

Stations: CICT-CL
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Global News (5/31/2010-9/12/2010)	MTWTFSS	04:58 PM	07:00 PM															
	Calgary DM			3.0	3.0	1.0	2.0	2.0	3.0	1.0	2.0	2.0	3.0	1.0	1.0	2.0	1.0	2.0
	Calgary CM			3.0	3.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	3.0	1.0	1.0	2.0	1.0	2.0
	Lethbridge			3.0	3.0	1.0	1.0	2.0	3.0	1.0	2.0	2.0	3.0	1.0	1.0	2.0	1.0	2.0
	Medicine Hat			1.0	1.0	0.4	0.5	1.0	1.0	0.4	0.5	1.0	1.0	0.3	0.4	1.0	0.3	0.5
	TC/Full Coverage			49.5	44.7	6.6	14.9	19.3	24.3	3.8	7.7	10.4	20.4	2.8	7.1	8.8	1.3	3.4
Prime CDN Rotn (5/31/2010-9/12/2010)	MTWTFSS	06:58 PM	11:00 PM															
	Calgary DM			0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.2	0.2	0.0	0.2
	Calgary CM			0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.2	0.2	0.0	0.2
	Lethbridge			0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.2	0.2	0.0	0.2
	Medicine Hat			0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1
	TC/Full Coverage			3.3	2.9	0.9	1.8	1.7	1.4	0.3	1.0	0.8	1.5	0.6	0.8	0.8	0.0	0.4
ET Canada (5/31/2010-9/12/2010)	MTWTF..	06:58 PM	07:30 PM															
	Calgary DM			1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Calgary CM			1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Lethbridge			1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Medicine Hat			0.4	0.5	0.3	0.3	0.3	1.0	0.4	0.4	0.4	0.3	0.2	0.2	0.3	0.2	0.3
	TC/Full Coverage			25.4	22.7	5.8	10.1	11.6	14.6	3.8	6.2	6.8	8.0	2.1	4.0	4.7	0.9	1.9
Ent Tonight (5/31/2010-9/12/2010)	MTWTF..	07:28 PM	08:00 PM															
	Calgary DM			1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
	Calgary CM			1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Lethbridge			1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Medicine Hat			0.4	0.5	0.3	0.3	0.4	1.0	0.4	0.4	0.5	0.3	0.2	0.3	0.3	0.2	0.4
	TC/Full Coverage			30.9	27.3	6.4	13.1	14.5	17.6	4.0	7.5	8.2	9.7	2.4	5.7	6.3	0.9	2.7
Big Brother (5/31/2010-9/12/2010)	.T.T..S	08:58 PM	11:00 PM															
	Calgary DM			5.0	5.0	8.0	6.0	6.0	6.0	11.0	7.0	7.0	4.0	5.0	5.0	5.0	3.0	2.0
	Calgary CM			4.0	5.0	8.0	6.0	5.0	6.0	11.0	7.0	6.0	4.0	5.0	5.0	5.0	3.0	2.0
	Lethbridge			4.0	5.0	8.0	6.0	5.0	6.0	11.0	7.0	6.0	4.0	5.0	5.0	5.0	3.0	2.0
	Medicine Hat			1.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	1.0	2.0	1.0	2.0	1.0	1.0

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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
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 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	TC/Full Coverage			102.1	90.4	41.3	66.3	60.1	55.7	28.3	41.1	33.2	34.9	13.0	25.2	26.8	4.8	6.9
Lie to Me (5/31/2010-9/12/2010)	M.....	08:58 PM	10:00 PM															
	Calgary DM			3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	1.0
	Calgary CM			3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	1.0
	Lethbridge			3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	1.0
	Medicine Hat			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.4
	TC/Full Coverage			67.3	62.3	21.4	35.2	37.3	37.6	12.7	20.4	22.8	24.7	8.7	14.8	14.6	2.1	3.0
In Plain Sight (5/31/2010-9/12/2010)	M.....	09:58 PM	11:00 PM															
	Calgary DM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Calgary CM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5
	Medicine Hat			0.3	0.3	0.2	0.3	0.3	0.4	0.3	0.3	0.4	0.3	0.2	0.2	0.3	0.3	0.2
	TC/Full Coverage			24.5	21.8	6.3	12.3	12.9	13.2	4.5	7.7	7.2	8.6	1.9	4.6	5.7	1.4	1.4
The Good Wife (5/31/2010-9/12/2010)	.T.....	07:58 PM	09:00 PM															
