/19

## Weekly Distribution

STN	DAYS	TIME	LEN	PROGRAM	Apr	Apr	Apr	Apr	May	May	May	May	Jun	Jun	SPOTS	P 25-54 DMA (R)	
					07	14	21	28	05	12	19	26	02	09		GRP's	RTG
Char8288MI																	
C/CNBC	MTWTFSS	06:00 am - 12:00 am	30	TAGGABLE	8	8	8	8	8	8	8	8	8	8	80	0.0	0.0
				CNBC FINANCE TIP TO AIR ALL NET:20PR:10MCUL													
C/AEN	--W----	08:00 pm - 11:00 pm	30	CSI Miami	1	1	1	1	1	1	1	1	1	1	10	8.0	0.8
C/AEN	-----S	10:00 pm - 11:00 pm	30	Sorporano's	1	1	1	1	1	1	1	1	1	1	10	6.0	0.6
C/AEN	---T---	11:00 pm - 12:00 am	30	First 48	1	1	1	1	1	1	1	1	1	1	10	17.0	1.7
C	-T-----	09:00 pm - 10:00 pm	30	LARRY KING	1	1	1	1	1	1	1	1	1	1	10	8.0	0.8
C	---T---	09:00 pm - 10:00 pm	30	Larry King	1	1	1	1	1	1	1	1	1	1	10	14.0	1.4
C	-T-----	09:00 pm - 10:00 pm	30	DEADLIEST CATC	1	1	1	1	1	1	1	1	1	1	10	14.0	1.4
C	---T---	09:00 pm - 10:00 pm	30	DirtyJobs/ Myt	1	1	1	1	1	1	1	1	1	1	10	10.0	1.0
C	MTWTFSS	06:00 am - 09:00 am	30	SPORTSCENTER	3	3	3	3	3	3	3	3	3	3	30	9.0	0.3
C	---T---	08:00 pm - 11:00 pm	30	NBA	1	1	1	1	1	1	1	1	1	1	10	22.0	2.2
C	M-----	10:00 pm - 11:00 pm	30	Funniest Home	1	1	1	1	1	1	1	1	1	1	10	8.0	0.8
C	---F--	09:00 pm - 10:00 pm	30	Diners & Drive	1	1	1	1	1	1	1	1	1	1	10	6.0	0.6
C	MTWTFSS	08:00 pm - 11:00 pm	30	Prime Sports	6	6	6	6	6	6	6	6	6	6	60	36.0	0.6
C	MTWTFSS	06:00 am - 09:00 am	30	news	3	3	3	3	3	3	3	3	3	3	30	9.0	0.3
C	--W----	07:00 pm - 08:00 pm	30	THE FOX REPORT	1	1	1	1	1	1	1	1	1	1	10	10.0	1.0
C	M-----	08:00 pm - 09:00 pm	30	THE OREILLY FA	1	1	1	1	1	1	1	1	1	1	10	8.0	0.8
C	---T---	10:00 pm - 11:00 pm	30	ON THE RECORD	1	1	1	1	1	1	1	1	1	1	10	11.0	1.1
C	----F--	10:00 pm - 11:00 pm	30	HOUSE HUNTERS	1	1	1	1	1	1	1	1	1	1	10	9.0	0.9
C	----S-	08:00 pm - 11:00 pm	30	Weekend Prime	1	1	1	1	1	1	1	1	1	1	10	8.0	0.8
C	-T-----	10:00 pm - 11:00 pm	30	The Office	1	1	1	1	1	1	1	1	1	1	10	9.0	0.9
C	MTWTFSS	08:00 pm - 11:00 pm	30	Law Order / Mo	6	6	6	6	6	6	6	6	6	6	60	48.0	0.8
C	--W----	09:00 pm - 10:00 pm	30	LAW & ORDER	1	1	1	1	1	1	1	1	1	1	10	13.0	1.3
C	-----S	09:00 pm - 10:00 pm	30	MOVIE, USA	1	1	1	1	1	1	1	1	1	1	10	7.0	0.7
C	----F--	11:00 pm - 12:00 am	30	HOUSE	1	1	1	1	1	1	1	1	1	1	10	10.0	1.0
Char8288MI	Spot Totals				45	45	45	45	45	45	45	45	45	45	450	300	

