

Spot Calendar By Station

TRAVERSE CITY-CADILLAC 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 Feb 08 -> HUT/PUT May 07, May 06
 Station: WWTV+, WPBN+, WGTU+, WFQX+

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

 Buyer: Ellen Wright
 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
WWTV+																	
EM	MTWTF--	05:30 am - 06:00 am	30	MICH MORN-5.30	2	2	2	2	2	2	2	2	2	2	20	80.0	4.0
EN	MTWTF--	05:00 pm - 05:30 pm	30	9&10 NWS-5.00	2	2	2	2	2	2	2	2	2	2	20	120.0	6.0
EN	MTWTF--	06:00 pm - 06:30 pm	30	9&10 NWS-6.00	2	2	2	2	2	2	2	2	2	2	20	180.0	9.0
LN	MTWTF--	11:00 pm - 11:30 pm	30	9&10 NWS-11	2	2	2	2	2	2	2	2	2	2	20	120.0	6.0
PA	MTWTF--	07:30 pm - 08:00 pm	30	TWO & HALF MEN	2	2	2	2	2	2	2	2	2	2	20	120.0	6.0
PR	M-----	09:00 pm - 10:00 pm	30	2 1/2 MN/RULES	1	0	0	0	0	0	1	0	1	0	3	30.0	10.0
		ALL WEEKS STARTING 4/14															
PR	M-----	10:00 pm - 11:00 pm	30	CSI:MIAMI-CBS	0	1	0	1	0	0	1	0	0	0	3	27.0	9.0
		ALL WEEKS STARTING 4/14															
PR	-----S	08:00 pm - 10:00 pm	30	SUR:MICRONESIA	0	0	0	0	1	0	0	0	0	0	1	15.0	15.0
		5/11 SEASON FINALE															
WWTV+ Spot Totals					11	11	10	11	11	10	12	10	11	10	107	692	

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					07	14	21	28	05	12	19	26	02	09		GRP's	RTG
WPBN+																	
EM	MTWTF--	05:30 am - 06:00 am	30	7&4 NEWS TODAY	3	3	3	3	3	3	3	3	3	3	30	45.0	1.5
EM	MTWTF--	06:00 am - 07:00 am	30	7&4 NEWS TODAY	3	3	3	3	3	3	3	3	3	3	30	105.0	3.5
EM	-----S	08:00 am - 09:00 am	30	SUN TODAY-NBC	1	1	1	1	1	1	1	1	1	1	10	35.0	3.5
EN	MTWTF--	06:00 pm - 06:30 pm	30	7&4NEWS AT 6	2	2	2	2	2	2	2	2	2	2	20	80.0	4.0
LN	MTWTFSS	11:00 pm - 11:35 pm	30	NEWSCHAN 7&4	2	2	2	2	2	2	2	2	2	2	20	50.0	2.5
PA	MTWTF--	07:00 pm - 08:00 pm	30	WHEEL/JEOPARDY	2	2	2	2	2	2	2	2	2	4	22	110.0	5.0
PR	M-----	08:00 pm - 10:00 pm	30	DEAL OR NO DEA	0	0	1	0	0	1	0	0	0	0	2	11.0	5.5
		4/14, 4/21, 4/28,5/5,5/12															
PR	M-----	09:00 pm - 10:00 pm	30	DEAL OR NO DEA	1	0	0	0	0	0	0	0	0	0	1	5.5	5.5
		4/7															
PR	-T-----	08:00 pm - 10:00 pm	30	BIGGEST LOSER	0	0	0	0	0	0	0	1	1	0	2	15.0	7.5
		ALL WEEKS															
PR	-T-----	10:00 pm - 11:00 pm	30	LAW&O:SVU-NBC	0	0	0	0	0	0	0	1	1	1	3	13.5	4.5
		ALL WEEKS															
PR	--W----	10:00 pm - 11:00 pm	30	LAW&ORDER-NBC	0	0	0	0	0	0	0	1	1	1	3	9.0	3.0
		4/9, 4/16, 4/23,4/30,5/7,5/14,5/21,5/28															
PR	---T---	09:00 pm - 10:00 pm	30	OFFICE/SCRUBS	0	0	0	0	0	0	0	1	1	1	3	10.5	3.5
		4/10,4/17,4/24,5/1,5/8,5/15,5/29															
WPBN+ Spot Totals					14	13	14	13	13	14	13	17	17	18	146	489.5	

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STN	DAYS	TIME	LEN	PROGRAM	Apr	Apr	Apr	Apr	May	May	May	May	Jun	Jun	P 25-54		
					07	14	21	28	05	12	19	26	02	09	SPOTS	DMA (R)	RTG
WGTU+																	
LN	MTWTF--	11:00 pm - 11:09 pm	30	11PM NEWS BRK	0	0	0	0	0	0	0	0	3	3	6	1.2	0.2
PA	----S-	07:00 pm - 08:00 pm	30	CSI MIAMI	2	2	2	2	2	2	2	2	2	2	20	22.0	1.1
PR	M-----	09:30 pm - 10:00 pm	30	SAMANTHA WHO	0	0	0	0	0	0	0	1	1	1	3	18.0	6.0
	ALL WEEKS																
PR	M-----	10:00 pm - 11:00 pm	30	THE BACHELOR	0	1	0	1	1	0	0	0	0	0	3	18.0	6.0
	ALL WEEKS																
PR	---T---	10:00 pm - 11:00 pm	30	LOST	0	0	1	1	1	1	0	0	0	0	4	44.0	11.0
	4/24,5/1, 5/8, 5/15																
PR	----F--	08:00 pm - 09:00 pm	30	A.F.H.V. FINAL	0	0	0	0	0	1	0	0	0	0	1	6.0	6.0
	5/16 FINALE																
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	0	0	0	0	0	1	0	0	0	0	1	2.0	2.0
	5/17 WONDERFUL WORLD OF DISNEY																
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	0	0	0	1	0	0	0	0	0	0	1	2.0	2.0
	5/3 CHRONICLES OF NARNIA																
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	1	0	0	0	0	0	0	0	0	0	1	2.0	2.0
	4/12 HARRY POTTER/CHAMBER OF SECRETS																
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	0	0	1	0	0	0	0	0	0	0	1	2.0	2.0
	4/26 HARRY POTTER/GOBLET OF FIRE																
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	0	0	0	0	0	0	1	0	0	0	1	2.0	2.0
	5/24 WONDERFUL WORLD OF DISNEY																
PR	----S-	08:00 pm - 11:00 pm	30	ABC SAT MOVIE	0	1	0	0	0	0	0	0	0	0	1	2.0	2.0
	4/19 HARRY POTTER/PRISONER OF AZKABAN																
PR	----S	07:00 pm - 08:00 pm	30	A.F.H.V.	0	0	0	0	0	0	0	1	1	1	3	13.5	4.5
	ALL WEEKS EXCEPT 4/27																
PR	----S	09:00 pm - 10:00 pm	30	DSPRT HSWV-ABC	0	0	0	0	0	1	0	0	0	0	1	10.0	10.0
	5/18 FINALE																
WGTU+ Spot Totals					3	4	4	5	4	6	3	4	7	7	47	144.7	

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					07	14	21	28	05	12	19	26	02	09		GRP's	RTG
WFQX+																	
PR	-T-----	08:00 pm - 09:00 pm	30	AMERICAN IDOL	0	0	0	0	0	0	1	0	0	0	1	12.0	12.0
		SEASON FINALE PT 1 5/20															
PR	-T-----	08:00 pm - 09:00 pm	30	AMERICAN IDOL	1	1	1	0	0	0	0	0	0	0	3	36.0	12.0
		4/8, 4/15, 4/22															
PR	--W----	08:00 pm - 10:00 pm	30	AMERICAN IDOL	0	0	0	0	0	0	1	0	0	0	1	10.0	10.0
		SEASON FINALE PT 2 5/21															
PR	--W----	08:00 pm - 10:00 pm	30	AMERICAN IDOL	1	0	0	0	0	0	0	0	0	0	1	9.5	9.5
		IDOL GIVES BACK 4/9															
PR	--W----	09:00 pm - 10:00 pm	30	AMERICAN IDOL	0	1	1	0	0	0	0	0	0	0	2	19.0	9.5
		RESULTS SHOW 4/16, 4/23															
PR	---T---	08:00 pm - 09:00 pm	30	AMERICAN IDOL	1	0	0	0	0	0	0	0	0	0	1	9.5	9.5
		RESULTS SHOW 4/10															
PR	---T---	09:00 pm - 10:00 pm	30	FORGET LYRICS	1	0	0	0	0	0	0	0	0	0	1	6.0	6.0
		4/10 FOLLOWING IDOL															
WFQX+ Spot Totals					4	2	2	0	0	0	2	0	0	0	10	102	

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					07	14	21	28	05	12	19	26	02	09			
Weekly Schedule					32	30	30	29	28	30	30	31	35	35	310	1428.2	
Spot Length Breakout																	
# Spots																	
30					32	30	30	29	28	30	30	31	35	35	310	1428.2	

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