



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

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 (5/30/2011-9/11/2011)	MTWTFSS	04:58 PM	07:00 PM															
	Calgary DM			2.9	3.2	1.7	1.6	2.1	3.7	2.1	2.0	2.5	2.7	1.2	1.3	1.7	1.2	1.8
	Calgary CM			2.8	3.1	1.6	1.6	2.0	3.6	2.1	1.9	2.4	2.7	1.2	1.3	1.7	1.1	1.8
	Lethbridge			2.8	3.1	1.6	1.6	2.0	3.6	2.1	1.9	2.4	2.7	1.2	1.3	1.7	1.1	1.8
	Lethbridge			2.8	3.1	1.6	1.6	2.0	3.6	2.1	1.9	2.4	2.7	1.2	1.3	1.7	1.1	1.8
	Medicine Hat			0.9	1.0	0.5	0.5	0.6	1.2	0.7	0.6	0.8	0.9	0.4	0.4	0.5	0.4	0.6
	TC/Full Coverage			53.8	48.2	8.0	16.1	19.0	28.3	4.8	9.3	11.2	19.9	3.2	6.7	7.8	1.8	3.8
	TC/Full Coverage			2.8	2.5	0.3	0.7	0.9	1.5	0.2	0.4	0.5	1.0	0.1	0.3	0.4	0.1	0.2
Newshour (5/30/2011-9/11/2011)	MTWTFSS	05:58 PM	07:00 PM															
	Calgary DM			3.2	3.5	1.9	2.0	2.6	3.6	1.8	2.0	2.9	3.4	2.1	2.0	2.4	2.2	2.1
	Calgary CM			3.2	3.4	1.8	1.9	2.5	3.5	1.7	2.0	2.8	3.3	2.0	1.9	2.3	2.1	2.0
	TC/Full Coverage			50.4	44.0	7.9	15.7	19.9	22.3	3.5	7.7	10.4	21.7	4.4	8.0	9.5	2.5	4.0
Prime CDN Rotn (5/30/2011-9/11/2011)	MTWTFSS	06:58 PM	11:00 PM															
	Calgary DM			0.8	0.9	0.5	0.5	0.6	1.1	0.5	0.6	0.7	0.7	0.5	0.4	0.6	0.3	0.3
	Calgary CM			0.7	0.9	0.5	0.5	0.6	1.0	0.5	0.6	0.6	0.7	0.4	0.4	0.5	0.2	0.2
	Lethbridge			0.7	0.9	0.5	0.5	0.6	1.0	0.5	0.6	0.6	0.7	0.4	0.4	0.5	0.2	0.2
	Lethbridge			0.7	0.9	0.5	0.5	0.6	1.0	0.5	0.6	0.6	0.7	0.4	0.4	0.5	0.2	0.2
	Medicine Hat			0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.1
	TC/Full Coverage			16.3	15.0	3.0	5.7	6.6	9.0	1.6	3.3	3.6	6.1	1.4	2.5	2.9	0.5	0.7
	TC/Full Coverage			0.7	0.7	0.1	0.2	0.3	0.4	0.1	0.1	0.1	0.3	0.0	0.1	0.1	0.0	0.0
Newshour (5/30/2011-9/11/2011)	MTWTF..	05:58 PM	06:30 PM															
	Lethbridge			3.2	3.4	1.8	1.9	2.5	3.5	1.7	2.0	2.8	3.3	2.0	1.9	2.3	2.1	2.0
	TC/Full Coverage			3.2	2.7	0.4	0.9	1.2	1.4	0.2	0.5	0.6	1.3	0.2	0.5	0.5	0.2	0.3
ET Canada (5/30/2011-9/11/2011)	MTWTF..	06:58 PM	07:30 PM															
	Calgary DM			1.6	1.6	1.1	1.2	1.4	2.1	1.1	1.3	1.6	1.3	1.1	1.1	1.3	1.3	1.4
	Calgary CM			1.5	1.6	1.1	1.1	1.4	2.0	1.1	1.2	1.5	1.3	1.1	1.0	1.2	1.3	1.4
	Lethbridge			1.5	1.6	1.1	1.1	1.4	2.0	1.1	1.2	1.5	1.3	1.1	1.0	1.2	1.3	1.4
	Lethbridge			1.5	1.6	1.1	1.1	1.4	2.0	1.1	1.2	1.5	1.3	1.1	1.0	1.2	1.3	1.4
	Medicine Hat			0.5	0.5	0.4	0.4	0.5	0.6	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.5

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Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	TC/Full Coverage			29.5	24.8	5.0	10.4	13.0	15.4	2.5	5.6	7.6	9.4	2.5	4.9	5.5	1.5	3.3
	TC/Full Coverage			1.5	1.3	0.2	0.5	0.6	0.8	0.1	0.3	0.4	0.5	0.1	0.3	0.3	0.1	0.2
Ent Tonight (5/30/2011-9/11/2011)	MTWTF..	07:28 PM	08:00 PM															
	Calgary DM			1.4	1.4	1.0	1.0	1.3	2.0	1.2	1.2	1.5	1.0	0.9	0.8	1.0	0.9	1.0
	Calgary CM			1.4	1.4	1.0	1.0	1.3	1.9	1.1	1.2	1.4	1.0	0.9	0.8	1.0	0.9	1.0
	Lethbridge			1.4	1.4	1.0	1.0	1.3	1.9	1.1	1.2	1.4	1.0	0.9	0.8	1.0	0.9	1.0
	Lethbridge			1.4	1.4	1.0	1.0	1.3	1.9	1.1	1.2	1.4	1.0	0.9	0.8	1.0	0.9	1.0
	Medicine Hat			0.5	0.5	0.4	0.3	0.4	0.6	0.4	0.4	0.5	0.3	0.3	0.3	0.4	0.3	0.4
	TC/Full Coverage			27.1	23.0	5.4	10.1	12.8	15.5	3.2	6.1	8.1	7.6	2.3	4.1	4.7	1.4	2.8
	TC/Full Coverage			1.4	1.2	0.2	0.5	0.5	0.8	0.1	0.3	0.4	0.4	0.1	0.2	0.3	0.1	0.1
Big Brother (5/30/2011-9/11/2011)	..WT..S	07:58 PM	11:00 PM															
	Calgary DM			4.1	4.6	5.7	4.8	4.9	5.9	7.5	6.0	5.9	3.3	4.0	3.6	4.0	1.4	2.6
	Calgary CM			4.0	4.5	5.5	4.7	4.8	5.7	7.3	5.8	5.7	3.2	3.9	3.5	3.9	1.3	2.5
	Lethbridge			4.0	4.5	5.5	4.7	4.8	5.7	7.3	5.8	5.7	3.2	3.9	3.5	3.9	1.3	2.5
	Lethbridge			4.0	4.5	5.5	4.7	4.8	5.7	7.3	5.8	5.7	3.2	3.9	3.5	3.9	1.3	2.5
	Medicine Hat			1.3	1.4	1.8	1.5	1.5	1.8	2.3	1.9	1.8	1.0	1.2	1.1	1.3	0.4	0.8
	TC/Full Coverage			93.1	82.7	35.7	60.7	56.2	53.4	23.9	38.6	33.5	29.4	11.7	22.1	22.7	3.8	6.6
	TC/Full Coverage			4.0	3.6	1.2	2.2	2.2	2.4	0.9	1.3	1.3	1.3	0.4	0.8	0.9	0.1	0.3
Big Brother (5/30/2011-9/11/2011)	..WT..S	08:58 PM	11:00 PM															
	Calgary DM			4.1	4.6	5.7	4.8	4.9	5.9	7.5	6.0	5.9	3.3	4.0	3.6	4.0	1.4	2.6
	Calgary CM			4.0	4.5	5.5	4.7	4.8	5.7	7.3	5.8	5.7	3.2	3.9	3.5	3.9	1.3	2.5
	Lethbridge			4.0	4.5	5.5	4.7	4.8	5.7	7.3	5.8	5.7	3.2	3.9	3.5	3.9	1.3	2.5
	Lethbridge			4.0	4.5	5.5	4.7	4.8	5.7	7.3	5.8	5.7	3.2	3.9	3.5	3.9	1.3	2.5
	Medicine Hat			1.3	1.4	1.8	1.5	1.5	1.8	2.3	1.9	1.8	1.0	1.2	1.1	1.3	0.4	0.8
	TC/Full Coverage			93.1	82.7	35.7	60.7	56.2	53.4	23.9	38.6	33.5	29.4	11.7	22.1	22.7	3.8	6.6
	TC/Full Coverage			4.0	3.6	1.2	2.2	2.2	2.4	0.9	1.3	1.3	1.3	0.4	0.8	0.9	0.1	0.3
House (6/13/2011-6/19/2011)	M...F..	09:58 PM	11:00 PM															
	Calgary DM			3.0	3.1	2.6	2.8	3.1	3.5	3.0	3.4	3.4	2.8	2.2	2.3	2.8	2.2	2.2
	Calgary CM			2.9	3.1	2.5	2.8	3.0	3.4	2.9	3.3	3.3	2.7	2.1	2.3	2.7	2.1	2.1
	Lethbridge			2.9	3.1	2.5	2.8	3.0	3.4	2.9	3.3	3.3	2.7	2.1	2.3	2.7	2.1	2.1

continued...



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 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Lethbridge			2.9	3.1	2.5	2.8	3.0	3.4	2.9	3.3	3.3	2.7	2.1	2.3	2.7	2.1	2.1
	Medicine Hat			0.9	1.0	0.8	0.9	0.9	1.1	0.9	1.0	1.1	0.9	0.7	0.7	0.9	0.7	0.6
	TC/Full Coverage			65.2	57.7	13.2	31.9	33.2	33.3	7.2	18.0	18.2	24.4	6.1	14.0	15.1	2.6	4.9
	TC/Full Coverage			2.8	2.5	0.5	1.3	1.4	1.4	0.3	0.7	0.7	1.0	0.2	0.5	0.6	0.2	0.3
House (6/20/2011-9/11/2011)	M...F..	09:58 PM	11:00 PM															
	Calgary DM			1.1	1.1	0.9	1.0	1.1	1.3	1.1	1.2	1.2	1.0	0.8	0.8	1.0	0.8	0.8
	Calgary CM			1.0	1.1	0.9	1.0	1.1	1.2	1.0	1.2	1.2	1.0	0.8	0.8	1.0	0.8	0.8
	Lethbridge			1.0	1.1	0.9	1.0	1.1	1.2	1.0	1.2	1.2	1.0	0.8	0.8	1.0	0.8	0.8
	Lethbridge			1.0	1.1	0.9	1.0	1.1	1.2	1.0	1.2	1.2	1.0	0.8	0.8	1.0	0.8	0.8
	Medicine Hat			0.3	0.4	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.2
	TC/Full Coverage			23.5	20.8	4.8	11.5	12.0	12.0	2.6	6.5	6.6	8.8	2.2	5.0	5.4	0.9	1.8
	TC/Full Coverage			1.0	0.9	0.2	0.5	0.5	0.5	0.1	0.3	0.3	0.4	0.1	0.2	0.2	0.1	0.1
Evening News Sa/Su (5/30/2011-9/11/2011)SS	05:58 PM	06:30 PM															
	Lethbridge			1.8	2.7	0.1	0.9	1.8	3.6	0.9	0.9	2.7	1.8	0.1	0.9	0.9	0.9	0.9
	TC/Full Coverage			3.6	3.6	0.1	0.9	0.9	2.7	0.1	0.9	0.9	1.8	0.1	0.9	0.9	0.1	0.2
House & Home & Co Sa-Su (1/26/2009-9/11/2011)SS	06:28 PM	07:00 PM															
	Calgary DM			1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.2
	Calgary DM			1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.2
	Calgary CM			1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.2
	Calgary CM			1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.2
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.2
	Lethbridge			1.0	1.0	1.0	1.0	1.0	1.0	0.5	1.0	1.0	1.0	1.0	1.0	1.0	0.2	0.2
	TC/Full Coverage			17.0	16.4	2.6	6.6	8.6	8.1	1.0	3.0	3.8	8.3	1.6	3.6	4.8	0.4	0.4
	TC/Full Coverage			14.8	14.2	2.2	6.1	8.0	7.2	1.0	2.9	3.5	7.0	1.2	3.2	4.4	0.2	0.3
	TC/Full Coverage			1.0	1.0	0.1	0.4	0.5	0.5	0.1	0.2	0.2	0.4	0.1	0.2	0.3	0.1	0.1
16x9 Evening (5/30/2011-9/11/2011)SS	06:58 PM	07:30 PM															
	Calgary DM			1.2	1.3	0.5	0.6	0.8	1.7	0.5	0.8	0.9	1.0	0.6	0.5	0.8	0.4	0.6
	Calgary CM			1.1	1.3	0.5	0.6	0.8	1.7	0.5	0.8	0.9	0.9	0.6	0.5	0.7	0.4	0.6
	Lethbridge			1.1	1.3	0.5	0.6	0.8	1.7	0.5	0.8	0.9	0.9	0.6	0.5	0.7	0.4	0.6



