



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Global News (5/30/2011-9/11/2011)	MTWTFSS	05:58 PM	07:30 PM															
	Halifax EM			0.4	0.6	0.4	0.4	0.4	0.5	0.4	0.4	0.6	0.6	0.5	0.4	0.2	0.0	0.0
	Halifax EM			0.4	0.6	0.4	0.4	0.4	0.5	0.4	0.4	0.6	0.6	0.5	0.4	0.2	0.0	0.0
	Halifax CM			0.5	0.6	0.6	0.4	0.4	0.6	0.5	0.5	0.7	0.6	0.7	0.4	0.1	0.0	0.0
	Halifax CM			0.5	0.6	0.6	0.4	0.4	0.6	0.5	0.5	0.7	0.6	0.7	0.4	0.1	0.0	0.0
	Saint John/Moncton EM			0.4	0.6	0.4	0.3	0.4	0.6	0.6	0.5	0.4	0.5	0.2	0.4	0.5	0.0	0.0
	Saint John/Moncton EM			0.4	0.5	0.4	0.4	0.4	0.6	0.6	0.5	0.4	0.4	0.2	0.4	0.5	0.0	0.0
	Saint John/Moncton CM			0.6	0.8	0.4	0.5	0.7	0.8	0.2	0.5	0.5	0.8	0.6	0.6	0.9	0.0	0.0
	Saint John/Moncton CM			0.6	0.7	0.4	0.5	0.6	0.7	0.2	0.4	0.4	0.8	0.6	0.6	0.9	0.0	0.0
	Sydney/GB EM			0.6	0.6	0.4	0.6	0.8	0.6	0.2	0.4	0.6	0.8	0.6	0.8	1.0	0.4	0.0
	Sydney/GB EM			0.6	0.6	0.4	0.6	0.8	0.6	0.2	0.4	0.6	0.8	0.6	0.8	1.0	0.4	0.0
	Sydney CM			0.7	0.8	0.4	0.7	1.0	0.6	0.1	0.4	0.6	1.0	0.8	1.1	1.3	0.5	0.0
	Sydney CM			0.7	0.8	0.4	0.7	1.0	0.6	0.1	0.4	0.6	1.0	0.8	1.1	1.3	0.5	0.0
	Charlottetown EM			0.2	0.3	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.3	0.1	0.1	0.2	0.1	0.0
	Charlottetown EM			0.2	0.2	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.3	0.1	0.1	0.2	0.1	0.0
	Maritimes EM			0.4	0.5	0.4	0.4	0.4	0.6	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.1	0.0
	Maritimes CM			0.6	0.7	0.5	0.5	0.6	0.7	0.4	0.5	0.6	0.8	0.7	0.5	0.5	0.1	0.0
	TC/Full Coverage			8.8	8.7	1.3	2.8	3.3	4.5	0.8	1.5	1.8	4.2	0.6	1.3	1.5	0.1	0.0
	TC/Full Coverage			6.0	5.9	0.8	1.7	2.0	2.9	0.4	0.9	1.3	3.0	0.4	0.8	0.7	0.1	0.0
	TC/Full Coverage			2.8	2.8	0.5	1.2	1.3	1.6	0.4	0.7	0.6	1.2	0.1	0.5	0.8	0.0	0.0
Prime CDN Rotn (5/30/2011-9/11/2011)	MTWTFSS	06:58 PM	11:00 PM															
	Halifax EM			0.2	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.2	0.1	0.1	0.2	0.0	0.0
	Halifax EM			0.2	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.2	0.1	0.1	0.2	0.0	0.0
	Halifax CM			0.1	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.1	0.0	0.0
	Halifax CM			0.1	0.2	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.1	0.0	0.0
	Saint John/Moncton EM			0.2	0.2	0.0	0.2	0.2	0.3	0.0	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton EM			0.1	0.2	0.0	0.2	0.2	0.2	0.0	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			0.3	0.3	0.0	0.3	0.3	0.4	0.0	0.5	0.6	0.2	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			0.2	0.3	0.0	0.3	0.3	0.4	0.0	0.5	0.6	0.2	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
	Sydney CM			0.1	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Sydney CM				0.1	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Charlottetown EM				0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Maritimes EM				0.2	0.2	0.0	0.1	0.1	0.2	0.0	0.2	0.2	0.2	0.1	0.1	0.1	0.0	0.0
Maritimes CM				0.2	0.2	0.0	0.1	0.2	0.2	0.0	0.2	0.3	0.2	0.0	0.0	0.1	0.0	0.0
TC/Full Coverage				7.1	7.1	0.5	1.8	2.0	3.3	0.2	0.7	0.9	3.8	0.3	1.1	1.1	0.0	0.0
TC/Full Coverage				6.2	6.2	0.4	1.4	1.6	2.7	0.2	0.3	0.5	3.6	0.3	1.1	1.1	0.0	0.0
TC/Full Coverage				0.9	0.9	0.1	0.4	0.5	0.7	0.1	0.4	0.4	0.2	0.0	0.1	0.0	0.0	0.0
Ent Tonight (5/30/2011-9/11/2011)	MTWTF..	06:58 PM	07:30 PM															
Halifax EM				0.9	1.1	0.5	0.9	1.0	1.5	0.4	1.3	1.7	0.6	0.5	0.4	0.4	0.3	0.0
Halifax EM				0.9	1.0	0.5	0.9	1.0	1.5	0.4	1.3	1.6	0.6	0.5	0.4	0.4	0.3	0.0
Halifax CM				0.9	1.1	0.7	0.9	1.1	1.6	0.5	1.4	1.8	0.6	0.9	0.4	0.3	0.5	0.0
Halifax CM				0.9	1.1	0.7	0.9	1.1	1.6	0.5	1.4	1.8	0.6	0.9	0.4	0.3	0.5	0.0
Saint John/Moncton EM				1.4	1.6	0.6	1.3	1.4	2.3	1.1	2.0	2.0	0.9	0.2	0.6	0.9	0.3	0.7
Saint John/Moncton EM				1.2	1.4	0.6	1.0	1.1	1.9	1.1	1.4	1.4	0.8	0.2	0.6	0.9	0.3	0.7
Saint John/Moncton CM				2.0	2.4	0.0	1.6	2.2	3.5	0.0	2.7	3.4	1.1	0.0	0.4	1.0	0.0	0.0
Saint John/Moncton CM				1.4	1.8	0.0	0.9	1.5	2.6	0.0	1.4	2.0	1.0	0.0	0.4	1.0	0.0	0.0
Sydney/GB EM				1.0	1.2	0.2	0.9	1.0	1.6	0.3	0.9	1.2	0.8	0.0	0.9	0.8	0.4	0.2
Sydney/GB EM				1.0	1.2	0.2	0.9	1.0	1.6	0.3	0.9	1.2	0.8	0.0	0.9	0.8	0.4	0.2
Sydney CM				1.3	1.5	0.3	1.0	1.2	2.0	0.5	1.1	1.4	1.0	0.0	1.1	1.0	0.5	0.2
Sydney CM				1.3	1.5	0.3	1.0	1.2	2.0	0.5	1.1	1.4	1.0	0.0	1.1	1.0	0.5	0.2
Charlottetown EM				0.7	0.8	0.1	0.3	0.6	0.9	0.2	0.4	0.6	0.6	0.0	0.3	0.6	0.0	0.0
Charlottetown EM				0.5	0.7	0.1	0.3	0.4	0.9	0.2	0.3	0.5	0.4	0.0	0.2	0.4	0.0	0.0
Maritimes EM				1.1	1.3	0.4	1.0	1.2	1.8	0.6	1.4	1.6	0.7	0.3	0.5	0.7	0.3	0.3
Maritimes CM				1.4	1.6	0.4	1.2	1.5	2.3	0.3	1.9	2.3	0.9	0.4	0.5	0.7	0.3	0.0
TC/Full Coverage				25.7	24.8	3.3	10.2	11.4	17.9	2.1	7.3	8.2	6.9	1.2	2.9	3.1	0.3	0.6
TC/Full Coverage				14.6	14.4	1.8	6.1	6.7	10.5	0.8	4.4	5.2	3.9	1.0	1.7	1.4	0.2	0.1
TC/Full Coverage				11.1	10.5	1.5	4.1	4.7	7.5	1.4	2.9	3.0	3.0	0.2	1.2	1.7	0.1	0.5
ET Canada (5/30/2011-9/11/2011)	MTWTF..	07:28 PM	08:00 PM															
Halifax EM				0.5	0.6	0.3	0.4	0.5	1.0	0.4	0.8	0.9	0.3	0.3	0.2	0.1	0.3	0.0
Halifax EM				0.5	0.6	0.3	0.4	0.4	1.0	0.4	0.7	0.9	0.3	0.3	0.2	0.1	0.3	0.0
Halifax CM				0.7	0.8	0.4	0.5	0.5	1.2	0.5	0.9	1.0	0.3	0.3	0.2	0.0	0.5	0.0

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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
Halifax CM				0.7	0.8	0.4	0.5	0.5	1.2	0.5	0.9	1.0	0.3	0.3	0.2	0.0	0.5	0.0
Saint John/Moncton EM				0.8	0.9	0.3	0.6	0.7	1.4	0.9	1.2	1.0	0.4	0.0	0.1	0.3	0.3	0.0
Saint John/Moncton EM				0.5	0.6	0.3	0.3	0.3	0.9	0.9	0.5	0.4	0.3	0.0	0.1	0.2	0.3	0.0
Saint John/Moncton CM				1.2	1.4	0.0	0.9	1.2	2.2	0.0	1.7	2.0	0.7	0.0	0.0	0.3	0.0	0.0
Saint John/Moncton CM				0.7	0.9	0.0	0.2	0.4	1.2	0.0	0.4	0.7	0.5	0.0	0.0	0.3	0.0	0.0
Sydney/GB EM				0.9	1.0	0.3	0.5	0.5	1.3	0.3	0.3	0.5	0.8	0.3	0.6	0.4	0.4	0.2
Sydney/GB EM				0.9	1.0	0.3	0.5	0.5	1.3	0.3	0.3	0.5	0.8	0.3	0.6	0.4	0.4	0.2
Sydney CM				1.1	1.3	0.4	0.6	0.6	1.5	0.5	0.4	0.6	0.9	0.4	0.8	0.5	0.5	0.2
Sydney CM				1.1	1.3	0.4	0.6	0.6	1.5	0.5	0.4	0.6	0.9	0.4	0.8	0.5	0.5	0.2
Charlottetown EM				0.7	0.9	0.0	0.8	1.1	0.9	0.0	0.9	1.1	0.7	0.0	0.7	1.0	0.0	0.0
Charlottetown EM				0.6	0.8	0.0	0.7	0.9	0.9	0.0	0.9	1.0	0.6	0.0	0.5	0.9	0.0	0.0
Maritimes EM				0.7	0.8	0.3	0.5	0.6	1.2	0.5	0.9	0.9	0.3	0.1	0.2	0.3	0.3	0.0
Maritimes CM				0.9	1.0	0.3	0.6	0.8	1.6	0.3	1.1	1.4	0.5	0.2	0.2	0.2	0.3	0.0
TC/Full Coverage				18.3	16.9	1.7	7.3	8.1	13.1	1.5	6.0	6.5	3.7	0.2	1.4	1.6	1.4	0.1
TC/Full Coverage				12.5	11.1	0.7	5.1	5.7	8.8	0.5	4.2	4.8	2.4	0.2	0.9	0.9	1.3	0.1
TC/Full Coverage				5.8	5.7	1.0	2.2	2.4	4.4	1.0	1.8	1.7	1.4	0.0	0.4	0.7	0.1	0.0
Big Brother (5/30/2011-9/11/2011)	..WT..S	07:58 PM	11:00 PM															
Halifax EM				4.9	5.4	4.4	5.7	6.5	6.7	6.1	7.6	8.4	4.0	2.7	3.9	4.5	3.6	0.7
Halifax EM				4.9	5.4	4.4	5.7	6.5	6.7	6.1	7.6	8.4	4.0	2.7	3.9	4.5	3.6	0.7
Halifax CM				6.3	6.9	5.9	7.5	7.8	8.5	8.4	9.6	9.9	5.1	3.4	5.3	5.6	5.8	0.8
Halifax CM				6.3	6.9	5.9	7.5	7.8	8.5	8.4	9.6	9.9	5.1	3.4	5.3	5.6	5.8	0.8
Saint John/Moncton EM				3.4	3.6	1.2	3.6	4.9	3.9	1.8	4.2	5.2	3.3	0.5	3.1	4.5	3.3	2.0
Saint John/Moncton EM				2.9	3.0	1.1	3.1	4.0	3.2	1.6	3.4	4.1	2.9	0.5	2.8	4.0	2.8	2.0
Saint John/Moncton CM				5.1	5.5	2.3	6.1	7.8	5.8	3.4	6.4	8.2	5.3	1.1	5.8	7.4	5.3	2.1
Saint John/Moncton CM				4.5	4.9	2.3	5.1	6.8	5.1	3.4	5.1	6.9	4.8	1.1	5.2	6.8	3.7	2.1
Sydney/GB EM				4.2	4.5	2.8	5.4	6.9	5.1	3.6	5.9	7.2	4.0	2.0	4.9	6.5	4.6	0.7
Sydney/GB EM				4.2	4.5	2.8	5.4	6.9	5.1	3.6	5.9	7.2	4.0	2.0	4.9	6.5	4.6	0.7
Sydney CM				5.1	5.6	3.6	6.8	8.5	6.0	4.2	7.1	8.8	5.2	3.3	6.7	8.3	4.7	0.8
Sydney CM				5.1	5.6	3.6	6.8	8.5	6.0	4.2	7.1	8.8	5.2	3.3	6.7	8.3	4.7	0.8
Charlottetown EM				2.4	2.6	1.2	2.7	3.4	3.1	1.6	3.5	4.4	2.1	0.8	1.9	2.2	1.9	0.9
Charlottetown EM				1.9	2.1	0.8	2.2	2.8	2.5	0.8	2.8	3.7	1.6	0.8	1.5	1.9	0.8	0.9
Maritimes EM				4.0	4.4	2.7	4.6	5.6	5.2	3.8	5.8	6.7	3.5	1.6	3.5	4.4	3.5	1.1



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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
Maritimes CM				5.7	6.2	4.4	7.0	7.9	7.2	6.1	8.2	9.2	5.2	2.5	5.7	6.5	5.6	1.1
TC/Full Coverage				97.6	81.1	12.0	43.7	52.4	48.7	8.2	26.9	32.3	32.4	3.7	16.8	20.1	13.7	2.8
TC/Full Coverage				74.3	60.4	10.1	32.8	38.4	37.4	7.0	21.1	25.1	23.0	3.1	11.7	13.3	12.4	1.5
TC/Full Coverage				23.3	20.7	1.9	10.9	14.0	11.3	1.2	5.8	7.2	9.4	0.7	5.2	6.9	1.3	1.3
Big Brother (5/30/2011-9/11/2011)	..WT..S	08:58 PM	11:00 PM															
Halifax EM				4.9	5.4	4.4	5.7	6.5	6.7	6.1	7.6	8.4	4.0	2.7	3.9	4.5	3.6	0.7
Halifax EM				4.9	5.4	4.4	5.7	6.5	6.7	6.1	7.6	8.4	4.0	2.7	3.9	4.5	3.6	0.7
Halifax CM				6.3	6.9	5.9	7.5	7.8	8.5	8.4	9.6	9.9	5.1	3.4	5.3	5.6	5.8	0.8
Halifax CM				6.3	6.9	5.9	7.5	7.8	8.5	8.4	9.6	9.9	5.1	3.4	5.3	5.6	5.8	0.8
Saint John/Moncton EM				3.4	3.6	1.2	3.6	4.9	3.9	1.8	4.2	5.2	3.3	0.5	3.1	4.5	3.3	2.0
Saint John/Moncton EM				2.9	3.0	1.1	3.1	4.0	3.2	1.6	3.4	4.1	2.9	0.5	2.8	4.0	2.8	2.0
Saint John/Moncton CM				5.1	5.5	2.3	6.1	7.8	5.8	3.4	6.4	8.2	5.3	1.1	5.8	7.4	5.3	2.1
Saint John/Moncton CM				4.5	4.9	2.3	5.1	6.8	5.1	3.4	5.1	6.9	4.8	1.1	5.2	6.8	3.7	2.1
Sydney/GB EM				4.2	4.5	2.8	5.4	6.9	5.1	3.6	5.9	7.2	4.0	2.0	4.9	6.5	4.6	0.7
Sydney/GB EM				4.2	4.5	2.8	5.4	6.9	5.1	3.6	5.9	7.2	4.0	2.0	4.9	6.5	4.6	0.7
Sydney CM				5.1	5.6	3.6	6.8	8.5	6.0	4.2	7.1	8.8	5.2	3.3	6.7	8.3	4.7	0.8
Sydney CM				5.1	5.6	3.6	6.8	8.5	6.0	4.2	7.1	8.8	5.2	3.3	6.7	8.3	4.7	0.8
Charlottetown EM				2.4	2.6	1.2	2.7	3.4	3.1	1.6	3.5	4.4	2.1	0.8	1.9	2.2	1.9	0.9
Charlottetown EM				1.9	2.1	0.8	2.2	2.8	2.5	0.8	2.8	3.7	1.6	0.8	1.5	1.9	0.8	0.9
Maritimes EM				4.0	4.4	2.7	4.6	5.6	5.2	3.8	5.8	6.7	3.5	1.6	3.5	4.4	3.5	1.1
Maritimes CM				5.7	6.2	4.4	7.0	7.9	7.2	6.1	8.2	9.2	5.2	2.5	5.7	6.5	5.6	1.1
TC/Full Coverage				97.6	81.1	12.0	43.7	52.4	48.7	8.2	26.9	32.3	32.4	3.7	16.8	20.1	13.7	2.8
TC/Full Coverage				74.3	60.4	10.1	32.8	38.4	37.4	7.0	21.1	25.1	23.0	3.1	11.7	13.3	12.4	1.5
TC/Full Coverage				23.3	20.7	1.9	10.9	14.0	11.3	1.2	5.8	7.2	9.4	0.7	5.2	6.9	1.3	1.3
House (6/13/2011-6/19/2011)	M...F..	09:58 PM	11:00 PM															
Halifax EM				2.5	2.9	3.4	2.7	2.8	3.1	4.3	3.0	2.9	2.6	2.6	2.5	2.7	0.7	0.0
Halifax EM				2.5	2.9	3.4	2.7	2.8	3.1	4.3	3.0	2.9	2.6	2.6	2.5	2.7	0.7	0.0
Halifax CM				2.8	3.2	3.9	2.9	3.0	3.9	5.3	3.4	3.2	2.5	2.7	2.6	2.8	1.2	0.0
Halifax CM				2.8	3.2	3.9	2.9	3.0	3.9	5.3	3.4	3.2	2.5	2.7	2.6	2.8	1.2	0.0
Saint John/Moncton EM				1.9	2.2	2.4	2.8	2.8	2.6	2.7	3.5	3.4	1.7	2.1	2.1	2.3	0.0	1.1
Saint John/Moncton EM				1.7	1.9	2.4	2.5	2.5	2.2	2.7	3.2	3.0	1.5	2.1	1.9	2.1	0.0	1.1
Saint John/Moncton CM				2.2	2.2	1.5	2.7	2.9	3.0	3.2	3.7	3.9	1.3	0.0	1.7	1.9	0.0	2.7

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				2.1	2.2	1.5	2.6	2.9	3.0	3.2	3.5	3.7	1.3	0.0	1.7	1.9	0.0	2.7
Sydney/GB EM				1.6	1.9	1.5	1.6	2.0	2.0	0.9	1.4	1.9	1.7	2.0	1.9	2.2	0.5	0.0
Sydney/GB EM				1.6	1.9	1.5	1.6	2.0	2.0	0.9	1.4	1.9	1.7	2.0	1.9	2.2	0.5	0.0
Sydney CM				1.9	2.2	1.9	1.8	2.4	2.3	1.0	1.4	2.3	2.0	2.4	2.1	2.4	0.7	0.0
Sydney CM				1.9	2.2	1.9	1.8	2.4	2.3	1.0	1.4	2.3	2.0	2.4	2.1	2.4	0.7	0.0
Charlottetown EM				2.2	2.5	2.9	3.2	3.8	2.3	2.9	2.7	3.5	2.7	3.2	3.9	4.2	1.0	0.9
Charlottetown EM				1.7	1.9	1.7	2.4	2.8	1.9	2.0	2.1	2.7	2.0	1.5	2.9	2.9	1.0	0.0
Maritimes EM				2.2	2.5	2.8	2.7	2.8	2.8	3.3	3.0	3.0	2.2	2.3	2.4	2.6	0.5	0.6
Maritimes CM				2.5	2.7	2.8	2.7	2.9	3.4	4.1	3.3	3.3	2.0	1.7	2.2	2.5	0.7	1.1
TC/Full Coverage				60.5	57.0	13.6	28.1	30.1	33.6	6.7	16.1	17.5	23.3	6.9	12.1	12.7	1.7	1.8
TC/Full Coverage				46.6	44.0	9.7	19.7	21.4	26.2	4.6	11.3	12.5	17.8	5.1	8.4	8.9	1.6	0.9
TC/Full Coverage				13.9	13.0	3.9	8.5	8.7	7.4	2.1	4.8	4.9	5.6	1.8	3.6	3.8	0.1	0.8
House (6/20/2011-9/11/2011)	M...F..	09:58 PM	11:00 PM															
Halifax EM				1.3	1.5	1.7	1.4	1.4	1.6	2.2	1.5	1.5	1.3	1.3	1.3	1.4	0.4	0.0
Halifax EM				1.3	1.5	1.7	1.4	1.4	1.6	2.2	1.5	1.5	1.3	1.3	1.3	1.4	0.4	0.0
Halifax CM				1.4	1.6	2.0	1.5	1.5	2.0	2.7	1.7	1.6	1.3	1.4	1.3	1.4	0.6	0.0
Halifax CM				1.4	1.6	2.0	1.5	1.5	2.0	2.7	1.7	1.6	1.3	1.4	1.3	1.4	0.6	0.0
Saint John/Moncton EM				1.0	1.1	1.2	1.4	1.4	1.3	1.4	1.8	1.7	0.9	1.1	1.1	1.2	0.0	0.6
Saint John/Moncton EM				0.9	1.0	1.2	1.3	1.3	1.1	1.4	1.6	1.5	0.8	1.1	1.0	1.1	0.0	0.6
Saint John/Moncton CM				1.1	1.1	0.8	1.4	1.5	1.5	1.6	1.9	2.0	0.7	0.0	0.9	1.0	0.0	1.4
Saint John/Moncton CM				1.1	1.1	0.8	1.3	1.5	1.5	1.6	1.8	1.9	0.7	0.0	0.9	1.0	0.0	1.4
Sydney/GB EM				0.8	1.0	0.8	0.8	1.0	1.0	0.5	0.7	1.0	0.9	1.0	1.0	1.1	0.3	0.0
Sydney/GB EM				0.8	1.0	0.8	0.8	1.0	1.0	0.5	0.7	1.0	0.9	1.0	1.0	1.1	0.3	0.0
Sydney CM				1.0	1.1	1.0	0.9	1.2	1.2	0.5	0.7	1.2	1.0	1.2	1.1	1.2	0.4	0.0
Sydney CM				1.0	1.1	1.0	0.9	1.2	1.2	0.5	0.7	1.2	1.0	1.2	1.1	1.2	0.4	0.0
Charlottetown EM				1.1	1.3	1.5	1.6	1.9	1.2	1.5	1.4	1.8	1.4	1.6	2.0	2.1	0.5	0.5
Charlottetown EM				0.9	1.0	0.9	1.2	1.4	1.0	1.0	1.1	1.4	1.0	0.8	1.5	1.5	0.5	0.0
Maritimes EM				1.1	1.3	1.4	1.4	1.4	1.4	1.7	1.5	1.5	1.1	1.2	1.2	1.3	0.3	0.3
Maritimes CM				1.3	1.4	1.4	1.4	1.5	1.7	2.1	1.7	1.7	1.0	0.9	1.1	1.3	0.4	0.6
TC/Full Coverage				30.3	28.5	6.8	14.1	15.1	16.8	3.4	8.1	8.8	11.7	3.5	6.1	6.4	0.9	0.9
TC/Full Coverage				23.3	22.0	4.9	9.9	10.7	13.1	2.3	5.7	6.3	8.9	2.6	4.2	4.5	0.8	0.5
TC/Full Coverage				7.0	6.5	2.0	4.3	4.4	3.7	1.1	2.4	2.5	2.8	0.9	1.8	1.9	0.1	0.4



