

Stations: CITV
 Date Range: Fa 10 (10/11/2010-10/17/2010)
 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: 6/2/2010

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 (9/13/2010-1/2/2011)	MTWTFSS	04:58 PM	07:00 PM															
	Edmonton EM			5.5	6.5	2.8	3.7	4.9	7.1	2.9	3.9	5.2	6.0	2.6	3.5	4.6	1.6	1.0
	Edmonton CM			6.3	7.5	3.5	4.4	5.6	8.0	3.6	4.6	5.8	6.9	3.4	4.2	5.5	1.8	1.4
	Red Deer EM			3.8	4.6	1.9	2.6	3.4	5.0	2.0	2.7	3.6	4.2	1.8	2.5	3.2	1.1	0.7
	Medicine Hat			0.1	0.2	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0
	Lloydminster			4.1	5.1	1.3	2.1	2.6	5.8	1.2	2.4	2.9	4.4	1.5	1.8	2.3	0.6	0.5
	TC/Full Coverage			106.2	101.9	13.3	32.9	41.1	55.0	6.8	17.1	21.4	46.9	6.6	15.8	19.6	2.3	2.1
Prime CDN Rotn (9/13/2010-1/2/2011)	MTWTFSS	06:58 PM	11:00 PM															
	Edmonton EM			0.4	0.5	0.1	0.3	0.4	0.6	0.2	0.3	0.4	0.3	0.0	0.2	0.4	0.3	0.1
	Edmonton CM			0.5	0.6	0.1	0.3	0.4	0.7	0.2	0.4	0.4	0.4	0.0	0.2	0.4	0.4	0.1
	Red Deer EM			0.3	0.3	0.1	0.2	0.2	0.4	0.1	0.2	0.3	0.3	0.0	0.2	0.3	0.2	0.0
	Medicine Hat			0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0
	Lloydminster			0.2	0.3	0.0	0.2	0.2	0.3	0.0	0.2	0.2	0.4	0.0	0.3	0.3	0.2	0.0
	TC/Full Coverage			8.5	8.0	0.9	2.8	3.7	5.2	0.6	1.6	2.0	2.8	0.2	1.2	1.6	0.4	0.1
Wkdy PM Rotn (9/13/2010-9/9/2012)	MTWTF..	02:58 PM	04:00 PM															
	Edmonton EM			0.3	0.3	0.1	0.2	0.3	0.4	0.2	0.3	0.3	0.2	0.1	0.2	0.2	0.0	0.1
	Edmonton CM			0.3	0.4	0.2	0.3	0.3	0.5	0.3	0.3	0.3	0.2	0.1	0.2	0.2	0.0	0.2
	Red Deer EM			0.2	0.2	0.1	0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.0	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
	Lloydminster			0.4	0.4	0.2	0.2	0.2	0.5	0.2	0.2	0.3	0.4	0.3	0.2	0.2	0.2	0.1
	TC/Full Coverage			6.4	6.1	0.8	2.2	2.3	4.2	0.6	1.3	1.5	1.9	0.3	0.9	0.8	0.1	0.3
ET Canada (9/13/2010-1/2/2011)	MTWTF..	06:58 PM	07:30 PM															
	Edmonton EM			1.4	1.6	0.7	1.1	1.3	2.0	0.8	1.3	1.6	1.1	0.5	0.9	1.0	1.2	0.3
	Edmonton CM			1.6	1.8	0.8	1.3	1.4	2.3	1.1	1.7	1.9	1.2	0.6	0.9	0.9	1.6	0.4
	Red Deer EM			1.0	1.1	0.5	0.7	0.9	1.5	0.6	0.9	1.2	0.8	0.3	0.6	0.7	0.8	0.3
	Medicine Hat			0.2	0.2	0.1	0.1	0.2	0.3	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.1
	Lloydminster			0.9	1.1	0.6	0.7	0.8	1.4	0.7	1.0	1.1	0.9	0.5	0.5	0.5	0.2	0.1
	TC/Full Coverage			30.1	27.9	3.5	11.0	12.7	17.9	2.2	6.8	8.0	10.1	1.3	4.2	4.7	1.7	0.6

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				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Ent Tonight (9/13/2010-1/2/2011)	MTWTF..	07:28 PM	08:00 PM															
	Edmonton EM			1.1	1.2	0.5	0.9	1.0	1.7	0.7	1.1	1.4	0.8	0.3	0.6	0.6	0.7	0.2
	Edmonton EM			1.1	1.2	0.5	0.9	1.0	1.7	0.7	1.1	1.4	0.8	0.3	0.6	0.6	0.7	0.2
	Edmonton CM			1.3	1.5	0.6	1.0	1.2	2.0	0.8	1.4	1.7	0.9	0.4	0.6	0.6	1.0	0.3
	Edmonton CM			1.3	1.5	0.6	1.0	1.2	2.0	0.8	1.4	1.7	0.9	0.4	0.6	0.6	1.0	0.3
	Red Deer EM			0.8	0.9	0.3	0.6	0.7	1.2	0.5	0.8	1.0	0.6	0.2	0.5	0.4	0.5	0.2
	Red Deer EM			0.8	0.9	0.3	0.6	0.7	1.2	0.5	0.8	1.0	0.6	0.2	0.5	0.4	0.5	0.2
	Medicine Hat			0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.0	0.1	0.1	0.0
	Medicine Hat			0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.0	0.1	0.1	0.0
	Lloydminster			0.8	1.0	0.7	0.7	0.7	1.3	1.1	1.1	1.1	0.7	0.4	0.4	0.4	0.1	0.1
	Lloydminster			0.8	1.0	0.7	0.7	0.7	1.3	1.1	1.1	1.1	0.7	0.4	0.4	0.4	0.1	0.1
