

All-Wks Avrg

	Rate \$\$	Unit Tot	Unit Dur	Wk 1 - Wk 2					Wk 1 5/19 '08	Wk 2 5/26 '08
				Households						
				Prog	Imp	CPP \$\$	Rch %	Freq		
SPOKANE NDM Feb08 C-DMA Nielsen CBL #	\$820.00	32			4230	\$36	14.8%	1.5	20	12
1114, Coeur d alene	\$820.00	32			4230	\$36	14.8%	1.5	20	12
CNN -TV	\$432.00	20			2402	\$34	8.2%	1.6	12	8
F 5a-9a	\$16.00	2	60	Orbit	119	\$27	1.2%	1.1	2	
F 9a-4p	\$20.00	2	60	Orbit	128	\$29	1.3%	1.1	2	
F 4p-8p	\$24.00	2	60	Orbit	151	\$30	1.5%	1.1	2	
F 8p-12m	\$30.00	2	60	Orbit	84	\$60	0.8%	1.1	2	
Sa-Su 5a-9a	\$16.00	2	60	Orbit	120	\$27	1.2%	1.0	2	
Sa-Su 9a-7p	\$20.00	2	60	Orbit	118	\$33	1.2%	1.0	2	
Sa-Su 7p-12m	\$30.00	0	60	Orbit	83	\$75				
M 5a-9a	\$16.00	2	60	Orbit	94	\$32	1.0%	1.1		2
M 9a-4p	\$20.00	2	60	Orbit	114	\$33	1.2%	1.1		2
M 4p-8p	\$24.00	2	60	Orbit	195	\$22	2.0%	1.1		2
M 8p-12m	\$30.00	2	60	Orbit	78	\$75	0.8%	1.1		2
DISC-TV	\$248.00	7			997	\$46	3.8%	1.4	5	2
F 9a-4p	\$22.00	0	60	Orbit	78	\$55				
F 4p-8p	\$32.00	1	60	Orbit	117	\$53	0.6%	1.0	1	
F 8p-12m	\$36.00	2	60	Orbit	128	\$51	1.3%	1.1	2	
Sa-Su 9a-7p	\$24.00	0	60	Orbit	123	\$34				
Sa-Su 7p-12m	\$36.00	2	60	Orbit	152	\$45	1.6%	1.0	2	
M 9a-4p	\$22.00	0	60	Orbit	86	\$44				
M 4p-8p	\$32.00	0	60	Orbit	131	\$46				
M 8p-12m	\$36.00	2	60	Orbit	160	\$40	1.6%	1.1		2
HIST-TV	\$124.00	4			757	\$31	3.1%	1.3	3	1
F 9a-4p	\$10.00	0	60	Orbit	95	\$20				
F 4p-8p	\$20.00	0	60	Orbit	126	\$29				
F 8p-12m	\$36.00	1	60	Orbit	205	\$33	1.1%	1.0	1	
Sa-Su 5a-9a	\$6.00	0	60	Orbit	63	\$20				
Sa-Su 9a-7p	\$14.00	0	60	Orbit	158	\$16				
Sa-Su 7p-12m	\$26.00	2	60	Orbit	171	\$29	1.8%	1.0	2	
M 5a-9a	\$6.00	0	60	Orbit	77	\$15				
M 9a-4p	\$10.00	0	60	Orbit	108	\$17				
M 4p-8p	\$20.00	0	60	Orbit	131	\$29				
M 8p-12m	\$36.00	1	60	Orbit	210	\$33	1.1%	1.0		1
CNB -TV	\$0.00	0			0	\$0				
F 5a-9a	\$16.00	0	60	Orbit	72	\$40				
F 9a-4p	\$20.00	0	60	Orbit	69	\$50				
F 4p-8p	\$26.00	0	60	Orbit	40	\$130				
F 8p-12m	\$30.00	0	60	Orbit	26	\$300				
M 5a-9a	\$16.00	0	60	Orbit	59	\$53				