	Calgary DM			2.0	3.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	2.0
	Calgary CM			2.0	3.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0
	Lethbridge			2.0	3.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0
	Medicine Hat			1.0	1.0	0.4	0.4	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.4	0.5	0.3	0.5
	TC/Full Coverage			48.9	43.6	7.6	15.7	19.3	27.1	4.8	8.9	10.9	16.4	2.9	6.8	8.4	1.1	4.2
Wipeout (5/31/2010-9/12/2010)	.T.....	08:58 PM	10:00 PM															
	Calgary DM			3.0	3.0	3.0	4.0	4.0	4.0	3.0	4.0	4.0	3.0	2.0	4.0	4.0	4.0	4.0
	Calgary CM			3.0	3.0	2.0	3.0	4.0	4.0	3.0	3.0	4.0	3.0	2.0	4.0	4.0	4.0	4.0
	Lethbridge			3.0	3.0	2.0	3.0	4.0	4.0	3.0	3.0	4.0	3.0	2.0	4.0	4.0	4.0	4.0
	Medicine Hat			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	TC/Full Coverage			72.4	57.6	16.1	38.5	41.4	30.9	7.9	18.8	20.9	26.6	8.2	19.7	20.5	6.6	8.3
NCIS: L.A. (5/31/2010-9/12/2010)	.T.....	09:58 PM	11:00 PM															
	Calgary DM			2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	1.0
	Calgary CM			2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	1.0
	Lethbridge			2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0	1.0

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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

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				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Medicine Hat				1.0	1.0	0.3	0.5	1.0	1.0	0.4	0.4	0.5	1.0	0.3	0.5	1.0	0.2	0.2
TC/Full Coverage				34.0	31.9	7.2	16.0	17.6	17.3	4.9	9.0	9.0	14.6	2.4	7.0	8.6	0.8	1.3
Bones (5/31/2010-9/12/2010)	..W....	08:58 PM	10:00 PM															
Calgary DM				3.0	3.0	2.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	2.0	2.0	3.0	3.0	2.0
Calgary CM				3.0	3.0	2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	2.0	3.0	3.0	2.0
Lethbridge				3.0	3.0	2.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	2.0	3.0	3.0	2.0
Medicine Hat				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5
TC/Full Coverage				73.6	65.3	19.0	37.0	38.8	39.6	13.4	23.2	21.5	25.7	5.6	13.8	17.2	4.1	4.2
Glee (6/14/2010-9/12/2010)	..W....	08:58 PM	10:00 PM															
Calgary DM				2.0	2.0	4.0	3.0	3.0	3.0	5.0	3.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0
Calgary CM				2.0	2.0	4.0	3.0	3.0	3.0	5.0	3.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0
Lethbridge				2.0	2.0	4.0	3.0	3.0	3.0	5.0	3.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0
Medicine Hat				1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.4
TC/Full Coverage				47.2	41.8	19.1	30.6	27.8	25.7	13.1	19.0	15.3	16.1	6.0	11.7	12.4	2.2	3.2
90210 (5/31/2010-9/12/2010)	...T...	07:58 PM	09:00 PM															
Calgary DM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.5	0.5	1.0	0.5	1.0
Calgary CM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.5	0.5	1.0	0.5	1.0
Lethbridge				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.5	0.5	1.0	0.5	1.0
Medicine Hat				0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.3
TC/Full Coverage				17.2	13.5	4.9	9.0	8.9	9.0	3.0	5.9	5.5	4.6	1.9	3.1	3.4	1.4	2.3
Office (5/31/2010-9/12/2010)	...T...	09:58 PM	10:30 PM															
Calgary DM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	3.0	1.0
Calgary CM				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	3.0	1.0
Lethbridge				2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	3.0	1.0
Medicine Hat				1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4
TC/Full Coverage				32.0	26.1	11.5	21.4	19.1	13.0	5.1	10.2	9.1	13.2	6.5	11.1	9.9	3.7	2.3