	TC/Full Coverage			25.4	23.9	2.9	10.3	11.7	16.0	2.2	6.9	8.1	7.8	0.7	3.5	3.5	1.1	0.5
	TC/Full Coverage			25.4	23.9	2.9	10.3	11.7	16.0	2.2	6.9	8.1	7.8	0.7	3.5	3.5	1.1	0.5
16x9 Evening (9/13/2010-1/2/2011)SS	06:28 PM	07:00 PM															
	Edmonton EM			0.8	0.9	0.2	0.6	0.6	1.1	0.2	0.6	0.6	0.9	0.3	0.6	0.7	0.1	0.0
	Edmonton CM			0.9	1.1	0.3	0.6	0.7	1.2	0.1	0.7	0.7	1.1	0.4	0.6	0.8	0.1	0.0
	Red Deer EM			0.6	0.6	0.2	0.4	0.5	0.7	0.2	0.4	0.5	0.6	0.2	0.4	0.5	0.1	0.0
	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
	Lloydminster			0.4	0.5	0.0	0.0	0.1	0.6	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0
	TC/Full Coverage			14.9	14.8	1.0	5.1	6.2	8.2	0.5	2.6	3.1	6.8	0.5	2.5	3.2	0.1	0.0
Hawaii Five-O (9/13/2010-5/27/2012)	M.....	07:58 PM	09:00 PM															
	Edmonton EM			2.3	2.6	2.1	2.6	2.8	3.4	2.7	3.4	3.5	2.0	1.5	1.8	1.8	1.5	0.6
	Edmonton CM			2.6	2.9	1.6	2.6	3.2	3.7	2.2	3.5	4.2	2.1	0.9	1.8	2.0	2.1	0.6
	Red Deer EM			1.7	1.8	1.5	1.8	1.9	2.4	1.8	2.4	2.6	1.3	1.1	1.2	1.3	1.1	0.4
	Medicine Hat			0.2	0.2	0.0	0.2	0.3	0.2	0.0	0.2	0.3	0.2	0.0	0.2	0.3	0.0	0.4
	Lloydminster			1.4	1.8	3.2	2.3	1.8	2.2	3.6	2.6	2.2	1.5	2.7	2.0	1.6	0.0	0.0
	TC/Full Coverage			55.3	51.5	14.1	31.5	31.8	30.8	8.2	19.0	19.8	20.7	5.9	12.6	12.0	2.5	1.3
House (9/13/2010-1/2/2011)	M.....	08:58 PM	10:00 PM															
	Edmonton EM			4.8	5.5	4.3	5.4	5.8	7.1	5.6	7.0	7.5	4.1	3.1	3.8	3.9	3.1	1.2
	Edmonton CM			5.4	6.0	3.3	5.4	6.5	7.7	4.5	7.2	8.7	4.4	1.8	3.6	4.2	4.4	1.3

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				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Red Deer EM			3.4	3.9	3.1	3.7	4.0	4.9	3.9	4.9	5.4	2.8	2.2	2.6	2.7	2.2	0.9
	Medicine Hat			0.3	0.3	0.0	0.3	0.6	0.3	0.0	0.3	0.5	0.3	0.0	0.3	0.6	0.0	0.7
	Lloydminster			2.9	3.7	6.5	4.7	3.9	4.5	7.4	5.3	4.5	3.1	5.7	4.1	3.3	0.0	0.0
	TC/Full Coverage			114.2	106.3	29.1	65.1	65.7	63.6	16.9	39.2	40.9	42.8	12.2	26.0	24.8	5.0	2.8
Lonestar (9/13/2010-1/2/2011)	M.....	09:58 PM	11:00 PM															
	Edmonton EM			2.6	3.0	2.4	3.0	3.2	3.9	3.1	3.9	4.0	2.3	1.7	2.1	2.1	1.7	0.7
	Edmonton CM			3.0	3.3	1.8	3.0	3.6	4.2	2.5	4.0	4.8	2.4	1.0	2.0	2.3	2.4	0.7
	Red Deer EM			1.9	2.1	1.7	2.0	2.2	2.7	2.1	2.7	3.0	1.5	1.2	1.4	1.5	1.2	0.5
	Medicine Hat			0.2	0.2	0.0	0.2	0.3	0.2	0.0	0.2	0.3	0.2	0.0	0.2	0.3	0.0	0.4
	Lloydminster			1.6	2.0	3.6	2.6	2.1	2.5	4.1	2.9	2.5	1.7	3.1	2.3	1.8	0.0	0.0
	TC/Full Coverage			62.8	58.5	16.0	35.8	36.1	35.0	9.3	21.6	22.5	23.5	6.7	14.3	13.6	2.8	1.5
The Good Wife (9/13/2010-1/2/2011)	.T.....	07:58 PM	09:00 PM															
	Edmonton EM			3.0	3.6	0.6	1.5	2.8	5.4	0.9	2.0	4.6	1.8	0.3	1.1	1.0	0.5	0.2
	Edmonton CM			3.7	4.5	0.6	1.8	3.3	6.7	1.2	2.4	5.5	2.2	0.0	1.2	1.2	0.7	0.3
	Red Deer EM			2.1	2.5	0.4	1.1	1.9	3.8	0.6	1.4	3.2	1.3	0.2	0.8	0.7	0.3	0.1
	Medicine Hat			0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
	Lloydminster			1.2	1.6	0.0	0.1	0.7	2.4	0.0	0.3	1.0	0.8	0.0	0.0	0.3	0.0	0.0
	TC/Full Coverage			68.0	67.0	6.3	17.8	25.4	45.0	2.5	9.4	19.3	22.0	3.8	8.4	6.1	0.7	0.4
Glee (9/13/2010-1/2/2011)	.T.....	08:58 PM	10:00 PM															
	Edmonton EM			2.0	2.3	1.9	2.6	3.0	3.5	3.0	3.9	4.4	1.2	0.7	1.0	1.5	1.9	0.0
	Edmonton CM			2.8	3.2	2.8	3.6	4.2	4.6	4.2	5.6	6.0	1.7	1.2	1.5	2.1	2.0	0.0
	Red Deer EM			1.4	1.6	1.3	1.7	2.1	2.4	2.1	2.8	3.1	0.8	0.5	0.7	1.0	1.3	0.0