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					07	14	21	28	05	12	19	26	02	09		GRP's	RTG
WBUP																	
PA	MTWTF--	07:00 pm - 07:30 pm	30	JEOPARDY	2	2	2	2	2	2	2	2	2	2	20	30.0	1.5
PA	MTWTF--	07:30 pm - 08:00 pm	30	WHEEL	2	2	2	2	2	2	2	2	2	2	20	30.0	1.5
PR	M-----	08:00 pm - 10:00 pm	30	DANCE STARS	1	0	0	0	0	0	0	0	0	0	1	5.5	5.5
	4/7,14,21																
PR	M-----	08:00 pm - 09:30 pm	30	DANCE STARS	0	0	0	0	0	1	0	0	0	0	1	5.5	5.5
	4/28 THRU FINAL 5/19																
PR	M-----	10:00 pm - 11:00 pm	30	BACHELOR	1	0	0	0	1	0	0	0	0	0	2	6.0	3.0
	FINAL 5/12																
PR	M-----	10:00 pm - 11:00 pm	30	ROAD/BACHETTE	0	0	0	0	0	0	0	1	1	0	2	6.0	3.0
PR	-T-----	08:00 pm - 09:00 pm	30	LAUGHS	0	0	0	0	1	1	0	1	0	0	3	4.5	1.5
	NO 6/10, 6/17																
SP	-T-----	08:30 pm - 11:00 pm	30	NBA FINALS	0	0	0	0	0	0	0	0	0	1	1	4.0	4.0
	6/10,6/17 INSIDE																
PR	-T-----	09:00 pm - 11:00 pm	30	DNC-RSL-TU-ABC	0	0	0	0	0	0	1	0	0	0	1	5.0	5.0
	FINAL 5/20																
PR	-T-----	10:00 pm - 11:00 pm	30	BOSTON LEGAL	1	0	1	0	0	1	0	0	0	0	3	7.5	2.5
	NO 6/10, 6/17, 4/7-5/12 FIRST																
PR	--W----	09:00 pm - 10:00 pm	30	SUPERMANNY	1	0	1	0	1	0	1	0	0	0	4	8.0	2.0
PR	--W----	09:00 pm - 10:00 pm	30	INVENTOR	0	0	0	0	0	0	0	1	1	1	3	7.5	2.5
PR	--W----	09:00 pm - 10:00 pm	30	MEN TREES	0	1	0	1	0	0	1	0	0	0	3	7.5	2.5
	FIRST TO 5/19																
PR	---T---	08:00 pm - 09:00 pm	30	BETTY	0	0	1	0	1	0	1	0	0	0	3	12.0	4.0
	4/21 -5/22 FIRST RUN																
SP	---T---	08:30 pm - 11:00 pm	30	NBA FINALS	0	0	0	0	0	0	0	0	1	0	1	4.0	4.0
	6/2,9,16 INSIDE																
PR	---T---	09:00 pm - 10:00 pm	30	GREY'S ANATOMY	0	0	0	1	0	0	1	0	0	0	2	15.0	7.5
	4/21-5/22 FIRST																
PR	---T---	10:00 pm - 11:00 pm	30	LOST	0	0	1	0	1	1	0	0	0	0	3	24.0	8.0
	4/21-5/12 FIRST																
PR	----F--	10:00 pm - 11:00 pm	30	20/20	0	0	0	0	0	0	0	1	1	1	3	6.0	2.0
SP	-----S	01:00 pm - 04:30 pm	30	INDY 500	0	0	0	0	0	0	2	0	0	0	2	2.0	1.0

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					07	14	21	28	05	12	19	26	02	09		GRP's	RTG
	5/25 INSIDE																
PR	-----S	07:00 pm - 08:00 pm	30	FUNNIEST VIDEO	0	1	1	0	0	0	0	1	0	0	3	7.5	2.5
PR	-----S	08:00 pm - 09:00 pm	30	MAKEOVER	0	0	0	1	0	1	0	0	0	0	2	12.0	6.0
SP	-----S	08:30 pm - 11:00 pm	30	NBA FINALS	0	0	0	0	0	0	0	0	1	0	1	4.0	4.0
	6/1,8,15 INSIDE																
PR	-----S	09:00 pm - 10:00 pm	30	OPRAH	1	1	0	0	0	0	0	0	0	0	2	14.0	7.0
	4/13,4/20																
PR	-----S	09:00 pm - 10:00 pm	30	DESP HOUSE	0	1	1	0	1	1	0	0	0	0	4	30.0	7.5
	4/20-5/18 FIRST RUN																
PR	-----S	10:00 pm - 11:00 pm	30	BROTHERS & SIST	0	1	0	1	1	0	0	0	0	0	3	12.0	4.0
	4/20-5/11 FIRST																
WBUP Spot Totals					9	9	10	8	11	10	11	9	9	7	93	269.5	

