

DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

	CCIN		CNBC		CNN		ESPN		FNC		FSM	
SLNO	BRAND	HITS	BRAND	HITS	BRAND	HITS	BRAND	HITS	BRAND	HITS	BRAND	HITS
1	Advanced Lipo Dissolve Center	130	1 888 55 IWill	2	Acura RDX	1	College Football	8	Blue Sky	1	800CreditCardDebt	2
2	Budweiser	3	Glucerna	2	Harsh Times	4	The Nine	3	BJC Health Care	3	Aeropostale	2
3	Diane Upchurch	2	AlertUSA Personal Emergency Response System	1	Charter High Speed Internet	2	AbsolutePoker.net	4	Flags Of Our Fathers	1	Amino Vital	2
4	Bommarito Conversion Van & Truck Center	20	American Express	39	ICY Hot Pro Therapy	1	Affordable Auto Credit	9	Justice	1	Farm Bureau	1
5	Bommarito GMC	2	American Express Credit cards	41	Forever Cemeteries and Funeral Homes	10	Bargain Network	40	Fox News Channel	1	Honda Ridgeline	42
6	Real Estate show	25	Acura RDX	2	GSN	10	Castrol GTX	18	Ten Special Live Event	1	Arctic Cat ATV	4
7	The Real Estate Show	13	AIG	19	Big Love : One husband, three wives	4	Buffalo Wild Wings	1	O Reilly Factor, Hannity and Colmes	8	Army reserve	75
8	Real Estate Services	5	Dr. Grosso s Back Relief Belt	1	Jos. A. Bank	5	J.D. Byrider	7	Slow Cookers	4	Berkley Gulp	1
9	314 849 1800	19	BT	14	Antiques Roadshow, American Experience	2	The Set	2	Hamilton Stay or Go	2	Missouri State University	2
10	Real Estate Service	25	COCA	47	Monaco Financial	5	Cingular	6	Actionel	8	Evinrude E tec	6
11	CCIN Program Ad	17	Charter Telephone	1	Puerto Rico	1	Citi PremierPass Card	2	Real Estate TV	18	Castrol GTX	4
12	Charter On Demand	4	Citi Business Advantage Card	1	Ricoh Global Document Management	1	Direct Advantage	9	Jimmy Dean s	3	Cargill Foods	4
13	314 849 2880, Larry Ochonicky	19	Big Brother s Big Business	55	Tempur Pedic Swedish Mattress	1	College Football	2	Ionic Breeze	1	Carlos O Kelly s Mexican Cafe	8
14	Bruce Lubbering	7	CNBC Program Ad	82	National Car Rental	1	College Game Day	6	Songs of Inspiration	1	Casual Male XL	7
15	Coldwell Banker Gundaker	1	Inside American Airlines	6	Walden University	1	Monday Night Football	4	Jim Talent	1	Crocs	16
16	Kathy Roush	2	CNN Business News	23			NBA	6	National Car Rental	2	Dodge	6
17	Real Estate Service	50	Craftmatic adjustable Beds	1			ESPN Visa Card	7	WebMD	1	Dodge Ram	1
18	Real Estate Services	2	DWS Scudder	26			Mike & Mike in the Morning	1	Zurich Financial Services	1	Delta Dental	11
19	Roberta Atkinson	2	Diabetes Care Club	2			Catch a Fire	4			The Real Deal	21
20	The Yuede Team	4	5th Anniversary Twin tower commemorative sculpture	5			Funai LCD Television	2			Subway	2
21	Real Estate Service	7	Emerson	2			Totino s Mega Rolls	6			Dr. Pepper	2

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22	Cox on Demand	4	eSignal	3			Hydroxycut	1			The Real Deal	1
23	Posiedon	12	Quote.com	16			JD Byrider	9			Pay Per View program Ad	37
24	Dave and Terry Guempel	6	Gorilla Trades	30			Snickers	1			eHarmony.com	3
25	ACDelco	21	HealthylivingMD.com	2			NBA League Pass	2			EA Sports	7
26	Jack Daniel s	4	HepaLife	6			Nissan Versa	1			NHL 2007	3
27	York Air Conditioners	4	HP Grade System	5			Baseball World s Defensive Dri lls video	1			Enviroply	4
28	Karen Boelling	7	Hyundai Sonata	2			O Reilly Auto Parts	1			Fat Head	66
29	Marshall Band	12	Interactive Brokers Smart Rout ing systems	35			Subaru Outback	1			Fountain Powerboats	3
30	Mary Lewis Realty	40	ITT Technical Institute	2			Journey Diamond Jewellery	15			Arby s Action Sports Awards	16
31	Mortgage Broker Direct	3	Jos. A. Bank	3			Sherwin Williams	10			Fox News Program Ad	50
32	Heartland Regional Emmy Awards 2006	1	Chase	5			Vizio	2			Fox Program Ad	5
33	Wireless Amber Alerts	16	Lind Waldock	18			VX Cad/Cam	3			Fox Reality	6
34	St. Louis Carpenters Joint App renticeship Program	10	Metzler Payden Funds	10			Robosapien V2	2			Fox Reality Program Ad	1
35	Century 21 Neubauer	2	Vidalia Chop Wizard	8							Fox Sports Program Ad	36
36	Pepose Vision	30	Deal Or No Deal, CNBC	2							FSN Pro Football Preview	16
37	President Casino	5	NutriSystem	2							FSN Program Ad	14
38	Real Estate Services	2	Occidental Petroleum	51							Totally Football	3
39	Real Estate Services	12	OppenheimerFunds	6							FSN Midwest	22
40	Free Training Program	2	The Payden US Growth Leaders F und	11							FullTiltPoker.net Championship	28
41	636 720 3000, Jim Cosgrove	2	Pioneer Investments	43							Poker Dome Challenge	8
42	Prudential Select Properties	16	RoyalCaribbean.com	1							Dream Team	3
43	Tony Chevez	3	Samaritan Pharmaceuticals	6							BCS Break Down	111