	Medicine Hat			0.1	0.1	0.0	0.2	0.2	0.2	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
	Lloydminster			0.7	0.8	2.2	1.2	1.2	0.7	2.3	1.2	1.2	0.9	2.2	1.2	1.3	0.0	0.0
	TC/Full Coverage			46.7	44.1	18.0	32.4	35.8	27.1	9.0	19.4	21.5	16.8	8.9	13.0	14.3	2.7	0.0
NCIS: L.A. (9/13/2010-1/2/2011)	.T.....	09:58 PM	11:00 PM															
	Edmonton EM			2.7	3.2	2.3	2.9	3.3	3.5	2.5	3.2	3.3	3.0	2.1	2.7	3.3	1.5	0.0
	Edmonton CM			3.6	4.2	3.3	3.9	4.4	4.5	3.6	4.4	4.5	4.0	3.0	3.5	4.4	2.2	0.0
	Red Deer EM			1.9	2.2	1.6	2.0	2.3	2.4	1.8	2.2	2.3	2.1	1.5	1.9	2.3	1.0	0.0
	Medicine Hat			0.3	0.4	0.4	0.2	0.4	0.5	0.8	0.5	0.7	0.2	0.0	0.0	0.2	0.0	0.0

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				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Lloydminster TC/Full Coverage				1.6	1.5	0.5	1.7	1.9	1.9	1.1	2.2	2.3	1.1	0.0	1.2	1.5	1.0	2.3
Lie to Me (9/13/2010-1/2/2011)	..W....	07:58 PM	09:00 PM	61.8	59.2	16.2	32.2	33.7	33.3	9.6	18.7	17.9	25.9	6.6	13.6	15.9	2.3	0.3
Edmonton EM				1.0	1.2	0.8	1.1	1.1	1.4	1.1	1.2	1.3	0.9	0.5	1.0	0.9	0.2	0.1
Edmonton CM				1.1	1.3	0.6	1.2	1.3	1.6	1.3	1.6	1.6	1.0	0.0	0.8	1.0	0.4	0.2
Red Deer EM				0.7	0.8	0.5	0.8	0.8	1.0	0.8	0.9	0.9	0.6	0.4	0.7	0.6	0.2	0.1
Medicine Hat				0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0
Lloydminster				0.2	0.3	0.3	0.2	0.3	0.3	0.0	0.1	0.2	0.3	0.6	0.4	0.4	0.0	0.0
TC/Full Coverage				21.6	21.0	3.6	12.4	12.5	12.4	2.5	6.8	7.0	8.6	1.1	5.6	5.5	0.4	0.2
Survivor (9/13/2010-1/2/2011)	..W....	08:58 PM	10:00 PM	4.9	5.5	2.3	4.7	6.2	6.8	2.7	5.3	7.6	4.2	1.9	4.1	4.9	5.5	0.6
Edmonton EM				5.8	6.4	2.1	5.6	7.1	7.8	2.3	6.0	8.7	4.9	2.1	5.1	5.5	7.1	0.6
Edmonton CM				3.5	3.9	1.6	3.3	4.4	4.8	1.9	3.7	5.4	3.0	1.3	2.9	3.4	3.9	0.4
Red Deer EM				0.7	0.9	2.2	1.1	1.0	1.0	2.9	1.7	1.0	0.7	1.5	0.7	1.1	0.0	0.0
Medicine Hat				4.2	5.0	4.4	4.4	5.4	6.0	6.8	5.5	6.0	4.2	2.3	3.3	4.8	1.6	0.8
Lloydminster				121.8	112.6	21.0	62.1	73.7	64.4	11.6	31.1	41.5	48.2	9.3	31.0	32.2	7.6	1.6
TC/Full Coverage																		
NCIS - GLOBAL (9/13/2010-1/2/2011)	..W....	09:58 PM	11:00 PM	2.1	2.6	1.4	2.0	2.7	3.0	1.4	2.5	3.2	2.2	1.5	1.6	2.2	0.6	0.0
Edmonton EM				2.6	3.2	1.8	2.5	3.3	3.6	1.6	2.9	3.9	2.8	2.0	2.1	2.7	0.7	0.0
Edmonton CM				1.5	1.8	1.0	1.4	1.9	2.1	1.0	1.7	2.3	1.5	1.0	1.2	1.5	0.4	0.0
Red Deer EM				0.3	0.3	0.0	0.2	0.4	0.4	0.0	0.4	0.5	0.3	0.0	0.1	0.3	0.5	0.2
Medicine Hat				0.9	1.0	0.9	0.6	0.8	1.3	1.4	1.0	1.0	0.8	0.5	0.3	0.5	0.4	0.9
Lloydminster				52.5	50.8	10.2	22.9	26.5	28.2	4.4	12.9	15.2	22.6	5.8	10.0	11.3	1.6	0.1
TC/Full Coverage																		
Love Bites (9/13/2010-5/27/2012)	...T...	07:58 PM	09:00 PM	2.3	2.8	0.5	1.2	2.2	4.2	0.7	1.6	3.5	1.4	0.2	0.9	0.8	0.4	0.2
Edmonton EM				2.9	3.5	0.5	1.4	2.6	5.2	0.9	1.9	4.3	1.7	0.0	0.9	0.9	0.5	0.2
Edmonton CM				1.6	2.0	0.3	0.9	1.5	3.0	0.5	1.1	2.5	1.0	0.2	0.6	0.5	0.2	0.1
Red Deer EM				0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Medicine Hat				0.9	1.2	0.0	0.1	0.5	1.9	0.0	0.2	0.8	0.6	0.0	0.0	0.2	0.0	0.0
Lloydminster				53.0	52.3	4.9	13.9	19.8	35.1	2.0	7.3	15.1	17.2	3.0	6.6	4.8	0.5	0.3
TC/Full Coverage																		

Stations: CITV
 Date Range: Fa 10 (10/11/2010-10/17/2010)
 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: 6/2/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Bones (9/13/2010-1/2/2011)	...T...	08:58 PM	10:00 PM															