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 Date Range: 6/13/2011 - 8/14/2011
 Target Groups: Adults 18+, Adults 1834, Adults 1849, Adults 2554, Children 211, Men 18+, Men 1834, Me
 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
Hawaii Five-O (5/30/2011-9/11/2011)	M.....	07:58 PM	09:00 PM															
Halifax EM				2.2	2.5	0.9	1.9	2.6	2.6	0.7	2.2	2.6	2.3	1.2	1.5	2.5	1.6	0.8
Halifax EM				2.2	2.4	0.9	1.8	2.4	2.6	0.7	2.1	2.5	2.3	1.2	1.4	2.3	1.6	0.8
Halifax CM				2.1	2.3	0.6	1.5	2.0	2.7	0.6	2.1	2.3	1.9	0.8	0.9	1.7	2.3	0.6
Halifax CM				2.1	2.3	0.6	1.5	2.0	2.7	0.6	2.1	2.3	1.9	0.8	0.9	1.7	2.3	0.6
Saint John/Moncton EM				1.5	1.7	0.9	1.4	1.9	1.9	1.4	1.8	2.4	1.6	0.6	1.0	1.5	0.1	0.4
Saint John/Moncton EM				0.7	0.9	0.2	0.5	0.9	1.0	0.5	0.7	1.2	0.7	0.0	0.3	0.7	0.0	0.0
Saint John/Moncton CM				1.6	2.0	0.6	1.5	2.2	2.3	1.2	2.0	2.9	1.7	0.0	1.0	1.5	0.3	0.0
Saint John/Moncton CM				1.0	1.2	0.6	0.6	1.4	1.3	1.2	0.9	1.8	1.0	0.0	0.4	1.0	0.0	0.0
Sydney/GB EM				2.6	3.0	3.1	3.2	3.3	3.0	2.7	2.7	3.2	3.0	3.5	3.7	3.4	1.1	0.0
Sydney/GB EM				2.6	3.0	3.1	3.2	3.3	3.0	2.7	2.7	3.2	3.0	3.5	3.7	3.4	1.1	0.0
Sydney CM				2.8	3.3	3.0	3.1	3.3	3.5	2.5	2.5	3.1	3.2	3.2	3.5	3.5	0.8	0.0
Sydney CM				2.8	3.3	3.0	3.1	3.3	3.5	2.5	2.5	3.1	3.2	3.2	3.5	3.5	0.8	0.0
Charlottetown EM				1.5	1.8	0.9	1.9	2.6	1.9	1.3	2.2	2.7	1.8	0.6	1.6	2.5	0.0	0.0
Charlottetown EM				1.2	1.5	0.9	1.5	2.2	1.5	1.3	1.8	2.2	1.4	0.6	1.3	2.1	0.0	0.0
Maritimes EM				1.9	2.2	1.1	1.8	2.4	2.3	1.1	2.1	2.6	2.0	1.1	1.5	2.1	0.8	0.5
Maritimes CM				2.1	2.3	0.9	1.6	2.2	2.7	1.0	2.1	2.6	2.0	0.8	1.2	1.8	1.3	0.3
TC/Full Coverage				71.6	69.0	6.7	28.6	36.1	40.0	3.2	17.7	22.8	29.0	3.6	10.9	13.4	1.6	1.1
TC/Full Coverage				61.7	59.4	5.0	24.5	30.1	34.7	2.0	15.2	19.1	24.7	3.0	9.3	11.0	1.3	1.1
TC/Full Coverage				9.9	9.6	1.8	4.1	6.0	5.4	1.2	2.5	3.7	4.2	0.6	1.7	2.4	0.3	0.1
House* (5/30/2011-9/11/2011)	M.....	08:58 PM	10:00 PM															
Halifax EM				1.4	1.6	1.9	1.5	1.5	1.7	2.4	1.7	1.6	1.4	1.4	1.4	1.5	0.4	0.0
Halifax EM				1.4	1.6	1.9	1.5	1.5	1.7	2.4	1.7	1.6	1.4	1.4	1.4	1.5	0.4	0.0
Halifax CM				1.5	1.8	2.1	1.6	1.7	2.1	2.9	1.9	1.8	1.4	1.5	1.4	1.5	0.7	0.0
Halifax CM				1.5	1.8	2.1	1.6	1.7	2.1	2.9	1.9	1.8	1.4	1.5	1.4	1.5	0.7	0.0
Saint John/Moncton EM				1.0	1.2	1.3	1.5	1.6	1.4	1.5	2.0	2.1	0.9	1.2	1.2	1.3	0.0	0.6
Saint John/Moncton EM				0.9	1.0	1.3	1.5	1.6	1.2	1.5	2.0	2.1	0.8	1.2	1.0	1.2	0.0	0.6
Saint John/Moncton CM				1.2	1.2	0.8	1.5	1.6	1.7	1.8	2.0	2.1	0.7	0.0	0.9	1.0	0.0	1.5
Saint John/Moncton CM				1.2	1.2	0.8	1.4	1.6	1.7	1.8	1.9	2.0	0.7	0.0	0.9	1.0	0.0	1.5
Sydney/GB EM				0.9	1.0	0.8	0.9	1.1	1.1	0.5	0.8	1.0	0.9	1.1	1.0	1.2	0.3	0.0
Sydney/GB EM				0.9	1.0	0.8	0.9	1.1	1.1	0.5	0.8	1.0	0.9	1.1	1.0	1.2	0.3	0.0
Sydney CM				1.0	1.2	1.0	1.0	1.3	1.3	0.6	0.8	1.3	1.1	1.3	1.2	1.3	0.4	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Sydney CM				1.0	1.2	1.0	1.0	1.3	1.3	0.6	0.8	1.3	1.1	1.3	1.2	1.3	0.4	0.0
Charlottetown EM				1.2	1.4	1.6	1.8	2.1	1.3	1.6	1.5	1.9	1.5	1.8	2.1	2.3	0.6	0.5
Charlottetown EM				0.9	1.0	0.9	1.3	1.5	1.0	1.1	1.2	1.5	1.1	0.8	1.6	1.6	0.6	0.0
Maritimes EM				1.2	1.4	1.5	1.5	1.5	1.5	1.8	1.7	1.7	1.2	1.3	1.3	1.4	0.3	0.3
Maritimes CM				1.4	1.5	1.5	1.5	1.6	1.9	2.3	1.8	1.8	1.1	0.9	1.2	1.4	0.4	0.6
TC/Full Coverage				33.3	31.4	7.5	15.5	16.6	18.5	3.7	8.9	9.6	12.8	3.8	6.7	7.0	0.9	1.0
TC/Full Coverage				25.6	24.2	5.3	10.8	11.8	14.4	2.5	6.2	6.9	9.8	2.8	4.6	4.9	0.9	0.5
TC/Full Coverage				7.6	7.2	2.1	4.7	4.8	4.1	1.2	2.6	2.7	3.1	1.0	2.0	2.1	0.1	0.4
SP: Teen Choice Awards (8/1/2011-8/4/2013)	M.....	08:58 PM	11:00 PM	SM10 Actuals														
Halifax EM				2.3	2.3	4.6	3.4	3.4	1.2	4.6	2.3	3.4	2.3	4.6	3.5	3.5	2.3	0.5
Halifax EM				2.3	2.3	4.6	3.4	3.4	1.2	4.6	2.3	3.4	2.3	4.6	3.5	3.5	2.3	0.5
Halifax CM				2.3	3.5	6.9	4.6	4.6	2.3	5.8	3.5	4.6	3.5	6.9	4.6	4.6	4.6	0.0
Halifax CM				2.3	3.5	6.9	4.6	4.6	2.3	5.8	3.5	4.6	3.5	6.9	4.6	4.6	4.6	0.0
Saint John/Moncton EM				2.3	2.3	4.6	3.4	3.4	2.3	5.8	3.4	3.4	2.3	4.6	3.5	2.3	1.2	0.0
Saint John/Moncton EM				2.3	2.3	4.6	3.4	2.3	2.3	4.6	3.4	2.3	2.3	5.8	4.6	2.3	1.2	0.0
Saint John/Moncton CM				2.3	2.3	5.8	4.6	2.3	2.3	5.8	4.6	3.5	3.5	5.8	4.6	2.3	0.0	0.0
Saint John/Moncton CM				2.3	2.3	5.8	4.6	2.3	2.3	5.8	4.6	3.5	3.5	5.8	4.6	2.3	0.0	0.0
Sydney/GB EM				2.3	2.3	3.5	2.3	3.5	2.3	4.6	3.5	3.5	2.3	2.3	2.3	3.5	6.9	1.2
Sydney/GB EM				2.3	2.3	3.5	2.3	3.5	2.3	4.6	3.5	3.5	2.3	2.3	2.3	3.5	6.9	1.2
Sydney CM				2.3	2.3	3.5	3.5	3.5	2.3	4.6	3.5	3.5	2.3	2.3	2.3	3.5	10.4	1.2
Sydney CM				2.3	2.3	3.5	3.5	3.5	2.3	4.6	3.5	3.5	2.3	2.3	2.3	3.5	10.4	1.2
Charlottetown EM				1.2	1.2	1.2	2.3	2.3	1.2	1.2	1.2	1.2	1.2	2.3	1.2	2.3	2.3	0.5
Charlottetown EM				1.2	1.2	1.2	2.3	2.3	1.2	1.2	1.2	1.2	1.2	2.3	1.2	3.5	2.3	1.2
Maritimes EM				2.3	2.3	4.6	3.5	3.5	2.3	4.6	3.5	2.3	2.3	4.6	3.5	3.5	2.3	0.3
Maritimes CM				2.3	2.3	5.8	4.6	3.5	2.3	5.8	3.5	3.5	3.5	5.8	4.6	3.5	3.5	0.1
TC/Full Coverage				55.1	49.9	33.6	44.7	40.8	23.3	16.9	20.8	19.4	26.7	16.7	24.0	21.4	3.2	2.0
TC/Full Coverage				40.0	35.5	25.3	32.1	31.3	16.3	12.7	15.0	14.6	19.2	12.7	17.3	16.7	2.8	1.8
TC/Full Coverage				15.6	15.1	8.9	13.3	9.9	7.0	4.5	6.2	4.8	7.9	4.4	7.1	4.9	0.6	0.1
In Plain Sight (6/20/2011-9/11/2011)	M.....	08:58 PM	10:00 PM	SM10 Actuals Adj														
Halifax EM				1.1	1.2	1.0	1.2	1.3	1.5	1.3	1.5	1.8	0.8	0.6	0.8	0.8	1.1	0.2
Halifax EM				1.1	1.2	1.0	1.2	1.3	1.5	1.3	1.5	1.8	0.8	0.6	0.8	0.8	1.1	0.2
Halifax CM				1.3	1.4	1.1	1.1	1.5	1.8	1.7	1.7	2.0	0.9	0.6	0.6	0.9	1.7	0.3

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Halifax CM				1.3	1.4	1.1	1.1	1.5	1.8	1.7	1.7	2.0	0.9	0.6	0.6	0.9	1.7	0.3
Saint John/Moncton EM				0.8	0.8	0.4	0.5	0.8	1.0	0.0	0.4	0.8	0.7	0.7	0.6	0.7	0.0	0.8
Saint John/Moncton EM				0.6	0.6	0.2	0.4	0.6	0.7	0.0	0.3	0.6	0.5	0.4	0.4	0.6	0.0	0.8
Saint John/Moncton CM				1.1	1.2	0.4	0.8	1.1	1.3	0.0	0.7	1.1	1.1	0.7	0.9	1.1	0.0	1.4
Saint John/Moncton CM				1.0	1.0	0.4	0.7	1.0	1.1	0.0	0.4	0.8	0.9	0.7	0.9	1.1	0.0	1.4
Sydney/GB EM				1.0	1.1	1.1	1.1	1.3	1.5	1.3	1.3	1.5	0.8	0.7	1.0	1.0	0.5	0.0
Sydney/GB EM				1.0	1.1	1.1	1.1	1.3	1.5	1.3	1.3	1.5	0.8	0.7	1.0	1.0	0.5	0.0
Sydney CM				1.1	1.3	1.0	1.3	1.5	1.5	0.8	1.3	1.7	1.0	0.8	1.2	1.3	0.7	0.0
Sydney CM				1.1	1.3	1.0	1.3	1.5	1.5	0.8	1.3	1.7	1.0	0.8	1.2	1.3	0.7	0.0
Charlottetown EM				0.4	0.6	0.2	0.4	0.6	0.8	0.4	0.6	0.9	0.3	0.0	0.1	0.3	0.0	0.0
Charlottetown EM				0.3	0.4	0.2	0.2	0.3	0.5	0.4	0.4	0.6	0.1	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.9	1.0	0.6	0.8	1.1	1.2	0.8	1.0	1.3	0.7	0.6	0.6	0.8	0.5	0.3
Maritimes CM				1.2	1.3	0.9	1.1	1.3	1.6	1.1	1.3	1.7	0.9	0.6	0.8	1.1	1.0	0.6
TC/Full Coverage				25.0	23.5	3.0	8.1	11.3	14.0	1.6	4.6	7.7	9.5	1.3	3.5	3.6	0.9	0.6
TC/Full Coverage				20.2	19.0	2.5	6.5	9.1	11.2	1.5	3.9	6.5	7.8	1.1	2.7	2.7	0.8	0.2
TC/Full Coverage				4.8	4.4	0.4	1.5	2.2	2.7	0.1	0.7	1.3	1.7	0.4	0.8	1.0	0.1	0.3
House* (5/30/2011-9/11/2011)	M.....	09:58 PM	11:00 PM															
Halifax EM				1.4	1.6	1.9	1.5	1.5	1.7	2.4	1.7	1.6	1.4	1.4	1.4	1.5	0.4	0.0
Halifax EM				1.4	1.6	1.9	1.5	1.5	1.7	2.4	1.7	1.6	1.4	1.4	1.4	1.5	0.4	0.0
Halifax CM				1.5	1.8	2.1	1.6	1.7	2.1	2.9	1.9	1.8	1.4	1.5	1.4	1.5	0.7	0.0
Halifax CM				1.5	1.8	2.1	1.6	1.7	2.1	2.9	1.9	1.8	1.4	1.5	1.4	1.5	0.7	0.0
Saint John/Moncton EM				1.0	1.2	1.3	1.5	1.6	1.4	1.5	2.0	2.1	0.9	1.2	1.2	1.3	0.0	0.6
Saint John/Moncton EM				0.9	1.0	1.3	1.5	1.6	1.2	1.5	2.0	2.1	0.8	1.2	1.0	1.2	0.0	0.6
Saint John/Moncton CM				1.2	1.2	0.8	1.5	1.6	1.7	1.8	2.0	2.1	0.7	0.0	0.9	1.0	0.0	1.5
Saint John/Moncton CM				1.2	1.2	0.8	1.4	1.6	1.7	1.8	1.9	2.0	0.7	0.0	0.9	1.0	0.0	1.5
Sydney/GB EM				0.9	1.0	0.8	0.9	1.1	1.1	0.5	0.8	1.0	0.9	1.1	1.0	1.2	0.3	0.0
Sydney/GB EM				0.9	1.0	0.8	0.9	1.1	1.1	0.5	0.8	1.0	0.9	1.1	1.0	1.2	0.3	0.0
Sydney CM				1.0	1.2	1.0	1.0	1.3	1.3	0.6	0.8	1.3	1.1	1.3	1.2	1.3	0.4	0.0
Sydney CM				1.0	1.2	1.0	1.0	1.3	1.3	0.6	0.8	1.3	1.1	1.3	1.2	1.3	0.4	0.0
Charlottetown EM				1.2	1.4	1.6	1.8	2.1	1.3	1.6	1.5	1.9	1.5	1.8	2.1	2.3	0.6	0.5
Charlottetown EM				0.9	1.0	0.9	1.3	1.5	1.0	1.1	1.2	1.5	1.1	0.8	1.6	1.6	0.6	0.0
Maritimes EM				1.2	1.4	1.5	1.5	1.5	1.5	1.8	1.7	1.7	1.2	1.3	1.3	1.4	0.3	0.3