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 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Lethbridge			1.1	1.3	0.5	0.6	0.8	1.7	0.5	0.8	0.9	0.9	0.6	0.5	0.7	0.4	0.6
	Medicine Hat			0.4	0.4	0.2	0.2	0.3	0.5	0.1	0.2	0.3	0.3	0.2	0.2	0.2	0.1	0.2
	TC/Full Coverage			23.6	22.1	4.8	8.2	9.9	13.7	2.4	4.8	5.4	8.4	2.4	3.4	4.5	0.5	1.1
	TC/Full Coverage			1.1	1.1	0.1	0.3	0.4	0.7	0.1	0.2	0.2	0.4	0.1	0.1	0.2	0.0	0.1
Hawaii Five-O (5/30/2011-9/11/2011)	M.....	07:58 PM	09:00 PM															
	Calgary DM			2.1	2.4	1.4	2.0	2.1	2.6	1.9	2.1	2.3	2.2	1.0	1.8	2.0	1.2	0.6
	Calgary CM			2.0	2.4	1.4	1.9	2.0	2.5	1.8	2.0	2.2	2.2	1.0	1.8	1.9	1.2	0.6
	Lethbridge			2.0	2.4	1.4	1.9	2.0	2.5	1.8	2.0	2.2	2.2	1.0	1.8	1.9	1.2	0.6
	Lethbridge			2.0	2.4	1.4	1.9	2.0	2.5	1.8	2.0	2.2	2.2	1.0	1.8	1.9	1.2	0.6
	Medicine Hat			0.6	0.8	0.4	0.6	0.6	0.8	0.6	0.6	0.7	0.7	0.3	0.6	0.6	0.4	0.2
	TC/Full Coverage			48.7	45.1	10.9	23.9	21.2	21.8	4.6	10.6	11.2	23.4	6.3	13.3	9.9	1.6	2.0
	TC/Full Coverage			2.0	1.9	0.3	0.9	0.9	1.0	0.2	0.5	0.5	0.8	0.1	0.4	0.4	0.1	0.1
House* (5/30/2011-9/11/2011)	M.....	08:58 PM	10:00 PM															
	Calgary DM			1.5	1.7	1.7	1.7	1.8	1.9	2.0	2.0	1.9	1.5	1.3	1.5	1.6	1.0	1.1
	Calgary CM			1.5	1.6	1.6	1.6	1.7	1.8	2.0	1.9	1.9	1.4	1.3	1.4	1.6	1.0	1.1
	Lethbridge			1.5	1.6	1.6	1.6	1.7	1.8	2.0	1.9	1.9	1.4	1.3	1.4	1.6	1.0	1.1
	Lethbridge			1.5	1.6	1.6	1.6	1.7	1.8	2.0	1.9	1.9	1.4	1.3	1.4	1.6	1.0	1.1
	Medicine Hat			0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.4	0.3	0.3	0.4	0.2	0.3
	TC/Full Coverage			34.3	30.3	10.5	19.3	20.0	17.6	6.3	11.0	11.1	12.7	4.2	8.3	8.9	1.4	2.6
	TC/Full Coverage			1.5	1.3	0.3	0.8	0.8	0.8	0.2	0.4	0.4	0.6	0.1	0.3	0.4	0.1	0.1
SP: Teen Choice Awards (8/1/2011-8/4/2013)	M.....	08:58 PM	11:00 PM	SM10 Actuals														
	Calgary DM			3.9	3.2	3.2	3.8	3.4	3.9	4.1	5.0	4.1	2.5	2.4	2.7	2.8	6.8	4.5
	Calgary CM			3.8	3.1	3.1	3.7	3.3	3.7	4.0	4.9	4.0	2.4	2.3	2.6	2.7	6.8	4.4
	Lethbridge			3.8	3.1	3.1	3.7	3.3	3.7	4.0	4.9	4.0	2.4	2.3	2.6	2.7	6.8	4.4
	Lethbridge			3.8	3.1	3.1	3.7	3.3	3.7	4.0	4.9	4.0	2.4	2.3	2.6	2.7	6.8	4.4
	Medicine Hat			1.2	1.0	1.0	1.2	1.1	1.2	1.3	1.6	1.3	0.8	0.7	0.8	0.9	3.4	1.4
	TC/Full Coverage			96.0	65.7	23.9	42.5	38.9	41.2	16.7	29.2	21.4	24.5	7.2	13.3	17.5	21.4	8.9
	TC/Full Coverage			3.8	2.5	0.7	1.7	1.5	1.6	0.5	1.1	0.9	0.9	0.2	0.6	0.6	0.8	0.5
In Plain Sight (6/20/2011-9/11/2011)	M.....	08:58 PM	10:00 PM	SM10 Actuals Adj														
	Calgary DM			2.1	2.4	1.6	1.5	1.9	3.1	2.5	2.2	2.5	1.8	0.7	0.8	1.4	0.4	1.0

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Calgary CM				2.0	2.4	1.5	1.5	1.9	3.0	2.4	2.2	2.4	1.8	0.7	0.8	1.3	0.4	0.9
Lethbridge				2.0	2.4	1.5	1.5	1.9	3.0	2.4	2.2	2.4	1.8	0.7	0.8	1.3	0.4	0.9
Lethbridge				2.0	2.4	1.5	1.5	1.9	3.0	2.4	2.2	2.4	1.8	0.7	0.8	1.3	0.4	0.9
Medicine Hat				0.7	0.8	0.5	0.5	0.6	1.0	0.8	0.7	0.8	0.6	0.2	0.3	0.4	0.1	0.3
TC/Full Coverage				52.2	48.2	6.9	19.6	26.1	30.7	5.3	12.6	15.9	17.6	1.6	7.0	10.2	0.7	3.3
TC/Full Coverage				2.0	1.9	0.3	0.7	0.8	1.2	0.3	0.5	0.5	0.7	0.1	0.2	0.3	0.0	0.1
House* (5/30/2011-9/11/2011)	M.....	09:58 PM	11:00 PM															
Calgary DM				1.5	1.7	1.7	1.7	1.8	1.9	2.0	2.0	1.9	1.5	1.3	1.5	1.6	1.0	1.1
Calgary CM				1.5	1.6	1.6	1.6	1.7	1.8	2.0	1.9	1.9	1.4	1.3	1.4	1.6	1.0	1.1
Lethbridge				1.5	1.6	1.6	1.6	1.7	1.8	2.0	1.9	1.9	1.4	1.3	1.4	1.6	1.0	1.1
Lethbridge				1.5	1.6	1.6	1.6	1.7	1.8	2.0	1.9	1.9	1.4	1.3	1.4	1.6	1.0	1.1
Medicine Hat				0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.4	0.3	0.3	0.4	0.2	0.3
TC/Full Coverage				34.3	30.3	10.5	19.3	20.0	17.6	6.3	11.0	11.1	12.7	4.2	8.3	8.9	1.4	2.6
TC/Full Coverage				1.5	1.3	0.3	0.8	0.8	0.8	0.2	0.4	0.4	0.6	0.1	0.3	0.4	0.1	0.1
The Kennedy's (5/30/2011-9/8/2013)	M.....	09:58 PM	11:00 PM															
Calgary DM				2.9	3.1	1.1	1.9	2.3	4.1	1.6	2.5	3.0	2.2	0.8	1.4	1.7	1.4	1.9
Calgary CM				2.7	3.0	1.1	1.8	2.3	3.9	1.5	2.4	2.9	2.1	0.8	1.3	1.6	1.3	1.8
Lethbridge				2.7	3.0	1.1	1.8	2.3	3.9	1.5	2.4	2.9	2.1	0.8	1.3	1.6	1.3	1.8
Lethbridge				2.7	3.0	1.1	1.8	2.3	3.9	1.5	2.4	2.9	2.1	0.8	1.3	1.6	1.3	1.8
Medicine Hat				0.9	1.0	0.4	0.6	0.7	1.3	0.5	0.8	0.9	0.7	0.2	0.4	0.5	0.5	0.6
TC/Full Coverage				58.1	52.8	6.1	22.7	26.0	34.0	4.1	15.0	16.7	18.8	2.1	7.7	9.3	1.5	3.8
TC/Full Coverage				2.7	2.4	0.2	0.8	1.0	1.7	0.2	0.5	0.6	0.8	0.1	0.3	0.4	0.1	0.2
NCIS: L.A. (5/30/2011-6/19/2011)	.T.....	07:58 PM	09:00 PM															
Calgary DM				3.1	3.6	1.5	2.3	2.8	3.7	1.9	2.5	2.7	3.4	1.2	2.1	2.9	1.0	1.6
Calgary CM				3.0	3.5	1.5	2.3	2.7	3.6	1.8	2.5	2.6	3.3	1.2	2.1	2.8	1.0	1.5
Lethbridge				3.0	3.5	1.5	2.3	2.7	3.6	1.8	2.5	2.6	3.3	1.2	2.1	2.8	1.0	1.5
Lethbridge				3.0	3.5	1.5	2.3	2.7	3.6	1.8	2.5	2.6	3.3	1.2	2.1	2.8	1.0	1.5
Medicine Hat				1.0	1.1	0.5	0.7	0.9	1.2	0.6	0.8	0.8	1.1	0.4	0.7	0.9	0.3	0.5
TC/Full Coverage				63.8	58.8	6.9	29.6	32.5	27.8	4.0	12.6	13.0	31.0	2.9	17.0	19.5	1.5	3.5
TC/Full Coverage				3.0	2.8	0.3	1.1	1.2	1.5	0.2	0.6	0.6	1.3	0.1	0.5	0.7	0.1	0.2



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
NCIS: L.A. (6/20/2011-9/11/2011)	.T.....	07:58 PM	09:00 PM															
	Calgary DM			2.2	2.5	1.1	1.6	2.0	2.6	1.3	1.8	1.9	2.4	0.8	1.5	2.0	0.7	1.1
	Calgary CM			2.1	2.5	1.1	1.6	1.9	2.5	1.3	1.8	1.8	2.3	0.8	1.5	2.0	0.7	1.1
	Lethbridge			2.1	2.5	1.1	1.6	1.9	2.5	1.3	1.8	1.8	2.3	0.8	1.5	2.0	0.7	1.1
	Lethbridge			2.1	2.5	1.1	1.6	1.9	2.5	1.3	1.8	1.8	2.3	0.8	1.5	2.0	0.7	1.1
	Medicine Hat			0.7	0.8	0.4	0.5	0.6	0.8	0.4	0.6	0.6	0.8	0.3	0.5	0.6	0.2	0.4
	TC/Full Coverage			44.7	41.2	4.8	20.7	22.8	19.5	2.8	8.8	9.1	21.7	2.0	11.9	13.7	1.1	2.5
	TC/Full Coverage			2.1	2.0	0.2	0.8	0.8	1.1	0.1	0.4	0.4	0.9	0.1	0.4	0.5	0.1	0.1
The Good Wife (5/30/2011-9/11/2011)	.T.....	07:58 PM	09:00 PM															
	Calgary DM			1.7	1.9	0.8	1.0	1.2	2.5	0.8	1.3	1.5	1.3	0.8	0.8	0.9	1.1	1.0
	Calgary CM			1.7	1.8	0.8	1.0	1.2	2.4	0.8	1.3	1.5	1.3	0.8	0.8	0.9	1.1	1.0
	Lethbridge			1.7	1.8	0.8	1.0	1.2	2.4	0.8	1.3	1.5	1.3	0.8	0.8	0.9	1.1	1.0
	Lethbridge			1.7	1.8	0.8	1.0	1.2	2.4	0.8	1.3	1.5	1.3	0.8	0.8	0.9	1.1	1.0
	Medicine Hat			0.5	0.6	0.3	0.3	0.4	0.8	0.3	0.4	0.5	0.4	0.2	0.2	0.3	0.3	0.3
	TC/Full Coverage			40.2	35.3	5.5	13.5	14.5	23.0	2.8	8.1	9.1	12.2	2.7	5.4	5.4	2.2	2.7
	TC/Full Coverage			1.7	1.5	0.2	0.5	0.5	1.0	0.1	0.3	0.3	0.5	0.1	0.2	0.2	0.1	0.1
NCIS* - GLOBAL (5/30/2011-7/31/2011)	.T.....	08:58 PM	10:00 PM															
	Calgary DM			1.4	1.6	1.0	1.1	1.3	1.7	1.1	1.1	1.3	1.5	0.9	1.1	1.3	0.7	0.7
	Calgary CM			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Medicine Hat			0.5	0.5	0.3	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.2
	TC/Full Coverage			31.8	29.1	6.2	13.0	14.8	16.7	4.1	7.6	8.3	12.4	2.1	5.5	6.5	1.2	1.5
	TC/Full Coverage			1.4	1.3	0.2	0.5	0.6	0.7	0.1	0.3	0.3	0.6	0.1	0.3	0.3	0.1	0.1
NCIS* - GLOBAL (8/1/2011-8/7/2011)	.T.....	08:58 PM	10:00 PM															
	Calgary DM			1.4	1.6	1.0	1.1	1.3	1.7	1.1	1.1	1.3	1.5	0.9	1.1	1.3	0.7	0.7
	Calgary CM			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Medicine Hat			0.5	0.5	0.3	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.2