	Edmonton EM			3.9	4.4	0.9	3.8	4.4	5.3	1.0	4.8	5.7	3.5	0.7	2.7	3.3	3.1	0.5
	Edmonton CM			4.7	5.3	0.5	4.2	4.9	6.5	1.2	5.5	6.2	4.2	0.0	2.9	3.6	3.4	0.8
	Red Deer EM			2.7	3.1	0.7	2.6	3.1	3.8	0.8	3.4	4.0	2.5	0.4	1.8	2.2	2.2	0.4
	Medicine Hat			0.8	1.0	0.0	0.9	1.3	1.4	0.0	1.6	2.0	0.7	0.0	0.4	0.8	0.0	0.0
	Lloydminster			1.6	1.8	1.8	1.3	1.6	1.6	1.8	1.0	0.9	2.1	1.7	1.6	2.2	1.3	0.0
	TC/Full Coverage			97.5	91.5	7.4	39.0	42.5	55.9	5.7	26.1	26.7	35.8	1.7	12.9	15.7	4.7	1.3
Office (9/13/2010-1/2/2011)	...T...	09:58 PM	10:30 PM															
	Edmonton EM			1.7	1.9	3.2	2.6	2.3	1.9	3.1	2.5	2.1	2.0	3.2	2.8	2.5	1.7	0.0
	Edmonton CM			2.3	2.7	4.1	3.6	3.1	2.6	4.1	3.4	2.8	2.7	4.2	3.8	3.4	2.6	0.0
	Red Deer EM			1.2	1.3	2.2	1.9	1.7	1.3	2.2	1.8	1.5	1.4	2.2	1.9	1.8	1.2	0.0
	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
	Lloydminster			0.4	0.5	0.6	0.4	0.1	0.5	0.6	0.3	0.0	0.6	0.8	0.6	0.2	0.0	0.0
	TC/Full Coverage			34.7	31.2	16.5	25.9	20.5	15.7	8.5	12.4	8.9	15.5	8.0	13.6	11.6	2.2	1.3
Outsourced (9/13/2010-5/27/2012)	...T...	10:28 PM	11:00 PM															
	Edmonton EM			1.2	1.3	2.2	1.8	1.6	1.3	2.2	1.8	1.5	1.4	2.2	2.0	1.8	1.2	0.0
	Edmonton CM			1.6	1.9	2.9	2.5	2.2	1.8	2.9	2.4	2.0	1.9	2.9	2.7	2.4	1.8	0.0
	Red Deer EM			0.8	0.9	1.5	1.3	1.2	0.9	1.5	1.3	1.1	1.0	1.5	1.3	1.3	0.8	0.0
	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
	Lloydminster			0.3	0.4	0.4	0.3	0.1	0.4	0.4	0.2	0.0	0.4	0.6	0.4	0.1	0.0	0.0
	TC/Full Coverage			24.3	21.8	11.6	18.1	14.4	11.0	6.0	8.7	6.2	10.9	5.6	9.5	8.1	1.5	0.9
90210 (9/13/2010-1/2/2011)F..	07:58 PM	09:00 PM															
	Edmonton EM			0.6	0.6	0.6	0.4	0.5	0.9	0.9	0.7	0.9	0.3	0.4	0.2	0.2	1.3	0.0
	Edmonton CM			0.7	0.7	0.7	0.5	0.6	1.0	0.9	0.8	1.0	0.4	0.6	0.3	0.3	2.0	0.0
	Red Deer EM			0.4	0.4	0.4	0.3	0.4	0.6	0.6	0.5	0.6	0.2	0.3	0.1	0.1	0.9	0.0
	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
	Lloydminster			0.4	0.5	0.4	0.4	0.4	0.8	1.0	0.8	0.7	0.1	0.0	0.0	0.0	0.0	0.0
	TC/Full Coverage			19.7	17.9	7.5	9.9	10.8	13.9	4.8	7.3	8.1	4.0	2.7	2.7	2.7	1.8	0.0

Stations: CITV
 Date Range: Fa 10 (10/11/2010-10/17/2010)
 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: 6/2/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Shattered (9/13/2010-1/8/2012)F..	08:58 PM	10:00 PM															
	Edmonton EM			0.7	0.9	0.5	1.0	1.0	1.1	0.5	1.0	1.0	0.8	0.5	0.6	0.8	0.2	0.0
	Edmonton CM			0.9	1.1	0.6	0.9	1.1	1.2	0.6	1.0	1.4	1.0	0.7	0.7	0.9	0.2	0.0
	Red Deer EM			0.5	0.6	0.4	0.5	0.7	0.7	0.3	0.6	0.8	0.5	0.4	0.4	0.5	0.1	0.0
	Medicine Hat			0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.1	0.2	0.1
	Lloydminster			0.3	0.4	0.3	0.2	0.3	0.4	0.5	0.4	0.4	0.3	0.2	0.1	0.2	0.1	0.3
	TC/Full Coverage			18.4	17.8	3.6	8.0	9.3	9.9	1.5	4.5	5.3	7.9	2.0	3.5	4.0	0.5	0.0
Outlaw (9/13/2010-5/27/2012)F..	09:58 PM	11:00 PM															
	Edmonton EM			1.6	1.9	1.3	0.9	1.3	2.6	1.5	1.2	1.7	1.3	1.0	0.7	0.7	1.0	0.0
	Edmonton CM			2.2	2.5	1.7	1.3	1.7	3.5	2.1	1.7	2.6	1.6	1.5	1.0	0.8	1.4	0.0
	Red Deer EM			1.1	1.3	0.8	0.7	0.8	1.8	1.0	0.8	1.3	0.8	0.8	0.5	0.4	0.7	0.0
	Medicine Hat			0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
	Lloydminster			0.6	0.8	0.0	0.3	0.8	0.9	0.0	0.7	1.3	0.7	0.0	0.0	0.4	0.0	0.0
	TC/Full Coverage			34.0	32.8	7.0	10.5	14.4	21.6	3.8	6.2	10.1	11.2	3.2	4.3	4.4	1.2	0.1