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Maritimes CM				1.4	1.5	1.5	1.5	1.6	1.9	2.3	1.8	1.8	1.1	0.9	1.2	1.4	0.4	0.6
TC/Full Coverage				33.3	31.4	7.5	15.5	16.6	18.5	3.7	8.9	9.6	12.8	3.8	6.7	7.0	0.9	1.0
TC/Full Coverage				25.6	24.2	5.3	10.8	11.8	14.4	2.5	6.2	6.9	9.8	2.8	4.6	4.9	0.9	0.5
TC/Full Coverage				7.6	7.2	2.1	4.7	4.8	4.1	1.2	2.6	2.7	3.1	1.0	2.0	2.1	0.1	0.4
The Kennedy's (5/30/2011-9/8/2013)	M.....	09:58 PM	11:00 PM															
Halifax EM				1.9	2.2	0.6	1.2	2.2	2.6	0.6	1.4	2.6	1.7	0.6	1.1	1.8	0.4	0.0
Halifax EM				1.9	2.2	0.6	1.2	2.2	2.6	0.6	1.4	2.6	1.7	0.6	1.1	1.8	0.4	0.0
Halifax CM				2.1	2.4	0.0	1.2	1.9	2.9	0.0	1.2	2.3	1.8	0.0	1.2	1.6	0.6	0.0
Halifax CM				2.1	2.4	0.0	1.2	1.9	2.9	0.0	1.2	2.3	1.8	0.0	1.2	1.6	0.6	0.0
Saint John/Moncton EM				2.3	2.6	0.7	1.7	1.9	3.0	0.5	1.9	2.0	2.2	0.8	1.6	1.8	0.0	0.6
Saint John/Moncton EM				1.4	1.7	0.7	1.2	1.4	1.9	0.5	1.2	1.2	1.4	0.8	1.4	1.4	0.0	0.0
Saint John/Moncton CM				2.8	3.3	0.9	1.6	1.9	3.8	0.0	1.6	2.2	2.8	1.6	1.5	1.7	0.0	0.0
Saint John/Moncton CM				1.9	2.2	0.9	1.1	1.4	2.5	0.0	0.6	1.1	1.9	1.6	1.5	1.7	0.0	0.0
Sydney/GB EM				2.3	2.7	0.0	1.0	2.6	3.2	0.0	1.0	3.1	2.1	0.0	0.9	2.1	0.0	0.0
Sydney/GB EM				2.3	2.7	0.0	1.0	2.6	3.2	0.0	1.0	3.1	2.1	0.0	0.9	2.1	0.0	0.0
Sydney CM				2.6	3.1	0.0	1.0	2.9	3.8	0.0	1.0	3.5	2.3	0.0	1.1	2.3	0.0	0.0
Sydney CM				2.6	3.1	0.0	1.0	2.9	3.8	0.0	1.0	3.5	2.3	0.0	1.1	2.3	0.0	0.0
Charlottetown EM				1.5	1.8	0.0	1.2	1.8	2.1	0.0	1.3	2.4	1.6	0.0	1.1	1.1	0.0	0.0
Charlottetown EM				1.2	1.5	0.0	1.0	1.6	1.6	0.0	1.0	1.9	1.3	0.0	1.1	1.1	0.0	0.0
Maritimes EM				2.0	2.4	0.5	1.4	2.1	2.8	0.5	1.6	2.4	1.9	0.5	1.2	1.7	0.2	0.3
Maritimes CM				2.4	2.8	0.3	1.3	2.1	3.4	0.0	1.4	2.4	2.2	0.5	1.2	1.7	0.3	0.0
TC/Full Coverage				66.9	63.6	3.0	18.4	25.1	42.1	2.0	13.2	18.4	21.5	1.0	5.2	6.7	2.5	0.8
TC/Full Coverage				52.2	49.2	1.8	12.4	18.9	33.4	1.4	9.5	14.5	15.8	0.4	3.0	4.4	2.5	0.4
TC/Full Coverage				14.7	14.4	1.2	5.9	6.2	8.7	0.6	3.7	3.8	5.7	0.6	2.2	2.3	0.0	0.4
The Good Wife (5/30/2011-9/11/2011)	.T.....	07:58 PM	09:00 PM															
Halifax EM				1.6	1.9	0.6	1.1	1.9	2.3	0.6	1.2	2.3	1.5	0.6	0.9	1.6	0.3	0.0
Halifax EM				1.6	1.9	0.6	1.1	1.9	2.3	0.6	1.2	2.3	1.5	0.6	0.9	1.6	0.3	0.0
Halifax CM				1.8	2.1	0.0	1.0	1.7	2.5	0.0	1.0	2.0	1.6	0.0	1.0	1.4	0.6	0.0
Halifax CM				1.8	2.1	0.0	1.0	1.7	2.5	0.0	1.0	2.0	1.6	0.0	1.0	1.4	0.6	0.0
Saint John/Moncton EM				2.0	2.3	0.6	1.5	1.6	2.6	0.4	1.6	1.7	1.9	0.7	1.4	1.6	0.0	0.6
Saint John/Moncton EM				1.2	1.5	0.6	1.1	1.2	1.7	0.4	1.0	1.1	1.2	0.7	1.2	1.2	0.0	0.0
Saint John/Moncton CM				2.4	2.9	0.8	1.4	1.7	3.3	0.0	1.4	1.9	2.4	1.4	1.3	1.5	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				1.6	1.9	0.8	0.9	1.2	2.2	0.0	0.5	1.0	1.6	1.4	1.3	1.5	0.0	0.0
Sydney/GB EM				2.0	2.4	0.0	0.8	2.3	2.8	0.0	0.9	2.7	1.8	0.0	0.8	1.8	0.0	0.0
Sydney/GB EM				2.0	2.4	0.0	0.8	2.3	2.8	0.0	0.9	2.7	1.8	0.0	0.8	1.8	0.0	0.0
Sydney CM				2.3	2.7	0.0	0.9	2.5	3.3	0.0	0.8	3.1	2.0	0.0	1.0	2.0	0.0	0.0
Sydney CM				2.3	2.7	0.0	0.9	2.5	3.3	0.0	0.8	3.1	2.0	0.0	1.0	2.0	0.0	0.0
Charlottetown EM				1.3	1.6	0.0	1.0	1.6	1.8	0.0	1.1	2.1	1.4	0.0	0.9	1.0	0.0	0.0
Charlottetown EM				1.0	1.3	0.0	0.9	1.4	1.4	0.0	0.9	1.7	1.1	0.0	0.9	1.0	0.0	0.0
Maritimes EM				1.7	2.1	0.5	1.2	1.8	2.4	0.5	1.4	2.1	1.7	0.5	1.1	1.5	0.1	0.2
Maritimes CM				2.1	2.4	0.2	1.1	1.8	3.0	0.0	1.2	2.1	1.9	0.4	1.1	1.5	0.3	0.0
TC/Full Coverage				58.2	55.4	2.6	16.0	21.8	36.6	1.7	11.5	16.0	18.8	0.9	4.5	5.8	2.2	0.7
TC/Full Coverage				45.4	42.8	1.6	10.8	16.5	29.0	1.2	8.2	12.6	13.8	0.4	2.6	3.8	2.2	0.3
TC/Full Coverage				12.8	12.5	1.1	5.2	5.4	7.6	0.6	3.2	3.3	5.0	0.5	1.9	2.0	0.0	0.3
NCIS: L.A. (5/30/2011-6/19/2011)	.T.....	07:58 PM	09:00 PM															
Halifax EM				1.6	1.8	0.3	0.9	1.4	2.0	0.5	1.4	1.7	1.5	0.0	0.5	1.1	0.5	0.8
Halifax EM				1.6	1.8	0.3	0.9	1.4	2.0	0.5	1.4	1.7	1.5	0.0	0.5	1.1	0.5	0.8
Halifax CM				2.1	2.3	0.3	1.2	1.6	2.8	0.6	1.8	2.0	1.8	0.0	0.7	1.3	0.9	1.3
Halifax CM				2.1	2.3	0.3	1.2	1.6	2.8	0.6	1.8	2.0	1.8	0.0	0.7	1.3	0.9	1.3
Saint John/Moncton EM				1.1	1.3	0.3	0.9	1.1	1.3	0.0	0.8	1.3	1.3	0.6	1.0	1.0	0.0	0.0
Saint John/Moncton EM				0.8	1.0	0.0	0.7	0.9	1.0	0.0	0.7	1.0	1.0	0.0	0.7	0.8	0.0	0.0
Saint John/Moncton CM				1.4	1.7	0.0	1.0	1.3	1.9	0.0	1.1	1.5	1.5	0.0	1.0	1.0	0.0	0.0
Saint John/Moncton CM				1.3	1.6	0.0	0.8	1.1	1.7	0.0	0.7	1.2	1.5	0.0	1.0	1.0	0.0	0.0
Sydney/GB EM				1.3	1.5	1.2	1.4	1.4	1.7	1.0	1.3	1.4	1.3	1.2	1.6	1.5	0.0	0.0
Sydney/GB EM				1.3	1.5	1.2	1.4	1.4	1.7	1.0	1.3	1.4	1.3	1.2	1.6	1.5	0.0	0.0
Sydney CM				1.5	1.7	1.3	1.6	1.7	1.8	1.1	1.3	1.4	1.6	1.3	2.0	2.0	0.0	0.0
Sydney CM				1.5	1.7	1.3	1.6	1.7	1.8	1.1	1.3	1.4	1.6	1.3	2.0	2.0	0.0	0.0
Charlottetown EM				1.0	1.2	1.1	1.1	1.4	1.1	0.6	1.1	1.5	1.3	1.3	1.0	1.4	0.9	0.0
Charlottetown EM				0.8	1.0	1.1	0.7	0.9	0.9	0.6	0.7	1.1	1.0	1.3	0.7	0.8	0.0	0.0
Maritimes EM				1.3	1.5	0.4	1.0	1.3	1.6	0.4	1.1	1.5	1.4	0.4	0.8	1.1	0.3	0.4
Maritimes CM				1.8	2.0	0.3	1.2	1.5	2.3	0.5	1.5	1.8	1.7	0.1	0.9	1.2	0.4	0.8
TC/Full Coverage				36.9	35.9	2.6	12.4	16.7	19.8	2.0	5.9	9.0	16.1	0.7	6.6	7.8	0.5	0.5
TC/Full Coverage				28.8	28.0	1.8	9.1	13.0	15.3	1.3	3.9	6.9	12.8	0.5	5.2	6.1	0.3	0.5
TC/Full Coverage				8.1	7.9	0.9	3.3	3.7	4.6	0.7	2.0	2.1	3.4	0.2	1.4	1.6	0.2	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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															
	Halifax EM			1.3	1.4	0.2	0.7	1.1	1.6	0.4	1.1	1.4	1.2	0.0	0.4	0.9	0.4	0.6
	Halifax EM			1.3	1.4	0.2	0.7	1.1	1.6	0.4	1.1	1.4	1.2	0.0	0.4	0.9	0.4	0.6
	Halifax CM			1.7	1.8	0.2	1.0	1.3	2.2	0.5	1.4	1.6	1.4	0.0	0.6	1.0	0.7	1.0
	Halifax CM			1.7	1.8	0.2	1.0	1.3	2.2	0.5	1.4	1.6	1.4	0.0	0.6	1.0	0.7	1.0
	Saint John/Moncton EM			0.9	1.0	0.2	0.7	0.9	1.0	0.0	0.6	1.0	1.0	0.5	0.8	0.8	0.0	0.0
	Saint John/Moncton EM			0.6	0.8	0.0	0.6	0.7	0.8	0.0	0.6	0.8	0.8	0.0	0.6	0.6	0.0	0.0
	Saint John/Moncton CM			1.1	1.4	0.0	0.8	1.0	1.5	0.0	0.9	1.2	1.2	0.0	0.8	0.8	0.0	0.0
	Saint John/Moncton CM			1.0	1.3	0.0	0.6	0.9	1.4	0.0	0.6	1.0	1.2	0.0	0.8	0.8	0.0	0.0
	Sydney/GB EM			1.0	1.2	1.0	1.1	1.1	1.4	0.8	1.0	1.1	1.0	1.0	1.3	1.2	0.0	0.0
	Sydney/GB EM			1.0	1.2	1.0	1.1	1.1	1.4	0.8	1.0	1.1	1.0	1.0	1.3	1.2	0.0	0.0
	Sydney CM			1.2	1.4	1.0	1.3	1.4	1.4	0.9	1.0	1.1	1.3	1.0	1.6	1.6	0.0	0.0
	Sydney CM			1.2	1.4	1.0	1.3	1.4	1.4	0.9	1.0	1.1	1.3	1.0	1.6	1.6	0.0	0.0
	Charlottetown EM			0.8	1.0	0.9	0.9	1.1	0.9	0.5	0.9	1.2	1.0	1.0	0.8	1.1	0.7	0.0
	Charlottetown EM			0.6	0.8	0.9	0.6	0.7	0.7	0.5	0.6	0.9	0.8	1.0	0.6	0.6	0.0	0.0
	Maritimes EM			1.0	1.2	0.3	0.8	1.0	1.3	0.3	0.9	1.2	1.1	0.3	0.6	0.9	0.2	0.3
	Maritimes CM			1.4	1.6	0.2	1.0	1.2	1.8	0.4	1.2	1.4	1.4	0.1	0.7	1.0	0.3	0.6
	TC/Full Coverage			29.5	28.7	2.1	9.9	13.4	15.8	1.6	4.7	7.2	12.9	0.6	5.3	6.2	0.4	0.4
	TC/Full Coverage			23.0	22.4	1.4	7.3	10.4	12.2	1.0	3.1	5.5	10.2	0.4	4.2	4.9	0.2	0.4
	TC/Full Coverage			6.5	6.3	0.7	2.6	3.0	3.7	0.6	1.6	1.7	2.7	0.2	1.1	1.3	0.2	0.0
NCIS* - GLOBAL (5/30/2011-7/31/2011)	.T.....	08:58 PM	10:00 PM															
	Halifax EM			0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
	Halifax EM			0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
	Halifax CM			0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
	Halifax CM			0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
	Saint John/Moncton EM			0.7	0.8	0.7	0.7	0.8	0.8	0.6	0.7	0.9	0.7	0.9	0.7	0.7	0.0	0.0
	Saint John/Moncton EM			0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5	0.3	0.3	0.4	0.5	0.0	0.0
	Saint John/Moncton CM			0.3	0.4	0.3	0.4	0.4	0.7	0.7	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			0.2	0.2	0.3	0.2	0.1	0.5	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
	Sydney/GB EM			0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
	Sydney CM			0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.6	0.7	0.5	0.5	0.6	0.8	0.5	0.6	0.6	0.7	0.4	0.5	0.7	0.0	0.1
Maritimes CM				0.5	0.6	0.4	0.5	0.4	0.7	0.7	0.7	0.4	0.5	0.1	0.3	0.4	0.0	0.1
TC/Full Coverage				23.0	22.6	4.1	7.9	9.7	12.3	1.7	4.0	5.3	10.3	2.4	3.9	4.4	0.4	0.1
TC/Full Coverage				20.1	19.7	3.4	6.4	8.2	10.3	1.2	3.1	4.6	9.4	2.2	3.4	3.7	0.4	0.1
TC/Full Coverage				2.9	2.9	0.7	1.5	1.5	2.0	0.5	0.9	0.8	0.9	0.2	0.5	0.7	0.0	0.0
NCIS* - GLOBAL (8/1/2011-8/7/2011)	.T.....	08:58 PM	10:00 PM															
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
Saint John/Moncton EM				0.7	0.8	0.7	0.7	0.8	0.8	0.6	0.7	0.9	0.7	0.9	0.7	0.7	0.0	0.0
Saint John/Moncton EM				0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5	0.3	0.3	0.4	0.5	0.0	0.0
Saint John/Moncton CM				0.3	0.4	0.3	0.4	0.4	0.7	0.7	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.2	0.2	0.3	0.2	0.1	0.5	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.6	0.7	0.5	0.5	0.6	0.8	0.5	0.6	0.6	0.7	0.4	0.5	0.7	0.0	0.1
Maritimes CM				0.5	0.6	0.4	0.5	0.4	0.7	0.7	0.7	0.4	0.5	0.1	0.3	0.4	0.0	0.1
TC/Full Coverage				23.0	22.6	4.1	7.9	9.7	12.3	1.7	4.0	5.3	10.3	2.4	3.9	4.4	0.4	0.1
TC/Full Coverage				20.1	19.7	3.4	6.4	8.2	10.3	1.2	3.1	4.6	9.4	2.2	3.4	3.7	0.4	0.1
TC/Full Coverage				2.9	2.9	0.7	1.5	1.5	2.0	0.5	0.9	0.8	0.9	0.2	0.5	0.7	0.0	0.0
Wipeout* (1/3/2011-6/26/2011)	.T.....	08:58 PM	10:00 PM															
Halifax EM				2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
Halifax EM				2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
Halifax CM				3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Saint John/Moncton EM			1.8	1.9	0.6	1.9	2.6	2.1	1.0	2.2	2.8	1.7	0.3	1.6	2.4	1.7	1.1
	Saint John/Moncton EM			2.8	3.0	1.0	3.0	4.0	3.2	1.5	3.3	4.1	2.8	0.5	2.8	4.0	2.8	2.0
	Saint John/Moncton CM			2.7	2.9	1.2	3.2	4.1	3.1	1.8	3.4	4.4	2.8	0.6	3.1	3.9	2.8	1.1
	Saint John/Moncton CM			4.4	4.9	2.3	5.0	6.7	5.0	3.4	5.0	6.8	4.7	1.0	5.1	6.7	3.6	2.1
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Charlottetown EM			1.3	1.4	0.6	1.4	1.8	1.7	0.9	1.9	2.4	1.1	0.4	1.0	1.2	1.0	0.5
	Charlottetown EM			1.8	2.0	0.8	2.1	2.8	2.4	0.8	2.7	3.6	1.6	0.8	1.5	1.9	0.8	0.9
	Maritimes EM			2.1	2.3	1.4	2.5	3.0	2.7	2.0	3.1	3.6	1.9	0.9	1.9	2.4	1.8	0.6
	Maritimes CM			3.0	3.3	2.3	3.7	4.2	3.8	3.3	4.4	4.9	2.7	1.3	3.0	3.4	2.9	0.6
	TC/Full Coverage			51.8	43.0	6.3	23.2	27.8	25.8	4.4	14.3	17.1	17.2	2.0	8.9	10.7	7.3	1.5
	TC/Full Coverage			39.4	32.0	5.3	17.4	20.4	19.8	3.7	11.2	13.3	12.2	1.6	6.2	7.0	6.6	0.8
	TC/Full Coverage			22.9	20.4	1.9	10.8	13.8	11.1	1.2	5.7	7.1	9.3	0.7	5.1	6.8	1.3	1.3
Wipeout* (6/27/2011-9/18/2011)	.T.....	08:58 PM	10:00 PM	SM11 Wipeout														
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Saint John/Moncton EM			1.8	1.9	0.6	1.9	2.6	2.1	1.0	2.2	2.8	1.7	0.3	1.6	2.4	1.7	1.1
	Saint John/Moncton EM			2.8	3.0	1.0	3.0	4.0	3.2	1.5	3.3	4.1	2.8	0.5	2.8	4.0	2.8	2.0
	Saint John/Moncton CM			2.7	2.9	1.2	3.2	4.1	3.1	1.8	3.4	4.4	2.8	0.6	3.1	3.9	2.8	1.1
	Saint John/Moncton CM			4.4	4.9	2.3	5.0	6.7	5.0	3.4	5.0	6.8	4.7	1.0	5.1	6.7	3.6	2.1
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Charlottetown EM			1.3	1.4	0.6	1.4	1.8	1.7	0.9	1.9	2.4	1.1	0.4	1.0	1.2	1.0	0.5
	Charlottetown EM			1.8	2.0	0.8	2.1	2.8	2.4	0.8	2.7	3.6	1.6	0.8	1.5	1.9	0.8	0.9
	Maritimes EM			2.1	2.3	1.4	2.5	3.0	2.7	2.0	3.1	3.6	1.9	0.9	1.9	2.4	1.8	0.6



