

Spot Calendar By Station

GR RPDS-KALA-BATTLE Television

Client: MICHIGAN CREDIT UNION LEAGUE
 Brand/Product: IMAGE / 2ND QTR
 Campaign: BATTLE CREEK CABLE
 Flight: 04/07/2008 - 06/08/2008
 Sweeps: Share May 07 -> HUT/PUT Nov 06
 Station: Comc1098MI

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

 Buyer: Sue J. Jendrusch
 Rate: Client Discount
 Estimate: MCUL/CBL/20

Weekly Distribution

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	SPOTS	DMA (R)	GRP's	RTG
Comc1098MI																	
CA/AEN	MTWTFSS	06:00 pm - 12:00 am	30	Cold Case/Firs	9	9	9	8	7	7	7	7	7	7	70	28.0	0.4
CA	MTWTFSS	06:00 pm - 12:00 am	30	AMC Movies	9	9	9	7	7	7	7	7	7	69	13.8	0.2	
CA	MTWTFSS	06:00 pm - 12:00 am	30	Animal Planet	9	9	9	7	7	7	7	7	7	69	13.8	0.2	
CA	MTWTFSS	06:00 pm - 12:00 am	30	Myhtbusters/Di	6	6	6	5	5	5	5	5	5	48	19.2	0.4	
CA/NICK	MTWTFSS	06:00 pm - 12:00 am	30	Nick at Night/	5	5	5	5	5	5	5	5	5	45	9.0	0.2	
CA	MTWTFSS	06:00 pm - 12:00 am	30	Fox Sports Net	7	7	7	6	6	6	6	6	6	57	68.4	1.2	
CA	MTWTFSS	06:00 pm - 12:00 am	30	CSI/Amazing Vi	8	8	8	5	5	5	5	5	5	54	16.2	0.3	
CA	MTWTFSS	06:00 pm - 12:00 am	30	O'Reilly Facto	8	8	8	5	5	5	5	5	5	54	16.2	0.3	
CA	MTWTFSS	06:00 pm - 12:00 am	30	Hallmark Movie	6	6	6	5	5	5	5	5	5	48	9.6	0.2	
CA	MTWTFSS	06:00 pm - 12:00 am	30	That 70's Show	9	9	9	9	9	9	9	9	9	81	24.3	0.3	
CA/VS	MTWTFSS	06:00 pm - 12:00 am	30	Versus Sports	9	9	9	9	9	9	9	9	9	81	32.4	0.4	
CA/CMD	MTWTFSS	06:00 pm - 12:00 am	30	Scrubs/Daily S	9	9	9	9	9	9	9	9	9	81	40.5	0.5	
CA/TLC	MTWTFSS	06:00 pm - 12:00 am	30	Family Life/Wh	9	9	9	9	9	9	9	9	9	81	32.4	0.4	
CA	MTWTFSS	06:00 pm - 12:00 am	30	Law & Order/TN	8	8	8	8	8	8	8	8	8	72	79.2	1.1	
CA	MTWTFSS	06:00 pm - 12:00 am	30	Law & Order/Mo	9	9	9	9	9	9	9	9	9	81	56.7	0.7	
CA	MTWTFSS	06:00 pm - 12:00 am	30	Seinfeld/Every	9	9	9	9	9	9	9	9	9	81	48.6	0.6	
CA	MTWTFSS	06:00 pm - 12:00 am	30	SportsCenter/L	9	9	9	9	9	9	9	9	9	81	48.6	0.6	
Comc1098MI Spot Totals					138	138	138	124	123	123	123	123	123	1153	556.9		

Spot Calendar By Station

GR RPDS-KALA-BATTLE Television

Client: MICHIGAN CREDIT UNION LEAGUE
 Brand/Product: IMAGE / 2ND QTR
 Campaign: BATTLE CREEK CABLE
 Flight: 04/07/2008 - 06/08/2008
 Sweeps: Share May 07 -> HUT/PUT Nov 06
 Station: Comc1098MI

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

 Buyer: Sue J. Jendrusch
 Rate: Client Discount
 Estimate: MCUL/CBL/20

Weekly Distribution

STN	DAYS	TIME	LEN	PROGRAM	Apr	Apr	Apr	Apr	May	May	May	May	Jun	P 25-54		
					07	14	21	28	05	12	19	26	02	SPOTS	DMA (R)	RTG
Weekly Schedule					138	138	138	124	123	123	123	123	123	1153	556.9	
Spot Length Breakout																
# Spots																
30					138	138	138	124	123	123	123	123	123	1153	556.9	

