

Proposal for Ad Excellence Revised

Comcast Denver Interconnect 746,786 HH's

February 15 - April 29, 2007

All-Wks Avrg

	Notes	Rate \$\$:00	Spt/ Wk	Spt Tot	DP Code	Wk 1 - Wk 11						Wk 1 2/12 '07	Wk 2 2/19 '07	
						Adults 25-49			Households					
						Prog Name	Rtg	Imp	CPP \$\$	Rtg	Imp			CPP \$\$
Denver-Boulder Feb07 Proj. (Feb06 HUT, Nov06 SHR) C- DMA Nielsen NHI #		\$4500.00		1014				1446668	\$44		1611233	\$41	92	93
6949, Denver Interconnect		\$4500.00		1014				1446668	\$44		1611233	\$41	92	93
ESP2-TV		\$4500.00		90				125597	\$500		288149	\$250	8	9
Th-Su 10a-11p		\$50.00	1	8	RT	ESPN2 ROS	»0.1	»1396	\$500	0.2	3578	\$250	8	
M-Su 10a-11p		\$50.00	7	82	RT	ESPN2 ROS	»0.1	»1396	\$500	0.2	3165	\$250		9
ALT -TV		\$0.00		132				184208	\$0		189012	\$0	12	12
Th-Su 12m-6a		\$0.00	1	12	OV	Altitude Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0	12	
M-Su 12m-6a		\$0.00	11	120	OV	Altitude Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0		12
ESPN-TV		\$0.00		132				184208	\$0		189012	\$0	12	12
Th-Su 12m-6a		\$0.00	1	12	OV	ESPN Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0	12	
M-Su 12m-6a		\$0.00	11	120	OV	ESPN Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0		12
ESP2-TV		\$0.00		132				184208	\$0		189012	\$0	12	12
Th-Su 12m-6a		\$0.00	1	12	OV	ESPN2 Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0	12	
M-Su 12m-6a		\$0.00	11	120	OV	ESPN2 Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0		12
FSRM-TV		\$0.00		132				48863	\$0		189012	\$0	12	12
Th-Su 12m-6a		\$0.00	1	12	OV	Fox Sports Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0	12	
M-Su 12m-6a		\$0.00	11	120	OV	Fox Sports Overnight	»0.0	»268	\$0	»0.1	»1432	\$0		12
HLN -TV		\$0.00		132				339327	\$0		189012	\$0	12	12
Th-Su 12m-6a		\$0.00	1	12	OV	Headline News Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0	12	
M-Su 12m-6a		\$0.00	11	120	OV	Headline News Overnight	»0.2	»2688	\$0	»0.1	»1432	\$0		12
TRAV-TV		\$0.00		132				184208	\$0		189012	\$0	12	12
Th-Su 12m-6a		\$0.00	1	12	OV	Travel Channel Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0	12	
M-Su 12m-6a		\$0.00	11	120	OV	Travel Channel Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0		12
TWC -TV		\$0.00		132				196049	\$0		189012	\$0	12	12
Th-Su 12m-6a		\$0.00	1	12	OV	Weather Channel Overnight	»0.1	»1396	\$0	»0.1	»1432	\$0	12	
M-Su 12m-6a		\$0.00	11	120	OV	Weather Chanel Overnight	»0.1	»1494	\$0	»0.1	»1432	\$0		12
Total		\$4500.00		1014				1446668	\$44		1611233	\$41	92	93

All-Wks Avrg

	Wk 3 2/26 '07	Wk 4 3/5 '07	Wk 5 3/12 '07	Wk 6 3/19 '07	Wk 7 3/26 '07	Wk 8 4/2 '07	Wk 9 4/9 '07	Wk 10 4/16 '07	Wk 11 4/23 '07
Denver-Boulder Feb07 Proj. (Feb06 HUT, Nov06 SHR) C- DMA Nielsen NHI #	93	92	92	92	92	92	92	92	92
6949, Denver Interconnect	93	92	92	92	92	92	92	92	92
ESP2-TV	9	8	8	8	8	8	8	8	8
Th-Su 10a-11p									
M-Su 10a-11p	9	8	8	8	8	8	8	8	8
ALT -TV	12	12	12	12	12	12	12	12	12
Th-Su 12m-6a									
M-Su 12m-6a	12	12	12	12	12	12	12	12	12
ESPN-TV	12	12	12	12	12	12	12	12	12
Th-Su 12m-6a									
M-Su 12m-6a	12	12	12	12	12	12	12	12	12
ESP2-TV	12	12	12	12	12	12	12	12	12
Th-Su 12m-6a									
M-Su 12m-6a	12	12	12	12	12	12	12	12	12
FSRM-TV	12	12	12	12	12	12	12	12	12
Th-Su 12m-6a									
M-Su 12m-6a	12	12	12	12	12	12	12	12	12
HLN -TV	12	12	12	12	12	12	12	12	12
Th-Su 12m-6a									
M-Su 12m-6a	12	12	12	12	12	12	12	12	12
TRAV-TV	12	12	12	12	12	12	12	12	12
Th-Su 12m-6a									
M-Su 12m-6a	12	12	12	12	12	12	12	12	12
TWC -TV	12	12	12	12	12	12	12	12	12
Th-Su 12m-6a									
M-Su 12m-6a	12	12	12	12	12	12	12	12	12
Total	93	92	92	92	92	92	92	92	92

Market Summary	Adults 25-49						Households					
	Tot \$\$	Spt Tot	CPP \$\$	GRP	Rch %	Freq	Tot \$\$	Spt Tot	CPP \$\$	GRP	Rch %	Freq
Denver-Boulder Feb07 Proj. (Feb06 HUT, Nov06 SHR) C-DMA Nielsen NHI #	\$4500	1014	\$44	101.4	22.4%	4.6	\$4500	1014	\$41	110.4	23.1%	4.9
Total	\$4500	1014	\$44	101.4	22.4%	4.6	\$4500	1014	\$41	110.4	23.1%	4.9

This report has been prepared using Strata NuMath research.
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Adjustments:
 Denver-Boulder Feb07 Proj. (Feb06 HUT, Nov06 SHR) C-DMA Nielsen NHI #
 Cable Zones: COMCAST, Denver Interconnect

All ratings are based on DMA populations.

» Estimate information indicated has been supplied by the user.