

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

	CCIN		CNBC		CNN		ESPN		FNC		FSM	
RANK	BRAND	HITS	BRAND	HITS	BRAND	HITS	BRAND	HITS	BRAND	HITS	BRAND	HITS
1	Real Estate Service	310	Charter	168	Charter	156	Charter	117	Charter	158	U.S. Army	237
2	636 230 7155	180	HP Grade System	165	Health Expo	100	Health Expo	95	Health Expo	121	Kyocera	204
3	Real Estate Service	132	Health Expo	128	Jim Talent	93	CCIN Program Ad	54	Charter High Speed Internet	77	Directv	179
4	Advanced Lipo Dissolve Center	130	Genworth Financial	121	Vonage	86	www.enzyte.com	48	CCIN Program Ad	63	KFC Famous Bowls	134
5	Shop at Home Program Ad	120	NASDAQ	111	Lunesta	73	Subaru	45	Jim Talent	62	Jack Link s Beef Jerky	124
6	Center For Pain Managment	112	Lexmark	109	Charter High Speed Internet	66	Charter High Speed Internet	44	Christian Hospital	58	Lexmark	117
7	Southwestern Hearing Centers	104	TD Ameritrade	108	www.enzyte.com	63	Bargain Network	40	Claire Mccaskill	56	Blood Diamond	116
8	St. Louis Closet Company	92	Credit Suisse	105	Claire Mccaskill	61	Claire Mccaskill	40	Stem Cell Research	55	BCS Break Down	111
9	Cabinet Flooring	75	United States Postal Service	103	CCIN Program Ad	60	Take The Lead on DVD	34	VX Cad/Cam	48	Charter	109
10	VX Cad/Cam	61	Emerson	96	Off the Hook	59	Floor Layers	31	Charter Telephone	45	Yamaha	103
11	CCIN Program Ad	50	Master Card	89	VX Cad/Cam	59	Stem Cell Research	27	Take The Lead on DVD	45	Acura MDX	98
12	The Watch Show	48	Michigan Economic Development Corporation	86	Boys Hope Girls Hope	46	VX Cad/Cam	27	Toyota	40	Countrywide Home Loans	88
13	Get The Door	46	Waste Management	86	Charter Telephone	46	Orbitz	26	Charter Business Bundle	38	Army reserve	75
14	Mary Janes Solid Oak Furniture	41	CNBC Program Ad	82	Infinity	45	Net Neutrality	24	www.enzyte.com	33	Health Expo	75
15	Real Estate show	41	Scott Trade	77	Charter Business Bundle	40	Charter Telephone	23	Jay Wolfe Toyota	32	Cabinet Flooring	73
16	St. Louis Realty	41	Schwab Active Traders	76	ICU USA.com	37	Christian Hospital	23	ACE Hardware	24	Cardinals	72
17	Mary Lewis Realty	40	Courtyard	75	1 800 PetMeds	36	Next Generation Hair Loss Clinic	23	26moneypower.com	22	Busch Light	71
18	New Testament Fellowship Church	38	HP Pavilion dv2000	72	Ambien CR	35	WorkStLouis.com	22	ICU USA.com	22	Al s Automotive & Tire	66
19	Prudential Select Properties	33	Charter High Speed Internet	71	WorkStLouis.com	31	Jim Talent	20	Angie s List	21	Fat Head	66
20	Pepose Vision	30	Buick Lucerne	67	26moneypower.com	30	Castrol GTX	18	Clarkson Lasik	20	Pennzoil Platinum	63
21	WorkStLouis.com	28	CCIN Program Ad	62	Boeing	30	Plaza Motors	18	Boeing	19	Cardinals Live Pre Game	62
22	314 779 1295	27	Newyork Stock Exchange	62	Cable	30	ACE Hardware	17	Cable	19	Jeep Wrangler	61
23	Royal Banks of Missouri	27	American Express	60	The Big Break VI Trump National	30	Cable	15	NASDAQ	19	United States Postal Service	61
24	The 2006 Regional Emmy Awards	25	Chevrolet Suburban	59	The Golf Channel	28	Journey Diamond Jewellery	15	Net Neutrality	19	Boost Premium Prepaid	58

**TOP ADVERTISER BY CHANNEL - St Louis**

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RANK	BRAND	HITS	BRAND	HITS	BRAND	HITS	BRAND	HITS	BRAND	HITS	BRAND	HITS
25	Real Estate Services	24	VX Cad/Cam	58	Home Business Connection	27	Tri Star Imports	14	Political Ad	19	Best Buy	57