

TV Summary

Client: Starion Financial  
Campaign:  
Dates: to  
Market:

Wksht/Line	Vendor	Station	DP	Day(s)	Time	Program Name	Length	Rate	Rating	CPP	CPM	2010-01-04	2010-01-11	2010-01-18	2010-01-25
26-1	KVLY	KVLY	EN	MTWRF	0500P-0530P	Valley News @ 5	30	125.00	3.70	33.784	0.000	0	0	0	0
26-2	KVLY	KVLY	EM	MTWRF	0700A-0900A	Today Show	30	100.00	4.70	21.277	0.000	2	2	2	0
26-3	KVLY	KVLY	LN	MTWRF	1000P-1030P	Valley News @ 10	30	290.00	9.00	32.222	0.000	3	3	2	0
26-4	KVLY	KVLY	EN	MTWRF	0600P-0630P	Valley News @ 6	30	200.00	6.60	30.303	0.000	2	2	2	0
26-5	KXJB	KXJB	LN	MTWRF	1000P-1030P	Valley News @ 10	30	60.00	3.30	18.182	0.000	3	3	2	0
26-6	WDAY	WDAY	EN	MTWRF	0600P-0630P	WDAY News @ 6	30	225.00	6.50	34.615	0.000	2	2	2	0
26-7	WDAY	WDAY	LN	MTWRF	1000P-1030P	WDAY News @ 10	30	275.00	10.20	26.961	0.000	3	3	3	0
26-8	WDAY	WDAY	EM	MTWRF	0700A-0800A	GMA 1st Hour	30	40.00	2.90	13.793	0.000	3	3	2	0
26-9	WDAY	WDAY	PA	MTWRF	0630P-0700P	Entertainment Tonite	30	125.00	3.90	32.051	0.000	2	2	2	0
26-10	WDAY	WDAY	PA	MTWRF	0630P-0700P	Entertainment Tonite	30	125.00	3.90	0.000	0.000		2	2	2

Wksht/Line	Vendor	Station	DP	Day(s)	Time	Program Name	Length	Rate	Rating	CPP	CPM	2010-02-01	2010-02-08	Spots
26-1	KVLY	KVLY	EN	MTWRF	0500P-0530P	Valley News @ 5	30	125.00	3.70	33.784	0.000	0	0	0
26-2	KVLY	KVLY	EM	MTWRF	0700A-0900A	Today Show	30	100.00	4.70	21.277	0.000	2	0	8
26-3	KVLY	KVLY	LN	MTWRF	1000P-1030P	Valley News @ 10	30	290.00	9.00	32.222	0.000	2	0	10
26-4	KVLY	KVLY	EN	MTWRF	0600P-0630P	Valley News @ 6	30	200.00	6.60	30.303	0.000	2	0	8
26-5	KXJB	KXJB	LN	MTWRF	1000P-1030P	Valley News @ 10	30	60.00	3.30	18.182	0.000	2	0	10
26-6	WDAY	WDAY	EN	MTWRF	0600P-0630P	WDAY News @ 6	30	225.00	6.50	34.615	0.000	2	0	8
26-7	WDAY	WDAY	LN	MTWRF	1000P-1030P	WDAY News @ 10	30	275.00	10.20	26.961	0.000	2	0	11
26-8	WDAY	WDAY	EM	MTWRF	0700A-0800A	GMA 1st Hour	30	40.00	2.90	13.793	0.000	2	0	10
26-9	WDAY	WDAY	PA	MTWRF	0630P-0700P	Entertainment Tonite	30	125.00	3.90	32.051	0.000	1	0	7
26-10	WDAY	WDAY	PA	MTWRF	0630P-0700P	Entertainment Tonite	30	125.00	3.90	0.000	0.000	0	1	7

TV Summary

Client: Starion Financial

Campaign:

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Market:

Wksht/Line	Vendor	Station	DP	Day(s)	Time	Program Name	Length	Rate	Rating	CPP	CPM	2010-03-29	2010-04-05	2010-04-12	Spots
64-1	KVLY	KVLY	EN	MTWRF	0500P-0530P	Valley News @ 5	30	130.00	3.70	35.135	0.000	0	0	0	0
64-2	KVLY	KVLY	EM	MTWRF	0700A-0900A	Today Show	30	100.00	4.70	21.277	0.000	2	3	2	7
64-3	KVLY	KVLY	LN	MTWRF	1000P-1030P	Valley News @ 10	30	290.00	9.00	32.222	0.000	2	2	2	6
64-4	KVLY	KVLY	EN	MTWRF	0600P-0630P	Valley News @ 6	30	200.00	6.60	30.303	0.000	2	2	2	6
64-5	KXJB	KXJB	LN	MTWRF	1000P-1030P	Valley News @ 10	30	70.00	3.30	21.212	0.000	2	2	2	6
64-6	WDAY	WDAY	EN	MTWRF	0600P-0630P	WDAY News @ 6	30	200.00	6.50	30.769	0.000	2	2	2	6
64-7	WDAY	WDAY	LN	MTWRF	1000P-1030P	WDAY News @ 10	30	275.00	10.20	26.961	0.000	2	2	2	6
64-8	WDAY	WDAY	EM	MTWRF	0700A-0800A	GMA 1st Hour	30	40.00	3.00	13.333	0.000	3	2	2	7
64-9	WDAY	WDAY	PA	MTWRF	0630P-0700P	Entertainment Tonite	30	125.00	3.90	32.051	0.000	2	2	2	6
64-10	KVLY	KVLY	PR	T	0700P-0900P	Biggest Loser	30	450.00	11.00	40.909	0.000	1	0	1	2
64-11	KXJB	KXJB	PR		0800P-0900P	Undercover Boss	30	275.00	5.50	50.000	0.000	1	1	0	2
64-12	KXJB	KXJB	PR	M	0900P-1000P	CSI Miami	30	450.00	8.10	55.556	0.000	0	0	1	1
64-13	KVLY	KVLY	PR	W	0700P-0800P	Mercy	30	160.00	4.60	34.783	0.000	0	1	0	1
64-14	KVLY						0	0.00	0.00	0.000	0.000	0	0	0	0

Agency