Campaign Comments: CAMPAIGN FLIGHT DATES: 4/7-6/8/08

Spot Calendar By Station

BATTLE CREEK Radio

Client: MICHIGAN CREDIT UNION LEAGUE
 Brand/Product: IMAGE RADIO / IMAGE
 Campaign: BATTLE CREEK RADIO
 Flight: 04/07/2008 - 06/08/2008
 Sweeps: Spring 07
 Station: WNWN-FM, WBXX-FM

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

 Buyer: Tammy Kappel
 Rate: Client Discount
 Estimate: MCUL/RD/28

Weekly Distribution

STN	DAYS	TIME	LEN	FORMAT	Apr	Apr	Apr	Apr	May	May	May	May	Jun	P 25-54		
					07	14	21	28	05	12	19	26	02	SPOTS	MSA (R)	RTG
WNWN-FM																
AM	MTWTF-- COUNTRY	06:00 am - 10:00 am	60	Country	8	8	8	8	8	8	8	8	8	72	259.2	3.6
PM	MTWTF--	03:00 pm - 05:00 pm	60	Country	8	8	8	8	8	8	8	8	8	72	244.8	3.4
PM	MTWTF--	05:00 pm - 07:00 pm	60	Country	5	5	5	5	5	5	5	5	5	45	108.0	2.4
WK	----S-	10:00 am - 03:00 pm	60	Country	2	2	2	2	2	2	2	2	2	18	45.0	2.5
WK	-----S	10:00 am - 03:00 pm	60	Country	1	1	1	1	1	1	1	1	1	9	22.5	2.5
WNWN-FM Spot Totals					24	24	24	24	24	24	24	24	24	216	679.5	

Spot Calendar By Station

BATTLE CREEK Radio

Client: MICHIGAN CREDIT UNION LEAGUE
 Brand/Product: IMAGE RADIO / IMAGE
 Campaign: BATTLE CREEK RADIO
 Flight: 04/07/2008 - 06/08/2008
 Sweeps: Spring 07
 Station: WNWN-FM, WBXX-FM

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

Buyer: Tammy Kappel
 Rate: Client Discount
 Estimate: MCUL/RD/28

Weekly Distribution

STN	DAYS	TIME	LEN	FORMAT	Apr	Apr	Apr	Apr	May	May	May	May	Jun	P 25-54		
					07	14	21	28	05	12	19	26	02	SPOTS	MSA (R)	RTG
WBXX-FM																
AM	MTWTF--	07:00 am - 09:00 am	60	Adult Contemporary	6	6	6	6	6	6	6	6	6	54	75.6	1.4
		ADULT CONTEMPORARY														
PM	MTWTF--	03:00 pm - 05:00 pm	60	Adult Contemporary	10	10	10	10	10	10	10	10	10	90	81.0	0.9
PM	MTWTF--	05:00 pm - 07:00 pm	60	Adult Contemporary	10	10	10	10	10	10	10	10	10	90	54.0	0.6
WK	----S-	10:00 am - 03:00 pm	60	Adult Contemporary	2	2	2	2	2	2	2	2	2	18	12.6	0.7
WBXX-FM Spot Totals					28	28	28	28	28	28	28	28	28	252	223.2	

Spot Calendar By Station

BATTLE CREEK Radio

Client: MICHIGAN CREDIT UNION LEAGUE
 Brand/Product: IMAGE RADIO / IMAGE
 Campaign: BATTLE CREEK RADIO
 Flight: 04/07/2008 - 06/08/2008
 Sweeps: Spring 07
 Station: WNNW-FM, WBXX-FM

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

Buyer: Tammy Kappel
 Rate: Client Discount
 Estimate: MCUL/RD/28

Weekly Distribution

STN	DAYS	TIME	LEN	FORMAT	Apr	Apr	Apr	Apr	May	May	May	May	Jun	P 25-54	
					07	14	21	28	05	12	19	26	02	SPOTS	MSA (R) RTG
Weekly Schedule					52	52	52	52	52	52	52	52	52	468	902.7
Spot Length Breakout															
# Spots					52	52	52	52	52	52	52	52	52	468	902.7
60															

Campaign Comments: