

TOTAL SPOT MARKET REPORT - ST LOUIS

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

CHANNEL: KPLR

S.NO	DATE	SHOWTIME	PROGRAMTITLE	ADTIME	COMPANY	BRAND
1	10/16/2006	00:00	Will & Grace	00:01:27	Allstate Insurance Company	Allstate
2				00:12:10	Eli Lilly and Company	Cymbalta
3				00:13:10	Procter & Gamble	Bounty
4				00:13:44	Boulevard Media Inc	Tango Personals
5				00:14:13	Rothman Furniture	Rothman Furniture
6				00:15:14	Coffman and Townsley	Coffman & Townsley
7				00:15:38	CW 11	The Game
8				00:16:12	Tribune Interactive	WB11 Program Ad
9				00:25:23	Garnier	Garnier Fructis
10				00:25:53	Allstate Insurance Company	Allstate
11				00:26:21	Tribune Interactive	CW11 Program Ad
12				00:26:53	TJX Companies, Inc	T.J. Maxx
13				00:27:53	Tribune Interactive	CW11 Program Ad
14	10/16/2006	00:30	Will & Grace	00:34:04	Allstate Insurance Company	Allstate
15				00:34:33	Relecore.com	Relecore
16				00:42:57	Clairol	Clairol
17				00:43:26	Procter & Gamble	Duracell
18				00:44:22	Tribune Interactive	CW11 Program Ad
19				00:44:57	Tribune Interactive	Reba
20				00:45:27	Rothman Furniture	Rothman Furniture
21				00:45:55	KPLR	Everybody Hates Chris
22				00:55:13	Allstate Insurance Company	Allstate
23				00:55:42	Tribune Interactive	WB11 Program Ad
24				00:56:13	Verizon Wireless	Verizon
25				00:56:41	Tribune Interactive	CW11 Program Ad
26				00:57:14	Tribune Interactive	CW11 Program Ad

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S.NO	DATE	SHOWTIME	PROGRAMTITLE	ADTIME	COMPANY	BRAND
27	10/16/2006	01:00	Jack Van Impe Presents CC	01:28:25	Tribune Interactive	Reba
28	10/16/2006	02:00	Inspector Gadget 2 : Movie	02:18:53	ReckittBenckiser, Inc	Easy Off Bam
29				02:19:53	Video Professor, Inc	Video Professor
30				02:21:02	Becky s Carpet & Tile Superstore	Becky s Carpet Tile
31				02:21:33	CW Television Network	CW TV Comedies
32				02:22:01	Tribune Interactive	WB11 Program Ad
33				02:22:31	Tribune Interactive	CW11 Program Ad
34	10/16/2006	02:30		02:36:02	ReckittBenckiser, Inc	AirWick
35				02:36:32	Mobility Products Unlimited LLC	Mobility Products
36				02:37:42	Tribune Interactive	CW11 Program Ad
37				02:38:13	Check Into Cash Inc	Check into Cash
38				02:39:12	Tribune Interactive	CW11 Program Ad
39				02:51:55	Geico	Geico
40				02:52:25	ReckittBenckiser, Inc	Electrasol
41				02:53:06	Tribune Interactive	Reba
42				02:53:36	Becky s Carpet & Tile Superstore	Becky s Carpet Tile
43				02:54:06	Acceptance Insurance Agency, Inc	Acceptance Insurance
44				02:54:36	Auto Stop	Auto Stop
45	10/16/2006	03:00		03:14:29	Berkeley Premium Nutraceuticals, Inc	www.enzyte.com
46				03:15:36	KPLR	Everybody Hates Chris
47				03:16:10	Becky s Carpet & Tile Superstore	Becky s Carpet Tile
48				03:16:53	CW 11	The Game
49				03:29:50	Tribune Interactive	WB11 Program Ad
50				03:30:22	Auto Stop	Auto Stop
51	10/16/2006	03:30		03:43:40	Abbott Laboratories	Pediasure
52				03:44:10	ReckittBenckiser, Inc	Lysol