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44	Real Estate show	16	Super Bright LEDs	2							Best Damn Sports Show	3
45	Real Estate Service	7	TD Ameritrade	5							College Football Saturday	38
46	Royal Banks of Missouri	27	Tempur Pedic Swedish Mattress	9							Destination Wild	4
47	Mantis Tiller Cultivator	4	CGM Realty Funds	28							Make My Day	8
48	Coin Vault	2	Schwab Active Traders	76							The Official BCS Ratings Show	53
49	Gemstone Gallery	6	Guide to Direct Investment Plans	5							Cardinals	72
50	Shop at Home Program Ad	120	Ryder Cup Matches	1							FullTiltPoker.net	3
51	The Coin Vault	10	Shell	1							G and A Real Estate	2
52	The Watch Show	48	Thermo Spas	4							Game Face	3
53	Real Estate Service	7	University of Phoenix	3							Guide Series	3
54	St. Louis Carpenters Joint Apprenticeship Program	13	Vectorvest	11							Outdoor Expedition	3
55	St. Louis Realty	41	WisdomTree	36							Garmin	2
56	Real Estate Service	2	Zestra	1							Gateway Football Conferences	16
57	Lasik Vision Institute	6									Chevrolet	8
58	Christy Colburn	5									Chevrolet Avalanche	3
59	Larry Palmer	2									Chevrolet Tahoe	4
60	Prudential Select Properties	8									GMAC Annual Charity Golf Event	16
61	Abrams and Bettes	2									Ditech	2
62	University of Phoenix	8									Golf for Rookies	4
63	Vehix.com	1									The Hilton Family	2
64	Woodard	1									Pro Boat	2
65											Husker Auto Group	1
66											Toyo Tires	11
67											I ON Eye Trainer	22

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68											Pure Character, Jas Hennessy & Co	24
69											Riptide	3
70											Johnsonville brats	1
71											Chase Rewards Card	1
72											Kansas State University	4
73											Powerball	2
74											KFC Snacker	6
75											King Size	7
76											The Division Series	4
77											Fox NFL Sunday	8
78											Kyocera	204
79											Legal Helpers	35
80											Jack Link s Beef Jerky	37
81											5 Hour Energy	36
82											Chaser	21
83											Lucas Heavy Duty	2
84											Mahindra Tractors	1
85											Mathews Switchback XT	10
86											Mc Donald s Premium Roast Coffee	1
87											Tylenol	4
88											Missouri Farm Bureau	3
89											Hot Lotto	2
90											The Butterfly Effect 2	4
91											NFL Network Program Ad	16

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92											Nike	43
93											Nikon Omega BDC 250 Reticle	4
94											NutriSystem	22
95											Oregon State University	1
96											O Reilly Auto Parts	12
97											Paradisepoker.net	9
98											Gatorade	1
99											Listerine	4
100											Rolaids	2
101											Folks on Poker.net	2
102											Polaris Ranger	3
103											Folger	1
104											Gain Joyful Expressions	3
105											Raymarine	2
106											Restore	26
107											Sheldon Memorial Art Gallery	2
108											Shelter Insurance	24
109											Southern Illinois University	2
110											Speed Channel Program Ad	18
111											The Gun and Knife Show	44
112											Explore St.Louis	6
113											STL Auto Deals	27
114											San Jose	4
115											Crown Royal	13
116											Directv	5

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117											Team in Training	2
118											Pro Hunter	5
119											Tyson Crispy Chicken Strips	1
120											U.S. Army	176
121											US Bank	4
122											1800goguard.com	4
123											University of Northern Iowa	5
124											Cabinet Flooring	9
125											We are Marshall	2
126											Western Illinois University	2
127											Western Kentucky University	2
128											XM satellite Radio	4
129											Yamaha	9
130											Yamaha V Max	9
131											Youngstown State University	10