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

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Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	TC/Full Coverage			31.8	29.1	6.2	13.0	14.8	16.7	4.1	7.6	8.3	12.4	2.1	5.5	6.5	1.2	1.5
	TC/Full Coverage			1.4	1.3	0.2	0.5	0.6	0.7	0.1	0.3	0.3	0.6	0.1	0.3	0.3	0.1	0.1
Wipeout* (1/3/2011-6/26/2011)	.T.....	08:58 PM	10:00 PM	SM11 Wipeout														
	Calgary DM			4.0	4.0	3.4	3.8	4.6	4.4	3.9	3.9	4.8	3.5	2.9	3.7	4.5	4.7	3.7
	Calgary CM			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Medicine Hat			1.2	1.2	1.0	1.2	1.4	1.4	1.2	1.2	1.5	1.1	0.9	1.2	1.4	1.5	1.1
	TC/Full Coverage			86.3	66.4	17.2	42.4	47.2	36.1	8.8	21.0	23.9	30.3	8.4	21.4	23.3	10.5	9.5
	TC/Full Coverage			3.8	3.1	0.7	1.7	2.0	1.8	0.5	0.9	1.0	1.3	0.3	0.9	1.0	0.3	0.4
Wipeout* (6/27/2011-9/18/2011)	.T.....	08:58 PM	10:00 PM	SM11 Wipeout														
	Calgary DM			4.0	4.0	3.4	3.8	4.6	4.4	3.9	3.9	4.8	3.5	2.9	3.7	4.5	4.7	3.7
	Calgary CM			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Medicine Hat			1.2	1.2	1.0	1.2	1.4	1.4	1.2	1.2	1.5	1.1	0.9	1.2	1.4	1.5	1.1
	TC/Full Coverage			86.3	66.4	17.2	42.4	47.2	36.1	8.8	21.0	23.9	30.3	8.4	21.4	23.3	10.5	9.5
	TC/Full Coverage			3.8	3.1	0.7	1.7	2.0	1.8	0.5	0.9	1.0	1.3	0.3	0.9	1.0	0.3	0.4
NCIS - GLOBAL (5/30/2011-9/11/2011)	.T.....	08:58 PM	10:00 PM															
	Calgary DM			2.4	2.4	2.1	2.1	2.5	2.4	1.6	1.8	2.5	2.5	2.6	2.3	2.5	2.2	2.7
	Calgary CM			2.4	2.4	2.0	2.0	2.4	2.3	1.6	1.8	2.4	2.4	2.5	2.2	2.4	2.1	2.6
	Lethbridge			2.4	2.4	2.0	2.0	2.4	2.3	1.6	1.8	2.4	2.4	2.5	2.2	2.4	2.1	2.6
	Lethbridge			2.4	2.4	2.0	2.0	2.4	2.3	1.6	1.8	2.4	2.4	2.5	2.2	2.4	2.1	2.6
	Medicine Hat			0.8	0.8	0.7	0.6	0.8	0.7	0.5	0.6	0.8	0.8	0.8	0.7	0.8	0.7	0.8
	TC/Full Coverage			69.9	60.7	11.1	33.4	38.3	34.8	4.5	15.5	20.2	25.9	6.6	17.8	18.0	2.9	6.3
	TC/Full Coverage			2.4	1.9	0.4	0.9	1.1	1.0	0.2	0.4	0.5	0.9	0.2	0.5	0.6	0.2	0.3
NCIS: L.A. (5/30/2011-6/19/2011)	.T.....	09:58 PM	11:00 PM															
	Calgary DM			3.1	3.6	1.5	2.3	2.8	3.7	1.9	2.5	2.7	3.4	1.2	2.1	2.9	1.0	1.6
	Calgary CM			3.0	3.5	1.5	2.3	2.7	3.6	1.8	2.5	2.6	3.3	1.2	2.1	2.8	1.0	1.5
	Lethbridge			3.0	3.5	1.5	2.3	2.7	3.6	1.8	2.5	2.6	3.3	1.2	2.1	2.8	1.0	1.5

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Lethbridge			3.0	3.5	1.5	2.3	2.7	3.6	1.8	2.5	2.6	3.3	1.2	2.1	2.8	1.0	1.5
	Medicine Hat			1.0	1.1	0.5	0.7	0.9	1.2	0.6	0.8	0.8	1.1	0.4	0.7	0.9	0.3	0.5
	TC/Full Coverage			63.8	58.8	6.9	29.6	32.5	27.8	4.0	12.6	13.0	31.0	2.9	17.0	19.5	1.5	3.5
	TC/Full Coverage			3.0	2.8	0.3	1.1	1.2	1.5	0.2	0.6	0.6	1.3	0.1	0.5	0.7	0.1	0.2
NCIS: L.A. (6/20/2011-9/11/2011)	.T.....	09:58 PM	11:00 PM															
	Calgary DM			2.2	2.5	1.1	1.6	2.0	2.6	1.3	1.8	1.9	2.4	0.8	1.5	2.0	0.7	1.1
	Calgary CM			2.1	2.5	1.1	1.6	1.9	2.5	1.3	1.8	1.8	2.3	0.8	1.5	2.0	0.7	1.1
	Lethbridge			2.1	2.5	1.1	1.6	1.9	2.5	1.3	1.8	1.8	2.3	0.8	1.5	2.0	0.7	1.1
	Lethbridge			2.1	2.5	1.1	1.6	1.9	2.5	1.3	1.8	1.8	2.3	0.8	1.5	2.0	0.7	1.1
	Medicine Hat			0.7	0.8	0.4	0.5	0.6	0.8	0.4	0.6	0.6	0.8	0.3	0.5	0.6	0.2	0.4
	TC/Full Coverage			44.7	41.2	4.8	20.7	22.8	19.5	2.8	8.8	9.1	21.7	2.0	11.9	13.7	1.1	2.5
	TC/Full Coverage			2.1	2.0	0.2	0.8	0.8	1.1	0.1	0.4	0.4	0.9	0.1	0.4	0.5	0.1	0.1
Combat Hospital (5/30/2011-9/1/2013)	.T.....	09:58 PM	11:00 PM	Based on SM11 Lead In adj.														
	Calgary DM			2.4	2.6	2.2	2.2	2.5	3.0	2.6	2.3	2.6	2.3	1.7	2.0	2.5	0.8	1.7
	Calgary CM			2.3	2.6	2.1	2.1	2.5	2.9	2.5	2.3	2.5	2.3	1.7	1.9	2.4	0.8	1.6
	Lethbridge			2.3	2.6	2.1	2.1	2.5	2.9	2.5	2.3	2.5	2.3	1.7	1.9	2.4	0.8	1.6
	Lethbridge			2.3	2.6	2.1	2.1	2.5	2.9	2.5	2.3	2.5	2.3	1.7	1.9	2.4	0.8	1.6
	Medicine Hat			0.7	0.8	0.7	0.7	0.8	0.9	0.8	0.7	0.8	0.7	0.5	0.6	0.8	0.2	0.5
	TC/Full Coverage			49.6	45.2	10.1	21.9	25.9	26.6	6.1	11.6	13.3	18.5	4.0	10.3	12.6	1.2	3.3
	TC/Full Coverage			2.3	2.1	0.4	1.0	1.1	1.2	0.3	0.5	0.5	0.9	0.2	0.5	0.5	0.1	0.2
Friday Night Lights (6/6/2011-9/4/2011)	..W....	07:58 PM	09:00 PM	SM10 Actuals														
	Calgary DM			1.0	1.1	1.0	0.8	0.6	1.2	0.9	0.8	0.6	1.1	1.1	0.7	0.6	0.6	0.6
	Calgary CM			1.0	1.1	1.0	0.7	0.6	1.2	0.9	0.8	0.6	1.0	1.1	0.7	0.6	0.6	0.5
	Lethbridge			1.0	1.1	1.0	0.7	0.6	1.2	0.9	0.8	0.6	1.0	1.1	0.7	0.6	0.6	0.5
	Lethbridge			1.0	1.1	1.0	0.7	0.6	1.2	0.9	0.8	0.6	1.0	1.1	0.7	0.6	0.6	0.5
	Medicine Hat			0.3	0.4	0.3	0.2	0.2	0.4	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2	0.2
	TC/Full Coverage			22.0	20.1	4.5	8.9	8.0	10.9	2.2	5.1	4.5	9.2	2.3	3.8	3.5	0.8	1.1
	TC/Full Coverage			1.0	0.9	0.2	0.3	0.3	0.5	0.1	0.2	0.1	0.4	0.1	0.2	0.1	0.0	0.1
NCIS* - GLOBAL (5/30/2011-7/31/2011)	..W....	07:58 PM	09:00 PM															
	Calgary DM			1.4	1.6	1.0	1.1	1.3	1.7	1.1	1.1	1.3	1.5	0.9	1.1	1.3	0.7	0.7

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Calgary CM			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Medicine Hat			0.5	0.5	0.3	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.2
	TC/Full Coverage			31.8	29.1	6.2	13.0	14.8	16.7	4.1	7.6	8.3	12.4	2.1	5.5	6.5	1.2	1.5
	TC/Full Coverage			1.4	1.3	0.2	0.5	0.6	0.7	0.1	0.3	0.3	0.6	0.1	0.3	0.3	0.1	0.1
NCIS* - GLOBAL (8/1/2011-8/7/2011)	..W....	07:58 PM	09:00 PM															
	Calgary DM			1.4	1.6	1.0	1.1	1.3	1.7	1.1	1.1	1.3	1.5	0.9	1.1	1.3	0.7	0.7
	Calgary CM			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Medicine Hat			0.5	0.5	0.3	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.2
	TC/Full Coverage			31.8	29.1	6.2	13.0	14.8	16.7	4.1	7.6	8.3	12.4	2.1	5.5	6.5	1.2	1.5
	TC/Full Coverage			1.4	1.3	0.2	0.5	0.6	0.7	0.1	0.3	0.3	0.6	0.1	0.3	0.3	0.1	0.1
Chaos (6/6/2011-9/18/2011)	..W....	07:58 PM	09:00 PM															
	Calgary DM			0.8	0.8	0.8	0.8	0.9	0.9	1.0	0.9	0.9	0.7	0.6	0.7	0.8	0.5	0.5
	Calgary CM			0.7	0.8	0.8	0.8	0.8	0.9	1.0	0.9	0.9	0.7	0.6	0.7	0.8	0.5	0.5
	Lethbridge			0.7	0.8	0.8	0.8	0.8	0.9	1.0	0.9	0.9	0.7	0.6	0.7	0.8	0.5	0.5
	Lethbridge			0.7	0.8	0.8	0.8	0.8	0.9	1.0	0.9	0.9	0.7	0.6	0.7	0.8	0.5	0.5
	Medicine Hat			0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2
	TC/Full Coverage			16.7	14.8	5.1	9.4	9.8	8.6	3.1	5.4	5.4	6.2	2.1	4.1	4.4	0.7	1.3
	TC/Full Coverage			0.7	0.6	0.2	0.4	0.4	0.4	0.1	0.2	0.2	0.3	0.1	0.2	0.2	0.0	0.1
Bones (5/30/2011-9/11/2011)	..W....	08:58 PM	10:00 PM															
	Calgary DM			1.9	2.0	1.3	1.4	1.7	2.3	1.4	1.5	1.8	1.7	1.2	1.3	1.5	1.9	1.1
	Calgary CM			1.8	2.0	1.2	1.4	1.6	2.3	1.3	1.4	1.8	1.7	1.2	1.3	1.5	1.9	1.0
	Lethbridge			1.8	2.0	1.2	1.4	1.6	2.3	1.3	1.4	1.8	1.7	1.2	1.3	1.5	1.9	1.0
	Lethbridge			1.8	2.0	1.2	1.4	1.6	2.3	1.3	1.4	1.8	1.7	1.2	1.3	1.5	1.9	1.0
	Medicine Hat			0.6	0.6	0.4	0.5	0.5	0.7	0.4	0.5	0.5	0.5	0.4	0.4	0.5	0.6	0.3
	TC/Full Coverage			53.8	48.6	7.7	21.6	27.1	29.0	3.5	11.8	15.3	19.6	4.2	9.9	11.8	2.4	2.7
	TC/Full Coverage			1.8	1.6	0.3	0.6	0.7	0.9	0.1	0.3	0.4	0.7	0.1	0.3	0.4	0.1	0.1



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
House* (5/30/2011-9/11/2011)	..W....	08:58 PM	10:00 PM															
	Calgary DM			1.5	1.7	1.7	1.7	1.8	1.9	2.0	2.0	1.9	1.5	1.3	1.5	1.6	1.0	1.1
	Calgary CM			1.5	1.6	1.6	1.6	1.7	1.8	2.0	1.9	1.9	1.4	1.3	1.4	1.6	1.0	1.1
	Lethbridge			1.5	1.6	1.6	1.6	1.7	1.8	2.0	1.9	1.9	1.4	1.3	1.4	1.6	1.0	1.1
	Lethbridge			1.5	1.6	1.6	1.6	1.7	1.8	2.0	1.9	1.9	1.4	1.3	1.4	1.6	1.0	1.1
	Medicine Hat			0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.4	0.3	0.3	0.4	0.2	0.3
	TC/Full Coverage			34.3	30.3	10.5	19.3	20.0	17.6	6.3	11.0	11.1	12.7	4.2	8.3	8.9	1.4	2.6
	TC/Full Coverage			1.5	1.3	0.3	0.8	0.8	0.8	0.2	0.4	0.4	0.6	0.1	0.3	0.4	0.1	0.1
Friday Night Lights (6/6/2011-9/4/2011)	..W....	08:58 PM	10:30 PM	SM10 Actuals														
	Calgary DM			1.0	1.1	1.0	0.8	0.6	1.2	0.9	0.8	0.6	1.1	1.1	0.7	0.6	0.6	0.6
	Calgary CM			1.0	1.1	1.0	0.7	0.6	1.2	0.9	0.8	0.6	1.0	1.1	0.7	0.6	0.6	0.5
	Lethbridge			1.0	1.1	1.0	0.7	0.6	1.2	0.9	0.8	0.6	1.0	1.1	0.7	0.6	0.6	0.5
	Lethbridge			1.0	1.1	1.0	0.7	0.6	1.2	0.9	0.8	0.6	1.0	1.1	0.7	0.6	0.6	0.5
	Medicine Hat			0.3	0.4	0.3	0.2	0.2	0.4	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2	0.2
	TC/Full Coverage			22.0	20.1	4.5	8.9	8.0	10.9	2.2	5.1	4.5	9.2	2.3	3.8	3.5	0.8	1.1
	TC/Full Coverage			1.0	0.9	0.2	0.3	0.3	0.5	0.1	0.2	0.1	0.4	0.1	0.2	0.1	0.0	0.1
NCIS* - GLOBAL (5/30/2011-7/31/2011)	..W....	08:58 PM	10:00 PM															
	Calgary DM			1.4	1.6	1.0	1.1	1.3	1.7	1.1	1.1	1.3	1.5	0.9	1.1	1.3	0.7	0.7
	Calgary CM			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Medicine Hat			0.5	0.5	0.3	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.2
	TC/Full Coverage			31.8	29.1	6.2	13.0	14.8	16.7	4.1	7.6	8.3	12.4	2.1	5.5	6.5	1.2	1.5
	TC/Full Coverage			1.4	1.3	0.2	0.5	0.6	0.7	0.1	0.3	0.3	0.6	0.1	0.3	0.3	0.1	0.1
NCIS* - GLOBAL (8/1/2011-8/7/2011)	..W....	08:58 PM	10:00 PM															
	Calgary DM			1.4	1.6	1.0	1.1	1.3	1.7	1.1	1.1	1.3	1.5	0.9	1.1	1.3	0.7	0.7
	Calgary CM			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Medicine Hat			0.5	0.5	0.3	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.2