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53				03:45:50	Tribune Interactive	CW11 Program Ad
54	10/16/2006	04:00	That 70s Show Part 3 of 3	04:28:37	Tribune Interactive	Reba
55				04:29:03	KPLR	Everybody Hates Chris
56	10/16/2006	04:30	Paid Programming	04:58:30	Becky s Carpet & Tile Superstore	Becky s Carpet Tile
57				04:58:58	Brown & Crouppen, P.C	Brown & Crouppen
58				04:59:48	CW 11	The Game
59	10/16/2006	05:30	Paid Programming	05:58:37	Tribune Interactive	WB11 Program Ad
60	10/16/2006	06:00	Paid Programming	06:28:45	Tribune Interactive	CW11 Program Ad
61				06:29:24	American National Red Cross	American Red Cross
62	10/16/2006	06:30	Paid Programming	06:58:47	Tribune Interactive	WB11 Program Ad
63	10/16/2006	07:00	Sabrina s Secret Life	07:03:45	CW 11	The Littles
64				07:11:35	Public Broadcasting Service	Liberty s Kids
65				07:19:30	CW 11	The Littles
66	10/16/2006	07:30	The Andy Griffith Show	07:31:54	Capital One Services, Inc	Capital One No Hassle Card
67				07:44:39	KPLR	Everybody Hates Chris
68				07:45:12	The Progressive Group of Insurance Companies	Progressive Direct
69				07:45:42	The Bedroom Store	The Bedroom Store
70				07:56:40	J.G. Wentworth	J.G. Wentworth
71				07:58:39	CW 11	The Game
72	10/16/2006	08:00	The Tony Danza Show	08:00:16	America s Best Contacts & Eyeglasses, Inc	America s Best Contacts & Eyeglasses
73				08:00:46	Capital One Services, Inc	Capital One No Hassle Card
74				08:01:47	American Trade School	American Trade School
75				08:02:17	Productive Living Board	Cerebral palsy
76				08:15:01	American Trade School	American Trade School
77				08:15:30	Urban Financial Group	Urban Financial
78				08:16:30	Rothman Furniture	Rothman Furniture

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79				08:26:35	Coffman and Townsley	Coffman & Townsley
80				08:27:06	American Trade School	American Trade School
81				08:27:35	Empire Today, LLC	Empire
82				08:28:06	Patio Enclosures, Inc	Patio Enclosures
83	10/16/2006	08:30		08:39:08	Legal Service	Crowe and Shanahan
84				08:39:34	Myrtle H. Davis Comprehensive Health Center	Myrtle H. Davis Comprehensive Health Center
85				08:47:26	CW 11	The Game
86				08:47:58	The Progressive Group of Insurance Companies	Progressive Direct
87				08:48:27	America s Best Contacts & Eyeglasses, Inc	America s Best Contacts & Eyeglasses
88				08:48:58	MyFamily.com Inc	Ancestry
89				08:53:30	Novartis Consumer Health, Inc	Theraflu
90				08:53:59	S. C. Johnson & Son, Inc	Glade Candles
91				08:54:31	Amgen	Inside RA
92				08:57:19	Crowe and Shanahan	Crowe and Shanahan
93				08:57:41	Car Credit City, LLC	Car Credit City
94				08:58:20	J.G. Wentworth	J.G. Wentworth
95	10/16/2006	09:00	Jerry Springer	09:08:31	Car Credit City, LLC	Car Credit City
96				09:09:00	Allied College	Allied College
97				09:16:00	Geico	Geico
98				09:16:15	PeoplePC Online, Inc	PeoplePC Online
99				09:17:15	Geico	Geico
100				09:17:45	Hoveround Corporation	Hoveround Power Chairs
101				09:24:04	CW Television Network	CW TV Comedies
102				09:24:33	Brown & Crouppen, P.C	Brown & Crouppen
103				09:25:03	Vatterott College	Vatterott College
104				09:26:04	Fox Associates, LLC	Fox Theater

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S.NO	DATE	SHOWTIME	PROGRAMTITLE	ADTIME	COMPANY	BRAND
105				09:26:33	Sanford Brown College	Sanford Brown College
106	10/16/2006	09:30		09:34:59	Vatterott College	Vatterott College
107				09:35:28	J.G. Wentworth	J.G. Wentworth
108				09:35:59	Allied College	Allied College
109				09:36:29	Coffman and Townsley	Coffman & Townsley
110				09:36:55	Missouri College	Missouri College
111				09:47:41	American Trade School	American Trade School
112				09:48:14	Empire Today, LLC	Empire
113				09:48:44	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
114				09:55:30	Stlouis College of Health Careers	Stlouis College of Health Careers
115				09:56:00	Allied College	Allied College
116				09:56:29	Legal Options, Inc	Legal Options
117				09:57:01	Vatterott College	Vatterott College
118	10/16/2006	10:00	Jerry Springer	10:07:23	Allied College	Allied College
119				10:08:03	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
120				10:17:55	PeoplePC Online, Inc	PeoplePC Online
121				10:18:55	Geico	Geico
122				10:19:24	Hoveround Corporation	Hoveround Power Chairs
123				10:27:05	Sanford Brown College	Medical Billing & Coding
124				10:27:34	Allied College	Allied College
125				10:28:04	Stlouis College of Health Careers	Stlouis College of Health Careers
126				10:28:35	Brown & Crouppen, P.C	Brown & Crouppen
127				10:29:04	Vatterott College	Vatterott College
128	10/16/2006	10:30		10:36:29	Missouri College	Missouri College
129				10:36:58	ITT Educational Services, Inc	ITT Technical Institute
130				10:37:29	Vatterott College	Vatterott College

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131				10:37:55	Direct Response	Animal care
132				10:38:27	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
133				10:46:52	Sanford Brown College	Sanford Brown College
134				10:47:22	Stlouis College of Health Careers	Stlouis College of Health Careers
135				10:47:53	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
136				10:48:23	Vatterott College	Vatterott College
137				10:48:53	Car Credit City, LLC	Car Credit City
138				10:54:55	Sanford Brown College	Medical Billing & Coding
139				10:55:25	Allied College	Allied College
140				10:55:55	Vatterott College	Vatterott College
141				10:56:25	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
142				10:56:50	Myrtle H. Davis Comprehensive Health Center	Myrtle H. Davis Comprehensive Health Center
143	10/16/2006	11:00	Starting Over (Reality)	11:13:30	Corinthian Colleges, Inc	Bryman College
144				11:13:56	Direct Response	Animal care
145				11:14:30	Brown & Crouppen, P.C	Brown & Crouppen
146				11:30:08	Vatterott College	Vatterott College
147				11:30:32	Car Credit City, LLC	Car Credit City
148	10/16/2006	11:30		11:31:09	Coffman and Townsley	Coffman & Townsley
149				11:32:08	Missouri College	Missouri College
150				11:38:14	Lacole Culinaire	Lacole Culinaire
151				11:39:13	Rothman Furniture	Rothman Furniture
152				11:39:44	Sanford Brown College	Sanford Brown College
153				11:40:12	Stlouis College of Health Careers	Stlouis College of Health Careers
154				11:48:50	CW 11	The Game
155				11:49:19	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
156				11:49:51	Stlouis College of Health Careers	Stlouis College of Health Careers

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157				11:50:52	Missouri College	Missouri College
158				11:51:21	Vatterott College	Vatterott College
159				11:57:16	Sanford Brown College	Medical Billing & Coding
160				11:58:16	Brown & Crouppen, P.C	Brown & Crouppen
161	10/16/2006	12:00	Will & Grace	12:03:38	GlaxoSmithkline	Imitrex
162				12:13:04	Corelle Dinnerware Set Inc	Corelle Glass dinnerware
163				12:14:23	Missouri College	Missouri College
164				12:14:52	Stlouis College of Health Careers	Stlouis College of Health Careers
165				12:17:07	Corinthian Colleges, Inc	Bryman College
166				12:17:37	Tribune Interactive	WB11 Program Ad
167				12:27:57	Sanford Brown College	Sanford Brown College
168				12:28:24	Missouri College	Missouri College
169				12:28:57	Vatterott College	Vatterott College
170	10/16/2006	12:30	Becker	12:33:48	Procter & Gamble	Olay
171				12:44:14	Mc Donald s	Mc Donald s
172				12:45:37	Stlouis College of Health Careers	Stlouis College of Health Careers
173				12:46:08	Car Credit City, LLC	Car Credit City
174				12:46:37	Sanford Brown College	Medical Billing & Coding
175				12:47:38	Lacole Culinaire	Lacole Culinaire
176				12:54:08	ITT Educational Services, Inc	ITT Technical Institute
177				12:54:36	Missouri College	Missouri College
178				12:55:05	Brown & Crouppen, P.C	Brown & Crouppen
179	10/16/2006	13:00	Matlock	13:09:17	Procter & Gamble	Bella & Birch
180				13:18:03	Coffman and Townsley	Coffman & Townsley
181				13:19:02	Sanford Brown College	Sanford Brown College
182				13:26:05	CW 11	The Game

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S.NO	DATE	SHOWTIME	PROGRAMTITLE	ADTIME	COMPANY	BRAND
183				13:26:37	Lacole Culinaire	Lacole Culinaire
184				13:27:37	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
185	10/16/2006	13:30		13:34:33	Tribune Interactive	WB11 Program Ad
186				13:35:03	Home Decor Liquidators	Home Decor Liquidators
187				13:35:34	Missouri College	Missouri College
188				13:36:03	Brown & Crouppen, P.C	Brown & Crouppen
189				13:40:49	Sanford Brown College	Medical Billing & Coding
190				13:41:18	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
191				13:41:48	Urban Financial Group	Urban Financial
192	10/16/2006	14:00	The 700 Club	14:23:05	Genzyme Corporation	Synvisc
193	10/16/2006	14:30		14:59:30	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
194	10/16/2006	15:00	What I Like About You	15:12:37	Guthy Renker	Proactiv Solution
195				15:23:38	AT&T Knowledge Ventures	AT&T Yahoo High Speed Internet
196				15:24:38	Vatterott College	Vatterott College
197	10/16/2006	15:30	What I Like About You	15:40:43	Procter & Gamble	Bounty
198				15:41:13	Nestle USA, Inc	Nestle
199				15:42:12	Colgate Palmolive Company	Colgate Total
200				15:51:01	Wyeth	Advil
201				15:52:03	Fisher Price, Inc	Geotrax
202				15:54:19	ALDC Corporate, LLC	Advanced Lipo Dissolve Center
203				15:57:52	Kellogg NA Co	Cheez It
204	10/16/2006	16:00	8 Simple Rules	16:04:04	S. C. Johnson & Son, Inc	Glade Candles
205				16:05:04	The Scooter store Ltd	The Scooter Store
206				16:06:03	CW 11	The Game
207				16:13:59	Quicken Loans Inc	Quicken Loans
208				16:15:51	Home Decor Liquidators	Home Decor Liquidators