Office* (6/28/2010-9/12/2010)	...T...	10:28 PM	11:00 PM															
Calgary DM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0
Calgary CM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0

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 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
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Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0
	Medicine Hat			1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3
	TC/Full Coverage			22.4	18.3	8.1	15.0	13.4	9.1	3.6	7.1	6.4	9.2	4.6	7.8	6.9	2.6	1.6
Numb3rs (5/31/2010-9/12/2010)F..	07:58 PM	09:00 PM															
	Calgary DM			1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Calgary CM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0
	Medicine Hat			0.4	0.4	0.2	0.3	0.4	0.4	0.2	0.3	0.4	0.4	0.2	0.3	0.4	0.4	0.2
	TC/Full Coverage			29.3	25.9	4.1	10.3	13.4	13.2	1.8	4.5	6.1	12.7	2.4	5.8	7.4	1.7	1.7
Friday Night Lights (5/31/2010-9/4/2011)F..	08:58 PM	10:00 PM															
	Calgary DM			1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.4
	Calgary CM			1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.4
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	0.4
	Medicine Hat			0.2	0.3	0.4	0.3	0.3	0.3	1.0	0.4	0.3	0.2	0.3	0.2	0.3	0.1	0.1
	TC/Full Coverage			17.2	15.2	6.9	11.1	10.1	9.4	4.8	6.9	5.6	5.9	2.2	4.2	4.5	0.8	1.2
16x9 Evening (5/31/2010-9/12/2010)S	06:58 PM	07:30 PM															
	Calgary DM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Calgary CM			1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Medicine Hat			0.3	0.4	0.2	0.2	0.3	0.4	0.2	0.2	0.3	0.3	0.2	0.2	0.4	0.2	0.2
	TC/Full Coverage			22.9	17.6	2.8	6.7	9.0	9.4	0.9	3.1	3.7	8.2	1.8	3.6	5.4	0.7	4.6
Simpsons & Co (5/31/2010-9/12/2010)S	07:28 PM	08:00 PM															
	Calgary DM			1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	0.4
	Calgary CM			1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	0.4
	Lethbridge			1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	0.4
	Medicine Hat			0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.1
	TC/Full Coverage			20.9	17.4	8.6	14.8	11.5	8.2	3.9	6.6	4.5	9.2	4.7	8.1	7.0	1.6	1.8
Simpsons (6/28/2010-9/12/2010)S	07:58 PM	08:30 PM															
	Calgary DM			1.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0

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 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
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 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Calgary CM			1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0
	Lethbridge			1.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0
	Medicine Hat			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.2
	TC/Full Coverage			31.4	26.2	13.0	22.1	17.3	12.4	5.9	10.0	6.8	13.8	7.1	12.2	10.5	2.4	2.8
Brothers & Sisters (5/31/2010-9/12/2010)S	07:58 PM	09:00 PM															
	Calgary DM			1.0	1.0	0.4	0.5	1.0	1.0	0.5	0.5	0.4	1.0	0.3	0.5	1.0	0.4	0.2
	Calgary CM			1.0	1.0	0.4	0.5	0.5	1.0	0.5	0.5	0.4	1.0	0.3	0.5	1.0	0.4	0.2
	Lethbridge			1.0	1.0	0.4	0.5	0.5	1.0	0.5	0.5	0.4	1.0	0.3	0.5	1.0	0.4	0.2
	Medicine Hat			0.2	0.3	0.1	0.2	0.2	0.4	0.1	0.2	0.1	0.2	0.1	0.2	0.2	0.1	0.1
	TC/Full Coverage			18.5	17.5	5.4	8.0	8.3	9.7	2.1	3.3	2.9	7.8	3.3	4.7	5.4	0.5	0.5
Cleveland Show (5/31/2010-9/12/2010)S	09:28 PM	10:00 PM															
	Calgary DM			1.0	2.0	3.0	2.0	2.0	2.0	4.0	2.0	1.0	2.0	3.0	2.0	2.0	1.0	0.3
	Calgary CM			1.0	2.0	3.0	2.0	2.0	1.0	4.0	2.0	1.0	2.0	3.0	2.0	2.0	1.0	0.3
