



3-Dec-08

2008		DATE		Units	HH Rating	CPM	OFFER U/Pr	Dollars	A25-54 RTG
SUPERBOWL SUNDAY 2009									
12-1P	Sun.	1-Feb	Road To SuperBowl	1.0	2.5	\$15.54	\$44.5	\$44.5	1.6
1P	Sun.	1-Feb	PreGame	1.0	2.8	\$15.54	\$49.8	\$49.8	1.9
1:30P	Sun.	1-Feb	PreGame	1.0	3.1	\$15.54	\$55.2	\$55.2	2.1
2P	Sun.	1-Feb	PreGame	1.0	4.3	\$16.65	\$82.0	\$82.0	2.9
2:30P	Sun.	1-Feb	PreGame	1.0	5.4	\$18.87	\$116.7	\$116.7	3.6
3P	Sun.	1-Feb	PreGame	1.0	6.0	\$21.09	\$144.9	\$144.9	4.4
3:30P	Sun.	1-Feb	PreGame	1.0	6.9	\$23.31	\$184.2	\$184.2	5.0
4P	Sun.	1-Feb	PreGame	1.0	8.0	\$25.53	\$233.9	\$233.9	6.2
4:30P	Sun.	1-Feb	PreGame	1.0	9.7	\$28.86	\$320.5	\$320.5	7.9
5:30P	Sun.	1-Feb	PreGame	1.0	17.5	\$38.85	\$778.5	\$778.5	14.3
Game	Sun.	1-Feb	GAME	1.0	42.4	\$61.79	\$3,000.0	\$3,000.0	38.2
TOTAL SUPERBOWL/ PROBOWL				11.0	108.6	\$40.29	\$455.5	\$5,010.2	
TOTAL :				11.0	\$5,010.2	\$40.29			
THIS PLAN VALID UNTIL:									