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Maritimes CM				3.0	3.3	2.3	3.7	4.2	3.8	3.3	4.4	4.9	2.7	1.3	3.0	3.4	2.9	0.6
TC/Full Coverage				51.8	43.0	6.3	23.2	27.8	25.8	4.4	14.3	17.1	17.2	2.0	8.9	10.7	7.3	1.5
TC/Full Coverage				39.4	32.0	5.3	17.4	20.4	19.8	3.7	11.2	13.3	12.2	1.6	6.2	7.0	6.6	0.8
TC/Full Coverage				22.9	20.4	1.9	10.8	13.8	11.1	1.2	5.7	7.1	9.3	0.7	5.1	6.8	1.3	1.3
NCIS - GLOBAL (5/30/2011-9/11/2011)	.T.....	08:58 PM	10:00 PM															
Halifax EM				2.4	2.9	0.7	2.0	2.0	3.1	1.8	2.4	1.8	2.9	0.0	1.5	2.6	0.0	0.0
Halifax EM				2.4	2.9	0.7	2.0	2.0	2.9	1.8	2.4	1.8	2.9	0.0	1.5	2.6	0.0	0.0
Halifax CM				2.2	2.6	1.1	1.5	1.3	2.6	2.6	2.2	0.7	3.1	0.0	1.3	2.2	0.0	0.0
Halifax CM				2.2	2.6	1.1	1.5	1.3	2.6	2.6	2.2	0.7	3.1	0.0	1.3	2.2	0.0	0.0
Saint John/Moncton EM				2.4	2.9	2.6	2.4	2.9	3.1	2.2	2.6	3.3	2.4	3.3	2.4	2.6	0.0	0.0
Saint John/Moncton EM				1.1	1.3	1.5	1.5	1.8	1.8	2.2	2.0	1.8	1.1	1.1	1.3	1.8	0.0	0.0
Saint John/Moncton CM				1.1	1.3	1.1	1.5	1.3	2.4	2.6	2.9	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.7	0.9	1.1	0.7	0.4	1.8	2.6	1.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				2.4	2.6	2.4	1.8	2.4	3.3	0.0	1.1	2.6	2.2	5.1	2.2	2.4	0.0	1.3
Sydney/GB EM				2.4	2.6	2.4	1.8	2.4	3.3	0.0	1.1	2.6	2.2	5.1	2.2	2.4	0.0	1.3
Sydney CM				2.4	2.6	2.9	2.2	3.3	2.9	0.0	1.5	3.5	2.4	5.5	2.9	3.3	0.0	1.5
Sydney CM				2.4	2.6	2.9	2.2	3.3	2.9	0.0	1.5	3.5	2.4	5.5	2.9	3.3	0.0	1.5
Charlottetown EM				0.4	0.7	1.1	0.9	0.2	1.1	1.8	1.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.4	0.7	1.1	0.9	0.2	1.1	1.8	1.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				2.2	2.6	1.8	2.0	2.2	2.9	2.0	2.2	2.2	2.4	1.5	1.8	2.4	0.0	0.2
Maritimes CM				2.0	2.2	1.3	1.8	1.5	2.6	2.4	2.4	1.5	1.8	0.4	1.1	1.5	0.0	0.2
TC/Full Coverage				84.3	82.7	15.2	29.0	35.6	45.1	6.4	14.7	19.4	37.6	8.8	14.3	16.1	1.3	0.2
TC/Full Coverage				73.7	72.2	12.5	23.5	30.1	37.8	4.4	11.2	16.7	34.3	7.9	12.3	13.4	1.3	0.2
TC/Full Coverage				10.6	10.6	2.6	5.5	5.5	7.5	1.8	3.3	2.9	3.3	0.9	2.0	2.6	0.0	0.0
NCIS: L.A. (5/30/2011-6/19/2011)	.T.....	09:58 PM	11:00 PM															
Halifax EM				1.6	1.8	0.3	0.9	1.4	2.0	0.5	1.4	1.7	1.5	0.0	0.5	1.1	0.5	0.8
Halifax EM				1.6	1.8	0.3	0.9	1.4	2.0	0.5	1.4	1.7	1.5	0.0	0.5	1.1	0.5	0.8
Halifax CM				2.1	2.3	0.3	1.2	1.6	2.8	0.6	1.8	2.0	1.8	0.0	0.7	1.3	0.9	1.3
Halifax CM				2.1	2.3	0.3	1.2	1.6	2.8	0.6	1.8	2.0	1.8	0.0	0.7	1.3	0.9	1.3
Saint John/Moncton EM				1.1	1.3	0.3	0.9	1.1	1.3	0.0	0.8	1.3	1.3	0.6	1.0	1.0	0.0	0.0
Saint John/Moncton EM				0.8	1.0	0.0	0.7	0.9	1.0	0.0	0.7	1.0	1.0	0.0	0.7	0.8	0.0	0.0
Saint John/Moncton CM				1.4	1.7	0.0	1.0	1.3	1.9	0.0	1.1	1.5	1.5	0.0	1.0	1.0	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				1.3	1.6	0.0	0.8	1.1	1.7	0.0	0.7	1.2	1.5	0.0	1.0	1.0	0.0	0.0
Sydney/GB EM				1.3	1.5	1.2	1.4	1.4	1.7	1.0	1.3	1.4	1.3	1.2	1.6	1.5	0.0	0.0
Sydney/GB EM				1.3	1.5	1.2	1.4	1.4	1.7	1.0	1.3	1.4	1.3	1.2	1.6	1.5	0.0	0.0
Sydney CM				1.5	1.7	1.3	1.6	1.7	1.8	1.1	1.3	1.4	1.6	1.3	2.0	2.0	0.0	0.0
Sydney CM				1.5	1.7	1.3	1.6	1.7	1.8	1.1	1.3	1.4	1.6	1.3	2.0	2.0	0.0	0.0
Charlottetown EM				1.0	1.2	1.1	1.1	1.4	1.1	0.6	1.1	1.5	1.3	1.3	1.0	1.4	0.9	0.0
Charlottetown EM				0.8	1.0	1.1	0.7	0.9	0.9	0.6	0.7	1.1	1.0	1.3	0.7	0.8	0.0	0.0
Maritimes EM				1.3	1.5	0.4	1.0	1.3	1.6	0.4	1.1	1.5	1.4	0.4	0.8	1.1	0.3	0.4
Maritimes CM				1.8	2.0	0.3	1.2	1.5	2.3	0.5	1.5	1.8	1.7	0.1	0.9	1.2	0.4	0.8
TC/Full Coverage				36.9	35.9	2.6	12.4	16.7	19.8	2.0	5.9	9.0	16.1	0.7	6.6	7.8	0.5	0.5
TC/Full Coverage				28.8	28.0	1.8	9.1	13.0	15.3	1.3	3.9	6.9	12.8	0.5	5.2	6.1	0.3	0.5
TC/Full Coverage				8.1	7.9	0.9	3.3	3.7	4.6	0.7	2.0	2.1	3.4	0.2	1.4	1.6	0.2	0.0
NCIS: L.A. (6/20/2011-9/11/2011)	.T.....	09:58 PM	11:00 PM															
Halifax EM				1.3	1.4	0.2	0.7	1.1	1.6	0.4	1.1	1.4	1.2	0.0	0.4	0.9	0.4	0.6
Halifax EM				1.3	1.4	0.2	0.7	1.1	1.6	0.4	1.1	1.4	1.2	0.0	0.4	0.9	0.4	0.6
Halifax CM				1.7	1.8	0.2	1.0	1.3	2.2	0.5	1.4	1.6	1.4	0.0	0.6	1.0	0.7	1.0
Halifax CM				1.7	1.8	0.2	1.0	1.3	2.2	0.5	1.4	1.6	1.4	0.0	0.6	1.0	0.7	1.0
Saint John/Moncton EM				0.9	1.0	0.2	0.7	0.9	1.0	0.0	0.6	1.0	1.0	0.5	0.8	0.8	0.0	0.0
Saint John/Moncton EM				0.6	0.8	0.0	0.6	0.7	0.8	0.0	0.6	0.8	0.8	0.0	0.6	0.6	0.0	0.0
Saint John/Moncton CM				1.1	1.4	0.0	0.8	1.0	1.5	0.0	0.9	1.2	1.2	0.0	0.8	0.8	0.0	0.0
Saint John/Moncton CM				1.0	1.3	0.0	0.6	0.9	1.4	0.0	0.6	1.0	1.2	0.0	0.8	0.8	0.0	0.0
Sydney/GB EM				1.0	1.2	1.0	1.1	1.1	1.4	0.8	1.0	1.1	1.0	1.0	1.3	1.2	0.0	0.0
Sydney/GB EM				1.0	1.2	1.0	1.1	1.1	1.4	0.8	1.0	1.1	1.0	1.0	1.3	1.2	0.0	0.0
Sydney CM				1.2	1.4	1.0	1.3	1.4	1.4	0.9	1.0	1.1	1.3	1.0	1.6	1.6	0.0	0.0
Sydney CM				1.2	1.4	1.0	1.3	1.4	1.4	0.9	1.0	1.1	1.3	1.0	1.6	1.6	0.0	0.0
Charlottetown EM				0.8	1.0	0.9	0.9	1.1	0.9	0.5	0.9	1.2	1.0	1.0	0.8	1.1	0.7	0.0
Charlottetown EM				0.6	0.8	0.9	0.6	0.7	0.7	0.5	0.6	0.9	0.8	1.0	0.6	0.6	0.0	0.0
Maritimes EM				1.0	1.2	0.3	0.8	1.0	1.3	0.3	0.9	1.2	1.1	0.3	0.6	0.9	0.2	0.3
Maritimes CM				1.4	1.6	0.2	1.0	1.2	1.8	0.4	1.2	1.4	1.4	0.1	0.7	1.0	0.3	0.6
TC/Full Coverage				29.5	28.7	2.1	9.9	13.4	15.8	1.6	4.7	7.2	12.9	0.6	5.3	6.2	0.4	0.4
TC/Full Coverage				23.0	22.4	1.4	7.3	10.4	12.2	1.0	3.1	5.5	10.2	0.4	4.2	4.9	0.2	0.4
TC/Full Coverage				6.5	6.3	0.7	2.6	3.0	3.7	0.6	1.6	1.7	2.7	0.2	1.1	1.3	0.2	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Combat Hospital (5/30/2011-9/1/2013)	.T.....	09:58 PM	11:00 PM	Based on SM11 Lead In adj.														
	Halifax EM			3.8	4.2	0.6	2.2	3.3	4.8	1.2	3.3	4.1	3.5	0.0	1.2	2.6	1.1	1.9
	Halifax EM			3.8	4.2	0.6	2.2	3.3	4.8	1.2	3.3	4.1	3.5	0.0	1.2	2.6	1.1	1.9
	Halifax CM			5.0	5.4	0.6	2.9	3.8	6.6	1.4	4.2	4.7	4.2	0.0	1.7	3.0	2.2	3.0
	Halifax CM			5.0	5.4	0.6	2.9	3.8	6.6	1.4	4.2	4.7	4.2	0.0	1.7	3.0	2.2	3.0
	Saint John/Moncton EM			2.6	3.0	0.6	2.1	2.6	3.0	0.0	1.9	3.0	3.0	1.4	2.3	2.3	0.0	0.0
	Saint John/Moncton EM			1.9	2.4	0.0	1.6	2.1	2.4	0.0	1.6	2.3	2.4	0.0	1.7	1.8	0.0	0.0
	Saint John/Moncton CM			3.4	4.1	0.0	2.4	3.0	4.5	0.0	2.6	3.6	3.6	0.0	2.3	2.3	0.0	0.0
	Saint John/Moncton CM			3.1	3.8	0.0	1.9	2.6	4.0	0.0	1.7	2.8	3.6	0.0	2.3	2.3	0.0	0.0
	Sydney/GB EM			3.0	3.5	2.8	3.4	3.4	4.0	2.3	3.0	3.3	3.1	2.8	3.8	3.6	0.0	0.0
	Sydney/GB EM			3.0	3.5	2.8	3.4	3.4	4.0	2.3	3.0	3.3	3.1	2.8	3.8	3.6	0.0	0.0
	Sydney CM			3.5	4.1	3.1	3.8	4.0	4.3	2.6	3.0	3.3	3.8	3.0	4.7	4.7	0.0	0.0
	Sydney CM			3.5	4.1	3.1	3.8	4.0	4.3	2.6	3.0	3.3	3.8	3.0	4.7	4.7	0.0	0.0
	Charlottetown EM			2.4	2.8	2.6	2.6	3.4	2.6	1.4	2.6	3.5	3.0	3.1	2.4	3.3	2.1	0.0
	Charlottetown EM			1.8	2.3	2.6	1.7	2.2	2.2	1.4	1.7	2.6	2.3	3.1	1.7	1.9	0.0	0.0
	Maritimes EM			3.0	3.5	1.0	2.3	3.1	3.8	1.0	2.6	3.6	3.3	1.0	1.9	2.6	0.6	0.9
	Maritimes CM			4.2	4.8	0.7	2.8	3.6	5.5	1.2	3.5	4.3	4.0	0.2	2.2	2.9	1.0	1.8
	TC/Full Coverage			88.5	86.2	6.2	29.8	40.1	47.5	4.7	14.1	21.5	38.6	1.6	15.8	18.6	1.1	1.2
	TC/Full Coverage			69.1	67.2	4.2	21.8	31.2	36.6	3.1	9.4	16.5	30.6	1.1	12.5	14.6	0.7	1.2
	TC/Full Coverage			19.4	19.0	2.1	7.9	8.9	11.0	1.6	4.7	5.0	8.1	0.5	3.3	3.8	0.4	0.0
Friday Night Lights (6/6/2011-9/4/2011)	..W....	07:58 PM	09:00 PM	SM10 Actuals														
	Halifax EM			1.0	1.2	0.4	0.6	1.0	1.5	0.5	0.8	1.4	0.8	0.2	0.4	0.7	0.1	0.0
	Halifax EM			1.0	1.2	0.4	0.6	1.0	1.5	0.5	0.8	1.4	0.8	0.2	0.4	0.7	0.1	0.0
	Halifax CM			1.2	1.4	0.1	0.6	1.0	1.9	0.3	0.8	1.4	0.8	0.0	0.4	0.6	0.2	0.0
	Halifax CM			1.2	1.4	0.1	0.6	1.0	1.9	0.3	0.8	1.4	0.8	0.0	0.4	0.6	0.2	0.0
	Saint John/Moncton EM			1.2	1.4	0.8	1.0	1.0	1.8	0.6	1.2	1.2	0.9	0.8	0.8	0.8	0.2	0.2
	Saint John/Moncton EM			0.9	1.0	0.7	0.8	0.8	1.4	0.4	0.8	0.9	0.7	0.8	0.6	0.7	0.0	0.0
	Saint John/Moncton CM			1.4	1.6	0.5	0.7	0.9	2.2	0.3	0.9	1.3	1.0	0.5	0.5	0.6	0.0	0.0
	Saint John/Moncton CM			1.0	1.3	0.5	0.5	0.8	1.7	0.3	0.5	0.9	0.8	0.5	0.5	0.6	0.0	0.0
	Sydney/GB EM			1.3	1.6	0.2	0.7	1.4	1.8	0.0	0.7	1.7	1.3	0.3	0.7	1.0	0.0	0.0
	Sydney/GB EM			1.3	1.6	0.2	0.7	1.4	1.8	0.0	0.7	1.7	1.3	0.3	0.7	1.0	0.0	0.0
	Sydney CM			1.6	1.9	0.3	0.8	1.6	2.2	0.0	0.7	1.9	1.5	0.4	0.9	1.2	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Sydney CM				1.6	1.9	0.3	0.8	1.6	2.2	0.0	0.7	1.9	1.5	0.4	0.9	1.2	0.0	0.0
Charlottetown EM				0.9	1.1	0.3	0.8	1.1	1.2	0.0	0.8	1.3	1.0	0.7	0.8	0.9	0.0	0.0
Charlottetown EM				0.8	0.9	0.3	0.7	1.0	1.0	0.0	0.7	1.1	0.9	0.7	0.8	0.9	0.0	0.0
Maritimes EM				1.1	1.3	0.5	0.8	1.0	1.7	0.5	0.9	1.3	0.9	0.5	0.6	0.8	0.1	0.1
Maritimes CM				1.3	1.5	0.3	0.6	1.0	2.0	0.3	0.8	1.4	1.0	0.2	0.5	0.6	0.1	0.0
TC/Full Coverage				33.1	31.9	2.4	8.8	13.0	21.7	1.6	6.3	9.5	10.2	0.9	2.4	3.5	0.9	0.3
TC/Full Coverage				24.9	23.8	1.4	5.7	9.6	16.5	1.2	4.4	7.3	7.4	0.2	1.2	2.3	0.9	0.1
TC/Full Coverage				8.2	8.1	1.1	3.1	3.3	5.3	0.4	1.9	2.1	2.8	0.6	1.2	1.2	0.0	0.1
NCIS* - GLOBAL (5/30/2011-7/31/2011)	..W....	07:58 PM	09:00 PM															
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
Saint John/Moncton EM				0.7	0.8	0.7	0.7	0.8	0.8	0.6	0.7	0.9	0.7	0.9	0.7	0.7	0.0	0.0
Saint John/Moncton EM				0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5	0.3	0.3	0.4	0.5	0.0	0.0
Saint John/Moncton CM				0.3	0.4	0.3	0.4	0.4	0.7	0.7	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.2	0.2	0.3	0.2	0.1	0.5	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.6	0.7	0.5	0.5	0.6	0.8	0.5	0.6	0.6	0.7	0.4	0.5	0.7	0.0	0.1
Maritimes CM				0.5	0.6	0.4	0.5	0.4	0.7	0.7	0.7	0.4	0.5	0.1	0.3	0.4	0.0	0.1
TC/Full Coverage				23.0	22.6	4.1	7.9	9.7	12.3	1.7	4.0	5.3	10.3	2.4	3.9	4.4	0.4	0.1
TC/Full Coverage				20.1	19.7	3.4	6.4	8.2	10.3	1.2	3.1	4.6	9.4	2.2	3.4	3.7	0.4	0.1
TC/Full Coverage				2.9	2.9	0.7	1.5	1.5	2.0	0.5	0.9	0.8	0.9	0.2	0.5	0.7	0.0	0.0
NCIS* - GLOBAL (8/1/2011-8/7/2011)	..W....	07:58 PM	09:00 PM															
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
Saint John/Moncton EM				0.7	0.8	0.7	0.7	0.8	0.8	0.6	0.7	0.9	0.7	0.9	0.7	0.7	0.0	0.0
Saint John/Moncton EM				0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5	0.3	0.3	0.4	0.5	0.0	0.0
Saint John/Moncton CM				0.3	0.4	0.3	0.4	0.4	0.7	0.7	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.2	0.2	0.3	0.2	0.1	0.5	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.6	0.7	0.5	0.5	0.6	0.8	0.5	0.6	0.6	0.7	0.4	0.5	0.7	0.0	0.1
Maritimes CM				0.5	0.6	0.4	0.5	0.4	0.7	0.7	0.7	0.4	0.5	0.1	0.3	0.4	0.0	0.1
TC/Full Coverage				23.0	22.6	4.1	7.9	9.7	12.3	1.7	4.0	5.3	10.3	2.4	3.9	4.4	0.4	0.1
TC/Full Coverage				20.1	19.7	3.4	6.4	8.2	10.3	1.2	3.1	4.6	9.4	2.2	3.4	3.7	0.4	0.1
TC/Full Coverage				2.9	2.9	0.7	1.5	1.5	2.0	0.5	0.9	0.8	0.9	0.2	0.5	0.7	0.0	0.0
Chaos (6/6/2011-9/18/2011)	..W....	07:58 PM	09:00 PM															
Halifax EM				0.4	0.5	0.5	0.5	0.6	0.5	0.6	0.6	0.7	0.4	0.4	0.4	0.5	0.1	0.0
Halifax EM				0.4	0.5	0.5	0.5	0.6	0.5	0.6	0.6	0.7	0.4	0.4	0.4	0.5	0.1	0.0
Halifax CM				0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.4	0.3	0.5	0.5	0.2	0.0
Halifax CM				0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.4	0.3	0.5	0.5	0.2	0.0
Saint John/Moncton EM				0.4	0.4	0.4	0.5	0.5	0.4	0.3	0.5	0.5	0.4	0.4	0.5	0.5	0.5	0.1
Saint John/Moncton EM				0.3	0.4	0.3	0.4	0.4	0.4	0.3	0.5	0.5	0.3	0.3	0.4	0.4	0.4	0.1
Saint John/Moncton CM				0.5	0.5	0.5	0.5	0.5	0.5	0.3	0.5	0.5	0.4	0.6	0.4	0.5	0.6	0.0
Saint John/Moncton CM				0.4	0.4	0.4	0.4	0.4	0.5	0.3	0.5	0.5	0.4	0.4	0.3	0.4	0.6	0.0
Sydney/GB EM				0.5	0.5	0.4	0.6	0.7	0.6	0.5	0.7	0.7	0.4	0.4	0.5	0.6	0.4	0.0
Sydney/GB EM				0.5	0.5	0.4	0.6	0.7	0.6	0.5	0.7	0.7	0.4	0.4	0.5	0.6	0.4	0.0
Sydney CM				0.6	0.6	0.6	0.7	0.8	0.7	0.6	0.9	0.8	0.5	0.5	0.6	0.7	0.6	0.0
Sydney CM				0.6	0.6	0.6	0.7	0.8	0.7	0.6	0.9	0.8	0.5	0.5	0.6	0.7	0.6	0.0
Charlottetown EM				0.2	0.3	0.1	0.2	0.3	0.3	0.1	0.2	0.3	0.2	0.0	0.2	0.3	0.1	0.1
Charlottetown EM				0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.0	0.2	0.2	0.1	0.1
Maritimes EM				0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.6	0.4	0.4	0.4	0.5	0.3	0.1



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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	
Maritimes CM				0.4	0.5	0.4	0.5	0.6	0.5	0.5	0.6	0.6	0.4	0.4	0.5	0.5	0.4	0.0	
TC/Full Coverage				8.6	8.1	1.9	5.0	5.5	4.8	1.2	2.9	3.3	3.3	0.7	2.1	2.2	0.4	0.1	
TC/Full Coverage				6.0	5.8	1.5	3.6	3.9	3.4	0.9	2.1	2.3	2.4	0.5	1.5	1.6	0.2	0.0	
TC/Full Coverage				2.6	2.3	0.5	1.5	1.5	1.4	0.2	0.8	0.9	1.0	0.2	0.6	0.6	0.2	0.1	
Bones (5/30/2011-9/11/2011)	..W....	08:58 PM	10:00 PM																
Halifax EM				1.5	1.7	1.4	1.7	1.9	2.1	1.9	2.2	2.6	1.2	0.8	1.1	1.2	1.6	0.3	
Halifax EM				1.5	1.7	1.4	1.7	1.9	2.1	1.9	2.2	2.6	1.2	0.8	1.1	1.2	1.6	0.3	
Halifax CM				1.8	2.0	1.6	1.6	2.1	2.6	2.4	2.4	2.9	1.3	0.9	0.8	1.3	2.4	0.4	
Halifax CM				1.8	2.0	1.6	1.6	2.1	2.6	2.4	2.4	2.9	1.3	0.9	0.8	1.3	2.4	0.4	
Saint John/Moncton EM				1.1	1.2	0.5	0.7	1.1	1.4	0.0	0.6	1.1	1.0	1.0	0.9	1.0	0.0	1.2	
Saint John/Moncton EM				0.8	0.9	0.3	0.5	0.8	1.0	0.0	0.4	0.8	0.7	0.5	0.6	0.9	0.0	1.2	
Saint John/Moncton CM				1.6	1.7	0.6	1.2	1.6	1.9	0.0	1.0	1.6	1.5	1.0	1.3	1.6	0.0	2.0	
Saint John/Moncton CM				1.4	1.4	0.6	1.0	1.4	1.5	0.0	0.6	1.2	1.3	1.0	1.3	1.6	0.0	2.0	
Sydney/GB EM				1.4	1.6	1.5	1.6	1.8	2.1	1.8	1.8	1.8	2.1	1.2	1.0	1.4	1.4	0.7	0.0
Sydney/GB EM				1.4	1.6	1.5	1.6	1.8	2.1	1.8	1.8	1.8	2.1	1.2	1.0	1.4	1.4	0.7	0.0
Sydney CM				1.6	1.8	1.4	1.9	2.1	2.2	1.2	1.9	2.4	1.4	1.2	1.7	1.8	1.0	0.0	
Sydney CM				1.6	1.8	1.4	1.9	2.1	2.2	1.2	1.9	2.4	1.4	1.2	1.7	1.8	1.0	0.0	
Charlottetown EM				0.6	0.8	0.3	0.5	0.8	1.1	0.5	0.8	1.3	0.4	0.0	0.2	0.4	0.0	0.0	
Charlottetown EM				0.4	0.5	0.3	0.3	0.4	0.7	0.5	0.5	0.8	0.2	0.0	0.0	0.0	0.0	0.0	
Maritimes EM				1.3	1.4	0.9	1.2	1.5	1.7	1.1	1.4	1.9	1.0	0.8	0.9	1.1	0.7	0.4	
Maritimes CM				1.7	1.8	1.3	1.5	1.9	2.3	1.5	1.8	2.4	1.3	0.9	1.1	1.5	1.4	0.8	
TC/Full Coverage				35.7	33.6	4.3	11.5	16.2	20.0	2.3	6.5	11.0	13.6	1.9	5.0	5.1	1.3	0.8	
TC/Full Coverage				28.8	27.2	3.6	9.3	13.0	16.0	2.1	5.5	9.3	11.2	1.5	3.9	3.8	1.2	0.3	
TC/Full Coverage				6.9	6.3	0.6	2.2	3.1	3.9	0.2	1.0	1.8	2.4	0.5	1.2	1.4	0.1	0.4	
House* (5/30/2011-9/11/2011)	..W....	08:58 PM	10:00 PM																
Halifax EM				1.4	1.6	1.9	1.5	1.5	1.7	2.4	1.7	1.6	1.4	1.4	1.4	1.5	0.4	0.0	
Halifax EM				1.4	1.6	1.9	1.5	1.5	1.7	2.4	1.7	1.6	1.4	1.4	1.4	1.5	0.4	0.0	
Halifax CM				1.5	1.8	2.1	1.6	1.7	2.1	2.9	1.9	1.8	1.4	1.5	1.4	1.5	0.7	0.0	
Halifax CM				1.5	1.8	2.1	1.6	1.7	2.1	2.9	1.9	1.8	1.4	1.5	1.4	1.5	0.7	0.0	
Saint John/Moncton EM				1.0	1.2	1.3	1.5	1.6	1.4	1.5	2.0	2.1	0.9	1.2	1.2	1.3	0.0	0.6	
Saint John/Moncton EM				0.9	1.0	1.3	1.5	1.6	1.2	1.5	2.0	2.1	0.8	1.2	1.0	1.2	0.0	0.6	
Saint John/Moncton CM				1.2	1.2	0.8	1.5	1.6	1.7	1.8	2.0	2.1	0.7	0.0	0.9	1.0	0.0	1.5	



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				1.2	1.2	0.8	1.4	1.6	1.7	1.8	1.9	2.0	0.7	0.0	0.9	1.0	0.0	1.5
Sydney/GB EM				0.9	1.0	0.8	0.9	1.1	1.1	0.5	0.8	1.0	0.9	1.1	1.0	1.2	0.3	0.0
Sydney/GB EM				0.9	1.0	0.8	0.9	1.1	1.1	0.5	0.8	1.0	0.9	1.1	1.0	1.2	0.3	0.0
Sydney CM				1.0	1.2	1.0	1.0	1.3	1.3	0.6	0.8	1.3	1.1	1.3	1.2	1.3	0.4	0.0
Sydney CM				1.0	1.2	1.0	1.0	1.3	1.3	0.6	0.8	1.3	1.1	1.3	1.2	1.3	0.4	0.0
Charlottetown EM				1.2	1.4	1.6	1.8	2.1	1.3	1.6	1.5	1.9	1.5	1.8	2.1	2.3	0.6	0.5
Charlottetown EM				0.9	1.0	0.9	1.3	1.5	1.0	1.1	1.2	1.5	1.1	0.8	1.6	1.6	0.6	0.0
Maritimes EM				1.2	1.4	1.5	1.5	1.5	1.5	1.8	1.7	1.7	1.2	1.3	1.3	1.4	0.3	0.3
Maritimes CM				1.4	1.5	1.5	1.5	1.6	1.9	2.3	1.8	1.8	1.1	0.9	1.2	1.4	0.4	0.6
TC/Full Coverage				33.3	31.4	7.5	15.5	16.6	18.5	3.7	8.9	9.6	12.8	3.8	6.7	7.0	0.9	1.0
TC/Full Coverage				25.6	24.2	5.3	10.8	11.8	14.4	2.5	6.2	6.9	9.8	2.8	4.6	4.9	0.9	0.5
TC/Full Coverage				7.6	7.2	2.1	4.7	4.8	4.1	1.2	2.6	2.7	3.1	1.0	2.0	2.1	0.1	0.4
Friday Night Lights (6/6/2011-9/4/2011)	..W....	08:58 PM	10:30 PM	SM10 Actuals														
Halifax EM				1.0	1.2	0.4	0.6	1.0	1.5	0.5	0.8	1.4	0.8	0.2	0.4	0.7	0.1	0.0
Halifax EM				1.0	1.2	0.4	0.6	1.0	1.5	0.5	0.8	1.4	0.8	0.2	0.4	0.7	0.1	0.0
Halifax CM				1.2	1.4	0.1	0.6	1.0	1.9	0.3	0.8	1.4	0.8	0.0	0.4	0.6	0.2	0.0
Halifax CM				1.2	1.4	0.1	0.6	1.0	1.9	0.3	0.8	1.4	0.8	0.0	0.4	0.6	0.2	0.0
Saint John/Moncton EM				1.2	1.4	0.8	1.0	1.0	1.8	0.6	1.2	1.2	0.9	0.8	0.8	0.8	0.2	0.2
Saint John/Moncton EM				0.9	1.0	0.7	0.8	0.8	1.4	0.4	0.8	0.9	0.7	0.8	0.6	0.7	0.0	0.0
Saint John/Moncton CM				1.4	1.6	0.5	0.7	0.9	2.2	0.3	0.9	1.3	1.0	0.5	0.5	0.6	0.0	0.0
Saint John/Moncton CM				1.0	1.3	0.5	0.5	0.8	1.7	0.3	0.5	0.9	0.8	0.5	0.5	0.6	0.0	0.0
Sydney/GB EM				1.3	1.6	0.2	0.7	1.4	1.8	0.0	0.7	1.7	1.3	0.3	0.7	1.0	0.0	0.0
Sydney/GB EM				1.3	1.6	0.2	0.7	1.4	1.8	0.0	0.7	1.7	1.3	0.3	0.7	1.0	0.0	0.0
Sydney CM				1.6	1.9	0.3	0.8	1.6	2.2	0.0	0.7	1.9	1.5	0.4	0.9	1.2	0.0	0.0
Sydney CM				1.6	1.9	0.3	0.8	1.6	2.2	0.0	0.7	1.9	1.5	0.4	0.9	1.2	0.0	0.0
Charlottetown EM				0.9	1.1	0.3	0.8	1.1	1.2	0.0	0.8	1.3	1.0	0.7	0.8	0.9	0.0	0.0
Charlottetown EM				0.8	0.9	0.3	0.7	1.0	1.0	0.0	0.7	1.1	0.9	0.7	0.8	0.9	0.0	0.0
Maritimes EM				1.1	1.3	0.5	0.8	1.0	1.7	0.5	0.9	1.3	0.9	0.5	0.6	0.8	0.1	0.1
Maritimes CM				1.3	1.5	0.3	0.6	1.0	2.0	0.3	0.8	1.4	1.0	0.2	0.5	0.6	0.1	0.0
TC/Full Coverage				33.1	31.9	2.4	8.8	13.0	21.7	1.6	6.3	9.5	10.2	0.9	2.4	3.5	0.9	0.3
TC/Full Coverage				24.9	23.8	1.4	5.7	9.6	16.5	1.2	4.4	7.3	7.4	0.2	1.2	2.3	0.9	0.1
TC/Full Coverage				8.2	8.1	1.1	3.1	3.3	5.3	0.4	1.9	2.1	2.8	0.6	1.2	1.2	0.0	0.1