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	TC/Full Coverage			31.8	29.1	6.2	13.0	14.8	16.7	4.1	7.6	8.3	12.4	2.1	5.5	6.5	1.2	1.5
	TC/Full Coverage			1.4	1.3	0.2	0.5	0.6	0.7	0.1	0.3	0.3	0.6	0.1	0.3	0.3	0.1	0.1
NCIS* - GLOBAL (5/30/2011-7/31/2011)	..W....	09:58 PM	11:00 PM															
	Calgary DM			1.4	1.6	1.0	1.1	1.3	1.7	1.1	1.1	1.3	1.5	0.9	1.1	1.3	0.7	0.7
	Calgary CM			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Medicine Hat			0.5	0.5	0.3	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.2
	TC/Full Coverage			31.8	29.1	6.2	13.0	14.8	16.7	4.1	7.6	8.3	12.4	2.1	5.5	6.5	1.2	1.5
	TC/Full Coverage			1.4	1.3	0.2	0.5	0.6	0.7	0.1	0.3	0.3	0.6	0.1	0.3	0.3	0.1	0.1
NCIS* - GLOBAL (8/1/2011-8/7/2011)	..W....	09:58 PM	11:00 PM															
	Calgary DM			1.4	1.6	1.0	1.1	1.3	1.7	1.1	1.1	1.3	1.5	0.9	1.1	1.3	0.7	0.7
	Calgary CM			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Lethbridge			1.4	1.5	0.9	1.1	1.3	1.6	1.0	1.1	1.2	1.5	0.9	1.0	1.3	0.6	0.7
	Medicine Hat			0.5	0.5	0.3	0.4	0.4	0.5	0.3	0.4	0.4	0.5	0.3	0.3	0.4	0.2	0.2
	TC/Full Coverage			31.8	29.1	6.2	13.0	14.8	16.7	4.1	7.6	8.3	12.4	2.1	5.5	6.5	1.2	1.5
	TC/Full Coverage			1.4	1.3	0.2	0.5	0.6	0.7	0.1	0.3	0.3	0.6	0.1	0.3	0.3	0.1	0.1
Love Bites (9/13/2010-8/4/2013)	..W....	09:58 PM	11:00 PM	FL09 Good Wife adjusted														
	Calgary DM			2.1	2.4	1.1	1.2	1.6	2.9	1.6	1.5	1.8	1.8	0.6	1.0	1.4	0.6	1.4
	Calgary CM			2.1	2.3	1.1	1.2	1.6	2.9	1.5	1.4	1.7	1.8	0.6	1.0	1.4	0.6	1.3
	Lethbridge			2.1	2.3	1.1	1.2	1.6	2.9	1.5	1.4	1.7	1.8	0.6	1.0	1.4	0.6	1.3
	Lethbridge			2.1	2.3	1.1	1.2	1.6	2.9	1.5	1.4	1.7	1.8	0.6	1.0	1.4	0.6	1.3
	Medicine Hat			0.6	0.7	0.3	0.4	0.4	0.8	0.4	0.4	0.5	0.5	0.2	0.2	0.4	0.1	0.4
	TC/Full Coverage			45.1	40.7	6.5	13.5	17.0	25.1	3.9	7.5	10.0	15.6	2.6	5.9	7.0	1.1	3.3
	TC/Full Coverage			2.0	1.9	0.2	0.6	0.7	1.2	0.2	0.3	0.4	0.7	0.1	0.2	0.3	0.0	0.2
Canada Sings (8/8/2011-9/8/2013)	..W....	09:58 PM	11:00 PM															
	Calgary DM			2.4	2.4	1.8	2.4	2.8	2.5	2.0	2.7	2.8	2.2	1.5	2.2	3.0	2.6	2.6
	Calgary CM			2.3	2.3	1.7	2.4	2.7	2.4	2.0	2.7	2.7	2.1	1.5	2.2	2.9	2.5	2.5
	Lethbridge			2.3	2.3	1.7	2.4	2.7	2.4	2.0	2.7	2.7	2.1	1.5	2.2	2.9	2.5	2.5

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Lethbridge			2.3	2.3	1.7	2.4	2.7	2.4	2.0	2.7	2.7	2.1	1.5	2.2	2.9	2.5	2.5
	Medicine Hat			0.7	0.7	0.5	0.8	0.9	0.8	0.6	0.7	0.9	0.7	0.5	0.8	0.9	0.8	0.8
	TC/Full Coverage			49.8	39.6	11.1	26.5	28.5	21.3	5.4	12.9	14.4	18.3	5.6	13.6	14.1	4.5	5.7
	TC/Full Coverage			2.3	1.8	0.4	1.1	1.3	1.0	0.2	0.5	0.6	0.8	0.1	0.6	0.7	0.2	0.3
Office (5/30/2011-9/4/2011)	...T...	07:58 PM	08:30 PM															
	Calgary DM			1.0	1.0	1.5	1.2	1.2	0.9	1.3	1.0	1.2	1.1	1.7	1.3	1.2	0.8	0.8
	Calgary CM			1.0	1.0	1.4	1.1	1.2	0.9	1.2	1.0	1.2	1.1	1.6	1.2	1.2	0.7	0.7
	Lethbridge			1.0	1.0	1.4	1.1	1.2	0.9	1.2	1.0	1.2	1.1	1.6	1.2	1.2	0.7	0.7
	Lethbridge			1.0	1.0	1.4	1.1	1.2	0.9	1.2	1.0	1.2	1.1	1.6	1.2	1.2	0.7	0.7
	Medicine Hat			0.3	0.3	0.5	0.4	0.4	0.3	0.4	0.3	0.4	0.3	0.5	0.4	0.4	0.2	0.2
	TC/Full Coverage			20.1	17.7	9.3	13.3	12.2	9.3	5.0	7.1	6.6	8.3	4.3	6.3	5.6	0.9	1.6
	TC/Full Coverage			0.9	0.8	0.3	0.5	0.5	0.4	0.1	0.2	0.3	0.4	0.2	0.3	0.3	0.1	0.1
Rookie Blue (5/30/2011-9/11/2011)	...T...	07:58 PM	09:00 PM															
	Calgary DM			2.8	3.1	2.5	2.5	2.9	3.5	3.0	2.7	3.0	2.7	2.0	2.3	2.9	1.0	2.0
	Calgary CM			2.7	3.0	2.5	2.5	2.9	3.4	2.9	2.7	2.9	2.7	2.0	2.2	2.8	1.0	1.9
	Lethbridge			2.7	3.0	2.5	2.5	2.9	3.4	2.9	2.7	2.9	2.7	2.0	2.2	2.8	1.0	1.9
	Lethbridge			2.7	3.0	2.5	2.5	2.9	3.4	2.9	2.7	2.9	2.7	2.0	2.2	2.8	1.0	1.9
	Medicine Hat			0.8	1.0	0.8	0.8	0.9	1.1	0.9	0.8	0.9	0.8	0.6	0.7	0.9	0.3	0.6
	TC/Full Coverage			57.9	52.7	11.8	25.6	30.2	31.0	7.1	13.6	15.5	21.6	4.7	12.0	14.7	1.4	3.9
	TC/Full Coverage			2.7	2.5	0.5	1.1	1.3	1.4	0.4	0.6	0.6	1.1	0.2	0.6	0.6	0.1	0.2
Love Bites (9/13/2010-8/4/2013)	...T...	07:58 PM	09:00 PM	FL09 Good Wife adjusted														
	Calgary DM			2.1	2.4	1.1	1.2	1.6	2.9	1.6	1.5	1.8	1.8	0.6	1.0	1.4	0.6	1.4
	Calgary CM			2.1	2.3	1.1	1.2	1.6	2.9	1.5	1.4	1.7	1.8	0.6	1.0	1.4	0.6	1.3
	Lethbridge			2.1	2.3	1.1	1.2	1.6	2.9	1.5	1.4	1.7	1.8	0.6	1.0	1.4	0.6	1.3
	Lethbridge			2.1	2.3	1.1	1.2	1.6	2.9	1.5	1.4	1.7	1.8	0.6	1.0	1.4	0.6	1.3
	Medicine Hat			0.6	0.7	0.3	0.4	0.4	0.8	0.4	0.4	0.5	0.5	0.2	0.2	0.4	0.1	0.4
	TC/Full Coverage			45.1	40.7	6.5	13.5	17.0	25.1	3.9	7.5	10.0	15.6	2.6	5.9	7.0	1.1	3.3
	TC/Full Coverage			2.0	1.9	0.2	0.6	0.7	1.2	0.2	0.3	0.4	0.7	0.1	0.2	0.3	0.0	0.2
Office (5/30/2011-9/4/2011)	...T...	08:58 PM	09:30 PM															
	Calgary DM			1.0	1.0	1.5	1.2	1.2	0.9	1.3	1.0	1.2	1.1	1.7	1.3	1.2	0.8	0.8

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Calgary CM			1.0	1.0	1.4	1.1	1.2	0.9	1.2	1.0	1.2	1.1	1.6	1.2	1.2	0.7	0.7
	Lethbridge			1.0	1.0	1.4	1.1	1.2	0.9	1.2	1.0	1.2	1.1	1.6	1.2	1.2	0.7	0.7
	Lethbridge			1.0	1.0	1.4	1.1	1.2	0.9	1.2	1.0	1.2	1.1	1.6	1.2	1.2	0.7	0.7
	Medicine Hat			0.3	0.3	0.5	0.4	0.4	0.3	0.4	0.3	0.4	0.3	0.5	0.4	0.4	0.2	0.2
	TC/Full Coverage			20.1	17.7	9.3	13.3	12.2	9.3	5.0	7.1	6.6	8.3	4.3	6.3	5.6	0.9	1.6
	TC/Full Coverage			0.9	0.8	0.3	0.5	0.5	0.4	0.1	0.2	0.3	0.4	0.2	0.3	0.3	0.1	0.1
Wipeout (5/30/2011-9/11/2011)	...T...	08:58 PM	10:00 PM															
	Calgary DM			4.0	4.0	3.4	3.8	4.6	4.4	3.9	3.9	4.8	3.5	2.9	3.7	4.5	4.7	3.7
	Calgary CM			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Medicine Hat			1.2	1.2	1.0	1.2	1.4	1.4	1.2	1.2	1.5	1.1	0.9	1.2	1.4	1.5	1.1
	TC/Full Coverage			86.3	66.4	17.2	42.4	47.2	36.1	8.8	21.0	23.9	30.3	8.4	21.4	23.3	10.5	9.5
	TC/Full Coverage			3.8	3.1	0.7	1.7	2.0	1.8	0.5	0.9	1.0	1.3	0.3	0.9	1.0	0.3	0.4
Wipeout* (1/3/2011-6/26/2011)	...T...	08:58 PM	10:00 PM	SM11 Wipeout														
	Calgary DM			4.0	4.0	3.4	3.8	4.6	4.4	3.9	3.9	4.8	3.5	2.9	3.7	4.5	4.7	3.7
	Calgary CM			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Medicine Hat			1.2	1.2	1.0	1.2	1.4	1.4	1.2	1.2	1.5	1.1	0.9	1.2	1.4	1.5	1.1
	TC/Full Coverage			86.3	66.4	17.2	42.4	47.2	36.1	8.8	21.0	23.9	30.3	8.4	21.4	23.3	10.5	9.5
	TC/Full Coverage			3.8	3.1	0.7	1.7	2.0	1.8	0.5	0.9	1.0	1.3	0.3	0.9	1.0	0.3	0.4
Wipeout* (6/27/2011-9/18/2011)	...T...	08:58 PM	10:00 PM	SM11 Wipeout														
	Calgary DM			4.0	4.0	3.4	3.8	4.6	4.4	3.9	3.9	4.8	3.5	2.9	3.7	4.5	4.7	3.7
	Calgary CM			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Medicine Hat			1.2	1.2	1.0	1.2	1.4	1.4	1.2	1.2	1.5	1.1	0.9	1.2	1.4	1.5	1.1
	TC/Full Coverage			86.3	66.4	17.2	42.4	47.2	36.1	8.8	21.0	23.9	30.3	8.4	21.4	23.3	10.5	9.5
	TC/Full Coverage			3.8	3.1	0.7	1.7	2.0	1.8	0.5	0.9	1.0	1.3	0.3	0.9	1.0	0.3	0.4