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209				16:16:20	Vatterott College	Vatterott College
210				16:28:52	Fisher Price, Inc	Geotrax
211	10/16/2006	16:30	8 Simple Rules	16:32:39	Colgate Palmolive Company	Colgate Total
212				16:33:25	Mattel Inc	Fisher Price
213				16:34:09	Kellogg NA Co	Cheez It
214				16:34:40	CW Television Network	CW TV Comedies
215				16:43:54	McNeil PPC, Inc	Tylenol
216				16:45:17	AT&T Knowledge Ventures	AT&T High Speed Internet
217				16:46:17	Vatterott College	Vatterott College
218	10/16/2006	17:00	Malcolm in the Middle	17:04:02	S. C. Johnson & Son, Inc	Glade
219				17:12:46	T Mobile USA Inc	T Mobile
220				17:13:17	Arby s, Inc	Arby s
221				17:25:34	U.S. Bancorp	U.S. Bank
222				17:26:05	Kia Motors America Inc	Kia
223	10/16/2006	17:30	That 70s Show	17:31:30	S. C. Johnson & Son, Inc	Glade
224				17:39:09	T Mobile USA Inc	T Mobile
225				17:39:40	Domino s Pizza LLC	Domino s Pizza
226				17:40:10	Hyundai Motor America	Hyundai Sonata
227				17:54:42	Kia Motors America Inc	Kia Sorento
228				17:55:13	Jack in the Box Inc	Sourdough Ultimate Cheese Burger
229				17:55:42	Arby s, Inc	Arby s
230				17:56:43	Aflac	American Family Insurance
231				17:58:05	Daimler Chrysler Corporation	Dodge 2006 Model Year end Clearance Sale
232				17:58:34	U.S. Celluar	U.S. Cellular
233				17:59:03	Daimler Chrysler Corporation	Jeep
234	10/16/2006	18:00	The King Of Queens	18:09:45	Arby s, Inc	Arby s

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235				18:12:31	Procter & Gamble	Bella & Birch
236				18:26:02	Mazda North Amercian Operations	Mazda CX7
237				18:26:32	Domino s Pizza LLC	Domino s Pizza
238				18:27:03	Saturn Corporation	Saturn Aura
239				18:27:32	Hyundai Motor America	Hyundai Sonata
240	10/16/2006	18:30	Everybody Loves Raymond	18:32:55	Yieldgard VT	Yieldgard VT
241				18:40:57	Daimler Chrysler Corporation	Chrysler Town Country, Pacifica
242				18:42:28	Mazda North Amercian Operations	Mazda CX7
243				18:42:58	American Honda Motor Co., Inc	Honda
244				18:55:12	Glad Inc	Glad Forceflex
245				18:55:41	Daimler Chrysler Corporation	Jeep
246				18:57:41	U.S. Celluar	U.S. Cellular
247				18:58:52	Procter & Gamble	Bella & Birch
248	10/16/2006	19:00	7th Heaven	19:02:41	Doctor Associates Inc	Subway
249				19:11:06	Allstate Insurance Company	Allstate
250				19:11:51	Mc Donald s	Monopoly
251				19:12:21	Cingular Wireless	Cingular Push To Talk Minutes
252				19:13:28	Toyota Motor Corporation	Toyota Hybrid Synergy Drive
253				19:13:56	Volkswagen of America, Inc	Volkswagen
254				19:21:01	Eveready Battery Company, Inc	Energizer
255	10/16/2006	19:30		19:42:32	Mattel Inc	Fisher Price
256				19:44:19	JPMorgan Chase & Co	Chase Freedom
257				19:44:48	Daimler Chrysler Corporation	Chrysler Town Country, Pacifica
258				19:56:05	Mc Donald s	Monopoly
259				19:57:35	Allstate Insurance Company	Allstate
260	10/16/2006	20:00	7th Heaven	20:16:46	Master Card International, Inc	World Master Card