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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* - GLOBAL (5/30/2011-7/31/2011)	..W....	08:58 PM	10:00 PM															
	Halifax EM			0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
	Halifax EM			0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
	Halifax CM			0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
	Halifax CM			0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
	Saint John/Moncton EM			0.7	0.8	0.7	0.7	0.8	0.8	0.6	0.7	0.9	0.7	0.9	0.7	0.7	0.0	0.0
	Saint John/Moncton EM			0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5	0.3	0.3	0.4	0.5	0.0	0.0
	Saint John/Moncton CM			0.3	0.4	0.3	0.4	0.4	0.7	0.7	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			0.2	0.2	0.3	0.2	0.1	0.5	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
	Sydney/GB EM			0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
	Sydney CM			0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
	Sydney CM			0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
	Charlottetown EM			0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	Charlottetown EM			0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	Maritimes EM			0.6	0.7	0.5	0.5	0.6	0.8	0.5	0.6	0.6	0.7	0.4	0.5	0.7	0.0	0.1
	Maritimes CM			0.5	0.6	0.4	0.5	0.4	0.7	0.7	0.7	0.4	0.5	0.1	0.3	0.4	0.0	0.1
	TC/Full Coverage			23.0	22.6	4.1	7.9	9.7	12.3	1.7	4.0	5.3	10.3	2.4	3.9	4.4	0.4	0.1
	TC/Full Coverage			20.1	19.7	3.4	6.4	8.2	10.3	1.2	3.1	4.6	9.4	2.2	3.4	3.7	0.4	0.1
	TC/Full Coverage			2.9	2.9	0.7	1.5	1.5	2.0	0.5	0.9	0.8	0.9	0.2	0.5	0.7	0.0	0.0
NCIS* - GLOBAL (8/1/2011-8/7/2011)	..W....	08:58 PM	10:00 PM															
	Halifax EM			0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
	Halifax EM			0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
	Halifax CM			0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
	Halifax CM			0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
	Saint John/Moncton EM			0.7	0.8	0.7	0.7	0.8	0.8	0.6	0.7	0.9	0.7	0.9	0.7	0.7	0.0	0.0
	Saint John/Moncton EM			0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5	0.3	0.3	0.4	0.5	0.0	0.0
	Saint John/Moncton CM			0.3	0.4	0.3	0.4	0.4	0.7	0.7	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			0.2	0.2	0.3	0.2	0.1	0.5	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
	Sydney/GB EM			0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
	Sydney CM			0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.6	0.7	0.5	0.5	0.6	0.8	0.5	0.6	0.6	0.7	0.4	0.5	0.7	0.0	0.1
Maritimes CM				0.5	0.6	0.4	0.5	0.4	0.7	0.7	0.7	0.4	0.5	0.1	0.3	0.4	0.0	0.1
TC/Full Coverage				23.0	22.6	4.1	7.9	9.7	12.3	1.7	4.0	5.3	10.3	2.4	3.9	4.4	0.4	0.1
TC/Full Coverage				20.1	19.7	3.4	6.4	8.2	10.3	1.2	3.1	4.6	9.4	2.2	3.4	3.7	0.4	0.1
TC/Full Coverage				2.9	2.9	0.7	1.5	1.5	2.0	0.5	0.9	0.8	0.9	0.2	0.5	0.7	0.0	0.0
NCIS* - GLOBAL (5/30/2011-7/31/2011)	..W....	09:58 PM	11:00 PM															
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
Saint John/Moncton EM				0.7	0.8	0.7	0.7	0.8	0.8	0.6	0.7	0.9	0.7	0.9	0.7	0.7	0.0	0.0
Saint John/Moncton EM				0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5	0.3	0.3	0.4	0.5	0.0	0.0
Saint John/Moncton CM				0.3	0.4	0.3	0.4	0.4	0.7	0.7	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.2	0.2	0.3	0.2	0.1	0.5	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.6	0.7	0.5	0.5	0.6	0.8	0.5	0.6	0.6	0.7	0.4	0.5	0.7	0.0	0.1
Maritimes CM				0.5	0.6	0.4	0.5	0.4	0.7	0.7	0.7	0.4	0.5	0.1	0.3	0.4	0.0	0.1
TC/Full Coverage				23.0	22.6	4.1	7.9	9.7	12.3	1.7	4.0	5.3	10.3	2.4	3.9	4.4	0.4	0.1
TC/Full Coverage				20.1	19.7	3.4	6.4	8.2	10.3	1.2	3.1	4.6	9.4	2.2	3.4	3.7	0.4	0.1
TC/Full Coverage				2.9	2.9	0.7	1.5	1.5	2.0	0.5	0.9	0.8	0.9	0.2	0.5	0.7	0.0	0.0
NCIS* - GLOBAL (8/1/2011-8/7/2011)	..W....	09:58 PM	11:00 PM															
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax EM				0.7	0.8	0.2	0.5	0.5	0.8	0.5	0.7	0.4	0.8	0.0	0.4	0.7	0.0	0.0
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Halifax CM				0.6	0.7	0.3	0.4	0.4	0.7	0.7	0.6	0.2	0.8	0.0	0.4	0.6	0.0	0.0
Saint John/Moncton EM				0.7	0.8	0.7	0.7	0.8	0.8	0.6	0.7	0.9	0.7	0.9	0.7	0.7	0.0	0.0
Saint John/Moncton EM				0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5	0.3	0.3	0.4	0.5	0.0	0.0
Saint John/Moncton CM				0.3	0.4	0.3	0.4	0.4	0.7	0.7	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.2	0.2	0.3	0.2	0.1	0.5	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney/GB EM				0.7	0.7	0.7	0.5	0.7	0.9	0.0	0.3	0.7	0.6	1.4	0.6	0.7	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Sydney CM				0.7	0.7	0.8	0.6	0.9	0.8	0.0	0.4	1.0	0.7	1.5	0.8	0.9	0.0	0.4
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.2	0.3	0.2	0.1	0.3	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.6	0.7	0.5	0.5	0.6	0.8	0.5	0.6	0.6	0.7	0.4	0.5	0.7	0.0	0.1
Maritimes CM				0.5	0.6	0.4	0.5	0.4	0.7	0.7	0.7	0.4	0.5	0.1	0.3	0.4	0.0	0.1
TC/Full Coverage				23.0	22.6	4.1	7.9	9.7	12.3	1.7	4.0	5.3	10.3	2.4	3.9	4.4	0.4	0.1
TC/Full Coverage				20.1	19.7	3.4	6.4	8.2	10.3	1.2	3.1	4.6	9.4	2.2	3.4	3.7	0.4	0.1
TC/Full Coverage				2.9	2.9	0.7	1.5	1.5	2.0	0.5	0.9	0.8	0.9	0.2	0.5	0.7	0.0	0.0
Love Bites (9/13/2010-8/4/2013)	..W....	09:58 PM	11:00 PM	Based on Office FL09/SP10 adjusted														
Halifax EM				2.2	2.7	0.7	1.4	2.2	3.3	1.0	2.2	2.6	2.1	0.5	1.1	1.8	0.0	0.0
Halifax EM				2.2	2.6	0.7	1.4	2.2	3.2	1.0	1.6	2.6	2.1	0.5	1.1	1.8	0.0	0.0
Halifax CM				2.3	2.8	0.0	1.0	2.2	3.5	0.0	1.1	2.5	2.0	0.0	0.7	1.9	0.0	0.0
Halifax CM				2.3	2.8	0.0	1.0	2.2	3.5	0.0	1.1	2.5	2.0	0.0	0.7	1.9	0.0	0.0
Saint John/Moncton EM				2.2	2.5	0.0	0.7	1.5	3.4	0.0	1.1	2.2	1.5	0.0	0.5	0.9	0.6	0.0
Saint John/Moncton EM				1.8	2.1	0.0	0.7	1.2	2.8	0.0	1.1	1.8	1.4	0.0	0.5	0.7	0.0	0.0
Saint John/Moncton CM				2.6	3.2	0.0	0.6	1.6	4.4	0.0	1.0	2.2	1.9	0.0	0.0	1.0	0.0	0.0
Saint John/Moncton CM				2.4	3.0	0.0	0.6	1.3	4.1	0.0	1.0	1.9	1.7	0.0	0.0	0.6	0.0	0.0
Sydney/GB EM				2.2	2.5	1.4	1.0	1.0	2.9	1.1	1.0	1.0	2.1	1.7	1.0	1.0	1.2	0.0
Sydney/GB EM				2.2	2.5	1.4	1.0	1.0	2.9	1.1	1.0	1.0	2.1	1.7	1.0	1.0	1.2	0.0
Sydney CM				2.7	3.1	1.8	1.4	1.3	3.6	1.3	1.3	1.3	2.6	2.4	1.4	1.3	1.8	0.0
Sydney CM				2.7	3.1	1.8	1.4	1.3	3.6	1.3	1.3	1.3	2.6	2.4	1.4	1.3	1.8	0.0
Charlottetown EM				1.4	1.8	0.8	1.0	1.6	2.2	0.0	0.8	1.8	1.2	1.2	1.3	1.4	0.0	0.0
Charlottetown EM				1.0	1.2	0.8	1.0	1.2	1.4	0.0	0.6	1.0	0.9	1.2	1.3	1.4	0.0	0.0
Maritimes EM				2.1	2.6	0.5	1.0	1.8	3.2	0.5	1.3	2.2	1.8	0.5	0.9	1.4	0.3	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Maritimes CM				2.5	3.0	0.2	0.9	1.9	3.8	0.2	1.1	2.3	2.1	0.3	0.6	1.4	0.2	0.0
TC/Full Coverage				73.1	71.9	10.0	19.0	26.6	50.2	8.5	14.2	19.5	21.7	1.4	4.8	7.1	0.4	0.8
TC/Full Coverage				58.2	57.0	9.6	15.9	21.8	40.8	8.4	12.4	16.4	16.2	1.2	3.5	5.4	0.4	0.8
TC/Full Coverage				14.9	14.9	0.3	3.1	4.8	9.5	0.1	1.8	3.0	5.4	0.2	1.3	1.8	0.0	0.0
Canada Sings (8/8/2011-9/8/2013)	..W....	09:58 PM	11:00 PM															
Halifax EM				1.2	1.3	1.0	1.6	1.7	1.5	1.3	2.0	1.9	1.1	0.6	1.2	1.5	1.1	0.5
Halifax EM				1.2	1.3	1.0	1.6	1.7	1.5	1.3	2.0	1.9	1.1	0.6	1.2	1.5	1.1	0.5
Halifax CM				1.4	1.5	1.0	1.7	1.8	1.8	1.4	2.1	2.1	1.1	0.6	1.3	1.6	2.0	0.9
Halifax CM				1.4	1.5	1.0	1.7	1.8	1.8	1.4	2.1	2.1	1.1	0.6	1.3	1.6	2.0	0.9
Saint John/Moncton EM				1.2	1.3	1.5	1.6	1.7	1.6	1.8	2.0	2.3	1.0	1.2	1.2	1.2	1.5	0.5
Saint John/Moncton EM				1.0	1.1	1.2	1.2	1.4	1.3	1.3	1.4	1.8	0.9	1.2	1.1	1.0	1.0	0.5
Saint John/Moncton CM				1.4	1.5	1.6	1.6	1.7	2.0	2.0	2.2	2.5	1.0	1.3	1.0	1.0	1.2	0.8
Saint John/Moncton CM				1.1	1.2	1.0	1.1	1.2	1.4	0.8	1.2	1.6	0.9	1.3	1.0	0.9	1.2	0.8
Sydney/GB EM				1.1	1.2	1.0	1.3	1.7	1.3	1.0	1.5	1.8	1.1	1.0	1.2	1.5	0.8	0.0
Sydney/GB EM				1.1	1.2	1.0	1.3	1.7	1.3	1.0	1.5	1.8	1.1	1.0	1.2	1.5	0.8	0.0
Sydney CM				1.2	1.3	0.6	1.3	1.7	1.4	0.6	1.5	1.8	1.2	0.6	1.2	1.6	1.2	0.0
Sydney CM				1.2	1.3	0.6	1.3	1.7	1.4	0.6	1.5	1.8	1.2	0.6	1.2	1.6	1.2	0.0
Charlottetown EM				0.8	0.8	0.7	0.9	1.0	1.0	1.0	1.2	1.5	0.6	0.4	0.6	0.4	1.5	0.0
Charlottetown EM				0.3	0.4	0.5	0.4	0.5	0.6	1.0	0.7	0.8	0.2	0.0	0.2	0.2	0.0	0.0
Maritimes EM				1.2	1.3	1.1	1.5	1.6	1.5	1.4	1.9	2.0	1.0	0.8	1.1	1.3	1.2	0.4
Maritimes CM				1.4	1.4	1.2	1.6	1.8	1.8	1.5	2.0	2.2	1.1	0.8	1.2	1.4	1.4	0.7
TC/Full Coverage				24.4	21.8	5.9	14.6	15.4	13.4	3.8	9.1	9.5	8.4	2.1	5.5	5.9	1.8	0.8
TC/Full Coverage				17.1	15.2	4.0	10.7	10.8	9.3	2.8	6.8	6.5	5.8	1.3	3.9	4.3	1.4	0.5
TC/Full Coverage				7.3	6.6	1.9	4.0	4.5	4.0	1.0	2.3	2.9	2.6	0.9	1.6	1.6	0.4	0.3
Office (5/30/2011-9/4/2011)	...T...	07:58 PM	08:30 PM															
Halifax EM				0.5	0.6	0.7	0.9	0.7	0.5	0.4	0.8	0.6	0.8	1.1	1.0	0.8	0.0	0.0
Halifax EM				0.5	0.6	0.7	0.9	0.7	0.5	0.4	0.8	0.6	0.8	1.1	1.0	0.8	0.0	0.0
Halifax CM				0.7	0.8	1.0	1.1	0.8	0.7	0.7	0.9	0.6	1.0	1.5	1.3	0.9	0.0	0.0
Halifax CM				0.7	0.8	1.0	1.1	0.8	0.7	0.7	0.9	0.6	1.0	1.5	1.3	0.9	0.0	0.0
Saint John/Moncton EM				0.7	0.8	1.3	1.3	1.3	0.6	1.0	0.9	0.9	1.1	1.6	1.8	1.5	1.0	0.0
Saint John/Moncton EM				0.7	0.8	1.3	1.3	1.2	0.5	1.0	0.9	0.8	1.0	1.6	1.8	1.5	1.0	0.0
Saint John/Moncton CM				1.2	1.3	1.6	2.1	2.2	1.1	2.1	1.8	1.9	1.5	0.9	2.4	2.5	2.2	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				1.2	1.3	1.6	2.1	2.2	1.1	2.1	1.8	1.9	1.5	0.9	2.4	2.5	2.2	0.0
Sydney/GB EM				0.6	0.7	0.0	0.9	0.9	0.8	0.0	0.8	0.8	0.6	0.0	0.9	1.0	0.0	0.0
Sydney/GB EM				0.6	0.7	0.0	0.9	0.9	0.8	0.0	0.8	0.8	0.6	0.0	0.9	1.0	0.0	0.0
Sydney CM				0.7	0.9	0.0	1.2	1.2	0.9	0.0	1.1	1.1	0.8	0.0	1.3	1.4	0.0	0.0
Sydney CM				0.7	0.9	0.0	1.2	1.2	0.9	0.0	1.1	1.1	0.8	0.0	1.3	1.4	0.0	0.0
Charlottetown EM				0.3	0.4	0.6	0.4	0.4	0.4	0.8	0.5	0.2	0.3	0.0	0.2	0.6	0.0	0.0
Charlottetown EM				0.2	0.2	0.6	0.4	0.1	0.3	0.8	0.5	0.0	0.1	0.0	0.2	0.2	0.0	0.0
Maritimes EM				0.6	0.7	0.9	1.0	0.9	0.6	0.7	0.8	0.7	0.8	1.2	1.3	1.1	0.4	0.0
Maritimes CM				0.9	1.0	1.2	1.5	1.3	0.8	1.0	1.2	1.1	1.2	1.3	1.7	1.5	0.8	0.0
TC/Full Coverage				12.6	12.1	4.8	9.9	8.5	5.2	2.0	4.1	3.8	6.9	2.8	5.8	4.7	0.5	0.0
TC/Full Coverage				7.3	7.3	2.2	5.4	4.6	3.5	1.0	2.5	2.4	3.9	1.2	2.9	2.2	0.0	0.0
TC/Full Coverage				5.3	4.8	2.6	4.5	4.0	1.8	1.0	1.5	1.4	3.1	1.6	3.0	2.5	0.5	0.0
Rookie Blue (5/30/2011-9/11/2011)	...T...	07:58 PM	09:00 PM															
Halifax EM				2.8	3.2	0.5	1.6	2.5	3.6	0.9	2.5	3.1	2.6	0.0	0.9	1.9	0.8	1.4
Halifax EM				2.8	3.2	0.5	1.6	2.5	3.6	0.9	2.5	3.1	2.6	0.0	0.9	1.9	0.8	1.4
Halifax CM				3.7	4.1	0.5	2.2	2.9	5.0	1.1	3.2	3.5	3.2	0.0	1.3	2.3	1.6	2.3
Halifax CM				3.7	4.1	0.5	2.2	2.9	5.0	1.1	3.2	3.5	3.2	0.0	1.3	2.3	1.6	2.3
Saint John/Moncton EM				1.9	2.3	0.5	1.6	2.0	2.3	0.0	1.4	2.3	2.3	1.0	1.7	1.7	0.0	0.0
Saint John/Moncton EM				1.4	1.8	0.0	1.2	1.6	1.8	0.0	1.2	1.7	1.8	0.0	1.3	1.4	0.0	0.0
Saint John/Moncton CM				2.5	3.1	0.0	1.8	2.3	3.4	0.0	1.9	2.7	2.7	0.0	1.7	1.7	0.0	0.0
Saint John/Moncton CM				2.3	2.8	0.0	1.4	1.9	3.0	0.0	1.3	2.1	2.7	0.0	1.7	1.7	0.0	0.0
Sydney/GB EM				2.3	2.6	2.1	2.5	2.5	3.0	1.7	2.3	2.5	2.3	2.1	2.8	2.7	0.0	0.0
Sydney/GB EM				2.3	2.6	2.1	2.5	2.5	3.0	1.7	2.3	2.5	2.3	2.1	2.8	2.7	0.0	0.0
Sydney CM				2.6	3.1	2.3	2.9	3.0	3.2	1.9	2.3	2.5	2.9	2.3	3.5	3.5	0.0	0.0
Sydney CM				2.6	3.1	2.3	2.9	3.0	3.2	1.9	2.3	2.5	2.9	2.3	3.5	3.5	0.0	0.0
Charlottetown EM				1.8	2.1	2.0	1.9	2.5	2.0	1.1	1.9	2.6	2.3	2.3	1.8	2.5	1.6	0.0
Charlottetown EM				1.4	1.7	2.0	1.3	1.6	1.6	1.1	1.3	1.9	1.7	2.3	1.3	1.4	0.0	0.0
Maritimes EM				2.3	2.6	0.7	1.7	2.3	2.9	0.7	2.0	2.7	2.5	0.7	1.4	1.9	0.5	0.7
Maritimes CM				3.2	3.6	0.5	2.1	2.7	4.1	0.9	2.6	3.2	3.0	0.2	1.6	2.2	0.7	1.4
TC/Full Coverage				66.4	64.6	4.7	22.3	30.1	35.6	3.5	10.6	16.1	29.0	1.2	11.8	14.0	0.8	0.9
TC/Full Coverage				51.8	50.4	3.2	16.4	23.4	27.5	2.3	7.0	12.4	23.0	0.8	9.4	11.0	0.5	0.9
TC/Full Coverage				14.5	14.2	1.6	5.9	6.7	8.2	1.2	3.5	3.8	6.1	0.4	2.5	2.9	0.3	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Love Bites (9/13/2010-8/4/2013)	...T...	07:58 PM	09:00 PM	Based on Office FL09/SP10 adjusted														
	Halifax EM			2.2	2.7	0.7	1.4	2.2	3.3	1.0	2.2	2.6	2.1	0.5	1.1	1.8	0.0	0.0
	Halifax EM			2.2	2.6	0.7	1.4	2.2	3.2	1.0	1.6	2.6	2.1	0.5	1.1	1.8	0.0	0.0
	Halifax CM			2.3	2.8	0.0	1.0	2.2	3.5	0.0	1.1	2.5	2.0	0.0	0.7	1.9	0.0	0.0
	Halifax CM			2.3	2.8	0.0	1.0	2.2	3.5	0.0	1.1	2.5	2.0	0.0	0.7	1.9	0.0	0.0
	Saint John/Moncton EM			2.2	2.5	0.0	0.7	1.5	3.4	0.0	1.1	2.2	1.5	0.0	0.5	0.9	0.6	0.0
	Saint John/Moncton EM			1.8	2.1	0.0	0.7	1.2	2.8	0.0	1.1	1.8	1.4	0.0	0.5	0.7	0.0	0.0
	Saint John/Moncton CM			2.6	3.2	0.0	0.6	1.6	4.4	0.0	1.0	2.2	1.9	0.0	0.0	1.0	0.0	0.0
	Saint John/Moncton CM			2.4	3.0	0.0	0.6	1.3	4.1	0.0	1.0	1.9	1.7	0.0	0.0	0.6	0.0	0.0
	Sydney/GB EM			2.2	2.5	1.4	1.0	1.0	2.9	1.1	1.0	1.0	2.1	1.7	1.0	1.0	1.2	0.0
	Sydney/GB EM			2.2	2.5	1.4	1.0	1.0	2.9	1.1	1.0	1.0	2.1	1.7	1.0	1.0	1.2	0.0
	Sydney CM			2.7	3.1	1.8	1.4	1.3	3.6	1.3	1.3	1.3	2.6	2.4	1.4	1.3	1.8	0.0
	Sydney CM			2.7	3.1	1.8	1.4	1.3	3.6	1.3	1.3	1.3	2.6	2.4	1.4	1.3	1.8	0.0
	Charlottetown EM			1.4	1.8	0.8	1.0	1.6	2.2	0.0	0.8	1.8	1.2	1.2	1.3	1.4	0.0	0.0
	Charlottetown EM			1.0	1.2	0.8	1.0	1.2	1.4	0.0	0.6	1.0	0.9	1.2	1.3	1.4	0.0	0.0
	Maritimes EM			2.1	2.6	0.5	1.0	1.8	3.2	0.5	1.3	2.2	1.8	0.5	0.9	1.4	0.3	0.0
	Maritimes CM			2.5	3.0	0.2	0.9	1.9	3.8	0.2	1.1	2.3	2.1	0.3	0.6	1.4	0.2	0.0
	TC/Full Coverage			73.1	71.9	10.0	19.0	26.6	50.2	8.5	14.2	19.5	21.7	1.4	4.8	7.1	0.4	0.8
	TC/Full Coverage			58.2	57.0	9.6	15.9	21.8	40.8	8.4	12.4	16.4	16.2	1.2	3.5	5.4	0.4	0.8
	TC/Full Coverage			14.9	14.9	0.3	3.1	4.8	9.5	0.1	1.8	3.0	5.4	0.2	1.3	1.8	0.0	0.0
Raising Hope (5/30/2011-9/11/2011)	...T...	08:28 PM	09:00 PM															
	Halifax EM			0.6	0.7	0.7	1.0	0.9	0.7	0.7	1.0	0.7	0.8	1.0	1.1	1.0	0.0	0.0
	Halifax EM			0.6	0.7	0.7	1.0	0.9	0.7	0.7	1.0	0.7	0.8	1.0	1.1	1.0	0.0	0.0
	Halifax CM			0.9	1.1	1.1	1.4	1.3	1.1	1.1	1.5	1.0	1.2	1.4	1.4	1.4	0.0	0.0
	Halifax CM			0.9	1.1	1.1	1.4	1.3	1.1	1.1	1.5	1.0	1.2	1.4	1.4	1.4	0.0	0.0
	Saint John/Moncton EM			0.5	0.5	0.9	0.8	0.9	0.3	0.8	0.4	0.5	0.7	0.9	1.2	1.2	0.0	0.0
	Saint John/Moncton EM			0.4	0.5	0.9	0.8	0.7	0.2	0.8	0.4	0.4	0.6	0.9	1.2	1.2	0.0	0.0
	Saint John/Moncton CM			0.4	0.5	0.8	0.8	0.8	0.5	1.4	0.9	0.9	0.5	0.0	0.8	0.7	0.0	0.0
	Saint John/Moncton CM			0.4	0.5	0.8	0.8	0.8	0.5	1.4	0.9	0.9	0.5	0.0	0.8	0.7	0.0	0.0
	Sydney/GB EM			0.8	1.0	0.0	1.3	1.3	1.3	0.0	1.4	1.4	0.8	0.0	1.1	1.2	0.0	0.0
	Sydney/GB EM			0.8	1.0	0.0	1.3	1.3	1.3	0.0	1.4	1.4	0.8	0.0	1.1	1.2	0.0	0.0
	Sydney CM			1.1	1.3	0.0	1.6	1.7	1.5	0.0	1.8	1.8	1.0	0.0	1.4	1.5	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
	Sydney CM			1.1	1.3	0.0	1.6	1.7	1.5	0.0	1.8	1.8	1.0	0.0	1.4	1.5	0.0	0.0
	Charlottetown EM			0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
	Charlottetown EM			0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Maritimes EM			0.5	0.6	0.7	0.9	0.8	0.5	0.6	0.7	0.6	0.7	0.8	1.0	1.0	0.0	0.1
	Maritimes CM			0.7	0.9	0.9	1.3	1.2	0.9	1.2	1.4	1.1	0.9	0.8	1.3	1.3	0.0	0.0
	TC/Full Coverage			12.4	12.2	4.8	9.4	8.8	6.0	2.5	4.4	4.1	6.2	2.2	4.9	4.8	0.0	0.2
	TC/Full Coverage			9.0	8.8	2.3	5.9	5.6	5.0	1.6	3.4	3.1	3.9	0.6	2.5	2.5	0.0	0.2
	TC/Full Coverage			3.4	3.4	2.4	3.4	3.2	1.1	0.9	1.0	1.0	2.3	1.5	2.3	2.2	0.0	0.0
Office (5/30/2011-9/4/2011)	...T...	08:58 PM	09:30 PM															
	Halifax EM			0.5	0.6	0.7	0.9	0.7	0.5	0.4	0.8	0.6	0.8	1.1	1.0	0.8	0.0	0.0
	Halifax EM			0.5	0.6	0.7	0.9	0.7	0.5	0.4	0.8	0.6	0.8	1.1	1.0	0.8	0.0	0.0
	Halifax CM			0.7	0.8	1.0	1.1	0.8	0.7	0.7	0.9	0.6	1.0	1.5	1.3	0.9	0.0	0.0
	Halifax CM			0.7	0.8	1.0	1.1	0.8	0.7	0.7	0.9	0.6	1.0	1.5	1.3	0.9	0.0	0.0
	Saint John/Moncton EM			0.7	0.8	1.3	1.3	1.3	0.6	1.0	0.9	0.9	1.1	1.6	1.8	1.5	1.0	0.0
	Saint John/Moncton EM			0.7	0.8	1.3	1.3	1.2	0.5	1.0	0.9	0.8	1.0	1.6	1.8	1.5	1.0	0.0
	Saint John/Moncton CM			1.2	1.3	1.6	2.1	2.2	1.1	2.1	1.8	1.9	1.5	0.9	2.4	2.5	2.2	0.0
	Saint John/Moncton CM			1.2	1.3	1.6	2.1	2.2	1.1	2.1	1.8	1.9	1.5	0.9	2.4	2.5	2.2	0.0
	Sydney/GB EM			0.6	0.7	0.0	0.9	0.9	0.8	0.0	0.8	0.8	0.6	0.0	0.9	1.0	0.0	0.0
	Sydney/GB EM			0.6	0.7	0.0	0.9	0.9	0.8	0.0	0.8	0.8	0.6	0.0	0.9	1.0	0.0	0.0
	Sydney CM			0.7	0.9	0.0	1.2	1.2	0.9	0.0	1.1	1.1	0.8	0.0	1.3	1.4	0.0	0.0
	Sydney CM			0.7	0.9	0.0	1.2	1.2	0.9	0.0	1.1	1.1	0.8	0.0	1.3	1.4	0.0	0.0
	Charlottetown EM			0.3	0.4	0.6	0.4	0.4	0.4	0.8	0.5	0.2	0.3	0.0	0.2	0.6	0.0	0.0
	Charlottetown EM			0.2	0.2	0.6	0.4	0.1	0.3	0.8	0.5	0.0	0.1	0.0	0.2	0.2	0.0	0.0
	Maritimes EM			0.6	0.7	0.9	1.0	0.9	0.6	0.7	0.8	0.7	0.8	1.2	1.3	1.1	0.4	0.0
	Maritimes CM			0.9	1.0	1.2	1.5	1.3	0.8	1.0	1.2	1.1	1.2	1.3	1.7	1.5	0.8	0.0
	TC/Full Coverage			12.6	12.1	4.8	9.9	8.5	5.2	2.0	4.1	3.8	6.9	2.8	5.8	4.7	0.5	0.0
	TC/Full Coverage			7.3	7.3	2.2	5.4	4.6	3.5	1.0	2.5	2.4	3.9	1.2	2.9	2.2	0.0	0.0
	TC/Full Coverage			5.3	4.8	2.6	4.5	4.0	1.8	1.0	1.5	1.4	3.1	1.6	3.0	2.5	0.5	0.0
Wipeout (5/30/2011-9/11/2011)	...T...	08:58 PM	10:00 PM															
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Saint John/Moncton EM			1.8	1.9	0.6	1.9	2.6	2.1	1.0	2.2	2.8	1.7	0.3	1.6	2.4	1.7	1.1
	Saint John/Moncton EM			2.8	3.0	1.0	3.0	4.0	3.2	1.5	3.3	4.1	2.8	0.5	2.8	4.0	2.8	2.0
	Saint John/Moncton CM			2.7	2.9	1.2	3.2	4.1	3.1	1.8	3.4	4.4	2.8	0.6	3.1	3.9	2.8	1.1
	Saint John/Moncton CM			4.4	4.9	2.3	5.0	6.7	5.0	3.4	5.0	6.8	4.7	1.0	5.1	6.7	3.6	2.1
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Charlottetown EM			1.3	1.4	0.6	1.4	1.8	1.7	0.9	1.9	2.4	1.1	0.4	1.0	1.2	1.0	0.5
	Charlottetown EM			1.8	2.0	0.8	2.1	2.8	2.4	0.8	2.7	3.6	1.6	0.8	1.5	1.9	0.8	0.9
	Maritimes EM			2.1	2.3	1.4	2.5	3.0	2.7	2.0	3.1	3.6	1.9	0.9	1.9	2.4	1.8	0.6
	Maritimes CM			3.0	3.3	2.3	3.7	4.2	3.8	3.3	4.4	4.9	2.7	1.3	3.0	3.4	2.9	0.6
	TC/Full Coverage			51.8	43.0	6.3	23.2	27.8	25.8	4.4	14.3	17.1	17.2	2.0	8.9	10.7	7.3	1.5
	TC/Full Coverage			39.4	32.0	5.3	17.4	20.4	19.8	3.7	11.2	13.3	12.2	1.6	6.2	7.0	6.6	0.8
	TC/Full Coverage			22.9	20.4	1.9	10.8	13.8	11.1	1.2	5.7	7.1	9.3	0.7	5.1	6.8	1.3	1.3
Wipeout* (1/3/2011-6/26/2011)	...T...	08:58 PM	10:00 PM	SM11 Wipeout														
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Saint John/Moncton EM			1.8	1.9	0.6	1.9	2.6	2.1	1.0	2.2	2.8	1.7	0.3	1.6	2.4	1.7	1.1
	Saint John/Moncton EM			2.8	3.0	1.0	3.0	4.0	3.2	1.5	3.3	4.1	2.8	0.5	2.8	4.0	2.8	2.0
	Saint John/Moncton CM			2.7	2.9	1.2	3.2	4.1	3.1	1.8	3.4	4.4	2.8	0.6	3.1	3.9	2.8	1.1
	Saint John/Moncton CM			4.4	4.9	2.3	5.0	6.7	5.0	3.4	5.0	6.8	4.7	1.0	5.1	6.7	3.6	2.1
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Charlottetown EM			1.3	1.4	0.6	1.4	1.8	1.7	0.9	1.9	2.4	1.1	0.4	1.0	1.2	1.0	0.5
	Charlottetown EM			1.8	2.0	0.8	2.1	2.8	2.4	0.8	2.7	3.6	1.6	0.8	1.5	1.9	0.8	0.9
	Maritimes EM			2.1	2.3	1.4	2.5	3.0	2.7	2.0	3.1	3.6	1.9	0.9	1.9	2.4	1.8	0.6



