1987
KEY
W = MORE
R = RITZ
S = SALEM

BLACK NEWSPAPER

ACTIVITY

Date: Revised: Exhibit: Page:

August 21, 1986 February 1, 1987 II 1 of 2

				M -	- WEEK OF MO	MONDAY	1				rage:	1 01	7	
	ANS.	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	JAN. 1988
		30 5 12 18 26 2 9 16 23		2 9 162300	12020 6 13202N		1 8 152229	12020 6 132021	3 10 17 24 54 7 W21 25	7 W 21 28	9268 24 5	2 9 162330	9 162320 7 142128	4 11 1825
GROUP I - 40 Insertions														
RITZ Markets *	40	SMS	MRRR	R-M	SSMS	SRRR	SMSM-	-MSS	-SM-S	-SMW	-MSS	MSMS-	SMS-	
Non-RITZ Markets	40	SMS	MS	M	SSMS	SM	SMSM-	SMSS	MSMSS	SMS-	SMSS	MSMSS	SMS-	
* Exception - MORE will swit	tch s	switch schedule	SALEM 1	n Miami	only.	*	2010							
GROUP II - 35 Insertions														
RITZ Markets	35	SM	MRRR	R-M	SSMS	SRRR	SM	-MS-	WS-	MS-	SMS-	MSMS-	SMS-	
Non-RITZ Markets	35	SMS	MS	W	SSMS	S	S-S	SMSS	-SMSS	SMS-	SMSS	-SMSS	SMS-	İ
GROUP II - 25 Insertions														
RITZ Markets/MORE	25	*	MRRR	R-M	-M	-RRR		-W	M	£	N-N-	-		٠
RITZ Markets/SALEM	52	S	-RRR	R	SS-S	SRRR	S	S-S-	-S-S-	5	S-S-	-\$-SS	S-S-	
Non-RITZ Markets **	25	SM	-SM-	W	SSM-	S	S-S	SM	MS	SMS-	SM	-SMS-	SM	
** Exception - MORE will swi	ich	switch schedule	with	SALEM in	San Franc	ancisco	only.				•			
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