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Rookie Blue (5/30/2011-9/11/2011)	...T...	08:58 PM	10:00 PM															
	Calgary DM			2.8	3.1	2.5	2.5	2.9	3.5	3.0	2.7	3.0	2.7	2.0	2.3	2.9	1.0	2.0
	Calgary CM			2.7	3.0	2.5	2.5	2.9	3.4	2.9	2.7	2.9	2.7	2.0	2.2	2.8	1.0	1.9
	Lethbridge			2.7	3.0	2.5	2.5	2.9	3.4	2.9	2.7	2.9	2.7	2.0	2.2	2.8	1.0	1.9
	Lethbridge			2.7	3.0	2.5	2.5	2.9	3.4	2.9	2.7	2.9	2.7	2.0	2.2	2.8	1.0	1.9
	Medicine Hat			0.8	1.0	0.8	0.8	0.9	1.1	0.9	0.8	0.9	0.8	0.6	0.7	0.9	0.3	0.6
	TC/Full Coverage			57.9	52.7	11.8	25.6	30.2	31.0	7.1	13.6	15.5	21.6	4.7	12.0	14.7	1.4	3.9
	TC/Full Coverage			2.7	2.5	0.5	1.1	1.3	1.4	0.4	0.6	0.6	1.1	0.2	0.6	0.6	0.1	0.2
Glee (5/30/2011-9/11/2011)	...T...	09:58 PM	11:00 PM															
	Calgary DM			1.6	1.7	2.2	1.8	2.0	1.9	2.6	2.1	2.2	1.4	1.9	1.5	1.7	0.6	2.1
	Calgary CM			1.6	1.6	2.2	1.7	1.9	1.8	2.5	2.0	2.1	1.4	1.8	1.5	1.7	0.6	2.0
	Lethbridge			1.6	1.6	2.2	1.7	1.9	1.8	2.5	2.0	2.1	1.4	1.8	1.5	1.7	0.6	2.0
	Lethbridge			1.6	1.6	2.2	1.7	1.9	1.8	2.5	2.0	2.1	1.4	1.8	1.5	1.7	0.6	2.0
	Medicine Hat			0.5	0.5	0.7	0.5	0.6	0.6	0.8	0.6	0.7	0.5	0.6	0.5	0.5	0.2	0.7
	TC/Full Coverage			38.0	32.1	14.3	21.6	22.1	19.7	8.9	13.2	12.3	12.5	5.3	8.4	9.9	1.4	4.5
	TC/Full Coverage			1.6	1.3	0.5	0.8	0.9	0.8	0.3	0.5	0.5	0.5	0.2	0.4	0.4	0.0	0.2
Raising Hope (5/30/2011-9/11/2011)	...T...	09:28 PM	10:00 PM															
	Calgary DM			1.1	1.2	1.5	1.3	1.4	1.1	1.4	1.2	1.4	1.2	1.6	1.4	1.4	1.0	0.7
	Calgary CM			1.1	1.1	1.4	1.3	1.4	1.1	1.3	1.2	1.4	1.2	1.5	1.3	1.4	0.9	0.7
	Lethbridge			1.1	1.1	1.4	1.3	1.4	1.1	1.3	1.2	1.4	1.2	1.5	1.3	1.4	0.9	0.7
	Lethbridge			1.1	1.1	1.4	1.3	1.4	1.1	1.3	1.2	1.4	1.2	1.5	1.3	1.4	0.9	0.7
	Medicine Hat			0.4	0.4	0.5	0.4	0.5	0.4	0.4	0.4	0.5	0.4	0.5	0.4	0.5	0.3	0.2
	TC/Full Coverage			19.7	17.1	6.5	11.5	12.2	8.3	2.8	5.2	5.9	8.9	3.7	6.4	6.3	1.2	1.4
	TC/Full Coverage			1.1	0.9	0.3	0.6	0.7	0.5	0.2	0.3	0.3	0.5	0.2	0.3	0.3	0.1	0.1
Office***** (6/13/2011-6/19/2011)	...T...	09:28 PM	10:00 PM															
	Calgary DM			1.1	1.2	1.5	1.3	1.4	1.1	1.4	1.2	1.4	1.2	1.6	1.4	1.4	1.0	0.7
	Calgary CM			1.1	1.1	1.4	1.3	1.4	1.1	1.3	1.2	1.4	1.2	1.5	1.3	1.4	0.9	0.7
	Lethbridge			1.1	1.1	1.4	1.3	1.4	1.1	1.3	1.2	1.4	1.2	1.5	1.3	1.4	0.9	0.7
	Lethbridge			1.1	1.1	1.4	1.3	1.4	1.1	1.3	1.2	1.4	1.2	1.5	1.3	1.4	0.9	0.7
	Medicine Hat			0.4	0.4	0.5	0.4	0.5	0.4	0.4	0.4	0.5	0.4	0.5	0.4	0.5	0.3	0.2

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	TC/Full Coverage			19.7	17.1	6.5	11.5	12.2	8.3	2.8	5.2	5.9	8.9	3.7	6.4	6.3	1.2	1.4
	TC/Full Coverage			1.1	0.9	0.3	0.6	0.7	0.5	0.2	0.3	0.3	0.5	0.2	0.3	0.3	0.1	0.1
Wipeout* (1/3/2011-6/26/2011)F..	07:58 PM	10:00 PM	SM11 Wipeout														
	Calgary DM			4.0	4.0	3.4	3.8	4.6	4.4	3.9	3.9	4.8	3.5	2.9	3.7	4.5	4.7	3.7
	Calgary CM			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Medicine Hat			1.2	1.2	1.0	1.2	1.4	1.4	1.2	1.2	1.5	1.1	0.9	1.2	1.4	1.5	1.1
	TC/Full Coverage			86.3	66.4	17.2	42.4	47.2	36.1	8.8	21.0	23.9	30.3	8.4	21.4	23.3	10.5	9.5
	TC/Full Coverage			3.8	3.1	0.7	1.7	2.0	1.8	0.5	0.9	1.0	1.3	0.3	0.9	1.0	0.3	0.4
Wipeout* (6/27/2011-9/18/2011)F..	07:58 PM	10:00 PM	SM11 Wipeout														
	Calgary DM			4.0	4.0	3.4	3.8	4.6	4.4	3.9	3.9	4.8	3.5	2.9	3.7	4.5	4.7	3.7
	Calgary CM			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Lethbridge			3.9	3.8	3.3	3.7	4.5	4.3	3.8	3.8	4.6	3.4	2.8	3.6	4.3	4.5	3.6
	Medicine Hat			1.2	1.2	1.0	1.2	1.4	1.4	1.2	1.2	1.5	1.1	0.9	1.2	1.4	1.5	1.1
	TC/Full Coverage			86.3	66.4	17.2	42.4	47.2	36.1	8.8	21.0	23.9	30.3	8.4	21.4	23.3	10.5	9.5
	TC/Full Coverage			3.8	3.1	0.7	1.7	2.0	1.8	0.5	0.9	1.0	1.3	0.3	0.9	1.0	0.3	0.4
90210 (5/30/2011-9/11/2011)F..	07:58 PM	09:00 PM															
	Calgary DM			0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.7	0.7	0.4	0.3	0.4	0.5	0.5	0.8
	Calgary CM			0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.7	0.6	0.4	0.3	0.4	0.5	0.5	0.8
	Lethbridge			0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.7	0.6	0.4	0.3	0.4	0.5	0.5	0.8
	Lethbridge			0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.7	0.6	0.4	0.3	0.4	0.5	0.5	0.8
	Medicine Hat			0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.0	0.1	0.1	0.1	0.2
	TC/Full Coverage			13.9	10.8	4.2	7.3	6.9	6.8	2.6	4.6	4.1	4.0	1.6	2.7	2.8	1.4	1.6
	TC/Full Coverage			0.5	0.4	0.1	0.3	0.3	0.3	0.1	0.2	0.1	0.2	0.0	0.1	0.1	0.0	0.1
Bones* (5/30/2011-9/11/2011)F..	08:58 PM	10:00 PM															
	Calgary DM			1.6	1.7	1.1	1.2	1.4	2.0	1.2	1.3	1.5	1.4	1.0	1.1	1.3	1.6	0.9
	Calgary CM			1.5	1.7	1.0	1.2	1.4	2.0	1.1	1.2	1.5	1.4	1.0	1.1	1.3	1.6	0.9
	Lethbridge			1.5	1.7	1.0	1.2	1.4	2.0	1.1	1.2	1.5	1.4	1.0	1.1	1.3	1.6	0.9

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Lethbridge			1.5	1.7	1.0	1.2	1.4	2.0	1.1	1.2	1.5	1.4	1.0	1.1	1.3	1.6	0.9
	Medicine Hat			0.5	0.5	0.3	0.4	0.4	0.6	0.3	0.4	0.4	0.4	0.3	0.3	0.4	0.5	0.3
	TC/Full Coverage			45.7	41.3	6.5	18.4	23.0	24.7	3.0	10.0	13.0	16.7	3.6	8.4	10.0	2.0	2.3
	TC/Full Coverage			1.5	1.4	0.3	0.5	0.6	0.8	0.1	0.3	0.3	0.6	0.1	0.3	0.3	0.1	0.1
Chaos (6/6/2011-9/18/2011)F..	08:58 PM	10:00 PM															
	Calgary DM			0.8	0.8	0.8	0.8	0.9	0.9	1.0	0.9	0.9	0.7	0.6	0.7	0.8	0.5	0.5
	Calgary CM			0.7	0.8	0.8	0.8	0.8	0.9	1.0	0.9	0.9	0.7	0.6	0.7	0.8	0.5	0.5
	Lethbridge			0.7	0.8	0.8	0.8	0.8	0.9	1.0	0.9	0.9	0.7	0.6	0.7	0.8	0.5	0.5
	Lethbridge			0.7	0.8	0.8	0.8	0.8	0.9	1.0	0.9	0.9	0.7	0.6	0.7	0.8	0.5	0.5
	Medicine Hat			0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2
	TC/Full Coverage			16.7	14.8	5.1	9.4	9.8	8.6	3.1	5.4	5.4	6.2	2.1	4.1	4.4	0.7	1.3
	TC/Full Coverage			0.7	0.6	0.2	0.4	0.4	0.4	0.1	0.2	0.2	0.3	0.1	0.2	0.2	0.0	0.1
House (6/13/2011-6/19/2011)F..	09:58 PM	11:00 PM															
	Calgary DM			3.0	3.1	2.6	2.8	3.1	3.5	3.0	3.4	3.4	2.8	2.2	2.3	2.8	2.2	2.2
	Calgary CM			2.9	3.1	2.5	2.8	3.0	3.4	2.9	3.3	3.3	2.7	2.1	2.3	2.7	2.1	2.1
	Lethbridge			2.9	3.1	2.5	2.8	3.0	3.4	2.9	3.3	3.3	2.7	2.1	2.3	2.7	2.1	2.1
	Lethbridge			2.9	3.1	2.5	2.8	3.0	3.4	2.9	3.3	3.3	2.7	2.1	2.3	2.7	2.1	2.1
	Medicine Hat			0.9	1.0	0.8	0.9	0.9	1.1	0.9	1.0	1.1	0.9	0.7	0.7	0.9	0.7	0.6
	TC/Full Coverage			65.2	57.7	13.2	31.9	33.2	33.3	7.2	18.0	18.2	24.4	6.1	14.0	15.1	2.6	4.9
	TC/Full Coverage			2.8	2.5	0.5	1.3	1.4	1.4	0.3	0.7	0.7	1.0	0.2	0.5	0.6	0.2	0.3
House (6/20/2011-9/11/2011)F..	09:58 PM	11:00 PM															
	Calgary DM			1.1	1.1	0.9	1.0	1.1	1.3	1.1	1.2	1.2	1.0	0.8	0.8	1.0	0.8	0.8
	Calgary CM			1.0	1.1	0.9	1.0	1.1	1.2	1.0	1.2	1.2	1.0	0.8	0.8	1.0	0.8	0.8
	Lethbridge			1.0	1.1	0.9	1.0	1.1	1.2	1.0	1.2	1.2	1.0	0.8	0.8	1.0	0.8	0.8
	Lethbridge			1.0	1.1	0.9	1.0	1.1	1.2	1.0	1.2	1.2	1.0	0.8	0.8	1.0	0.8	0.8
	Medicine Hat			0.3	0.4	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.2
	TC/Full Coverage			23.5	20.8	4.8	11.5	12.0	12.0	2.6	6.5	6.6	8.8	2.2	5.0	5.4	0.9	1.8
	TC/Full Coverage			1.0	0.9	0.2	0.5	0.5	0.5	0.1	0.3	0.3	0.4	0.1	0.2	0.2	0.1	0.1
90210 (5/30/2011-9/11/2011)F..	09:58 PM	11:00 PM															
	Calgary DM			0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.7	0.7	0.4	0.3	0.4	0.5	0.5	0.8

