



Elmira Broadcast

| Station | Program | Daypart | Time Period | R25-54 | Unit Cost | 18-May | | |
|------------|---------------------------|---------------|---------------------|--------|-----------|----------|------------|--------------|
| | | | | | | Spots | TRP's | Cost |
| EENY / CBS | GOOD MORNING TWIN TIERS | Early Morning | MO-FR 6:00A-7:00A | 1.2 | \$40.00 | 1 | 1.2 | \$40 |
| EENY / CBS | CBS THE EARLY SHOW | Early Morning | MO-FR 7:00A-9:00A | 1.5 | \$30.00 | 0 | 0 | \$0 |
| EENY / CBS | THE DOCTORS | Early Morning | MO-FR 9:00A-10:00A | 0.9 | \$20.00 | 0 | 0 | \$0 |
| EENY / CBS | DR. PHIL | Daytime | MO-FR 10:00A-11:00A | 1.1 | \$50.00 | 0 | 0 | \$0 |
| EENY / CBS | PRICE IS RIGHT | Daytime | MO-FR 11:00A-12:00P | 1.2 | \$50.00 | 0 | 0 | \$0 |
| EENY / CBS | NEWS AT NOON | Daytime | MO-FR 12:00P-12:30P | 0.9 | \$50.00 | 1 | 0.9 | \$50 |
| EENY / CBS | YOUNG AND RESTLESS | Daytime | MO-FR 1:00P-1:30P | 1.0 | \$45.00 | 1 | 1 | \$45 |
| EENY / CBS | BOLD&BEAUTIFUL | Daytime | MO-FR 1:30P-2:00P | 1.0 | \$35.00 | 1 | 1 | \$35 |
| EENY / CBS | THE TALK | Daytime | MO-FR 2:00P-3:00P | 1.0 | \$40.00 | 1 | 1 | \$40 |
| EENY / CBS | LET'S MAKE A DEAL | Daytime | MO-FR 3:00P-4:00P | 0.9 | \$30.00 | 0 | 0 | \$0 |
| EENY / CBS | TWIN TIERS TONIGHT | Early News | MO-FR 5:30P-6:00P | 2.4 | \$50.00 | 0 | 0 | \$0 |
| EENY / CBS | TWIN TIERS TONIGHT | Early News | MO-FR 6:00P-6:30P | 2.4 | \$50.00 | 0 | 0 | \$0 |
| EENY / CBS | CBS EVENING NEWS | Early News | MO-FR 6:30P-7:00P | 3.1 | \$300.00 | 0 | 0 | \$0 |
| EENY / CBS | LATE SHOW/DAVID LETTERMAN | Late Fringe | MO-FR 11:30P-12:30A | 2.5 | \$30.00 | 1 | 2.5 | \$30 |
| EENY / CBS | 2 BROKE GIRLS | Prime | MON 8:00P-8:30P | 4.5 | \$450.00 | 0 | 0 | \$0 |
| EENY / CBS | MIKE AND MOLLY | Prime | MON 8:30P-9:00P | 5.1 | \$450.00 | 0 | 0 | \$0 |
| EENY / CBS | SCORPION | Prime | MON 9:00P-10:00P | 4.2 | \$350.00 | 0 | 0 | \$0 |
| EENY / CBS | PERSON OF INTEREST | Prime | TUE 10:00P-11:00P | 4.0 | \$350.00 | 0 | 0 | \$0 |
| EENY / CBS | MENTALIST | Prime | WED 8:00P-9:00P | 4.2 | \$300.00 | 0 | 0 | \$0 |
| EENY / CBS | CRIMINAL MINDS | Prime | WED 9:00P-10:00P | 5.1 | \$400.00 | 0 | 0 | \$0 |
| EENY / CBS | ELEMENTERY | Prime | THU 10:00P-11:00P | 4.8 | \$375.00 | 0 | 0 | \$0 |
| EENY / CBS | CBS SATURDAY EARLY SHOW | Weekend New | SAT 8:00A-10:00A | 0.8 | \$40.00 | 1 | 0.8 | \$40 |
| EENY / CBS | CBS EVENING NEWS SAT | Weekend New | SAT 6:30P-7:00P | 0.9 | \$300.00 | 0 | 0 | \$0 |
| EENY / CBS | CBS SUNDAY MORNING | Weekend New | SUN 9:00A-10:30A | 1.1 | \$50.00 | 0 | 0 | \$0 |
| EENY / CBS | 60 MINUTES | Weekend New | SUN 7:00P-8:00P | 1.8 | \$375.00 | 0 | 0 | \$0 |
| EENY / CBS | MADAM SECRETARY | Prime | SUN 8:00P-9:00P | 5.6 | \$375.00 | 0 | 0 | \$0 |
| EENY / CBS | GOOD WIFE | Prime | SUN 9:00P-10:00P | 1.2 | \$350.00 | 0 | 0 | \$0 |
| | | | | | | 7 | 8.4 | \$280 |

Terms:

- *All Makegood Must Be Approved In Advance
- *15 Min Spot Separation (local news excluded)
- * Payment In Advance
- * Buy Is Not Executed Until Copy Is Received By Station