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
	Maritimes CM			3.0	3.3	2.3	3.7	4.2	3.8	3.3	4.4	4.9	2.7	1.3	3.0	3.4	2.9	0.6
	TC/Full Coverage			51.8	43.0	6.3	23.2	27.8	25.8	4.4	14.3	17.1	17.2	2.0	8.9	10.7	7.3	1.5
	TC/Full Coverage			39.4	32.0	5.3	17.4	20.4	19.8	3.7	11.2	13.3	12.2	1.6	6.2	7.0	6.6	0.8
	TC/Full Coverage			22.9	20.4	1.9	10.8	13.8	11.1	1.2	5.7	7.1	9.3	0.7	5.1	6.8	1.3	1.3
Wipeout* (6/27/2011-9/18/2011)	...T...	08:58 PM	10:00 PM	SM11 Wipeout														
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Saint John/Moncton EM			1.8	1.9	0.6	1.9	2.6	2.1	1.0	2.2	2.8	1.7	0.3	1.6	2.4	1.7	1.1
	Saint John/Moncton EM			2.8	3.0	1.0	3.0	4.0	3.2	1.5	3.3	4.1	2.8	0.5	2.8	4.0	2.8	2.0
	Saint John/Moncton CM			2.7	2.9	1.2	3.2	4.1	3.1	1.8	3.4	4.4	2.8	0.6	3.1	3.9	2.8	1.1
	Saint John/Moncton CM			4.4	4.9	2.3	5.0	6.7	5.0	3.4	5.0	6.8	4.7	1.0	5.1	6.7	3.6	2.1
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Charlottetown EM			1.3	1.4	0.6	1.4	1.8	1.7	0.9	1.9	2.4	1.1	0.4	1.0	1.2	1.0	0.5
	Charlottetown EM			1.8	2.0	0.8	2.1	2.8	2.4	0.8	2.7	3.6	1.6	0.8	1.5	1.9	0.8	0.9
	Maritimes EM			2.1	2.3	1.4	2.5	3.0	2.7	2.0	3.1	3.6	1.9	0.9	1.9	2.4	1.8	0.6
	Maritimes CM			3.0	3.3	2.3	3.7	4.2	3.8	3.3	4.4	4.9	2.7	1.3	3.0	3.4	2.9	0.6
	TC/Full Coverage			51.8	43.0	6.3	23.2	27.8	25.8	4.4	14.3	17.1	17.2	2.0	8.9	10.7	7.3	1.5
	TC/Full Coverage			39.4	32.0	5.3	17.4	20.4	19.8	3.7	11.2	13.3	12.2	1.6	6.2	7.0	6.6	0.8
	TC/Full Coverage			22.9	20.4	1.9	10.8	13.8	11.1	1.2	5.7	7.1	9.3	0.7	5.1	6.8	1.3	1.3
Rookie Blue (5/30/2011-9/11/2011)	...T...	08:58 PM	10:00 PM															
	Halifax EM			2.8	3.2	0.5	1.6	2.5	3.6	0.9	2.5	3.1	2.6	0.0	0.9	1.9	0.8	1.4
	Halifax EM			2.8	3.2	0.5	1.6	2.5	3.6	0.9	2.5	3.1	2.6	0.0	0.9	1.9	0.8	1.4
	Halifax CM			3.7	4.1	0.5	2.2	2.9	5.0	1.1	3.2	3.5	3.2	0.0	1.3	2.3	1.6	2.3
	Halifax CM			3.7	4.1	0.5	2.2	2.9	5.0	1.1	3.2	3.5	3.2	0.0	1.3	2.3	1.6	2.3
	Saint John/Moncton EM			1.9	2.3	0.5	1.6	2.0	2.3	0.0	1.4	2.3	2.3	1.0	1.7	1.7	0.0	0.0
	Saint John/Moncton EM			1.4	1.8	0.0	1.2	1.6	1.8	0.0	1.2	1.7	1.8	0.0	1.3	1.4	0.0	0.0
	Saint John/Moncton CM			2.5	3.1	0.0	1.8	2.3	3.4	0.0	1.9	2.7	2.7	0.0	1.7	1.7	0.0	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				2.3	2.8	0.0	1.4	1.9	3.0	0.0	1.3	2.1	2.7	0.0	1.7	1.7	0.0	0.0
Sydney/GB EM				2.3	2.6	2.1	2.5	2.5	3.0	1.7	2.3	2.5	2.3	2.1	2.8	2.7	0.0	0.0
Sydney/GB EM				2.3	2.6	2.1	2.5	2.5	3.0	1.7	2.3	2.5	2.3	2.1	2.8	2.7	0.0	0.0
Sydney CM				2.6	3.1	2.3	2.9	3.0	3.2	1.9	2.3	2.5	2.9	2.3	3.5	3.5	0.0	0.0
Sydney CM				2.6	3.1	2.3	2.9	3.0	3.2	1.9	2.3	2.5	2.9	2.3	3.5	3.5	0.0	0.0
Charlottetown EM				1.8	2.1	2.0	1.9	2.5	2.0	1.1	1.9	2.6	2.3	2.3	1.8	2.5	1.6	0.0
Charlottetown EM				1.4	1.7	2.0	1.3	1.6	1.6	1.1	1.3	1.9	1.7	2.3	1.3	1.4	0.0	0.0
Maritimes EM				2.3	2.6	0.7	1.7	2.3	2.9	0.7	2.0	2.7	2.5	0.7	1.4	1.9	0.5	0.7
Maritimes CM				3.2	3.6	0.5	2.1	2.7	4.1	0.9	2.6	3.2	3.0	0.2	1.6	2.2	0.7	1.4
TC/Full Coverage				66.4	64.6	4.7	22.3	30.1	35.6	3.5	10.6	16.1	29.0	1.2	11.8	14.0	0.8	0.9
TC/Full Coverage				51.8	50.4	3.2	16.4	23.4	27.5	2.3	7.0	12.4	23.0	0.8	9.4	11.0	0.5	0.9
TC/Full Coverage				14.5	14.2	1.6	5.9	6.7	8.2	1.2	3.5	3.8	6.1	0.4	2.5	2.9	0.3	0.0
Glee (5/30/2011-9/11/2011)	...T...	09:58 PM	11:00 PM															
Halifax EM				1.6	1.8	1.9	2.3	2.4	2.4	3.3	3.1	3.3	1.2	0.6	1.5	1.6	1.2	0.0
Halifax EM				1.6	1.8	1.9	2.3	2.4	2.4	3.3	3.1	3.3	1.2	0.6	1.5	1.6	1.2	0.0
Halifax CM				2.2	2.4	2.5	3.0	3.2	3.1	3.9	3.9	4.4	1.7	0.9	2.0	1.9	2.2	0.0
Halifax CM				2.2	2.4	2.5	3.0	3.2	3.1	3.9	3.9	4.4	1.7	0.9	2.0	1.9	2.2	0.0
Saint John/Moncton EM				1.3	1.4	1.5	1.4	1.4	1.8	1.4	1.6	1.7	1.1	1.5	1.1	1.1	1.4	0.7
Saint John/Moncton EM				0.9	1.0	0.9	1.1	1.3	1.3	0.9	1.3	1.6	0.7	0.9	0.8	1.0	1.4	0.0
Saint John/Moncton CM				1.7	1.7	0.6	1.5	1.6	2.4	1.3	2.4	2.1	0.9	0.0	0.8	1.1	2.8	1.2
Saint John/Moncton CM				1.2	1.3	0.0	1.2	1.6	1.8	0.0	1.6	2.1	0.7	0.0	0.8	1.1	2.8	0.0
Sydney/GB EM				1.3	1.2	0.7	1.0	1.5	1.7	1.3	1.5	2.2	0.7	0.0	0.5	0.7	2.5	0.8
Sydney/GB EM				1.3	1.2	0.7	1.0	1.5	1.7	1.3	1.5	2.2	0.7	0.0	0.5	0.7	2.5	0.8
Sydney CM				1.5	1.4	0.5	1.1	1.7	1.9	0.8	1.6	2.4	0.8	0.0	0.6	1.0	1.6	0.9
Sydney CM				1.5	1.4	0.5	1.1	1.7	1.9	0.8	1.6	2.4	0.8	0.0	0.6	1.0	1.6	0.9
Charlottetown EM				0.6	0.7	0.8	1.0	0.9	1.1	1.4	1.5	1.2	0.4	0.0	0.4	0.6	0.0	0.0
Charlottetown EM				0.6	0.7	0.8	0.9	0.8	1.0	1.4	1.4	1.1	0.4	0.0	0.4	0.6	0.0	0.0
Maritimes EM				1.4	1.5	1.6	1.7	1.8	2.0	2.3	2.3	2.4	1.1	0.9	1.2	1.2	1.3	0.3
Maritimes CM				1.9	2.0	1.6	2.3	2.5	2.7	2.8	3.1	3.4	1.3	0.4	1.4	1.5	2.5	0.5
TC/Full Coverage				46.2	37.2	6.9	21.7	23.7	23.2	5.5	13.3	15.0	14.0	1.4	8.4	8.7	6.0	3.0
TC/Full Coverage				39.2	30.7	5.1	17.8	19.7	18.8	4.4	10.8	12.5	11.9	0.7	7.1	7.1	5.5	3.0
TC/Full Coverage				7.1	6.5	1.8	3.8	4.1	4.4	1.1	2.5	2.5	2.1	0.7	1.3	1.5	0.5	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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)	...T...	09:28 PM	10:00 PM															
	Halifax EM			0.6	0.7	0.7	1.0	0.9	0.7	0.7	1.0	0.7	0.8	1.0	1.1	1.0	0.0	0.0
	Halifax EM			0.6	0.7	0.7	1.0	0.9	0.7	0.7	1.0	0.7	0.8	1.0	1.1	1.0	0.0	0.0
	Halifax CM			0.9	1.1	1.1	1.4	1.3	1.1	1.1	1.5	1.0	1.2	1.4	1.4	1.4	0.0	0.0
	Halifax CM			0.9	1.1	1.1	1.4	1.3	1.1	1.1	1.5	1.0	1.2	1.4	1.4	1.4	0.0	0.0
	Saint John/Moncton EM			0.5	0.5	0.9	0.8	0.9	0.3	0.8	0.4	0.5	0.7	0.9	1.2	1.2	0.0	0.0
	Saint John/Moncton EM			0.4	0.5	0.9	0.8	0.7	0.2	0.8	0.4	0.4	0.6	0.9	1.2	1.2	0.0	0.0
	Saint John/Moncton CM			0.4	0.5	0.8	0.8	0.8	0.5	1.4	0.9	0.9	0.5	0.0	0.8	0.7	0.0	0.0
	Saint John/Moncton CM			0.4	0.5	0.8	0.8	0.8	0.5	1.4	0.9	0.9	0.5	0.0	0.8	0.7	0.0	0.0
	Sydney/GB EM			0.8	1.0	0.0	1.3	1.3	1.3	0.0	1.4	1.4	0.8	0.0	1.1	1.2	0.0	0.0
	Sydney/GB EM			0.8	1.0	0.0	1.3	1.3	1.3	0.0	1.4	1.4	0.8	0.0	1.1	1.2	0.0	0.0
	Sydney CM			1.1	1.3	0.0	1.6	1.7	1.5	0.0	1.8	1.8	1.0	0.0	1.4	1.5	0.0	0.0
	Sydney CM			1.1	1.3	0.0	1.6	1.7	1.5	0.0	1.8	1.8	1.0	0.0	1.4	1.5	0.0	0.0
	Charlottetown EM			0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
	Charlottetown EM			0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Maritimes EM			0.5	0.6	0.7	0.9	0.8	0.5	0.6	0.7	0.6	0.7	0.8	1.0	1.0	0.0	0.1
	Maritimes CM			0.7	0.9	0.9	1.3	1.2	0.9	1.2	1.4	1.1	0.9	0.8	1.3	1.3	0.0	0.0
	TC/Full Coverage			12.4	12.2	4.8	9.4	8.8	6.0	2.5	4.4	4.1	6.2	2.2	4.9	4.8	0.0	0.2
	TC/Full Coverage			9.0	8.8	2.3	5.9	5.6	5.0	1.6	3.4	3.1	3.9	0.6	2.5	2.5	0.0	0.2
	TC/Full Coverage			3.4	3.4	2.4	3.4	3.2	1.1	0.9	1.0	1.0	2.3	1.5	2.3	2.2	0.0	0.0
Office***** (6/13/2011-6/19/2011)	...T...	09:28 PM	10:00 PM															
	Halifax EM			0.6	0.7	0.7	1.0	0.9	0.7	0.7	1.0	0.7	0.8	1.0	1.1	1.0	0.0	0.0
	Halifax EM			0.6	0.7	0.7	1.0	0.9	0.7	0.7	1.0	0.7	0.8	1.0	1.1	1.0	0.0	0.0
	Halifax CM			0.9	1.1	1.1	1.4	1.3	1.1	1.1	1.5	1.0	1.2	1.4	1.4	1.4	0.0	0.0
	Halifax CM			0.9	1.1	1.1	1.4	1.3	1.1	1.1	1.5	1.0	1.2	1.4	1.4	1.4	0.0	0.0
	Saint John/Moncton EM			0.5	0.5	0.9	0.8	0.9	0.3	0.8	0.4	0.5	0.7	0.9	1.2	1.2	0.0	0.0
	Saint John/Moncton EM			0.4	0.5	0.9	0.8	0.7	0.2	0.8	0.4	0.4	0.6	0.9	1.2	1.2	0.0	0.0
	Saint John/Moncton CM			0.4	0.5	0.8	0.8	0.8	0.5	1.4	0.9	0.9	0.5	0.0	0.8	0.7	0.0	0.0
	Saint John/Moncton CM			0.4	0.5	0.8	0.8	0.8	0.5	1.4	0.9	0.9	0.5	0.0	0.8	0.7	0.0	0.0
	Sydney/GB EM			0.8	1.0	0.0	1.3	1.3	1.3	0.0	1.4	1.4	0.8	0.0	1.1	1.2	0.0	0.0
	Sydney/GB EM			0.8	1.0	0.0	1.3	1.3	1.3	0.0	1.4	1.4	0.8	0.0	1.1	1.2	0.0	0.0
	Sydney CM			1.1	1.3	0.0	1.6	1.7	1.5	0.0	1.8	1.8	1.0	0.0	1.4	1.5	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
	Sydney CM			1.1	1.3	0.0	1.6	1.7	1.5	0.0	1.8	1.8	1.0	0.0	1.4	1.5	0.0	0.0
	Charlottetown EM			0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
	Charlottetown EM			0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Maritimes EM			0.5	0.6	0.7	0.9	0.8	0.5	0.6	0.7	0.6	0.7	0.8	1.0	1.0	0.0	0.1
	Maritimes CM			0.7	0.9	0.9	1.3	1.2	0.9	1.2	1.4	1.1	0.9	0.8	1.3	1.3	0.0	0.0
	TC/Full Coverage			12.4	12.2	4.8	9.4	8.8	6.0	2.5	4.4	4.1	6.2	2.2	4.9	4.8	0.0	0.2
	TC/Full Coverage			9.0	8.8	2.3	5.9	5.6	5.0	1.6	3.4	3.1	3.9	0.6	2.5	2.5	0.0	0.2
	TC/Full Coverage			3.4	3.4	2.4	3.4	3.2	1.1	0.9	1.0	1.0	2.3	1.5	2.3	2.2	0.0	0.0
Wipeout* (1/3/2011-6/26/2011)F..	07:58 PM	10:00 PM	SM11 Wipeout														
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Saint John/Moncton EM			1.8	1.9	0.6	1.9	2.6	2.1	1.0	2.2	2.8	1.7	0.3	1.6	2.4	1.7	1.1
	Saint John/Moncton EM			2.8	3.0	1.0	3.0	4.0	3.2	1.5	3.3	4.1	2.8	0.5	2.8	4.0	2.8	2.0
	Saint John/Moncton CM			2.7	2.9	1.2	3.2	4.1	3.1	1.8	3.4	4.4	2.8	0.6	3.1	3.9	2.8	1.1
	Saint John/Moncton CM			4.4	4.9	2.3	5.0	6.7	5.0	3.4	5.0	6.8	4.7	1.0	5.1	6.7	3.6	2.1
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Charlottetown EM			1.3	1.4	0.6	1.4	1.8	1.7	0.9	1.9	2.4	1.1	0.4	1.0	1.2	1.0	0.5
	Charlottetown EM			1.8	2.0	0.8	2.1	2.8	2.4	0.8	2.7	3.6	1.6	0.8	1.5	1.9	0.8	0.9
	Maritimes EM			2.1	2.3	1.4	2.5	3.0	2.7	2.0	3.1	3.6	1.9	0.9	1.9	2.4	1.8	0.6
	Maritimes CM			3.0	3.3	2.3	3.7	4.2	3.8	3.3	4.4	4.9	2.7	1.3	3.0	3.4	2.9	0.6
	TC/Full Coverage			51.8	43.0	6.3	23.2	27.8	25.8	4.4	14.3	17.1	17.2	2.0	8.9	10.7	7.3	1.5
	TC/Full Coverage			39.4	32.0	5.3	17.4	20.4	19.8	3.7	11.2	13.3	12.2	1.6	6.2	7.0	6.6	0.8
	TC/Full Coverage			22.9	20.4	1.9	10.8	13.8	11.1	1.2	5.7	7.1	9.3	0.7	5.1	6.8	1.3	1.3
Wipeout* (6/27/2011-9/18/2011)F..	07:58 PM	10:00 PM	SM11 Wipeout														
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax EM			2.6	2.9	2.3	3.0	3.4	3.6	3.2	4.0	4.4	2.1	1.4	2.0	2.4	1.9	0.4
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
	Halifax CM			3.3	3.6	3.1	4.0	4.1	4.5	4.4	5.1	5.3	2.7	1.8	2.8	3.0	3.1	0.4
	Saint John/Moncton EM			1.8	1.9	0.6	1.9	2.6	2.1	1.0	2.2	2.8	1.7	0.3	1.6	2.4	1.7	1.1
	Saint John/Moncton EM			2.8	3.0	1.0	3.0	4.0	3.2	1.5	3.3	4.1	2.8	0.5	2.8	4.0	2.8	2.0
	Saint John/Moncton CM			2.7	2.9	1.2	3.2	4.1	3.1	1.8	3.4	4.4	2.8	0.6	3.1	3.9	2.8	1.1
	Saint John/Moncton CM			4.4	4.9	2.3	5.0	6.7	5.0	3.4	5.0	6.8	4.7	1.0	5.1	6.7	3.6	2.1
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney/GB EM			2.2	2.4	1.5	2.9	3.7	2.7	1.9	3.1	3.8	2.1	1.1	2.6	3.4	2.4	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Sydney CM			2.7	3.0	1.9	3.6	4.5	3.2	2.2	3.8	4.6	2.7	1.8	3.5	4.4	2.5	0.4
	Charlottetown EM			1.3	1.4	0.6	1.4	1.8	1.7	0.9	1.9	2.4	1.1	0.4	1.0	1.2	1.0	0.5
	Charlottetown EM			1.8	2.0	0.8	2.1	2.8	2.4	0.8	2.7	3.6	1.6	0.8	1.5	1.9	0.8	0.9
	Maritimes EM			2.1	2.3	1.4	2.5	3.0	2.7	2.0	3.1	3.6	1.9	0.9	1.9	2.4	1.8	0.6
	Maritimes CM			3.0	3.3	2.3	3.7	4.2	3.8	3.3	4.4	4.9	2.7	1.3	3.0	3.4	2.9	0.6
	TC/Full Coverage			51.8	43.0	6.3	23.2	27.8	25.8	4.4	14.3	17.1	17.2	2.0	8.9	10.7	7.3	1.5
	TC/Full Coverage			39.4	32.0	5.3	17.4	20.4	19.8	3.7	11.2	13.3	12.2	1.6	6.2	7.0	6.6	0.8
	TC/Full Coverage			22.9	20.4	1.9	10.8	13.8	11.1	1.2	5.7	7.1	9.3	0.7	5.1	6.8	1.3	1.3
90210 (9/1/2008-9/8/2013)F..	07:58 PM	09:00 PM															
	Saint John/Moncton EM			0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			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
	Charlottetown EM			0.2	0.3	0.0	0.4	0.5	0.3	0.0	0.5	0.6	0.2	0.0	0.3	0.3	0.0	0.0
	TC/Full Coverage			0.9	0.9	0.0	0.5	0.6	0.6	0.0	0.5	0.5	0.3	0.0	0.1	0.1	0.0	0.0
90210 (5/30/2011-9/11/2011)F..	07:58 PM	09:00 PM															
	Halifax EM			0.2	0.3	0.7	0.5	0.4	0.5	1.0	0.7	0.6	0.1	0.4	0.2	0.2	0.1	0.0
	Halifax EM			0.5	0.6	1.4	0.5	0.4	0.8	1.9	0.7	0.6	0.2	0.8	0.4	0.4	0.1	0.0
	Halifax CM			0.4	0.5	1.1	0.7	0.7	0.8	1.5	1.2	1.0	0.2	0.7	0.3	0.3	0.1	0.0
	Halifax CM			0.8	0.9	2.0	1.4	1.2	1.5	2.7	2.1	1.9	0.4	1.3	0.6	0.6	0.3	0.0
	Saint John/Moncton EM			0.1	0.1	0.0	0.1	0.1	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.1	0.1	0.0	0.2	0.2	0.2	0.0	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0
	Sydney CM			0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	Sydney CM			0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
	Charlottetown EM			0.1	0.2	0.0	0.3	0.3	0.2	0.0	0.4	0.4	0.1	0.0	0.2	0.2	0.0	0.0
	Maritimes EM			0.1	0.2	0.3	0.3	0.3	0.3	0.5	0.5	0.4	0.1	0.2	0.1	0.1	0.0	0.0
	Maritimes CM			0.2	0.3	0.6	0.4	0.4	0.5	0.8	0.6	0.6	0.1	0.4	0.2	0.2	0.1	0.0
	TC/Full Coverage			4.3	4.2	2.1	3.3	3.1	3.5	1.8	2.7	2.5	0.8	0.3	0.5	0.6	0.0	0.0
	TC/Full Coverage			6.8	6.8	3.8	5.4	5.0	5.7	3.3	4.5	4.1	1.1	0.5	0.8	1.0	0.1	0.0
Bones* (5/30/2011-9/11/2011)F..	08:58 PM	10:00 PM															
	Halifax EM			1.5	1.7	1.4	1.7	1.9	2.1	1.9	2.2	2.6	1.2	0.8	1.1	1.2	1.6	0.3
	Halifax EM			1.5	1.7	1.4	1.7	1.9	2.1	1.9	2.2	2.6	1.2	0.8	1.1	1.2	1.6	0.3
	Halifax CM			1.8	2.0	1.6	1.6	2.1	2.6	2.4	2.4	2.9	1.3	0.9	0.8	1.3	2.4	0.4
	Halifax CM			1.8	2.0	1.6	1.6	2.1	2.6	2.4	2.4	2.9	1.3	0.9	0.8	1.3	2.4	0.4
	Saint John/Moncton EM			1.1	1.2	0.5	0.7	1.1	1.4	0.0	0.6	1.1	1.0	1.0	0.9	1.0	0.0	1.2
	Saint John/Moncton EM			0.8	0.9	0.3	0.5	0.8	1.0	0.0	0.4	0.8	0.7	0.5	0.6	0.9	0.0	1.2
	Saint John/Moncton CM			1.6	1.7	0.6	1.2	1.6	1.9	0.0	1.0	1.6	1.5	1.0	1.3	1.6	0.0	2.0
	Saint John/Moncton CM			1.4	1.4	0.6	1.0	1.4	1.5	0.0	0.6	1.2	1.3	1.0	1.3	1.6	0.0	2.0
	Sydney/GB EM			1.4	1.6	1.5	1.6	1.8	2.1	1.8	1.8	2.1	1.2	1.0	1.4	1.4	0.7	0.0
	Sydney/GB EM			1.4	1.6	1.5	1.6	1.8	2.1	1.8	1.8	2.1	1.2	1.0	1.4	1.4	0.7	0.0
	Sydney CM			1.6	1.8	1.4	1.9	2.1	2.2	1.2	1.9	2.4	1.4	1.2	1.7	1.8	1.0	0.0
	Sydney CM			1.6	1.8	1.4	1.9	2.1	2.2	1.2	1.9	2.4	1.4	1.2	1.7	1.8	1.0	0.0
	Charlottetown EM			0.6	0.8	0.3	0.5	0.8	1.1	0.5	0.8	1.3	0.4	0.0	0.2	0.4	0.0	0.0
	Charlottetown EM			0.4	0.5	0.3	0.3	0.4	0.7	0.5	0.5	0.8	0.2	0.0	0.0	0.0	0.0	0.0
	Maritimes EM			1.3	1.4	0.9	1.2	1.5	1.7	1.1	1.4	1.9	1.0	0.8	0.9	1.1	0.7	0.4
	Maritimes CM			1.7	1.8	1.3	1.5	1.9	2.3	1.5	1.8	2.4	1.3	0.9	1.1	1.5	1.4	0.8
	TC/Full Coverage			35.7	33.6	4.3	11.5	16.2	20.0	2.3	6.5	11.0	13.6	1.9	5.0	5.1	1.3	0.8
	TC/Full Coverage			28.8	27.2	3.6	9.3	13.0	16.0	2.1	5.5	9.3	11.2	1.5	3.9	3.8	1.2	0.3
	TC/Full Coverage			6.9	6.3	0.6	2.2	3.1	3.9	0.2	1.0	1.8	2.4	0.5	1.2	1.4	0.1	0.4
Chaos (6/6/2011-9/18/2011)F..	08:58 PM	10:00 PM															
	Halifax EM			0.4	0.5	0.5	0.5	0.6	0.5	0.6	0.6	0.7	0.4	0.4	0.4	0.5	0.1	0.0
	Halifax EM			0.4	0.5	0.5	0.5	0.6	0.5	0.6	0.6	0.7	0.4	0.4	0.4	0.5	0.1	0.0
	Halifax CM			0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.4	0.3	0.5	0.5	0.2	0.0
	Halifax CM			0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.4	0.3	0.5	0.5	0.2	0.0
	Saint John/Moncton EM			0.4	0.4	0.4	0.5	0.5	0.4	0.3	0.5	0.5	0.4	0.4	0.5	0.5	0.5	0.1
	Saint John/Moncton EM			0.3	0.4	0.3	0.4	0.4	0.4	0.3	0.5	0.5	0.3	0.3	0.4	0.4	0.4	0.1