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Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Calgary CM			0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.7	0.6	0.4	0.3	0.4	0.5	0.5	0.8
	Lethbridge			0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.7	0.6	0.4	0.3	0.4	0.5	0.5	0.8
	Lethbridge			0.5	0.5	0.5	0.5	0.6	0.6	0.8	0.7	0.6	0.4	0.3	0.4	0.5	0.5	0.8
	Medicine Hat			0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.0	0.1	0.1	0.1	0.2
	TC/Full Coverage			13.9	10.8	4.2	7.3	6.9	6.8	2.6	4.6	4.1	4.0	1.6	2.7	2.8	1.4	1.6
	TC/Full Coverage			0.5	0.4	0.1	0.3	0.3	0.3	0.1	0.2	0.1	0.2	0.0	0.1	0.1	0.0	0.1
Lie to Me (5/30/2011-9/11/2011)F..	09:58 PM	11:00 PM															
	Calgary DM			1.1	1.3	1.1	1.1	1.2	1.3	1.1	1.1	1.3	1.2	1.1	1.1	1.1	0.7	0.6
	Calgary CM			1.1	1.2	1.1	1.1	1.1	1.3	1.1	1.1	1.2	1.1	1.1	1.1	1.0	0.6	0.6
	Lethbridge			1.1	1.2	1.1	1.1	1.1	1.3	1.1	1.1	1.2	1.1	1.1	1.1	1.0	0.6	0.6
	Lethbridge			1.1	1.2	1.1	1.1	1.1	1.3	1.1	1.1	1.2	1.1	1.1	1.1	1.0	0.6	0.6
	Medicine Hat			0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.2	0.2
	TC/Full Coverage			26.9	24.9	8.6	14.1	14.9	15.0	5.1	8.2	9.1	9.9	3.5	5.9	5.8	0.8	1.2
	TC/Full Coverage			1.1	1.0	0.2	0.5	0.5	0.6	0.1	0.3	0.3	0.5	0.1	0.3	0.3	0.1	0.1
Bobs Burger (5/30/2011-7/3/2011)S	07:28 PM	08:00 PM															
	Calgary DM			1.5	1.7	3.6	2.3	1.5	1.1	2.4	1.5	1.0	2.2	4.7	3.0	1.9	2.0	0.4
	Calgary CM			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Medicine Hat			0.5	0.5	1.1	0.7	0.5	0.3	0.7	0.5	0.3	0.7	1.5	0.9	0.6	0.6	0.1
	TC/Full Coverage			27.2	24.1	16.3	20.2	12.3	8.8	6.0	7.2	4.4	15.3	10.3	13.0	8.0	2.4	0.8
	TC/Full Coverage			1.5	1.3	0.7	1.0	0.6	0.5	0.3	0.3	0.2	0.8	0.4	0.7	0.4	0.1	0.0
Bobs Burger (7/4/2011-9/11/2011)S	07:28 PM	08:00 PM															
	Calgary DM			1.5	1.7	3.6	2.3	1.5	1.1	2.4	1.5	1.0	2.2	4.7	3.0	1.9	2.0	0.4
	Calgary CM			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Medicine Hat			0.5	0.5	1.1	0.7	0.5	0.3	0.7	0.5	0.3	0.7	1.5	0.9	0.6	0.6	0.1
	TC/Full Coverage			27.2	24.1	16.3	20.2	12.3	8.8	6.0	7.2	4.4	15.3	10.3	13.0	8.0	2.4	0.8
	TC/Full Coverage			1.5	1.3	0.7	1.0	0.6	0.5	0.3	0.3	0.2	0.8	0.4	0.7	0.4	0.1	0.0



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Raising Hope* (5/30/2011-9/11/2011)S	07:28 PM	08:00 PM															
	Calgary DM			1.1	1.2	1.5	1.3	1.4	1.1	1.4	1.2	1.4	1.2	1.6	1.4	1.4	1.0	0.7
	Calgary CM			1.1	1.1	1.4	1.3	1.4	1.1	1.3	1.2	1.4	1.2	1.5	1.3	1.4	0.9	0.7
	Lethbridge			1.1	1.1	1.4	1.3	1.4	1.1	1.3	1.2	1.4	1.2	1.5	1.3	1.4	0.9	0.7
	Lethbridge			1.1	1.1	1.4	1.3	1.4	1.1	1.3	1.2	1.4	1.2	1.5	1.3	1.4	0.9	0.7
	Medicine Hat			0.4	0.4	0.5	0.4	0.5	0.4	0.4	0.4	0.5	0.4	0.5	0.4	0.5	0.3	0.2
	TC/Full Coverage			19.7	17.1	6.5	11.5	12.2	8.3	2.8	5.2	5.9	8.9	3.7	6.4	6.3	1.2	1.4
	TC/Full Coverage			1.1	0.9	0.3	0.6	0.7	0.5	0.2	0.3	0.3	0.5	0.2	0.3	0.3	0.1	0.1
Simpsons (5/30/2011-6/26/2011)S	07:58 PM	08:30 PM															
	Calgary DM			2.7	2.8	4.1	3.8	3.0	2.0	2.5	2.7	2.1	3.6	5.6	5.0	3.9	3.4	1.9
	Calgary CM			2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
	Lethbridge			2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
	Lethbridge			2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
	Medicine Hat			0.9	0.9	1.3	1.2	0.9	0.6	0.8	0.8	0.7	1.1	1.7	1.5	1.2	1.1	0.6
	TC/Full Coverage			53.8	42.0	19.1	35.6	26.9	15.9	5.7	13.6	10.5	26.2	13.5	22.0	16.3	6.9	4.9
	TC/Full Coverage			2.7	2.2	0.8	1.7	1.3	0.8	0.3	0.6	0.4	1.4	0.5	1.1	0.9	0.2	0.2
Simpsons (6/27/2011-7/3/2011)S	07:58 PM	08:30 PM															
	Calgary DM			2.7	2.8	4.1	3.8	3.0	2.0	2.5	2.7	2.1	3.6	5.6	5.0	3.9	3.4	1.9
	Calgary CM			2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
	Lethbridge			2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
	Lethbridge			2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
	Medicine Hat			0.9	0.9	1.3	1.2	0.9	0.6	0.8	0.8	0.7	1.1	1.7	1.5	1.2	1.1	0.6
	TC/Full Coverage			53.8	42.0	19.1	35.6	26.9	15.9	5.7	13.6	10.5	26.2	13.5	22.0	16.3	6.9	4.9
	TC/Full Coverage			2.7	2.2	0.8	1.7	1.3	0.8	0.3	0.6	0.4	1.4	0.5	1.1	0.9	0.2	0.2
Simpsons (7/4/2011-9/11/2011)S	07:58 PM	08:30 PM															
	Calgary DM			1.9	1.9	2.7	2.4	2.3	1.7	2.6	2.1	2.1	2.1	2.8	2.6	2.6	2.8	1.7
	Calgary CM			1.9	1.8	2.7	2.3	2.3	1.6	2.6	2.0	2.0	2.0	2.7	2.5	2.5	2.7	1.7
	Lethbridge			1.9	1.8	2.7	2.3	2.3	1.6	2.6	2.0	2.0	2.0	2.7	2.5	2.5	2.7	1.7
	Lethbridge			1.9	1.8	2.7	2.3	2.3	1.6	2.6	2.0	2.0	2.0	2.7	2.5	2.5	2.7	1.7
	Medicine Hat			0.6	0.6	0.8	0.7	0.7	0.5	0.8	0.7	0.6	0.6	0.9	0.8	0.8	0.9	0.5

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	TC/Full Coverage			35.1	27.3	12.7	21.9	21.3	12.6	5.9	9.9	9.6	14.7	6.8	12.0	11.7	4.0	3.8
	TC/Full Coverage			1.9	1.5	0.6	1.1	1.0	0.7	0.3	0.5	0.4	0.8	0.3	0.6	0.6	0.2	0.2
Simpsons & Co* (5/30/2011-7/3/2011)S	07:58 PM	08:30 PM															
	Calgary DM			0.7	0.7	0.8	0.7	0.7	0.5	0.6	0.5	0.5	0.8	1.1	1.0	0.8	0.7	0.5
	Calgary CM			0.6	0.7	0.8	0.7	0.7	0.5	0.5	0.4	0.5	0.8	1.0	0.9	0.8	0.6	0.5
	Lethbridge			0.6	0.7	0.8	0.7	0.7	0.5	0.5	0.4	0.5	0.8	1.0	0.9	0.8	0.6	0.5
	Lethbridge			0.7	0.7	0.8	0.7	0.7	0.5	0.6	0.5	0.6	0.8	1.0	0.9	0.8	0.7	0.4
	TC/Full Coverage			15.0	12.7	5.8	9.4	8.7	5.4	2.4	3.6	3.7	7.2	3.4	5.8	5.0	0.9	1.4
	TC/Full Coverage			0.6	0.6	0.2	0.3	0.3	0.2	0.1	0.1	0.1	0.3	0.1	0.2	0.2	0.1	0.1
The Good Wife (5/30/2011-9/11/2011)S	07:58 PM	09:00 PM															
	Calgary DM			1.7	1.9	0.8	1.0	1.2	2.5	0.8	1.3	1.5	1.3	0.8	0.8	0.9	1.1	1.0
	Calgary CM			1.7	1.8	0.8	1.0	1.2	2.4	0.8	1.3	1.5	1.3	0.8	0.8	0.9	1.1	1.0
	Lethbridge			1.7	1.8	0.8	1.0	1.2	2.4	0.8	1.3	1.5	1.3	0.8	0.8	0.9	1.1	1.0
	Lethbridge			1.7	1.8	0.8	1.0	1.2	2.4	0.8	1.3	1.5	1.3	0.8	0.8	0.9	1.1	1.0
	Medicine Hat			0.5	0.6	0.3	0.3	0.4	0.8	0.3	0.4	0.5	0.4	0.2	0.2	0.3	0.3	0.3
	TC/Full Coverage			40.2	35.3	5.5	13.5	14.5	23.0	2.8	8.1	9.1	12.2	2.7	5.4	5.4	2.2	2.7
	TC/Full Coverage			1.7	1.5	0.2	0.5	0.5	1.0	0.1	0.3	0.3	0.5	0.1	0.2	0.2	0.1	0.1
Bobs Burger (5/30/2011-7/3/2011)S	08:28 PM	09:00 PM															
	Calgary DM			1.5	1.7	3.6	2.3	1.5	1.1	2.4	1.5	1.0	2.2	4.7	3.0	1.9	2.0	0.4
	Calgary CM			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Medicine Hat			0.5	0.5	1.1	0.7	0.5	0.3	0.7	0.5	0.3	0.7	1.5	0.9	0.6	0.6	0.1
	TC/Full Coverage			27.2	24.1	16.3	20.2	12.3	8.8	6.0	7.2	4.4	15.3	10.3	13.0	8.0	2.4	0.8
	TC/Full Coverage			1.5	1.3	0.7	1.0	0.6	0.5	0.3	0.3	0.2	0.8	0.4	0.7	0.4	0.1	0.0
Bobs Burger (7/4/2011-9/11/2011)S	08:28 PM	09:00 PM															
	Calgary DM			1.5	1.7	3.6	2.3	1.5	1.1	2.4	1.5	1.0	2.2	4.7	3.0	1.9	2.0	0.4
	Calgary CM			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4

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Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Medicine Hat				0.5	0.5	1.1	0.7	0.5	0.3	0.7	0.5	0.3	0.7	1.5	0.9	0.6	0.6	0.1
TC/Full Coverage				27.2	24.1	16.3	20.2	12.3	8.8	6.0	7.2	4.4	15.3	10.3	13.0	8.0	2.4	0.8
TC/Full Coverage				1.5	1.3	0.7	1.0	0.6	0.5	0.3	0.3	0.2	0.8	0.4	0.7	0.4	0.1	0.0
Simpsons (5/30/2011-6/26/2011)S	08:58 PM	09:30 PM															
Calgary DM				2.7	2.8	4.1	3.8	3.0	2.0	2.5	2.7	2.1	3.6	5.6	5.0	3.9	3.4	1.9
Calgary CM				2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
Lethbridge				2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
Lethbridge				2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
Medicine Hat				0.9	0.9	1.3	1.2	0.9	0.6	0.8	0.8	0.7	1.1	1.7	1.5	1.2	1.1	0.6
TC/Full Coverage				53.8	42.0	19.1	35.6	26.9	15.9	5.7	13.6	10.5	26.2	13.5	22.0	16.3	6.9	4.9
TC/Full Coverage				2.7	2.2	0.8	1.7	1.3	0.8	0.3	0.6	0.4	1.4	0.5	1.1	0.9	0.2	0.2
Simpsons (6/27/2011-7/3/2011)S	08:58 PM	09:30 PM															
Calgary DM				2.7	2.8	4.1	3.8	3.0	2.0	2.5	2.7	2.1	3.6	5.6	5.0	3.9	3.4	1.9
Calgary CM				2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
Lethbridge				2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
Lethbridge				2.7	2.7	4.0	3.7	2.9	1.9	2.4	2.6	2.1	3.5	5.4	4.8	3.7	3.3	1.8
Medicine Hat				0.9	0.9	1.3	1.2	0.9	0.6	0.8	0.8	0.7	1.1	1.7	1.5	1.2	1.1	0.6
TC/Full Coverage				53.8	42.0	19.1	35.6	26.9	15.9	5.7	13.6	10.5	26.2	13.5	22.0	16.3	6.9	4.9
TC/Full Coverage				2.7	2.2	0.8	1.7	1.3	0.8	0.3	0.6	0.4	1.4	0.5	1.1	0.9	0.2	0.2
Simpsons (7/4/2011-9/11/2011)S	08:58 PM	09:30 PM															
Calgary DM				1.9	1.9	2.7	2.4	2.3	1.7	2.6	2.1	2.1	2.1	2.8	2.6	2.6	2.8	1.7
Calgary CM				1.9	1.8	2.7	2.3	2.3	1.6	2.6	2.0	2.0	2.0	2.7	2.5	2.5	2.7	1.7
Lethbridge				1.9	1.8	2.7	2.3	2.3	1.6	2.6	2.0	2.0	2.0	2.7	2.5	2.5	2.7	1.7
Lethbridge				1.9	1.8	2.7	2.3	2.3	1.6	2.6	2.0	2.0	2.0	2.7	2.5	2.5	2.7	1.7
Medicine Hat				0.6	0.6	0.8	0.7	0.7	0.5	0.8	0.7	0.6	0.6	0.9	0.8	0.8	0.9	0.5
TC/Full Coverage				35.1	27.3	12.7	21.9	21.3	12.6	5.9	9.9	9.6	14.7	6.8	12.0	11.7	4.0	3.8
TC/Full Coverage				1.9	1.5	0.6	1.1	1.0	0.7	0.3	0.5	0.4	0.8	0.3	0.6	0.6	0.2	0.2
SP: Teen Choice Awards (8/1/2011-8/4/2013)S	08:58 PM	11:00 PM	SM10 Actuals														
Calgary DM				3.9	3.2	3.2	3.8	3.4	3.9	4.1	5.0	4.1	2.5	2.4	2.7	2.8	6.8	4.5
Calgary CM				3.8	3.1	3.1	3.7	3.3	3.7	4.0	4.9	4.0	2.4	2.3	2.6	2.7	6.8	4.4