Brothers & Sisters (9/13/2010-1/2/2011)S	07:58 PM	09:00 PM															
	Edmonton EM			2.3	2.7	1.2	2.2	3.2	4.0	1.4	3.0	4.4	1.3	1.0	1.4	1.9	0.6	0.4
	Edmonton CM			3.0	3.5	1.7	2.7	3.9	5.2	1.7	3.6	5.6	1.7	1.5	1.7	2.4	1.2	0.6
	Red Deer EM			1.5	1.9	0.9	1.5	2.2	2.8	1.0	2.0	3.2	1.0	0.7	1.0	1.3	0.5	0.3
	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
	Lloydminster			0.4	0.5	0.0	0.2	0.5	0.8	0.0	0.2	0.7	0.1	0.0	0.2	0.2	0.0	0.0
	TC/Full Coverage			44.3	42.5	7.4	21.3	28.8	32.3	5.2	14.9	20.6	10.3	2.1	6.4	8.2	0.8	1.0
Simpsons (9/13/2010-1/2/2011)S	08:58 PM	09:30 PM															
	Edmonton EM			2.1	2.2	2.6	2.3	3.0	1.9	2.4	2.1	3.1	2.4	3.0	2.4	3.0	3.5	0.2
	Edmonton CM			2.6	2.7	3.2	2.6	3.6	2.2	2.8	2.2	3.5	3.2	4.1	3.1	3.8	5.7	0.0
	Red Deer EM			1.4	1.5	1.8	1.6	2.1	1.3	1.7	1.5	2.1	1.7	2.1	1.7	2.1	2.5	0.2
	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
	Lloydminster			1.1	1.5	4.2	2.5	2.0	1.1	3.5	2.0	1.8	1.8	4.8	2.9	2.1	0.0	0.0
	TC/Full Coverage			44.2	37.5	15.5	26.6	30.8	16.0	6.7	11.7	15.1	21.5	8.8	14.9	15.7	5.6	1.1

Stations: CITV
 Date Range: Fa 10 (10/11/2010-10/17/2010)
 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: 6/2/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
FIN:Survivor (9/13/2010-1/2/2011)S	08:58 PM	11:00 PM															
Edmonton EM				5.1	5.8	2.4	4.9	6.5	7.1	2.8	5.6	8.0	4.4	2.0	4.3	5.1	5.8	0.6
Edmonton CM				6.1	6.7	2.2	5.9	7.5	8.2	2.4	6.3	9.1	5.1	2.2	5.4	5.8	7.5	0.6
Red Deer EM				3.7	4.1	1.7	3.5	4.6	5.0	2.0	3.9	5.7	3.2	1.4	3.0	3.6	4.1	0.4
Medicine Hat				0.7	0.9	2.3	1.2	1.1	1.1	3.0	1.8	1.1	0.7	1.6	0.7	1.2	0.0	0.0
Lloydminster				4.4	5.3	4.6	4.6	5.7	6.3	7.1	5.8	6.3	4.4	2.4	3.5	5.0	1.7	0.8
TC/Full Coverage				127.9	118.2	22.1	65.2	77.4	67.6	12.2	32.7	43.6	50.6	9.8	32.6	33.8	8.0	1.7
Cleveland Show (9/13/2010-1/2/2011)S	09:28 PM	10:00 PM															
Edmonton EM				1.0	1.1	1.6	1.5	1.6	1.1	1.5	1.4	1.7	1.1	1.7	1.5	1.7	1.8	0.1
Edmonton CM				1.3	1.3	2.0	1.8	2.2	1.3	1.7	1.6	2.2	1.4	2.5	2.1	2.2	2.5	0.0
Red Deer EM				0.7	0.8	1.1	1.0	1.2	0.8	1.1	1.0	1.2	0.8	1.2	1.1	1.2	1.3	0.0
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
Lloydminster				1.2	1.5	3.4	2.3	2.2	1.2	2.1	1.8	2.0	1.9	4.5	2.8	2.3	0.0	0.0
TC/Full Coverage				22.0	18.2	9.7	15.6	15.1	8.2	3.9	6.8	7.4	10.0	5.8	8.9	7.7	2.9	0.9
Family Guy (9/13/2010-1/2/2011)S	09:58 PM	10:30 PM															
Edmonton EM				1.8	2.0	3.7	2.7	2.6	1.8	3.4	2.6	2.4	2.3	4.0	2.9	2.8	2.0	0.0
Edmonton CM				2.5	2.8	5.2	3.7	3.6	2.4	4.5	3.5	3.3	3.1	5.9	4.1	3.9	3.0	0.0
Red Deer EM				1.3	1.4	2.6	1.9	1.8	1.3	2.4	1.8	1.7	1.6	2.8	2.0	2.0	1.4	0.0
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
Lloydminster				1.1	1.3	2.8	2.2	2.0	1.2	2.1	2.1	2.1	1.3	3.2	2.2	1.9	0.8	0.0
TC/Full Coverage				35.5	32.3	19.9	27.3	23.0	14.4	9.0	12.6	9.9	18.0	10.8	14.6	13.1	2.9	0.3
American Dad (9/13/2010-1/2/2011)S	10:28 PM	11:00 PM															
Edmonton EM				1.3	1.5	2.8	1.9	1.9	1.2	1.9	1.4	1.5	1.7	3.6	2.4	2.3	1.6	0.0
Edmonton CM				1.8	2.0	4.1	2.6	2.5	1.8	2.6	2.0	2.0	2.3	5.7	3.2	3.1	2.4	0.0
Red Deer EM				0.9	1.0	2.0	1.3	1.3	0.9	1.3	1.0	1.0	1.2	2.6	1.7	1.6	1.1	0.0
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
Lloydminster				0.5	0.7	1.5	1.2	1.2	0.8	1.5	1.5	1.4	0.6	1.5	1.0	1.0	0.0	0.0
