

ABC 31 KLAX TV  
2014 3rd Quarter Issue Rate Card



3rd Quarter Issue Rates(Non candidate)

6/30/2014

KLAX ABC 31  
POLLACK/BELZ COMMUNICATION CO., INC.  
1811 ENGLAND DRIVE  
ALEXANDRIA, LA 71303

(318) 473-0031

SALES FAX: (318) 473-9984

			RATE		
DAY	TIME	PROGRAM			
M-F	7A-9A	GOOD MORNING AMERICA		60	
M-F	9A-10A	DR. OZ		40	
M-F	10A-11A	THE VIEW		40	
M-F	11A-12P	Trisha		25	
M-F	12P-1P	The Chew		40	
M-F	1P-2P	General Hospital		35	
M-F	2P-3P	Dr. Oz		40	
M-F	3P-4P	Judge Alex		35	
M-F	4P-430P	America's Court		25	
M-F	430P-5P	Paternity Court		20	
M-F	5P-530P	OMG! Insider		25	
M-F	530P-6P	ABC World News w/ Diane Sawyer		80	
M-F	6P-630P	ABC31 News @ 6P		130	
M-F	630P-7P	Entertainment Tonight		40	
M-F	10P-1035P	ABC31 News @ 10P		70	
M-F	1035P-1106P	Jimmy Kimmel		80	
M-F	1106P- 1206P	Nightline		50	
SA	7A-8A	GOOD MORNING AMERICA SATURDAY		40	
SA	630P-7P	ENTERTAINMENT TONIGHT WEEKEND		30	
SA	10p -11p	Cold Case/ Bones		30	
SU	7A-8A	GOOD MORNING AMERICA SUNDAY		40	
SU	8A-9A	THIS WEEK		60	
SU	12P-5P	ABC SPORTS		150	
SU	5P-530P	WORLD NEWS SUNDAY		80	
SU	10P-1030P	The Outdoorsman with Buck McNeely		40	
SU	1030P-11P	Inside LSU Sports		100	

			RATE		
DAY	TIME	PROGRAM			
MON	7P - 9P	The Bachelorette		500	
MON	9P-10P	Mistresses		400	
TUES	7P-8P	Extreme Weight Loss		300	
TUES	8P-9P	Extreme Weight Loss		300	
TUES	9P-10P	NY Med		400	
WED	7P-8P	The Middle/ Suburgatory		300	
WED	8P-9P	Modern Family/Mixology		500	
WED	9P-10P	Motive		300	
THUR	7P-8P	TBA		300	
THUR	8P-9P	Rookie Blue		450	
THUR	9P-10P	Black Box		450	
FRI	7P-8P	Shark Tank		300	
FRI	8P-9P	What Would you Do		400	
FRI	9P-10P	TBA		300	
SA	7P-8P	Bet on your Baby		250	
SA	8P-10P	Sing your Face Off		250	
SU	6P-7P	TBA		250	
SU	7P-8P	Wipeout		400	
SU	8P-9P	Rising Star		500	
SU	9P-10P	Rising Star		500	

**NOTE: RATES & PROGRAMMING ARE SUBJECT TO CHANGE**