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Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
Lethbridge				3.8	3.1	3.1	3.7	3.3	3.7	4.0	4.9	4.0	2.4	2.3	2.6	2.7	6.8	4.4
Lethbridge				3.8	3.1	3.1	3.7	3.3	3.7	4.0	4.9	4.0	2.4	2.3	2.6	2.7	6.8	4.4
Medicine Hat				1.2	1.0	1.0	1.2	1.1	1.2	1.3	1.6	1.3	0.8	0.7	0.8	0.9	3.4	1.4
TC/Full Coverage				96.0	65.7	23.9	42.5	38.9	41.2	16.7	29.2	21.4	24.5	7.2	13.3	17.5	21.4	8.9
TC/Full Coverage				3.8	2.5	0.7	1.7	1.5	1.6	0.5	1.1	0.9	0.9	0.2	0.6	0.6	0.8	0.5
Cleveland Show (5/30/2011-9/11/2011)S	09:28 PM	10:00 PM															
Calgary DM				1.5	1.7	3.6	2.3	1.5	1.1	2.4	1.5	1.0	2.2	4.7	3.0	1.9	2.0	0.4
Calgary CM				1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
Lethbridge				1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
Lethbridge				1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
Medicine Hat				0.5	0.5	1.1	0.7	0.5	0.3	0.7	0.5	0.3	0.7	1.5	0.9	0.6	0.6	0.1
TC/Full Coverage				27.2	24.1	16.3	20.2	12.3	8.8	6.0	7.2	4.4	15.3	10.3	13.0	8.0	2.4	0.8
TC/Full Coverage				1.5	1.3	0.7	1.0	0.6	0.5	0.3	0.3	0.2	0.8	0.4	0.7	0.4	0.1	0.0
Family Guy (5/30/2011-9/11/2011)S	09:58 PM	10:30 PM															
Calgary DM				2.0	2.1	3.1	2.6	2.3	2.0	3.1	2.5	2.2	2.1	3.1	2.8	2.4	2.5	1.3
Calgary CM				1.9	2.0	3.0	2.5	2.2	2.0	3.1	2.4	2.1	2.1	3.0	2.7	2.3	2.4	1.2
Lethbridge				1.9	2.0	3.0	2.5	2.2	2.0	3.1	2.4	2.1	2.1	3.0	2.7	2.3	2.4	1.2
Lethbridge				1.9	2.0	3.0	2.5	2.2	2.0	3.1	2.4	2.1	2.1	3.0	2.7	2.3	2.4	1.2
Medicine Hat				0.6	0.6	1.0	0.8	0.7	0.6	1.0	0.8	0.7	0.7	1.0	0.9	0.7	0.8	0.4
TC/Full Coverage				42.6	35.1	18.5	28.9	22.9	18.5	10.3	15.1	11.6	16.6	8.2	13.9	11.3	4.3	3.1
TC/Full Coverage				1.9	1.6	0.6	1.2	1.0	0.8	0.4	0.5	0.5	0.8	0.3	0.6	0.5	0.2	0.1
Family Guy (5/30/2011-9/11/2011)S	09:58 PM	11:00 PM															
Calgary DM				2.0	2.1	3.1	2.6	2.3	2.0	3.1	2.5	2.2	2.1	3.1	2.8	2.4	2.5	1.3
Calgary CM				1.9	2.0	3.0	2.5	2.2	2.0	3.1	2.4	2.1	2.1	3.0	2.7	2.3	2.4	1.2
Lethbridge				1.9	2.0	3.0	2.5	2.2	2.0	3.1	2.4	2.1	2.1	3.0	2.7	2.3	2.4	1.2
Lethbridge				1.9	2.0	3.0	2.5	2.2	2.0	3.1	2.4	2.1	2.1	3.0	2.7	2.3	2.4	1.2
Medicine Hat				0.6	0.6	1.0	0.8	0.7	0.6	1.0	0.8	0.7	0.7	1.0	0.9	0.7	0.8	0.4
TC/Full Coverage				42.6	35.1	18.5	28.9	22.9	18.5	10.3	15.1	11.6	16.6	8.2	13.9	11.3	4.3	3.1
TC/Full Coverage				1.9	1.6	0.6	1.2	1.0	0.8	0.4	0.5	0.5	0.8	0.3	0.6	0.5	0.2	0.1



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
American Dad (5/30/2011-9/11/2011)S	10:28 PM	11:00 PM															
	Calgary DM			1.5	1.7	3.6	2.3	1.5	1.1	2.4	1.5	1.0	2.2	4.7	3.0	1.9	2.0	0.4
	Calgary CM			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Lethbridge			1.5	1.6	3.5	2.2	1.4	1.1	2.3	1.5	1.0	2.2	4.6	3.0	1.8	1.9	0.4
	Medicine Hat			0.5	0.5	1.1	0.7	0.5	0.3	0.7	0.5	0.3	0.7	1.5	0.9	0.6	0.6	0.1
	TC/Full Coverage			27.2	24.1	16.3	20.2	12.3	8.8	6.0	7.2	4.4	15.3	10.3	13.0	8.0	2.4	0.8
	TC/Full Coverage			1.5	1.3	0.7	1.0	0.6	0.5	0.3	0.3	0.2	0.8	0.4	0.7	0.4	0.1	0.0
News Final 1 (5/30/2011-9/11/2011)	MTWTFSS	10:58 PM	12:03 AM															
	Calgary DM			2.4	2.7	2.4	2.3	2.6	2.9	2.4	2.6	2.8	2.5	2.4	2.1	2.4	2.6	1.2
	Calgary CM			2.4	2.6	2.3	2.3	2.5	2.8	2.3	2.5	2.7	2.4	2.3	2.0	2.3	2.5	1.1
	Lethbridge			2.4	2.6	2.3	2.3	2.5	2.8	2.3	2.5	2.7	2.4	2.3	2.0	2.3	2.5	1.1
	Lethbridge			2.4	2.6	2.3	2.3	2.5	2.8	2.3	2.5	2.7	2.4	2.3	2.0	2.3	2.5	1.1
	TC/Full Coverage			38.7	33.6	10.3	18.3	19.8	17.6	4.9	9.7	10.3	15.9	5.4	8.6	9.5	3.0	2.2
	TC/Full Coverage			2.4	2.1	0.5	1.1	1.2	1.2	0.3	0.5	0.6	1.0	0.2	0.5	0.5	0.2	0.1
Late Night Rotn (5/30/2011-9/11/2011)	MTWTFSS	10:58 PM	03:30 AM															
	Calgary DM			0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.1
	Calgary CM			0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.1
	Lethbridge			0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.1
	Lethbridge			0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.1
	Medicine Hat			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	0.1	0.0
	TC/Full Coverage			4.3	3.9	1.2	2.4	2.6	2.2	0.6	1.3	1.4	1.7	0.6	1.0	1.2	0.3	0.1
	TC/Full Coverage			0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Morning/Noon News (5/30/2011-9/11/2011)	MTWTF.S	05:28 AM	01:00 PM															
	Calgary DM			1.9	2.1	1.1	1.4	1.7	2.2	1.3	1.7	1.8	1.9	1.0	1.1	1.6	1.6	1.1
	Calgary DM			1.9	2.1	1.1	1.4	1.7	2.2	1.3	1.7	1.8	1.9	1.0	1.1	1.6	1.6	1.1
	Calgary CM			1.9	2.0	1.1	1.4	1.7	2.1	1.2	1.7	1.8	1.9	1.0	1.1	1.6	1.5	1.0
	Calgary CM			1.9	2.0	1.1	1.4	1.7	2.1	1.2	1.7	1.8	1.9	1.0	1.1	1.6	1.5	1.0
	Lethbridge			1.9	2.0	1.1	1.4	1.7	2.1	1.2	1.7	1.8	1.9	1.0	1.1	1.6	1.5	1.0
	Lethbridge			1.9	2.0	1.1	1.4	1.7	2.1	1.2	1.7	1.8	1.9	1.0	1.1	1.6	1.5	1.0
	Medicine Hat			0.6	0.6	0.3	0.4	0.5	0.7	0.4	0.5	0.6	0.6	0.3	0.4	0.5	0.5	0.3

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	TC/Full Coverage			32.7	28.6	4.7	11.6	14.5	15.2	2.6	6.8	7.7	13.4	2.1	4.7	6.8	2.0	2.1
	TC/Full Coverage			30.2	26.3	4.6	11.3	13.2	13.9	2.5	6.6	6.8	12.4	2.1	4.6	6.4	1.9	2.0
	TC/Full Coverage			1.8	1.6	0.2	0.6	0.8	0.9	0.1	0.4	0.4	0.7	0.1	0.3	0.4	0.1	0.1
Days Of Our Lives (5/30/2011-9/11/2011)	MTWTF..	12:58 PM	02:00 PM															
	Calgary DM			1.1	1.2	0.8	0.8	0.9	1.7	1.0	1.2	1.3	0.7	0.6	0.5	0.6	0.2	1.0
	Calgary CM			1.1	1.1	0.8	0.8	0.9	1.6	1.0	1.1	1.2	0.7	0.6	0.4	0.6	0.2	1.0
	Lethbridge			1.1	1.1	0.8	0.8	0.9	1.6	1.0	1.1	1.2	0.7	0.6	0.4	0.6	0.2	1.0
	Lethbridge			1.1	1.1	0.8	0.8	0.9	1.6	1.0	1.1	1.2	0.7	0.6	0.4	0.6	0.2	1.0
	Medicine Hat			0.3	0.4	0.2	0.2	0.3	0.5	0.3	0.4	0.4	0.2	0.2	0.1	0.2	0.1	0.3
	TC/Full Coverage			28.4	24.6	5.0	14.1	14.1	17.0	3.4	9.9	9.4	7.6	1.6	4.1	4.7	1.3	2.4
	TC/Full Coverage			1.0	0.9	0.2	0.4	0.4	0.7	0.1	0.3	0.3	0.3	0.1	0.1	0.1	0.0	0.1
The Talk (5/30/2011-9/11/2011)	MTWTF..	01:58 PM	03:00 PM															
	Calgary DM			0.5	0.5	0.4	0.4	0.4	0.8	0.5	0.5	0.6	0.3	0.3	0.2	0.3	0.1	0.5
	Calgary CM			0.5	0.5	0.4	0.4	0.4	0.7	0.5	0.5	0.5	0.3	0.3	0.2	0.3	0.1	0.5
	Lethbridge			0.5	0.5	0.4	0.4	0.4	0.7	0.5	0.5	0.5	0.3	0.3	0.2	0.3	0.1	0.5
	Lethbridge			0.5	0.5	0.4	0.4	0.4	0.7	0.5	0.5	0.5	0.3	0.3	0.2	0.3	0.1	0.5
	Medicine Hat			0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.1	0.0	0.1	0.0	0.1
	TC/Full Coverage			12.8	11.1	2.3	6.3	6.3	7.7	1.5	4.5	4.2	3.4	0.7	1.8	2.1	0.6	1.1
	TC/Full Coverage			0.5	0.4	0.1	0.2	0.2	0.3	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Doctors (5/30/2011-9/11/2011)	MTWTF..	02:58 PM	04:00 PM															
	Calgary DM			0.7	0.7	0.6	0.5	0.6	1.0	0.7	0.6	0.7	0.5	0.5	0.4	0.5	0.2	0.7
	Calgary CM			0.6	0.7	0.6	0.5	0.6	0.9	0.7	0.6	0.7	0.5	0.5	0.3	0.4	0.2	0.6
	Lethbridge			0.6	0.7	0.6	0.5	0.6	0.9	0.7	0.6	0.7	0.5	0.5	0.3	0.4	0.2	0.6
	Lethbridge			0.6	0.7	0.6	0.5	0.6	0.9	0.7	0.6	0.7	0.5	0.5	0.3	0.4	0.2	0.6
	Medicine Hat			0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.2	0.1	0.1	0.1	0.2
	TC/Full Coverage			14.6	12.5	3.1	5.6	6.4	8.6	1.9	3.8	4.1	3.9	1.2	1.8	2.3	0.6	1.4
	TC/Full Coverage			0.6	0.6	0.1	0.2	0.3	0.4	0.1	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.1
Y&R (5/30/2011-9/11/2011)	MTWTF..	03:58 PM	05:00 PM															
	Calgary DM			2.5	2.7	1.5	1.5	1.8	3.9	2.0	2.0	2.5	1.4	1.0	1.0	1.1	1.3	2.1
	Calgary CM			2.4	2.6	1.5	1.5	1.8	3.8	1.9	2.0	2.4	1.4	1.0	1.0	1.1	1.3	2.0