TC/Full Coverage				23.3	20.9	12.2	17.0	16.4	8.6	4.1	6.3	6.2	12.3	8.1	10.7	10.2	2.3	0.0

Stations: CITV
 Date Range: Fa 10 (10/11/2010-10/17/2010)
 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: 6/2/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Survivor Reunion (9/13/2010-1/2/2011)S	10:58 PM	12:00 AM															
Edmonton EM				4.9	5.5	2.3	4.7	6.2	6.8	2.7	5.3	7.6	4.2	1.9	4.1	4.9	5.5	0.6
Edmonton CM				5.8	6.4	2.1	5.6	7.1	7.8	2.3	6.0	8.7	4.9	2.1	5.1	5.5	7.1	0.6
Red Deer EM				3.5	3.9	1.6	3.3	4.4	4.8	1.9	3.7	5.4	3.0	1.3	2.9	3.4	3.9	0.4
Medicine Hat				0.7	0.9	2.2	1.1	1.0	1.0	2.9	1.7	1.0	0.7	1.5	0.7	1.1	0.0	0.0
Lloydminster				4.2	5.0	4.4	4.4	5.4	6.0	6.8	5.5	6.0	4.2	2.3	3.3	4.8	1.6	0.8
TC/Full Coverage				121.8	112.6	21.0	62.1	73.7	64.4	11.6	31.1	41.5	48.2	9.3	31.0	32.2	7.6	1.6
News Final 1 (9/13/2010-1/2/2011)	MTWTFSS	10:58 PM	12:05 AM															
Edmonton EM				1.7	2.1	1.1	1.5	1.9	2.1	1.2	1.5	1.9	2.0	1.0	1.5	1.9	0.3	0.2
Edmonton CM				2.0	2.4	1.4	1.9	2.3	2.4	1.5	1.8	2.2	2.3	1.3	1.9	2.4	0.4	0.2
Red Deer EM				1.2	1.4	0.8	1.0	1.3	1.5	0.8	1.0	1.3	1.4	0.7	1.0	1.3	0.3	0.1
Medicine Hat				0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Lloydminster				1.2	1.5	0.3	1.1	1.1	1.7	0.3	1.2	1.3	1.4	0.3	0.9	1.0	0.4	0.2
TC/Full Coverage				31.8	31.0	4.8	12.7	15.9	15.8	2.5	6.5	8.1	15.2	2.3	6.3	7.8	0.5	0.4
Late Night Rotn (9/13/2010-1/2/2011)	MTWTFSS	10:58 PM	03:00 AM															
Edmonton EM				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Edmonton CM				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Red Deer EM				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0
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
Lloydminster				0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0
TC/Full Coverage				0.8	0.8	0.1	0.3	0.4	0.4	0.0	0.1	0.2	0.4	0.1	0.2	0.2	0.0	0.0
Morning/Noon News (9/13/2010-1/2/2011)	MTWTFSS.	05:30 AM	01:00 PM															
Edmonton EM				3.0	3.0	1.0	2.0	3.0	4.0	2.0	2.0	3.0	2.0	1.0	1.0	2.0	1.0	1.0
Edmonton CM				3.0	3.0	1.0	2.0	3.0	4.0	2.0	3.0	4.0	2.0	1.0	1.0	2.0	1.0	1.0
Red Deer EM				2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	0.4	0.3
Medicine Hat				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0
Lloydminster				2.0	3.0	1.0	2.0	2.0	4.0	1.0	2.0	2.0	3.0	1.0	2.0	2.0	1.0	0.3
TC/Full Coverage				48.6	46.0	5.5	16.0	21.2	27.7	3.4	10.1	13.4	18.3	2.0	5.8	7.8	1.1	1.5

Stations: CITV
 Date Range: Fa 10 (10/11/2010-10/17/2010)
 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: 6/2/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Wkdy AM Rotn (9/13/2010-1/2/2011)	MTWTF..	10:58 AM	12:00 PM															
	Edmonton EM			0.3	0.3	0.1	0.2	0.3	0.4	0.2	0.3	0.3	0.2	0.1	0.2	0.2	0.0	0.1
	Edmonton CM			0.3	0.4	0.2	0.3	0.3	0.5	0.3	0.3	0.3	0.2	0.1	0.2	0.2	0.0	0.2
	Red Deer EM			0.2	0.2	0.1	0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.0	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
	Lloydminster			0.4	0.4	0.2	0.2	0.2	0.5	0.2	0.2	0.3	0.4	0.3	0.2	0.2	0.2	0.1
	TC/Full Coverage			6.4	6.1	0.8	2.2	2.3	4.2	0.6	1.3	1.5	1.9	0.3	0.9	0.8	0.1	0.3
Days Of Our Lives (9/13/2010-1/2/2011)	MTWTF..	12:58 PM	02:00 PM															
	Edmonton EM			0.7	0.8	0.3	0.5	0.6	1.3	0.7	0.7	0.9	0.3	0.1	0.3	0.4	0.0	0.3
	Edmonton CM			0.6	0.8	0.4	0.5	0.5	1.1	0.7	0.5	0.6	0.4	0.1	0.5	0.5	0.0	0.4