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261				20:18:07	Volkswagen of America, Inc	Volkswagen
262				20:18:37	General Motors Corporation	Chevrolet Impala LS
263				20:25:53	Kraft Foods, Inc	Maxwell House
264				20:26:22	Procter & Gamble	Swiffer Sweep Vac
265				20:26:53	Mc Donald s	Monopoly
266	10/16/2006	20:30		20:34:36	Diapersite.com by Arctic Originals Inc	Pampers Baby Dry
267				20:36:06	Allstate Insurance Company	Allstate
268				20:42:48	Cingular Wireless	Push to talk
269				20:44:39	Ford Motor Company	Ford
270				20:51:02	Kimberly Clark Worldwide, Inc	Huggies Natural Fit
271	10/16/2006	21:00	WB 11 News	21:11:07	General Motors Corporation	GMC
272				21:12:08	Kia Motors America Inc	Kia
273				21:12:48	General Motors Corporation	Chevrolet Impala LS
274				21:13:18	United States Senate	Jim Talent
275				21:20:46	Ford Motor Company	Ford Fseries
276				21:27:40	Ford Motor Company	Ford
277				21:28:41	Philip Morris, USA	QuitAssist
278				21:29:11	Sears Brands LLC	Sears
279	10/16/2006	21:30	Friends	21:32:37	T Mobile USA Inc	T Mobile
280				21:37:36	Allstate Insurance Company	Allstate
281				21:38:06	The Progressive Group of Insurance Companies	Progressive Direct
282				21:38:36	U.S. Celluar	U.S. Cellular
283				21:47:38	U.S. Celluar	U.S. Cellular
284				21:55:04	Daimler Chrysler Corporation	Dodge 2006 Model Year end Clearance Sale
285				21:56:03	Empire Today, LLC	Empire
286				21:58:28	Ford Motor Company	Ford

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287	10/16/2006	22:00	Sex and the City	22:00:06	Hyundai Motor America	Hyundai Santa Fe
288				22:00:36	Match.com LP	Match.com
289				22:07:34	Master Card International, Inc	World Master Card
290				22:08:04	Mazda North Amercian Operations	Mazda CX7
291				22:08:34	General Motors Corporation	Chevrolet Impala LS
292				22:18:45	Daimler Chrysler Corporation	Dodge 2006 Model Year end Clearance Sale
293				22:19:14	Arby s, Inc	Arby s
294				22:25:14	American Honda Motor Co., Inc	Honda
295				22:26:25	Daimler Chrysler Corporation	Jeep
296				22:27:11	Mazda North Amercian Operations	Mazda CX7
297	10/16/2006	22:30	Everybody Loves Raymond	22:33:13	Schnuck Markets, Inc	Schnucks
298				22:34:14	General Motors Corporation	Chevrolet Impala LS
299				22:37:28	Stanley Steemer International, Inc	Stanley Steemer
300				22:37:57	CSC Brands, L.P	Campbell s Microwavable soup
301				22:38:28	TJX Companies, Inc	T.J. Maxx
302				22:38:57	General Motors Corporation	GMC
303				22:39:28	U.S. Celluar	U.S. Cellular
304				22:55:30	Glad Inc	Glad Forceflex
305				22:56:19	Office Depot, Inc	Office Depot
306				22:57:18	U.S. Celluar	U.S. Cellular
307	10/16/2006	23:00	The King Of Queens	23:15:53	General Motors Corporation	Chevrolet Impala LS
308				23:16:23	Commerce Bancorp, Inc	Commerce Bank
309				23:25:29	U.S. Celluar	U.S. Cellular
310				23:25:58	Mazda North Amercian Operations	Mazda CX7
311				23:26:28	General Motors Corporation	Chevrolet Impala LS
312				23:26:57	American Honda Motor Co., Inc	Honda Accord

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313				23:27:28	Office Depot, Inc	Office Depot
314				23:30:19	Unilever	Axe
315	10/16/2006	23:30	South Park	23:38:23	Rothman Furniture	Rothman Furniture
316				23:38:54	Legal Helpers, PC	Legal Helpers
317				23:39:23	Trader Publishing Company	Instant Credit AutoMart
318				23:39:53	Arby s, Inc	Arby s
319				23:47:32	CW 11	Gilmore Girls, Veronica Mars
320				23:48:02	Toyota Motor Corporation	Lexus
321				23:56:45	Toyota Motor Corporation	Toyota Camry
322				23:57:14	Millionairesclub123.com	Millionaire s Club