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				0.5	0.5	0.5	0.5	0.5	0.5	0.3	0.5	0.5	0.4	0.6	0.4	0.5	0.6	0.0
Saint John/Moncton CM				0.4	0.4	0.4	0.4	0.4	0.5	0.3	0.5	0.5	0.4	0.4	0.3	0.4	0.6	0.0
Sydney/GB EM				0.5	0.5	0.4	0.6	0.7	0.6	0.5	0.7	0.7	0.4	0.4	0.5	0.6	0.4	0.0
Sydney/GB EM				0.5	0.5	0.4	0.6	0.7	0.6	0.5	0.7	0.7	0.4	0.4	0.5	0.6	0.4	0.0
Sydney CM				0.6	0.6	0.6	0.7	0.8	0.7	0.6	0.9	0.8	0.5	0.5	0.6	0.7	0.6	0.0
Sydney CM				0.6	0.6	0.6	0.7	0.8	0.7	0.6	0.9	0.8	0.5	0.5	0.6	0.7	0.6	0.0
Charlottetown EM				0.2	0.3	0.1	0.2	0.3	0.3	0.1	0.2	0.3	0.2	0.0	0.2	0.3	0.1	0.1
Charlottetown EM				0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.0	0.2	0.2	0.1	0.1
Maritimes EM				0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.6	0.4	0.4	0.4	0.5	0.3	0.1
Maritimes CM				0.4	0.5	0.4	0.5	0.6	0.5	0.5	0.6	0.6	0.4	0.4	0.5	0.5	0.4	0.0
TC/Full Coverage				8.6	8.1	1.9	5.0	5.5	4.8	1.2	2.9	3.3	3.3	0.7	2.1	2.2	0.4	0.1
TC/Full Coverage				6.0	5.8	1.5	3.6	3.9	3.4	0.9	2.1	2.3	2.4	0.5	1.5	1.6	0.2	0.0
TC/Full Coverage				2.6	2.3	0.5	1.5	1.5	1.4	0.2	0.8	0.9	1.0	0.2	0.6	0.6	0.2	0.1
House (6/13/2011-6/19/2011)F..	09:58 PM	11:00 PM															
Halifax EM				2.5	2.9	3.4	2.7	2.8	3.1	4.3	3.0	2.9	2.6	2.6	2.5	2.7	0.7	0.0
Halifax EM				2.5	2.9	3.4	2.7	2.8	3.1	4.3	3.0	2.9	2.6	2.6	2.5	2.7	0.7	0.0
Halifax CM				2.8	3.2	3.9	2.9	3.0	3.9	5.3	3.4	3.2	2.5	2.7	2.6	2.8	1.2	0.0
Halifax CM				2.8	3.2	3.9	2.9	3.0	3.9	5.3	3.4	3.2	2.5	2.7	2.6	2.8	1.2	0.0
Saint John/Moncton EM				1.9	2.2	2.4	2.8	2.8	2.6	2.7	3.5	3.4	1.7	2.1	2.1	2.3	0.0	1.1
Saint John/Moncton EM				1.7	1.9	2.4	2.5	2.5	2.2	2.7	3.2	3.0	1.5	2.1	1.9	2.1	0.0	1.1
Saint John/Moncton CM				2.2	2.2	1.5	2.7	2.9	3.0	3.2	3.7	3.9	1.3	0.0	1.7	1.9	0.0	2.7
Saint John/Moncton CM				2.1	2.2	1.5	2.6	2.9	3.0	3.2	3.5	3.7	1.3	0.0	1.7	1.9	0.0	2.7
Sydney/GB EM				1.6	1.9	1.5	1.6	2.0	2.0	0.9	1.4	1.9	1.7	2.0	1.9	2.2	0.5	0.0
Sydney/GB EM				1.6	1.9	1.5	1.6	2.0	2.0	0.9	1.4	1.9	1.7	2.0	1.9	2.2	0.5	0.0
Sydney CM				1.9	2.2	1.9	1.8	2.4	2.3	1.0	1.4	2.3	2.0	2.4	2.1	2.4	0.7	0.0
Sydney CM				1.9	2.2	1.9	1.8	2.4	2.3	1.0	1.4	2.3	2.0	2.4	2.1	2.4	0.7	0.0
Charlottetown EM				2.2	2.5	2.9	3.2	3.8	2.3	2.9	2.7	3.5	2.7	3.2	3.9	4.2	1.0	0.9
Charlottetown EM				1.7	1.9	1.7	2.4	2.8	1.9	2.0	2.1	2.7	2.0	1.5	2.9	2.9	1.0	0.0
Maritimes EM				2.2	2.5	2.8	2.7	2.8	2.8	3.3	3.0	3.0	2.2	2.3	2.4	2.6	0.5	0.6
Maritimes CM				2.5	2.7	2.8	2.7	2.9	3.4	4.1	3.3	3.3	2.0	1.7	2.2	2.5	0.7	1.1
TC/Full Coverage				60.5	57.0	13.6	28.1	30.1	33.6	6.7	16.1	17.5	23.3	6.9	12.1	12.7	1.7	1.8
TC/Full Coverage				46.6	44.0	9.7	19.7	21.4	26.2	4.6	11.3	12.5	17.8	5.1	8.4	8.9	1.6	0.9



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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			13.9	13.0	3.9	8.5	8.7	7.4	2.1	4.8	4.9	5.6	1.8	3.6	3.8	0.1	0.8	
House (6/20/2011-9/11/2011)F..	09:58 PM	11:00 PM																
	Halifax EM			1.3	1.5	1.7	1.4	1.4	1.6	2.2	1.5	1.5	1.3	1.3	1.3	1.4	0.4	0.0	
	Halifax EM			1.3	1.5	1.7	1.4	1.4	1.6	2.2	1.5	1.5	1.3	1.3	1.3	1.4	0.4	0.0	
	Halifax CM			1.4	1.6	2.0	1.5	1.5	2.0	2.7	1.7	1.6	1.3	1.4	1.3	1.4	0.6	0.0	
	Halifax CM			1.4	1.6	2.0	1.5	1.5	2.0	2.7	1.7	1.6	1.3	1.4	1.3	1.4	0.6	0.0	
	Saint John/Moncton EM			1.0	1.1	1.2	1.4	1.4	1.3	1.4	1.8	1.7	0.9	1.1	1.1	1.2	0.0	0.6	
	Saint John/Moncton EM			0.9	1.0	1.2	1.3	1.3	1.1	1.4	1.6	1.5	0.8	1.1	1.0	1.1	0.0	0.6	
	Saint John/Moncton CM			1.1	1.1	0.8	1.4	1.5	1.5	1.6	1.9	2.0	0.7	0.0	0.9	1.0	0.0	1.4	
	Saint John/Moncton CM			1.1	1.1	0.8	1.3	1.5	1.5	1.6	1.8	1.9	0.7	0.0	0.9	1.0	0.0	1.4	
	Sydney/GB EM			0.8	1.0	0.8	0.8	1.0	1.0	0.5	0.7	1.0	0.9	1.0	1.0	1.1	0.3	0.0	
	Sydney/GB EM			0.8	1.0	0.8	0.8	1.0	1.0	0.5	0.7	1.0	0.9	1.0	1.0	1.1	0.3	0.0	
	Sydney CM			1.0	1.1	1.0	0.9	1.2	1.2	0.5	0.7	1.2	1.0	1.2	1.1	1.2	0.4	0.0	
	Sydney CM			1.0	1.1	1.0	0.9	1.2	1.2	0.5	0.7	1.2	1.0	1.2	1.1	1.2	0.4	0.0	
	Charlottetown EM			1.1	1.3	1.5	1.6	1.9	1.2	1.5	1.4	1.8	1.4	1.6	2.0	2.1	0.5	0.5	
	Charlottetown EM			0.9	1.0	0.9	1.2	1.4	1.0	1.0	1.1	1.4	1.0	0.8	1.5	1.5	0.5	0.0	
	Maritimes EM			1.1	1.3	1.4	1.4	1.4	1.4	1.7	1.5	1.5	1.1	1.2	1.2	1.3	0.3	0.3	
	Maritimes CM			1.3	1.4	1.4	1.4	1.5	1.7	2.1	1.7	1.7	1.0	0.9	1.1	1.3	0.4	0.6	
	TC/Full Coverage			30.3	28.5	6.8	14.1	15.1	16.8	3.4	8.1	8.8	11.7	3.5	6.1	6.4	0.9	0.9	
	TC/Full Coverage			23.3	22.0	4.9	9.9	10.7	13.1	2.3	5.7	6.3	8.9	2.6	4.2	4.5	0.8	0.5	
	TC/Full Coverage			7.0	6.5	2.0	4.3	4.4	3.7	1.1	2.4	2.5	2.8	0.9	1.8	1.9	0.1	0.4	
90210 (9/1/2008-9/8/2013)F..	09:58 PM	11:00 PM																
	Saint John/Moncton EM			0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
	Saint John/Moncton CM			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	
	Charlottetown EM			0.2	0.3	0.0	0.4	0.5	0.3	0.0	0.5	0.6	0.2	0.0	0.3	0.3	0.0	0.0	
	TC/Full Coverage			0.9	0.9	0.0	0.5	0.6	0.6	0.0	0.5	0.5	0.3	0.0	0.1	0.1	0.0	0.0	
90210 (5/30/2011-9/11/2011)F..	09:58 PM	11:00 PM																
	Halifax EM			0.2	0.3	0.7	0.5	0.4	0.5	1.0	0.7	0.6	0.1	0.4	0.2	0.2	0.1	0.0	
	Halifax EM			0.5	0.6	1.4	0.5	0.4	0.8	1.9	0.7	0.6	0.2	0.8	0.4	0.4	0.1	0.0	
	Halifax CM			0.4	0.5	1.1	0.7	0.7	0.8	1.5	1.2	1.0	0.2	0.7	0.3	0.3	0.1	0.0	
	Halifax CM			0.8	0.9	2.0	1.4	1.2	1.5	2.7	2.1	1.9	0.4	1.3	0.6	0.6	0.3	0.0	

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton EM				0.1	0.1	0.0	0.1	0.1	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sydney/GB EM				0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	
Sydney/GB EM				0.1	0.1	0.0	0.2	0.2	0.2	0.0	0.3	0.3	0.1	0.0	0.0	0.0	
Sydney CM				0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	
Sydney CM				0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.2	0.1	0.0	0.0	0.0	
Charlottetown EM				0.1	0.2	0.0	0.3	0.3	0.2	0.0	0.4	0.4	0.1	0.0	0.2	0.2	
Maritimes EM				0.1	0.2	0.3	0.3	0.3	0.3	0.5	0.5	0.4	0.1	0.2	0.1	0.1	
Maritimes CM				0.2	0.3	0.6	0.4	0.4	0.5	0.8	0.6	0.6	0.1	0.4	0.2	0.2	
TC/Full Coverage				4.3	4.2	2.1	3.3	3.1	3.5	1.8	2.7	2.5	0.8	0.3	0.5	0.6	
TC/Full Coverage				6.8	6.8	3.8	5.4	5.0	5.7	3.3	4.5	4.1	1.1	0.5	0.8	1.0	
Lie to Me (5/30/2011-9/11/2011)F..	09:58 PM	11:00 PM														
Halifax EM				1.1	1.2	1.2	1.3	1.0	1.4	1.8	1.6	1.1	1.1	0.6	1.0	1.0	
Halifax EM				1.1	1.2	1.2	1.3	1.0	1.4	1.8	1.6	1.1	1.1	0.6	1.0	1.0	
Halifax CM				1.0	1.2	0.8	1.0	1.0	1.4	1.7	1.2	1.0	0.9	0.0	0.7	1.0	
Halifax CM				1.0	1.2	0.8	1.0	1.0	1.4	1.7	1.2	1.0	0.9	0.0	0.7	1.0	
Saint John/Moncton EM				0.6	0.7	0.0	0.5	0.5	0.8	0.0	0.4	0.5	0.6	0.0	0.4	0.6	
Saint John/Moncton EM				0.6	0.7	0.0	0.4	0.5	0.7	0.0	0.4	0.4	0.6	0.0	0.4	0.6	
Saint John/Moncton CM				0.9	1.0	0.0	0.6	0.6	0.9	0.0	0.0	0.2	1.2	0.0	0.9	1.0	
Saint John/Moncton CM				0.9	1.0	0.0	0.5	0.6	0.9	0.0	0.0	0.2	1.2	0.0	0.9	1.0	
Sydney/GB EM				0.8	1.0	1.2	0.9	1.3	1.1	1.0	0.8	1.2	0.9	1.6	1.1	1.5	
Sydney/GB EM				0.8	1.0	1.2	0.9	1.3	1.1	1.0	0.8	1.2	0.9	1.6	1.1	1.5	
Sydney CM				1.0	1.2	1.4	1.2	1.7	1.3	1.1	1.1	1.6	1.1	1.9	1.4	1.9	
Sydney CM				1.0	1.2	1.4	1.2	1.7	1.3	1.1	1.1	1.6	1.1	1.9	1.4	1.9	
Charlottetown EM				0.4	0.5	0.4	0.4	0.5	0.2	0.0	0.0	0.1	0.8	0.7	0.9	0.8	
Charlottetown EM				0.3	0.4	0.4	0.3	0.3	0.2	0.0	0.0	0.1	0.6	0.7	0.6	0.4	
Maritimes EM				0.8	1.0	0.7	0.8	0.8	1.0	1.0	0.9	0.8	0.9	0.4	0.8	0.8	
Maritimes CM				1.0	1.1	0.6	0.8	0.9	1.2	1.1	0.8	0.8	1.0	0.2	0.8	1.1	
TC/Full Coverage				24.5	23.9	4.2	9.6	10.6	13.0	2.4	4.9	5.4	11.0	1.8	4.6	5.2	
TC/Full Coverage				20.2	19.6	4.1	8.2	8.8	10.7	2.4	4.4	4.7	8.9	1.8	3.8	4.2	
TC/Full Coverage				4.4	4.4	0.1	1.4	1.8	2.3	0.0	0.5	0.8	2.0	0.1	0.9	1.0	