	Red Deer EM			0.5	0.5	0.2	0.3	0.5	0.9	0.5	0.5	0.6	0.2	0.1	0.2	0.3	0.0	0.2
	Medicine Hat			0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.0	0.1	0.1	0.0	0.1
	Lloydminster			0.7	0.9	0.6	0.6	0.7	1.6	1.2	1.3	1.4	0.2	0.0	0.0	0.0	0.0	0.0
	TC/Full Coverage			32.6	30.9	3.7	12.8	14.6	26.4	3.4	10.8	12.3	4.5	0.3	2.0	2.3	0.2	1.7
Doctors (9/13/2010-1/2/2011)	MTWTF..	01:58 PM	03:00 PM															
	Edmonton EM			0.5	0.6	0.2	0.3	0.3	1.1	0.4	0.3	0.5	0.1	0.1	0.1	0.2	0.3	0.2
	Edmonton CM			0.6	0.7	0.2	0.3	0.4	1.3	0.4	0.4	0.5	0.2	0.1	0.2	0.3	0.3	0.3
	Red Deer EM			0.4	0.4	0.2	0.2	0.3	0.8	0.3	0.2	0.4	0.1	0.1	0.1	0.1	0.2	0.1
	Medicine Hat			0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1
	Lloydminster			0.6	0.8	0.2	0.3	0.4	1.3	0.2	0.5	0.6	0.3	0.2	0.2	0.2	0.0	0.0
	TC/Full Coverage			18.0	17.1	2.3	4.6	6.0	14.0	2.0	3.7	4.8	3.1	0.3	0.9	1.2	0.4	0.6
Y&R (9/13/2010-1/2/2011)	MTWTF..	03:58 PM	05:00 PM															
	Edmonton EM			2.2	2.5	1.0	1.1	1.6	4.1	1.6	1.9	2.8	0.9	0.3	0.4	0.4	0.9	0.7
	Edmonton CM			2.6	3.0	1.2	1.3	1.8	4.8	1.9	2.1	3.2	1.1	0.5	0.5	0.5	0.8	0.9
	Red Deer EM			1.5	1.7	0.7	0.8	1.2	2.9	1.2	1.3	2.0	0.6	0.2	0.3	0.3	0.6	0.5
	Medicine Hat			0.4	0.4	0.1	0.2	0.3	0.7	0.2	0.3	0.4	0.1	0.1	0.1	0.1	0.2	0.2
	Lloydminster			1.7	2.1	0.8	0.8	1.1	3.4	1.6	1.3	1.6	0.9	0.1	0.4	0.4	0.9	0.1
	TC/Full Coverage			73.3	69.4	6.6	20.1	27.0	55.6	5.7	17.1	22.9	13.8	1.0	3.0	4.2	1.8	2.2

Stations: CITV
 Date Range: Fa 10 (10/11/2010-10/17/2010)
 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: 6/2/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
ET Late Night (9/13/2010-1/2/2011)	MTWTF..	11:58 PM	12:30 AM															
	Edmonton EM			0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.0
	Edmonton CM			0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.0	0.0
	Red Deer EM			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	0.0
	Medicine Hat			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
	Lloydminster			0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.0
	TC/Full Coverage			1.9	1.9	0.6	1.1	1.0	1.2	0.4	0.7	0.7	0.7	0.2	0.5	0.4	0.0	0.0
ETC Late Night (9/13/2010-1/2/2011)	MTWTF..	12:28 AM	01:03 AM															
	Edmonton EM			0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.0
	Edmonton CM			0.1	0.2	0.3	0.1	0.2	0.2	0.3	0.2	0.2	0.1	0.2	0.1	0.1	0.0	0.0
	Red Deer EM			0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0
	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
	Lloydminster			0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0
	TC/Full Coverage			1.7	1.7	0.8	0.9	0.9	1.1	0.6	0.6	0.6	0.6	0.3	0.4	0.3	0.0	0.0
PGA Golf (9/13/2010-1/2/2011)SS	10:58 AM	05:00 PM															
	Edmonton EM			1.0	1.0	1.0	0.4	0.5	0.3	0.0	0.1	0.2	1.0	1.0	1.0	1.0	0.0	0.0
	Edmonton CM			1.0	1.0	1.0	0.5	1.0	1.0	0.1	0.0	0.0	1.0	1.0	1.0	1.0	0.0	0.0
	Red Deer EM			1.0	1.0	0.3	0.2	1.0	0.4	0.0	0.0	0.2	1.0	0.5	1.0	1.0	0.2	0.0
	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
	Lloydminster			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
	TC/Full Coverage			9.6	9.3	1.9	2.6	3.5	3.1	0.2	0.3	0.5	6.2	1.7	2.3	3.0	0.1	0.1
Simpsons Wknd Rotn (9/13/2010-1/2/2011)SS	11:28 AM	05:00 PM															
	Edmonton EM			0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.4	0.1
