

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

Agency