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					07	14	21	28	05	12	19	26	02	09		GRP's	RTG
WJMN																	
BN	MTWTFSS	04:00 pm - 12:35 am	30	ADDED VALUE RO	2	2	2	2	2	2	2	2	2	2	20	0.0	0.0
		ADDED VALUE															
PR	MTWTFSS	08:00 pm - 11:00 pm	30	CBS PRIME	1	0	0	0	0	0	0	0	0	0	1	2.5	2.5
		BUY 1X NCAA 1X PRIME ROS															
PR	MTWTFSS	08:00 pm - 11:00 pm	30	CBS PRIME	0	1	0	0	1	0	0	0	0	0	2	5.0	2.5
		BUY 1X CRIM MND 1X PRIME ROS															
PR	MTWTFSS	08:00 pm - 11:00 pm	30	CBS PRIME	0	0	1	0	0	0	1	0	0	0	2	5.0	2.5
		BUY 1X CSI NY GET 1X PRIME ROS															
PR	MTWTFSS	08:00 pm - 11:00 pm	30	CBS PRIME	1	1	0	0	0	0	0	0	0	0	2	5.0	2.5
		BUY 1X SURVI 1X GET PRIME ROS															
PR	MTWTFSS	08:00 pm - 11:00 pm	30	CBS PRIME	0	0	0	0	0	0	1	0	0	0	1	2.5	2.5
		BUY 1X SURV.FINAL 1X GET PRIME ROS															
PA	M-----	07:30 pm - 08:00 pm	30	ENT TONIGHT 30	4	4	4	4	4	4	4	4	4	4	40	60.0	1.5
SP	M-----	09:00 pm - 11:30 pm	30	NCAA CHAMP	1	0	0	0	0	0	0	0	0	0	1	8.0	8.0
		4/7, BUY 1 GET 1 PR ROS NC, NO ADJACENCIES															
PR	M-----	09:00 pm - 10:00 pm	30	2 1/2/RLS	0	1	1	0	0	1	0	0	1	0	4	26.0	6.5
		NA 4/7, NEW 4/14															
PR	M-----	10:00 pm - 11:00 pm	30	CSI: MIAMI	0	0	0	1	0	0	1	1	0	1	4	28.0	7.0
		NA 4/7, NEW 4/14															
PR	--W----	08:00 pm - 09:00 pm	30	POWER 10	0	0	0	0	0	0	0	1	1	1	3	6.0	2.0
		STARTS 5/27															
PR	--W----	09:00 pm - 10:00 pm	30	CRIMINAL MINDS	0	1	0	0	1	0	0	0	0	0	2	9.0	4.5
		NEW 4/9, BUY 1 GET 1 ROS PR															
PR	--W----	10:00 pm - 11:00 pm	30	CSI NY	0	0	1	0	0	0	1	0	0	0	2	9.0	4.5
		NEW 4/9, BUY 1 GET 1 PR ROS NC															
PR	---T---	08:00 pm - 09:00 pm	30	SURVIVOR	1	1	0	0	0	0	0	0	0	0	2	13.0	6.5
		TO 5/8 - BUY 1X GET 1X PRIME ROS															
PR	---T---	09:00 pm - 10:00 pm	30	CSI	0	0	1	0	0	1	0	0	0	0	2	19.0	9.5
		NEW 4/10, REPEATS BEGIN 5/15															
PR	---T---	10:00 pm - 11:00 pm	30	TRACE	0	0	1	0	0	1	0	0	0	0	2	8.0	4.0
		NEW 4/10															

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STN	DAYS	TIME	LEN	PROGRAM											P 25-54		
					Apr 07	Apr 14	Apr 21	Apr 28	May 05	May 12	May 19	May 26	Jun 02	Jun 09	SPOTS	DMA (R)	RTG
PR	---T---	10:00 pm - 11:00 pm	30	SWINGTOWN	0	0	0	0	0	0	1	1	0	1	3	12.0	4.0
	NEW 5/22																
PR	----F--	08:00 pm - 09:00 pm	30	GHOST WHISPER	0	0	1	0	0	0	1	0	0	0	2	8.0	4.0
	NEW 4/11																
PR	----F--	10:00 pm - 11:00 pm	30	NUMBERS	0	0	1	0	0	0	0	1	1	1	4	12.0	3.0
	NEW 4/11																
EM	-----S	09:00 am - 10:30 am	30	SUNDAY MRN-CBS	2	2	2	2	2	2	2	2	2	2	20	50.0	2.5
PR	-----S	07:00 pm - 08:00 pm	30	60 MINUTES	0	0	0	1	0	0	1	1	1	1	5	15.0	3.0
PR	-----S	08:00 pm - 10:00 pm	30	SURV. FINALE	0	0	0	0	1	0	0	0	0	0	1	8.5	8.5
	5/11, BUY 1X GET SU 7P-11P N/C																
WJMN Spot Totals					12	13	15	10	11	11	15	13	12	13	125	311.5	

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					07	14	21	28	05	12	19	26	02	09		GRP's	RTG
WLUC																	
LN	MTWTF--	11:00 pm - 11:35 pm	30	TV6 LATE NWS	2	2	2	2	2	2	2	2	2	2	20	150.0	7.5
EM	MTWTF--	05:30 am - 06:00 am	30	TV6 MORN NEWS	1	1	1	1	1	1	1	1	1	1	10	25.0	2.5
EM	MTWTF--	06:00 am - 07:00 am	30	TV6 MORN NEWS	1	1	1	1	0	0	0	0	0	0	4	22.0	5.5
EM	MTWTF--	07:00 am - 09:00 am	30	TODAY SHOW	1	1	1	1	2	2	2	2	2	2	16	112.0	7.0
EN	MTWTF--	06:00 pm - 06:30 pm	30	TV6 EARLY NWS	2	2	2	2	2	2	2	2	2	2	20	290.0	14.5
EN	MTWTF--	07:00 pm - 07:30 pm	30	TV6 NEWS EXTRA	0	0	0	0	0	0	0	2	2	2	6	39.0	6.5
PA	M-----	07:30 pm - 08:00 pm	30	DISCOVERING	1	1	1	1	1	1	1	1	1	1	10	75.0	7.5
PR	M-----	09:00 pm - 10:00 pm	30	DEAL	1	0	0	0	0	0	0	0	0	0	1	7.0	7.0
	4/7-5/12																
PR	M-----	09:00 pm - 10:00 pm	30	DEAL	0	0	0	1	0	0	0	0	0	0	1	7.0	7.0
	4/7-5/12																
PR	M-----	09:30 pm - 11:00 pm	30	DATELINE	0	0	0	0	0	0	0	1	1	0	2	12.0	6.0
	5/19-6/2																
PR	M-----	09:30 pm - 11:00 pm	30	NASHVILLE STAR	0	0	0	0	0	0	0	0	0	1	1	6.0	6.0
	6/9 PREMIERE																
PR	---T---	10:00 pm - 11:00 pm	30	E.R.-NBC	0	0	0	1	1	0	0	0	0	0	2	26.0	13.0
	BUY IN SWEEP																
SP	----SS	01:00 pm - 04:00 pm	30	NHL WINGS ONLY	1	1	0	0	0	0	0	0	0	0	2	6.0	3.0
	4/12,13,19,20 INSIDE																
SP	----SS	01:00 pm - 04:00 pm	30	NHL WINGS ONLY	0	0	1	1	0	0	0	0	0	0	2	8.0	4.0
	4/26,27,5/4 INSIDE																
WLUC Spot Totals					10	9	9	11	9	8	8	11	11	11	97	785	

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					07	14	21	28	05	12	19	26	02	09			
Weekly Schedule					76	76	79	74	76	74	79	78	77	76	765	1666	
Spot Length Breakout # Spots 30					76	76	79	74	76	74	79	78	77	76	765	1666	

Campaign Comments: CAMPAIGN FLIGHT DATES: 4/7-6/15/08