	Edmonton CM			0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.2	0.3	0.3	0.6	0.1
	Red Deer EM			0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.3	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	0.1	0.0
	Lloydminster			0.2	0.2	0.3	0.2	0.1	0.1	0.0	0.0	0.1	0.3	0.5	0.3	0.1	0.0	0.1
	TC/Full Coverage			5.9	4.4	2.3	3.8	3.2	2.1	1.2	2.0	1.6	2.3	1.1	1.8	1.6	0.9	0.7

Stations: CITV
 Date Range: Fa 10 (10/11/2010-10/17/2010)
 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: 6/2/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Wknd PM Rotn (9/13/2010-1/2/2011)SS	11:58 AM	03:00 PM															
Edmonton EM				0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.0	0.0
Edmonton CM				0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.0	0.0
Red Deer EM				0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0
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
Lloydminster				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
TC/Full Coverage				2.3	2.2	0.9	1.3	1.3	1.6	0.4	0.7	0.8	0.6	0.5	0.6	0.5	0.1	0.0
Family Guy Wknd Rotn (9/13/2010-1/2/2011)SS	02:58 PM	06:00 PM															
Edmonton EM				0.4	0.4	0.5	0.5	0.4	0.5	0.7	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.1
Edmonton CM				0.4	0.5	0.7	0.5	0.5	0.5	0.9	0.8	0.5	0.5	0.4	0.4	0.4	0.5	0.0
Red Deer EM				0.3	0.3	0.4	0.4	0.3	0.4	0.4	0.4	0.3	0.4	0.3	0.3	0.3	0.3	0.0
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	0.1	0.0
Lloydminster				0.5	0.4	0.3	0.3	0.4	0.5	0.3	0.3	0.4	0.4	0.4	0.3	0.3	1.0	0.0
TC/Full Coverage				13.7	11.7	5.5	9.0	6.9	6.2	3.5	4.9	3.3	5.6	2.0	4.0	3.6	1.8	0.1
Wknd AM Rotn (9/13/2010-1/2/2011)SS	05:58 AM	12:00 PM															
Edmonton EM				0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0
Edmonton CM				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.1
Red Deer EM				0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0
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
Lloydminster				0.2	0.3	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.3	0.0	0.2	0.2	0.1	0.0
TC/Full Coverage				4.3	4.1	0.7	1.5	1.8	1.7	0.2	0.5	0.7	2.5	0.4	1.0	1.1	0.2	0.1
Saturday Night Live (9/13/2010-1/2/2011)S.	11:31 PM	01:05 AM															
Edmonton EM				0.3	0.4	0.5	0.4	0.4	0.4	0.6	0.4	0.3	0.4	0.4	0.5	0.5	0.2	0.0
Edmonton CM				0.4	0.4	0.6	0.5	0.5	0.3	0.4	0.3	0.3	0.5	0.6	0.7	0.7	0.0	0.0
Red Deer EM				0.2	0.3	0.4	0.3	0.3	0.3	0.4	0.3	0.2	0.3	0.3	0.3	0.3	0.2	0.0
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
Lloydminster				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				4.8	4.5	2.4	3.2	2.7	2.1	1.3	1.5	0.9	2.5	1.1	1.8	1.8	0.3	0.0

Stations: CITV
 Date Range: Fa 10 (10/11/2010-10/17/2010)
 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: 6/2/2010

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
16x9 Late (9/13/2010-1/2/2011)S	11:30 PM	12:05 AM															
Edmonton EM				0.6	0.6	0.2	0.6	0.8	0.6	0.4	0.6	0.9	0.6	0.0	0.6	0.7	0.3	0.3
Edmonton CM				0.7	0.7	0.3	0.8	1.0	0.7	0.6	0.7	1.0	0.7	0.0	0.9	1.0	0.4	0.4
Red Deer EM				0.4	0.4	0.2	0.4	0.6	0.5	0.3	0.5	0.6	0.4	0.0	0.4	0.5	0.2	0.2
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
Lloydminster				0.4	0.5	0.0	0.4	0.4	0.6	0.0	0.5	0.5	0.3	0.0	0.3	0.3	0.0	0.0
TC/Full Coverage				10.3	9.4	1.0	5.1	6.6	4.9	1.0	2.5	3.6	4.4	0.1	2.6	3.0	0.3	0.6