	Lethbridge			1.0	2.0	3.0	2.0	2.0	1.0	4.0	2.0	1.0	2.0	3.0	2.0	2.0	1.0	0.3
	Medicine Hat			0.4	0.5	1.0	1.0	1.0	0.5	1.0	1.0	0.4	1.0	1.0	1.0	1.0	0.4	0.1
	TC/Full Coverage			29.2	26.8	15.0	22.6	17.9	13.7	8.3	11.0	6.8	13.2	6.7	11.6	11.1	1.7	0.7
Family Guy (5/31/2010-9/12/2010)S	09:58 PM	10:30 PM															
	Calgary DM			2.0	2.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	2.0	3.0	3.0	3.0	2.0	1.0
	Calgary CM			1.0	2.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	2.0	3.0	3.0	2.0	2.0	1.0
	Lethbridge			1.0	2.0	3.0	2.0	2.0	1.0	3.0	2.0	1.0	2.0	3.0	3.0	2.0	2.0	1.0
	Medicine Hat			0.5	1.0	1.0	1.0	1.0	0.4	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	0.2
	TC/Full Coverage			29.5	25.8	14.5	22.5	18.3	11.1	6.4	9.2	5.8	14.7	8.1	13.3	12.5	2.7	1.1
American Dad (5/31/2010-9/12/2010)S	10:28 PM	11:00 PM															
	Calgary DM			2.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	1.0
	Calgary CM			2.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	1.0
	Lethbridge			2.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	1.0
	Medicine Hat			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	0.2
	TC/Full Coverage			34.1	29.8	15.4	25.6	20.1	14.9	8.0	12.2	7.4	14.9	7.4	13.4	12.7	2.9	1.4

Stations: CICT-CL
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Late Night Rotn (5/31/2010-9/12/2010)	MTWTFSS	10:58 PM	03:30 AM															
	Calgary DM			0.1	0.2	0.1	0.2	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.0
	Calgary CM			0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.0
	Lethbridge			0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.0
	Medicine Hat			0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0
	TC/Full Coverage			2.7	2.6	0.8	1.7	1.6	1.4	0.6	0.9	0.7	1.2	0.2	0.8	0.9	0.1	0.1
Wkdy AM Rotn (5/31/2010-9/12/2010)	MTWTF..	10:58 AM	01:00 PM															
	Calgary DM			0.1	0.1	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1
	Calgary CM			0.1	0.1	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1
	Lethbridge			0.1	0.1	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1
	Medicine Hat			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	TC/Full Coverage			2.1	1.9	0.3	0.9	1.2	1.5	0.2	0.7	0.9	0.5	0.0	0.2	0.3	0.1	0.1
Days Of Our Lives (5/31/2010-9/12/2010)	MTWTF..	12:58 PM	02:00 PM															
	Calgary DM			1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	2.0	1.0	0.3	1.0	1.0	0.2	1.0
	Calgary CM			1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	0.3	1.0	1.0	0.1	1.0
	Lethbridge			1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	0.3	1.0	1.0	0.1	1.0
	Medicine Hat			0.3	0.3	0.3	0.3	0.3	1.0	1.0	0.5	0.5	0.2	0.1	0.2	0.2	0.1	0.3
	TC/Full Coverage			30.3	26.7	11.1	19.2	17.0	16.4	5.3	10.7	10.8	10.3	5.8	8.5	6.2	0.4	3.3
As The World Turns (5/31/2010-9/12/2010)	MTWTF..	01:58 PM	03:00 PM															
	Calgary DM			0.3	0.3	0.4	0.3	0.2	0.4	1.0	0.5	0.4	0.2	0.2	0.2	0.1	0.1	0.5
	Calgary CM			0.3	0.3	0.4	0.3	0.2	0.4	1.0	0.5	0.4	0.2	0.2	0.2	0.1	0.1	0.4
	Lethbridge			0.3	0.3	0.4	0.3	0.2	0.4	1.0	0.5	0.4	0.2	0.2	0.2	0.1	0.1	0.4
	Medicine Hat			0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1
	TC/Full Coverage			9.6	8.5	4.9	6.6	5.1	4.7	2.2	3.4	2.9	3.7	2.8	3.1	2.2	0.1	1.0
Doctors (5/31/2010-9/12/2010)	MTWTF..	02:58 PM	04:00 PM															
	Calgary DM			1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	0.5	0.3	0.3	0.2	0.2	1.0
	Calgary CM			1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	0.5	0.3	0.3	0.2	0.2	1.0
