



WTAE-TV/DT
PITTSBURGH

ISSUE RATES REVISED 3/10/08

Program Name	Time	2nd Qtr 08 RATES
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Early Morning

ACTION NEWS 5-6AM	Mo-Fr 5:00a-6:00a	\$300
ACTION NEWS 6-7AM	Mo-Fr 6:00a-7:00a	\$600
GOOD MORNING AMERICA	Mo-Fr 7:00a-9:00a	\$525
SAT AM NEWS 6-10AM	Sat 6:00a-10:00a	\$275
CHRIS MATTHEWS SHOW	Sun 5:00a-5:30a	\$200
SUN AM NEWS 6-1030AM	Sun 5:30a-10:00a	\$275
THIS WEEK	Sun 10:00a-11:00a	\$750

Daytime

LIVE! WITH REGIS & KELLY	Mo-Fr 9:00a-10:00a	\$400
RACHAEL RAY	Mo-Fr 10:00a-11:00a	\$400
THE VIEW	Mo-Fr 11:00a-12:00p	\$450
ACTION NEWS @ NOON	Mo-Fr 12:00p-12:30p	\$400
ACCESS HOLLYWOOD	Mo-Fr 12:30p-1:00p	\$250
ABC SOAPS	Mo-Fr 1:00p-4:00p	\$325
ACTION NEWS SAT 12-12:30P	Sat 12:00p-12:30p	\$150

Early Fringe

OPRAH WINFREY	Mo-Fr 4:00p-5:00p	\$750
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Early News

ACTION NEWS 5PM	Mo-Fr 5:00p-6:00p	\$700
ACTION NEWS 6PM	Mo-Fr 6:00p-6:30p	\$900
ACTION NEWS SAT 6PM	Sat 6:00-6:30p	\$400
ACTION NEWS SUN 6PM	Sun 6:00p-6:30p	\$400

Access

INSIDE EDITION	Mo-Fr 7:00p-7:30p	\$750
ENTERTAINMENT TONIGHT	Mo-Fr 7:30p-8:00p	\$950
ENTERTAINMENT TONIGHT WKND	Sat 7:00p-8:00p	\$350

Late News

ACTION NEWS 11PM	Mo-Su 11:00p-11:35p	\$1,100
ACTION SPORTS SUNDAY	Sun 11:35p-12:00a	\$450

Late Fringe

NIGHTLINE	Mo-Fr 11:35p-12:05a	\$450
JIMMY KIMMEL SHOW	Mo-Fr 12:05a-1:05a	\$125
OPRAH WINFREY RE-BROADCAST	Mo-Fr 1:05a-2:05a	\$50
EBERT & ROEPER	Sat 11:35p-12:05a	\$200
ACCESS HOLLYWOOD-W	Sat 12:05a-1:05a	\$125