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience															
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211	
	Lethbridge			2.4	2.6	1.5	1.5	1.8	3.8	1.9	2.0	2.4	1.4	1.0	1.0	1.1	1.3	2.0	
	Lethbridge			2.4	2.6	1.5	1.5	1.8	3.8	1.9	2.0	2.4	1.4	1.0	1.0	1.1	1.3	2.0	
	Medicine Hat			0.8	0.8	0.5	0.5	0.6	1.2	0.6	0.6	0.8	0.4	0.3	0.3	0.3	0.4	0.7	
	TC/Full Coverage			76.0	66.3	13.7	30.0	30.6	49.2	9.4	21.0	23.0	17.1	4.3	8.9	7.6	3.8	6.0	
	TC/Full Coverage			2.4	2.1	0.3	0.7	0.8	1.6	0.2	0.5	0.5	0.5	0.1	0.2	0.3	0.1	0.2	
Wkdy 11:30p Rotn (1/3/2011-9/11/2011)	MTWTF..	11:30 PM	12:03 AM																
	Lethbridge			0.2	0.3	0.2	0.2	0.2	0.4	0.2	0.3	0.4	0.2	0.1	0.2	0.2	0.1	0.0	
	TC/Full Coverage			0.2	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	
ET Late Night (5/30/2011-9/11/2011)	MTWTF..	12:01 AM	12:33 AM																
	Calgary DM			0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.9	0.9	0.5	0.6	0.5	0.7	0.9	0.4	
	Calgary CM			0.6	0.6	0.6	0.7	0.8	0.7	0.7	0.9	0.9	0.5	0.6	0.5	0.6	0.8	0.4	
	Lethbridge			0.6	0.6	0.6	0.7	0.8	0.7	0.7	0.9	0.9	0.5	0.6	0.5	0.6	0.8	0.4	
	Lethbridge			0.6	0.6	0.6	0.7	0.8	0.7	0.7	0.9	0.9	0.5	0.6	0.5	0.6	0.8	0.4	
	Medicine Hat			0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.3	0.1	
	TC/Full Coverage			11.3	9.4	3.0	6.0	6.2	5.4	1.6	3.8	3.6	4.0	1.4	2.3	2.7	1.1	0.9	
	TC/Full Coverage			0.6	0.5	0.2	0.4	0.4	0.3	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.0	
ETC Late Night (5/30/2011-9/11/2011)	MTWTF..	12:30 AM	01:03 AM																
	Calgary DM			0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.4	0.4	0.2	0.2	0.2	0.2	0.5	0.2	
	Calgary CM			0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.4	0.4	0.2	0.2	0.2	0.2	0.5	0.2	
	Lethbridge			0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.4	0.4	0.2	0.2	0.2	0.2	0.5	0.2	
	Lethbridge			0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.4	0.4	0.2	0.2	0.2	0.2	0.5	0.2	
	Medicine Hat			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	0.2	0.0	
	TC/Full Coverage			5.0	4.1	1.4	2.6	2.3	2.6	1.0	1.7	1.5	1.5	0.5	0.8	0.8	0.5	0.4	
	TC/Full Coverage			0.3	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	
Wkdy AM Rotn (5/30/2011-9/11/2011)	MTWTF..	05:58 AM	12:00 PM																
	Calgary DM			0.3	0.3	0.1	0.1	0.2	0.4	0.2	0.1	0.2	0.3	0.1	0.1	0.2	0.1	0.1	
	Calgary CM			0.3	0.3	0.1	0.1	0.2	0.4	0.2	0.1	0.2	0.3	0.1	0.1	0.2	0.1	0.1	
	Lethbridge			0.3	0.3	0.1	0.1	0.2	0.4	0.2	0.1	0.2	0.3	0.1	0.1	0.2	0.1	0.1	
	Lethbridge			0.3	0.3	0.1	0.1	0.2	0.4	0.2	0.1	0.2	0.3	0.1	0.1	0.2	0.1	0.1	
	Medicine Hat			0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	

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Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	TC/Full Coverage			5.8	5.6	1.1	1.8	2.7	3.2	0.7	1.0	1.3	2.4	0.4	0.7	1.3	0.1	0.1
	TC/Full Coverage			0.3	0.3	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
House Off-Prime (1/3/2011-9/11/2011)	..WT...	12:58 PM	02:00 PM															
	Calgary DM			0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
	Calgary CM			0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
	Lethbridge			0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
	Lethbridge			0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
	Medicine Hat			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	0.1	0.1
	TC/Full Coverage			6.9	6.1	2.3	4.0	4.2	3.5	1.3	2.2	2.2	2.6	1.0	1.8	2.0	0.3	0.5
	TC/Full Coverage			0.3	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1
SP: Wimbledon Tennis (6/27/2011-7/3/2011)SS	06:58 AM	11:00 AM															
	Calgary DM			0.5	0.6	0.1	0.2	0.3	0.6	0.1	0.3	0.3	0.7	0.1	0.2	0.3	0.0	0.1
	Calgary CM			0.5	0.6	0.1	0.2	0.3	0.5	0.1	0.2	0.3	0.7	0.1	0.2	0.3	0.0	0.1
	Lethbridge			0.5	0.6	0.1	0.2	0.3	0.5	0.1	0.2	0.3	0.7	0.1	0.2	0.3	0.0	0.1
	Lethbridge			0.5	0.6	0.1	0.2	0.3	0.5	0.1	0.2	0.3	0.7	0.1	0.2	0.3	0.0	0.1
	Medicine Hat			0.2	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.0	0.0
	TC/Full Coverage			8.0	7.9	0.6	1.8	2.2	3.6	0.3	1.0	1.1	4.3	0.3	0.8	1.1	0.0	0.1
	TC/Full Coverage			0.5	0.5	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.3	0.0	0.0	0.1	0.0	0.0
PGA Golf (5/30/2011-8/28/2011)SS	09:58 AM	05:00 PM															
	Calgary DM			0.6	0.7	0.3	0.4	0.4	0.4	0.3	0.3	0.3	0.9	0.4	0.6	0.5	0.2	0.4
	Calgary CM			0.6	0.7	0.3	0.4	0.4	0.4	0.3	0.3	0.3	0.9	0.4	0.5	0.5	0.2	0.4
	Lethbridge			0.6	0.7	0.3	0.4	0.4	0.4	0.3	0.3	0.3	0.9	0.4	0.5	0.5	0.2	0.4
	Lethbridge			0.6	0.7	0.3	0.4	0.4	0.4	0.3	0.3	0.3	0.9	0.4	0.5	0.5	0.2	0.4
	Medicine Hat			0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.2	0.2	0.1	0.1
	TC/Full Coverage			12.1	11.0	2.0	4.4	4.3	3.8	0.7	1.4	1.5	7.1	1.3	3.0	2.7	0.3	0.8
	TC/Full Coverage			0.6	0.5	0.1	0.2	0.2	0.2	0.0	0.1	0.1	0.3	0.0	0.1	0.1	0.0	0.0
Simpsons Wknd Rotn (5/30/2011-9/11/2011)SS	10:58 AM	05:30 PM															
	Calgary DM			0.4	0.5	0.5	0.5	0.5	0.5	0.8	0.5	0.4	0.4	0.3	0.4	0.6	0.4	0.2
	Calgary CM			0.4	0.5	0.5	0.4	0.5	0.5	0.7	0.5	0.4	0.4	0.3	0.4	0.5	0.4	0.2
	Lethbridge			0.4	0.5	0.5	0.4	0.5	0.5	0.7	0.5	0.4	0.4	0.3	0.4	0.5	0.4	0.2

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage:
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience															
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211	
	Lethbridge			0.4	0.5	0.5	0.4	0.5	0.5	0.5	0.7	0.5	0.4	0.4	0.3	0.4	0.5	0.4	0.2
	Medicine Hat			0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1
	TC/Full Coverage			16.0	14.1	6.1	10.1	9.6	6.3	2.7	4.3	3.8	7.7	3.4	5.8	5.8	1.3	0.6	
	TC/Full Coverage			0.4	0.4	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.0	0.0	
Wknd PM Rotn (5/30/2011-9/11/2011)SS	11:58 AM	06:00 PM																
	Calgary DM			0.4	0.4	0.4	0.3	0.4	0.5	0.5	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.2	
	Calgary CM			0.4	0.4	0.4	0.3	0.4	0.5	0.5	0.4	0.4	0.3	0.3	0.2	0.3	0.3	0.2	
	Lethbridge			0.4	0.4	0.4	0.3	0.4	0.5	0.5	0.4	0.4	0.3	0.3	0.2	0.3	0.3	0.2	
	Lethbridge			0.4	0.4	0.4	0.3	0.4	0.5	0.5	0.4	0.4	0.3	0.3	0.2	0.3	0.3	0.2	
	Medicine Hat			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	0.1	0.1	
	TC/Full Coverage			11.7	9.1	3.3	5.3	6.0	5.7	2.2	3.5	3.8	3.4	1.1	1.9	2.2	0.5	2.1	
	TC/Full Coverage			0.4	0.3	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	
Family Guy Wknd Rotn (5/30/2011-9/11/2011)SS	02:58 PM	06:00 PM																
	Calgary DM			0.5	0.6	0.7	0.6	0.6	0.4	0.4	0.4	0.4	0.7	0.9	0.7	0.7	0.7	0.2	
	Calgary CM			0.5	0.6	0.6	0.5	0.6	0.4	0.4	0.4	0.4	0.7	0.8	0.6	0.7	0.7	0.2	
	Lethbridge			0.5	0.6	0.6	0.5	0.6	0.4	0.4	0.4	0.4	0.7	0.8	0.6	0.7	0.7	0.2	
	Lethbridge			0.5	0.6	0.6	0.5	0.6	0.4	0.4	0.4	0.4	0.7	0.8	0.6	0.7	0.7	0.2	
	Medicine Hat			0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.3	0.2	0.2	0.2	0.1	
	TC/Full Coverage			20.8	17.2	7.0	12.4	10.8	7.3	2.7	5.5	4.4	9.9	4.3	6.9	6.4	2.8	0.9	
	TC/Full Coverage			0.5	0.5	0.1	0.3	0.3	0.2	0.1	0.1	0.1	0.3	0.1	0.2	0.2	0.1	0.0	
Wknd AM Rotn (5/30/2011-9/11/2011)SS	05:58 AM	12:00 PM																
	Calgary DM			0.2	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	
	Calgary CM			0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	
	Lethbridge			0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	
	Lethbridge			0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	
	Medicine Hat			0.0	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			5.4	4.7	0.6	2.1	2.2	2.2	0.4	1.0	1.0	2.6	0.3	1.0	1.2	0.2	0.5	
	TC/Full Coverage			0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
Saturday Night Live (5/30/2011-9/11/2011)S.	11:35 PM	01:05 AM																
	Calgary DM			0.6	0.7	1.0	0.8	0.9	0.5	0.6	0.5	0.6	0.8	1.4	1.0	1.2	0.2	0.3	

continued...



Master Planner

Stations: CICT-C, CICT-CL, CISA-L
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Men 1849
 Coverage: Estimates
 Datasource: Estimates

Reg / ROS: Regular
 Selling Option Type: Finale, Premiere, Regular, Special
 Selling Type: Regular
 Rates and Ratings effective: 6/17/2011

Selling Option (sched. date)	Day	Start	End	Rating / Audience														
				V2+	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2554	M18+	M1834	M1849	M2554	T1217	C211
	Calgary CM			0.6	0.6	1.0	0.7	0.9	0.5	0.6	0.5	0.6	0.8	1.3	1.0	1.1	0.2	0.3
	Lethbridge			0.6	0.6	1.0	0.7	0.9	0.5	0.6	0.5	0.6	0.8	1.3	1.0	1.1	0.2	0.3
	Lethbridge			0.6	0.6	1.0	0.7	0.9	0.5	0.6	0.5	0.6	0.8	1.3	1.0	1.1	0.2	0.3
	Medicine Hat			0.2	0.2	0.3	0.2	0.3	0.1	0.2	0.1	0.2	0.3	0.4	0.3	0.4	0.1	0.1
	TC/Full Coverage			9.5	8.7	4.2	6.2	6.9	3.1	1.3	1.9	2.4	5.6	2.9	4.3	4.6	0.2	0.6
	TC/Full Coverage			0.6	0.5	0.2	0.3	0.4	0.2	0.1	0.1	0.1	0.3	0.1	0.2	0.3	0.0	0.0
16x9 Late (5/30/2011-9/11/2011)S	11:30 PM	01:00 AM															
	Calgary DM			0.9	1.0	1.0	1.1	1.0	1.2	1.0	1.4	1.3	0.9	0.9	0.8	0.9	0.9	0.3
	Calgary CM			0.9	1.0	0.9	1.0	1.0	1.2	0.9	1.4	1.3	0.9	0.9	0.7	0.9	0.9	0.3
	Lethbridge			0.9	1.0	0.9	1.0	1.1	1.2	0.9	1.4	1.3	0.9	0.9	0.7	0.9	0.9	0.3
	Lethbridge			0.9	1.0	0.9	1.0	1.1	1.2	0.9	1.4	1.3	0.9	0.9	0.7	0.9	0.9	0.3
	Medicine Hat			0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.3	0.3	0.2	0.3	0.3	0.1
	TC/Full Coverage			16.2	14.3	4.2	8.9	9.2	8.1	1.9	5.5	5.6	6.1	2.3	3.4	3.6	1.3	0.6
	TC/Full Coverage			0.9	0.8	0.2	0.5	0.5	0.5	0.1	0.3	0.3	0.3	0.1	0.2	0.2	0.1	0.0