	Rate \$\$	Unit Tot	Unit Dur	Wk 1 - Wk 2					Wk 1 5/19 '08	Wk 2 5/26 '08
				Households						
				Prog	Imp	CPP \$\$	Rch %	Freq		
M 9a-4p	\$20.00	0	60	Orbit	58	\$67				
M 4p-8p	\$26.00	0	60	Orbit	63	\$87				
M 8p-12m	\$30.00	0	60	Orbit	28	\$300				
MNBC-TV	\$16.00	1		Not	74	\$40	0.4%	1.0		1
F 5a-9a	\$16.00	0	60	Orbit	76	\$40				
F 9a-4p	\$20.00	0	60	Orbit	80	\$50				
F 4p-8p	\$24.00	0	60	Orbit	133	\$34				
F 8p-12m	\$30.00	0	60	Orbit	88	\$60				
Sa-Su 5a-9a	\$16.00	0	60	Orbit	69	\$40				
Sa-Su 9a-7p	\$20.00	0	60	Orbit	86	\$40				
Sa-Su 7p-12m	\$30.00	0	60	Orbit	96	\$60				
M 5a-9a	\$16.00	1	60	Orbit	74	\$40	0.4%	1.0		1
M 9a-4p	\$20.00	0	60	Orbit	73	\$50				
M 4p-8p	\$24.00	0	60	Orbit	144	\$30				
M 8p-12m	\$30.00	0	60	Orbit	77	\$75				
SPOKANE NDM Feb08 C-DMA Nielsen CBL #	\$180.00	30			595	\$8	14.1%	1.5	19	11
5019, Sandpoint	\$180.00	30			595	\$8	14.1%	1.5	19	11
CNN -TV	\$96.00	18			318	\$8	7.4%	1.6	10	8
F 5a-9a	\$4.00	2	60	Orbit	18	\$7	1.2%	1.1	2	
F 9a-4p	\$4.00	0	60	Orbit	19	\$6				
F 4p-8p	\$6.00	2	60	Orbit	22	\$8	1.5%	1.1	2	
F 8p-12m	\$8.00	2	60	Orbit	12	\$16	0.8%	1.1	2	
Sa-Su 5a-9a	\$4.00	2	60	Orbit	18	\$7	1.2%	1.0	2	
Sa-Su 9a-7p	\$4.00	2	60	Orbit	17	\$7	1.2%	1.0	2	
Sa-Su 7p-12m	\$6.00	0	60	Orbit	12	\$15				
M 5a-9a	\$4.00	2	60	Orbit	14	\$8	1.0%	1.1		2
M 9a-4p	\$4.00	2	60	Orbit	17	\$7	1.2%	1.1		2
M 4p-8p	\$6.00	2	60	Orbit	29	\$5	2.0%	1.1		2
M 8p-12m	\$8.00	2	60	Orbit	12	\$20	0.8%	1.1		2
DISC-TV	\$56.00	8			165	\$9	4.2%	1.4	6	2
F 9a-4p	\$4.00	0	60	Orbit	12	\$10				
F 4p-8p	\$6.00	2	60	Orbit	17	\$10	1.2%	1.1	2	
F 8p-12m	\$8.00	2	60	Orbit	19	\$11	1.3%	1.1	2	
Sa-Su 9a-7p	\$4.00	0	60	Orbit	18	\$6				
Sa-Su 7p-12m	\$6.00	2	60	Orbit	23	\$8	1.6%	1.0	2	
M 9a-4p	\$4.00	0	60	Orbit	13	\$8				
M 4p-8p	\$6.00	0	60	Orbit	19	\$9				
M 8p-12m	\$8.00	2	60	Orbit	24	\$9	1.6%	1.1		2
HIST-TV	\$28.00	4			112	\$7	3.1%	1.3	3	1
F 9a-4p	\$4.00	0	60	Orbit	14	\$8				
F 4p-8p	\$6.00	0	60	Orbit	19	\$9				
F 8p-12m	\$8.00	1	60	Orbit	30	\$7	1.1%	1.0	1	
Sa-Su 9a-7p	\$4.00	0	60	Orbit	23	\$4				
Sa-Su 7p-12m	\$6.00	2	60	Orbit	25	\$7	1.8%	1.0	2	
M 9a-4p	\$4.00	0	60	Orbit	16	\$7				
M 4p-8p	\$6.00	0	60	Orbit	19	\$9				
M 8p-12m	\$8.00	1	60	Orbit	31	\$7	1.1%	1.0		1

	Rate \$\$00	Unit Tot	Unit Dur	Wk 1 - Wk 2					Wk 1	Wk 2
				Households					5/19	5/26
				Prog	Imp	CPP \$\$	Rch %	Freq	'08	'08
Total	\$1000.00	62			4825	\$45	14.7%	1.5	39	23

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
 SPOKANE NDM Feb08 C-DMA Nielsen CBL #
 Cable Zones: COMCAST, Coeur d alene
 SPOKANE NDM Feb08 C-DMA Nielsen CBL #
 Cable Zones: COMCAST, Sandpoint