	Lethbridge			1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	0.5	0.3	0.3	0.2	0.2	1.0
	Medicine Hat			0.2	0.3	0.2	0.2	0.1	0.4	0.3	0.3	0.2	0.1	0.1	0.1	0.1	0.1	0.2

Stations: CICT-CL
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	TC/Full Coverage			19.5	17.6	6.2	9.8	8.6	10.7	3.2	5.5	5.1	6.8	3.0	4.3	3.4	0.5	1.4
Y&R (5/31/2010-9/12/2010)	MTWTF..	03:58 PM	05:00 PM															
	Calgary DM			2.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
	Calgary CM			2.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
	Lethbridge			2.0	2.0	1.0	1.0	2.0	3.0	2.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0
	Medicine Hat			1.0	1.0	0.4	0.4	1.0	1.0	1.0	1.0	1.0	0.4	0.3	0.4	0.4	0.2	0.4
	TC/Full Coverage			68.3	60.8	16.9	26.9	27.9	42.3	10.4	17.0	18.6	18.4	6.5	9.9	9.3	2.5	5.0
ET Late Night (5/31/2010-9/12/2010)	MTWTF..	11:58 PM	12:30 AM															
	Calgary DM			0.5	1.0	0.5	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	0.5	0.3	0.2
	Calgary CM			0.5	1.0	0.5	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	0.5	0.5	0.3	0.2
	Lethbridge			0.5	1.0	0.5	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	0.5	0.5	0.3	0.2
	Medicine Hat			0.1	0.2	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.0
	TC/Full Coverage			11.7	10.7	4.6	8.1	7.4	5.7	2.2	4.6	4.2	5.0	2.5	3.5	3.3	0.4	0.6
ETC Late Night (5/31/2010-9/12/2010)	MTWTF..	12:28 AM	01:03 AM															
	Calgary DM			0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.2	0.2	0.2	0.3	0.3	0.2
	Calgary CM			0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.2	0.2	0.2	0.3	0.2	0.1
	Lethbridge			0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.2	0.2	0.2	0.3	0.2	0.1
	Medicine Hat			0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0
	TC/Full Coverage			6.6	5.9	2.2	4.2	4.2	3.8	1.4	2.6	2.6	2.2	0.8	1.5	1.6	0.3	0.3
PGA Golf (5/31/2010-9/12/2010)SS	10:58 AM	05:00 PM															
	Calgary DM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5	2.0	1.0	1.0	1.0	0.1	0.2
	Calgary CM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	0.1	0.2
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	0.1	0.2
	Medicine Hat			0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	1.0	0.3	0.3	0.3	0.0	0.1
	TC/Full Coverage			20.0	19.5	3.1	7.4	7.4	5.4	1.3	2.8	2.6	14.1	1.8	4.7	4.8	0.2	0.4
Simpsons Wknd Rotn (5/31/2010-9/12/2010)SS	11:28 AM	05:00 PM															
	Calgary DM			1.0	0.5	1.0	1.0	1.0	0.3	0.5	0.4	0.2	1.0	1.0	1.0	1.0	1.0	0.2
	Calgary CM			0.5	0.5	1.0	1.0	1.0	0.3	0.5	0.4	0.2	1.0	1.0	1.0	1.0	1.0	0.2
	Lethbridge			0.5	0.5	1.0	1.0	1.0	0.3	0.5	0.4	0.2	1.0	1.0	1.0	1.0	1.0	0.2

Stations: CICT-CL
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Medicine Hat				0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.3	0.3	0.2	0.3	0.1
TC/Full Coverage				27.8	19.5	9.8	17.0	15.5	7.2	3.0	6.0	5.2	12.3	6.8	11.0	10.4	3.3	5.0
Wknd PM Rotn (5/31/2010-9/12/2010)SS	11:58 AM	06:00 PM															
Calgary DM				0.3	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.2	0.1
Calgary CM				0.3	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.3	0.3	0.2	0.1
Lethbridge				0.3	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.3	0.3	0.2	0.1
Medicine Hat				0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0
TC/Full Coverage				8.6	8.1	2.2	4.3	4.7	4.1	0.9	2.0	2.2	4.0	1.3	2.2	2.5	0.3	0.3
Family Guy Wknd Rotn (5/31/2010-9/12/2010)SS	02:58 PM	06:00 PM															
Calgary DM				1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	0.2
Calgary CM				1.0	1.0	1.0	1.0	1.0	0.5	1.0	0.5	0.4	1.0	1.0	1.0	1.0	1.0	0.2
Lethbridge				1.0	1.0	1.0	1.0	1.0	0.5	1.0	0.5	0.4	1.0	1.0	1.0	1.0	1.0	0.2
Medicine Hat				0.2	0.2	0.3	0.3	0.2	0.1	0.2	0.2	0.1	0.3	0.4	0.3	0.3	0.4	0.0
TC/Full Coverage				28.1	21.5	11.1	17.0	15.1	8.4	4.4	6.5	5.3	13.1	6.7	10.5	9.8	4.1	2.4
Wknd AM Rotn (5/31/2010-9/12/2010)SS	05:58 AM	12:00 PM															
Calgary DM				0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.1	0.1
Calgary CM				0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.1	0.1
Lethbridge				0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.1	0.1
Medicine Hat				0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0
TC/Full Coverage				6.1	5.5	0.6	2.6	3.0	2.5	0.2	1.2	1.5	3.0	0.4	1.4	1.5	0.2	0.4
NCIS & Co (5/31/2010-9/9/2012)	M.....	07:58 PM	09:00 PM															
Calgary DM				1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Calgary CM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Lethbridge				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Medicine Hat				0.4	0.4	0.3	0.3	0.4	0.5	0.3	0.3	0.4	0.4	0.2	0.3	0.4	0.2	0.2
TC/Full Coverage				28.9	26.5	5.6	11.8	13.4	15.2	3.7	6.9	7.5	11.3	1.9	4.9	5.9	1.1	1.3
Psych (5/31/2010-9/9/2012)	..W....	07:58 PM	09:00 PM															
Calgary DM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0
Calgary CM				1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0

Stations: CICT-CL
 Date Range: Sm 10 (7/12/2010-7/18/2010)
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Mer
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 5/31/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0	1.0
	Medicine Hat			1.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.3
	TC/Full Coverage			22.4	18.3	8.1	15.0	13.4	9.1	3.6	7.1	6.4	9.2	4.6	7.8	6.9	2.6	1.6
Drop Dead Diva (5/31/2010-9/9/2012)	..W....	09:58 PM	11:00 PM															
	Calgary DM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Calgary CM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.5
	Medicine Hat			0.3	0.3	0.2	0.3	0.3	0.4	0.3	0.3	0.4	0.3	0.2	0.2	0.3	0.3	0.2
	TC/Full Coverage			24.5	21.8	6.3	12.3	12.9	13.2	4.5	7.7	7.2	8.6	1.9	4.6	5.7	1.4	1.4
Shark Tank (5/31/2010-9/12/2010)F..	09:58 PM	11:00 PM															
	Calgary DM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.4	1.0	0.4	0.2
	Calgary CM			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.4	1.0	0.4	0.2
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.4	0.4	1.0	0.4	0.2
	Medicine Hat			0.2	0.2	0.2	0.2	0.4	0.4	0.2	0.4	0.4	0.2	0.1	0.1	0.2	0.1	0.1
	TC/Full Coverage			24.0	20.6	3.4	11.7	13.0	11.5	1.5	6.4	7.2	9.1	1.8	5.2	5.8	3.2	0.3
Saturday Night Live (5/31/2010-9/12/2010)S.	12:25 AM	02:00 AM															
	Calgary DM			0.5	0.5	1.0	1.0	1.0	0.4	1.0	0.5	0.4	1.0	1.0	1.0	1.0	0.3	0.3
	Calgary CM			0.5	0.5	1.0	1.0	1.0	0.4	1.0	0.5	0.4	1.0	1.0	1.0	1.0	0.3	0.3
	Lethbridge			0.5	0.5	1.0	1.0	1.0	0.4	1.0	0.5	0.4	1.0	1.0	1.0	1.0	0.3	0.3
	Medicine Hat			0.1	0.2	0.3	0.2	0.2	0.1	0.2	0.2	0.1	0.2	0.4	0.2	0.2	0.1	0.1
	TC/Full Coverage			7.8	7.0	4.0	5.3	4.4	2.8	1.3	2.0	1.6	4.2	2.7	3.3	2.9	0.3	0.5
16x9 Late (5/31/2010-9/12/2010)S	11:30 PM	12:00 AM															
	Calgary DM			1.0	1.0	0.4	1.0	1.0	0.4	0.3	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0
	Calgary CM			0.4	1.0	0.4	1.0	1.0	0.4	0.3	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0
	Lethbridge			0.4	1.0	0.4	1.0	1.0	0.4	0.3	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0
	Medicine Hat			0.2	0.2	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0
	TC/Full Coverage			8.7	8.0	1.9	4.6	4.9	3.6	0.5	2.0	2.6	4.3	1.4	2.6	2.4	0.7	0.1