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
16x9 Evening (5/30/2011-9/11/2011)S	06:58 PM	08:00 PM															
	Halifax EM			0.6	0.8	0.4	0.5	0.5	1.0	0.6	0.7	0.7	0.6	0.0	0.3	0.4	0.0	0.0
	Halifax EM			0.6	0.8	0.4	0.5	0.5	1.0	0.6	0.7	0.7	0.6	0.0	0.3	0.4	0.0	0.0
	Halifax CM			0.7	0.9	0.5	0.5	0.5	1.1	1.1	0.8	0.8	0.7	0.0	0.2	0.2	0.0	0.0
	Halifax CM			0.7	0.9	0.5	0.5	0.5	1.1	1.1	0.8	0.8	0.7	0.0	0.2	0.2	0.0	0.0
	Saint John/Moncton EM			0.5	0.5	0.0	0.0	0.5	0.6	0.0	0.0	0.4	0.5	0.0	0.0	0.5	0.0	0.0
	Saint John/Moncton EM			0.5	0.5	0.0	0.0	0.5	0.6	0.0	0.0	0.4	0.5	0.0	0.0	0.5	0.0	0.0
	Saint John/Moncton CM			0.8	0.9	0.0	0.0	0.9	1.1	0.0	0.0	0.8	0.8	0.0	0.0	1.0	0.0	0.0
	Saint John/Moncton CM			0.8	0.9	0.0	0.0	0.9	1.1	0.0	0.0	0.8	0.8	0.0	0.0	1.0	0.0	0.0
	Sydney/GB EM			0.3	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.3	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
	Sydney CM			0.4	0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
	Sydney CM			0.4	0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
	Charlottetown EM			0.7	0.8	0.7	0.6	0.5	0.7	0.0	0.0	0.5	1.0	1.4	1.4	0.7	0.9	0.0
	Charlottetown EM			0.7	0.8	0.7	0.6	0.5	0.7	0.0	0.0	0.5	1.0	1.4	1.4	0.7	0.9	0.0
	Maritimes EM			0.5	0.6	0.2	0.3	0.5	0.7	0.3	0.4	0.5	0.5	0.1	0.3	0.4	0.1	0.0
	Maritimes CM			0.7	0.8	0.3	0.3	0.6	1.0	0.5	0.5	0.7	0.6	0.0	0.1	0.5	0.0	0.0
	TC/Full Coverage			10.8	10.5	0.6	2.4	4.1	6.5	0.5	1.7	2.4	4.1	0.2	0.8	1.6	0.2	0.1
	TC/Full Coverage			6.2	6.1	0.5	2.0	2.4	3.9	0.5	1.6	1.6	2.3	0.0	0.4	0.8	0.1	0.0
	TC/Full Coverage			4.6	4.4	0.2	0.5	1.7	2.6	0.0	0.1	0.9	1.8	0.2	0.4	0.8	0.1	0.1
Simpsons (5/30/2011-6/26/2011)S	07:58 PM	08:30 PM															
	Halifax EM			0.9	0.9	2.8	1.7	1.4	0.6	2.2	1.3	0.9	1.2	3.6	2.2	1.9	0.8	0.5
	Halifax EM			0.9	0.9	2.8	1.7	1.4	0.6	2.2	1.3	0.9	1.2	3.6	2.2	1.9	0.8	0.5
	Halifax CM			0.9	1.0	2.4	1.6	1.6	0.5	1.2	0.8	0.9	1.5	3.8	2.5	2.5	1.3	0.0
	Halifax CM			0.9	1.0	2.4	1.6	1.6	0.5	1.2	0.8	0.9	1.5	3.8	2.5	2.5	1.3	0.0
	Saint John/Moncton EM			0.7	0.8	1.6	1.3	1.1	0.6	1.3	0.9	1.1	1.0	1.9	1.3	1.5	0.0	0.0
	Saint John/Moncton EM			0.7	0.8	1.6	1.1	1.3	0.6	1.3	0.9	1.1	1.0	1.9	1.3	1.5	0.0	0.0
	Saint John/Moncton CM			1.0	1.2	1.5	1.3	2.1	1.1	1.7	1.2	1.7	1.3	1.2	1.4	2.4	0.0	0.0
	Saint John/Moncton CM			1.0	1.2	1.5	1.3	2.1	1.1	1.7	1.2	1.7	1.3	1.2	1.4	2.4	0.0	0.0
	Sydney/GB EM			1.3	1.3	3.7	2.7	2.3	1.0	2.0	1.9	2.1	1.7	6.1	3.6	2.5	1.1	0.9
	Sydney/GB EM			1.3	1.3	3.7	2.7	2.3	1.0	2.0	1.9	2.1	1.7	6.1	3.6	2.5	1.1	0.9
	Sydney CM			1.8	1.8	4.3	3.4	3.0	1.4	2.3	2.4	2.8	2.2	7.1	4.6	3.2	1.5	1.4

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Sydney CM				1.8	1.8	4.3	3.4	3.0	1.4	2.3	2.4	2.8	2.2	7.1	4.6	3.2	1.5	1.4
Charlottetown EM				1.3	1.5	2.2	2.2	2.3	1.1	2.7	2.1	2.0	1.9	1.9	2.5	2.7	0.9	0.0
Charlottetown EM				1.0	1.2	1.8	2.0	1.9	0.8	1.8	1.6	1.6	1.6	1.9	2.5	2.3	0.9	0.0
Maritimes EM				0.9	1.0	2.3	1.6	1.5	0.7	1.9	1.2	1.2	1.2	2.8	1.9	1.9	0.5	0.3
Maritimes CM				1.1	1.2	2.3	1.7	2.0	0.8	1.5	1.2	1.4	1.5	3.1	2.3	2.6	1.0	0.2
TC/Full Coverage				16.7	15.3	9.2	13.3	12.5	6.3	4.0	5.4	5.2	9.0	5.2	7.8	7.4	0.9	0.6
TC/Full Coverage				10.7	9.3	5.9	8.6	7.6	4.0	2.7	3.6	3.1	5.3	3.3	5.0	4.5	0.9	0.6
TC/Full Coverage				6.0	5.9	3.3	4.7	5.0	2.3	1.3	1.8	2.1	3.7	2.0	2.8	2.9	0.1	0.0
Simpsons (6/27/2011-7/3/2011)S	07:58 PM	08:30 PM															
Halifax EM				0.9	0.9	2.8	1.7	1.4	0.6	2.2	1.3	0.9	1.2	3.6	2.2	1.9	0.8	0.5
Halifax EM				0.9	0.9	2.8	1.7	1.4	0.6	2.2	1.3	0.9	1.2	3.6	2.2	1.9	0.8	0.5
Halifax CM				0.9	1.0	2.4	1.6	1.6	0.5	1.2	0.8	0.9	1.5	3.8	2.5	2.5	1.3	0.0
Halifax CM				0.9	1.0	2.4	1.6	1.6	0.5	1.2	0.8	0.9	1.5	3.8	2.5	2.5	1.3	0.0
Saint John/Moncton EM				0.7	0.8	1.6	1.3	1.1	0.6	1.3	0.9	1.1	1.0	1.9	1.3	1.5	0.0	0.0
Saint John/Moncton EM				0.7	0.8	1.6	1.1	1.3	0.6	1.3	0.9	1.1	1.0	1.9	1.3	1.5	0.0	0.0
Saint John/Moncton CM				1.0	1.2	1.5	1.3	2.1	1.1	1.7	1.2	1.7	1.3	1.2	1.4	2.4	0.0	0.0
Saint John/Moncton CM				1.0	1.2	1.5	1.3	2.1	1.1	1.7	1.2	1.7	1.3	1.2	1.4	2.4	0.0	0.0
Sydney/GB EM				1.3	1.3	3.7	2.7	2.3	1.0	2.0	1.9	2.1	1.7	6.1	3.6	2.5	1.1	0.9
Sydney/GB EM				1.3	1.3	3.7	2.7	2.3	1.0	2.0	1.9	2.1	1.7	6.1	3.6	2.5	1.1	0.9
Sydney CM				1.8	1.8	4.3	3.4	3.0	1.4	2.3	2.4	2.8	2.2	7.1	4.6	3.2	1.5	1.4
Sydney CM				1.8	1.8	4.3	3.4	3.0	1.4	2.3	2.4	2.8	2.2	7.1	4.6	3.2	1.5	1.4
Charlottetown EM				1.3	1.5	2.2	2.2	2.3	1.1	2.7	2.1	2.0	1.9	1.9	2.5	2.7	0.9	0.0
Charlottetown EM				1.0	1.2	1.8	2.0	1.9	0.8	1.8	1.6	1.6	1.6	1.9	2.5	2.3	0.9	0.0
Maritimes EM				0.9	1.0	2.3	1.6	1.5	0.7	1.9	1.2	1.2	1.2	2.8	1.9	1.9	0.5	0.3
Maritimes CM				1.1	1.2	2.3	1.7	2.0	0.8	1.5	1.2	1.4	1.5	3.1	2.3	2.6	1.0	0.2
TC/Full Coverage				16.7	15.3	9.2	13.3	12.5	6.3	4.0	5.4	5.2	9.0	5.2	7.8	7.4	0.9	0.6
TC/Full Coverage				10.7	9.3	5.9	8.6	7.6	4.0	2.7	3.6	3.1	5.3	3.3	5.0	4.5	0.9	0.6
TC/Full Coverage				6.0	5.9	3.3	4.7	5.0	2.3	1.3	1.8	2.1	3.7	2.0	2.8	2.9	0.1	0.0
Simpsons (7/4/2011-9/11/2011)S	07:58 PM	08:30 PM															
Halifax EM				0.7	0.7	2.2	1.4	1.1	0.5	1.8	1.0	0.7	1.0	2.9	1.8	1.5	0.6	0.4
Halifax EM				0.7	0.7	2.2	1.4	1.1	0.5	1.8	1.0	0.7	1.0	2.9	1.8	1.5	0.6	0.4
Halifax CM				0.7	0.8	1.9	1.3	1.3	0.4	1.0	0.6	0.7	1.2	3.0	2.0	2.0	1.0	0.0

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Halifax CM				0.7	0.8	1.9	1.3	1.3	0.4	1.0	0.6	0.7	1.2	3.0	2.0	2.0	1.0	0.0
Saint John/Moncton EM				0.6	0.6	1.3	0.9	1.0	0.5	1.0	0.7	0.9	0.8	1.5	1.0	1.2	0.0	0.0
Saint John/Moncton EM				0.6	0.6	1.3	0.9	1.0	0.5	1.0	0.7	0.9	0.8	1.5	1.0	1.2	0.0	0.0
Saint John/Moncton CM				0.8	1.0	1.2	1.0	1.7	0.9	1.4	1.0	1.4	1.0	1.0	1.1	1.9	0.0	0.0
Saint John/Moncton CM				0.8	1.0	1.2	1.0	1.7	0.9	1.4	1.0	1.4	1.0	1.0	1.1	1.9	0.0	0.0
Sydney/GB EM				1.0	1.0	3.0	2.2	1.8	0.8	1.6	1.5	1.7	1.4	4.9	2.9	2.0	0.9	0.7
Sydney/GB EM				1.0	1.0	3.0	2.2	1.8	0.8	1.6	1.5	1.7	1.4	4.9	2.9	2.0	0.9	0.7
Sydney CM				1.4	1.4	3.4	2.7	2.4	1.1	1.8	1.9	2.2	1.8	5.7	3.7	2.6	1.2	1.1
Sydney CM				1.4	1.4	3.4	2.7	2.4	1.1	1.8	1.9	2.2	1.8	5.7	3.7	2.6	1.2	1.1
Charlottetown EM				1.0	1.2	1.8	1.8	1.8	0.9	2.2	1.7	1.6	1.5	1.5	2.0	2.2	0.7	0.0
Charlottetown EM				0.8	1.0	1.4	1.6	1.5	0.6	1.4	1.3	1.3	1.3	1.5	2.0	1.8	0.7	0.0
Maritimes EM				0.7	0.8	1.8	1.3	1.2	0.6	1.5	1.0	1.0	1.0	2.2	1.5	1.5	0.4	0.2
Maritimes CM				0.9	1.0	1.8	1.4	1.6	0.6	1.2	1.0	1.1	1.2	2.5	1.8	2.1	0.8	0.2
TC/Full Coverage				13.4	12.2	7.4	10.6	10.0	5.0	3.2	4.3	4.2	7.2	4.2	6.2	5.9	0.7	0.5
TC/Full Coverage				8.6	7.4	4.7	6.9	6.1	3.2	2.2	2.9	2.5	4.2	2.6	4.0	3.6	0.7	0.5
TC/Full Coverage				4.8	4.7	2.6	3.8	4.0	1.8	1.0	1.4	1.7	3.0	1.6	2.2	2.3	0.1	0.0
Simpsons & Co* (5/30/2011-7/3/2011)S	07:58 PM	08:30 PM															
Halifax EM				0.2	0.2	0.3	0.3	0.3	0.3	0.5	0.4	0.5	0.1	0.0	0.2	0.2	0.0	0.0
Halifax EM				0.2	0.2	0.3	0.3	0.3	0.3	0.5	0.4	0.5	0.1	0.0	0.2	0.2	0.0	0.0
Halifax CM				0.2	0.2	0.4	0.2	0.3	0.4	0.8	0.4	0.6	0.1	0.0	0.0	0.0	0.0	0.0
Halifax CM				0.2	0.2	0.4	0.2	0.3	0.4	0.8	0.4	0.6	0.1	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton EM				0.3	0.3	0.2	0.2	0.4	0.4	0.0	0.2	0.4	0.3	0.3	0.2	0.3	0.0	0.0
Saint John/Moncton EM				0.3	0.3	0.2	0.2	0.4	0.4	0.0	0.2	0.4	0.3	0.3	0.2	0.3	0.0	0.0
Saint John/Moncton CM				0.6	0.7	0.3	0.4	0.8	0.7	0.0	0.5	1.0	0.6	0.6	0.3	0.6	0.0	0.0
Saint John/Moncton CM				0.6	0.7	0.3	0.4	0.8	0.7	0.0	0.5	1.0	0.6	0.6	0.3	0.6	0.0	0.0
Sydney/GB EM				0.2	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.0	0.9
Sydney/GB EM				0.2	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.0	0.9
Sydney 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	0.0	0.0	0.0
Sydney 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	0.0	0.0	0.0
Charlottetown EM				0.6	0.6	1.1	0.9	0.8	0.6	1.0	0.9	0.7	0.7	1.2	1.0	0.9	0.7	0.0
Charlottetown EM				0.6	0.6	1.1	0.9	0.8	0.6	1.0	0.9	0.7	0.7	1.2	1.0	0.9	0.7	0.0
Maritimes EM				0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.4	0.2	0.2	0.2	0.3	0.1	0.1



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Maritimes CM				0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.7	0.3	0.2	0.1	0.2	0.0	0.0
TC/Full Coverage				5.9	5.2	1.0	2.9	3.6	2.8	0.6	1.5	1.9	2.4	0.4	1.4	1.7	0.7	0.2
TC/Full Coverage				3.2	2.5	0.4	1.8	2.1	1.3	0.4	0.9	1.0	1.3	0.0	0.9	1.1	0.6	0.1
TC/Full Coverage				2.8	2.6	0.6	1.2	1.5	1.4	0.2	0.6	0.9	1.2	0.4	0.5	0.6	0.1	0.1
Bobs Burger (5/30/2011-7/3/2011)S	08:28 PM	09:00 PM															
Halifax EM				0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
Halifax EM				0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
Halifax CM				0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
Halifax CM				0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
Saint John/Moncton EM				1.2	1.4	2.5	2.0	2.2	1.1	2.0	1.6	1.8	1.7	2.8	2.3	2.7	0.0	0.0
Saint John/Moncton EM				1.0	1.2	2.0	1.5	1.8	1.1	2.0	1.6	1.8	1.2	1.9	1.5	1.8	0.0	0.0
Saint John/Moncton CM				1.8	2.2	2.5	2.6	3.9	1.9	2.5	2.3	3.0	2.5	2.5	3.0	4.9	0.0	0.0
Saint John/Moncton CM				1.4	1.6	1.3	1.7	2.8	1.9	2.5	2.3	3.0	1.3	0.0	1.0	2.5	0.0	0.0
Sydney/GB EM				0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
Sydney/GB EM				0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
Sydney CM				1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
Sydney CM				1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
Charlottetown EM				1.3	1.6	3.5	2.6	2.5	1.0	2.7	2.1	2.0	2.1	4.4	3.2	3.0	0.0	0.0
Charlottetown EM				1.2	1.4	2.9	2.3	2.1	0.7	1.3	1.4	1.4	2.1	4.4	3.2	3.0	0.0	0.0
Maritimes EM				1.0	1.1	2.4	1.8	1.8	1.0	2.3	1.6	1.6	1.3	2.5	1.9	2.0	0.5	0.0
Maritimes CM				1.1	1.3	1.7	1.7	2.2	1.1	1.4	1.4	1.9	1.5	2.1	2.0	2.6	1.0	0.0
TC/Full Coverage				18.6	17.8	10.1	14.9	14.8	8.1	4.9	6.8	6.5	9.7	5.2	8.1	8.2	0.7	0.1
TC/Full Coverage				10.4	9.6	5.8	8.7	8.1	4.7	3.2	4.1	3.4	4.9	2.6	4.6	4.6	0.7	0.1
TC/Full Coverage				8.2	8.2	4.3	6.3	6.7	3.4	1.8	2.8	3.1	4.8	2.6	3.5	3.6	0.0	0.0
Bobs Burger (7/4/2011-9/11/2011)S	08:28 PM	09:00 PM															
Halifax EM				0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
Halifax EM				0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
Halifax CM				0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
Halifax CM				0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
Saint John/Moncton EM				1.2	1.4	2.5	2.0	2.2	1.1	2.0	1.6	1.8	1.7	2.8	2.3	2.7	0.0	0.0
Saint John/Moncton EM				1.0	1.2	2.0	1.5	1.8	1.1	2.0	1.6	1.8	1.2	1.9	1.5	1.8	0.0	0.0
Saint John/Moncton CM				1.8	2.2	2.5	2.6	3.9	1.9	2.5	2.3	3.0	2.5	2.5	3.0	4.9	0.0	0.0

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				1.4	1.6	1.3	1.7	2.8	1.9	2.5	2.3	3.0	1.3	0.0	1.0	2.5	0.0	0.0
Sydney/GB EM				0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
Sydney/GB EM				0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
Sydney CM				1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
Sydney CM				1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
Charlottetown EM				1.3	1.6	3.5	2.6	2.5	1.0	2.7	2.1	2.0	2.1	4.4	3.2	3.0	0.0	0.0
Charlottetown EM				1.2	1.4	2.9	2.3	2.1	0.7	1.3	1.4	1.4	2.1	4.4	3.2	3.0	0.0	0.0
Maritimes EM				1.0	1.1	2.4	1.8	1.8	1.0	2.3	1.6	1.6	1.3	2.5	1.9	2.0	0.5	0.0
Maritimes CM				1.1	1.3	1.7	1.7	2.2	1.1	1.4	1.4	1.9	1.5	2.1	2.0	2.6	1.0	0.0
TC/Full Coverage				18.6	17.8	10.1	14.9	14.8	8.1	4.9	6.8	6.5	9.7	5.2	8.1	8.2	0.7	0.1
TC/Full Coverage				10.4	9.6	5.8	8.7	8.1	4.7	3.2	4.1	3.4	4.9	2.6	4.6	4.6	0.7	0.1
TC/Full Coverage				8.2	8.2	4.3	6.3	6.7	3.4	1.8	2.8	3.1	4.8	2.6	3.5	3.6	0.0	0.0
Raising Hope* (5/30/2011-9/11/2011)S	08:28 PM	09:00 PM															
Halifax EM				0.6	0.7	0.7	1.0	0.9	0.7	0.7	1.0	0.7	0.8	1.0	1.1	1.0	0.0	0.0
Halifax EM				0.6	0.7	0.7	1.0	0.9	0.7	0.7	1.0	0.7	0.8	1.0	1.1	1.0	0.0	0.0
Halifax CM				0.9	1.1	1.1	1.4	1.3	1.1	1.1	1.5	1.0	1.2	1.4	1.4	1.4	0.0	0.0
Halifax CM				0.9	1.1	1.1	1.4	1.3	1.1	1.1	1.5	1.0	1.2	1.4	1.4	1.4	0.0	0.0
Saint John/Moncton EM				0.5	0.5	0.9	0.8	0.9	0.3	0.8	0.4	0.5	0.7	0.9	1.2	1.2	0.0	0.0
Saint John/Moncton EM				0.4	0.5	0.9	0.8	0.7	0.2	0.8	0.4	0.4	0.6	0.9	1.2	1.2	0.0	0.0
Saint John/Moncton CM				0.4	0.5	0.8	0.8	0.8	0.5	1.4	0.9	0.9	0.5	0.0	0.8	0.7	0.0	0.0
Saint John/Moncton CM				0.4	0.5	0.8	0.8	0.8	0.5	1.4	0.9	0.9	0.5	0.0	0.8	0.7	0.0	0.0
Sydney/GB EM				0.8	1.0	0.0	1.3	1.3	1.3	0.0	1.4	1.4	0.8	0.0	1.1	1.2	0.0	0.0
Sydney/GB EM				0.8	1.0	0.0	1.3	1.3	1.3	0.0	1.4	1.4	0.8	0.0	1.1	1.2	0.0	0.0
Sydney CM				1.1	1.3	0.0	1.6	1.7	1.5	0.0	1.8	1.8	1.0	0.0	1.4	1.5	0.0	0.0
Sydney CM				1.1	1.3	0.0	1.6	1.7	1.5	0.0	1.8	1.8	1.0	0.0	1.4	1.5	0.0	0.0
Charlottetown EM				0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Charlottetown EM				0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.5	0.6	0.7	0.9	0.8	0.5	0.6	0.7	0.6	0.7	0.8	1.0	1.0	0.0	0.1
Maritimes CM				0.7	0.9	0.9	1.3	1.2	0.9	1.2	1.4	1.1	0.9	0.8	1.3	1.3	0.0	0.0
TC/Full Coverage				12.4	12.2	4.8	9.4	8.8	6.0	2.5	4.4	4.1	6.2	2.2	4.9	4.8	0.0	0.2
TC/Full Coverage				9.0	8.8	2.3	5.9	5.6	5.0	1.6	3.4	3.1	3.9	0.6	2.5	2.5	0.0	0.2
TC/Full Coverage				3.4	3.4	2.4	3.4	3.2	1.1	0.9	1.0	1.0	2.3	1.5	2.3	2.2	0.0	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Simpsons (5/30/2011-6/26/2011)S	08:58 PM	09:30 PM															
	Halifax EM			0.9	0.9	2.8	1.7	1.4	0.6	2.2	1.3	0.9	1.2	3.6	2.2	1.9	0.8	0.5
	Halifax EM			0.9	0.9	2.8	1.7	1.4	0.6	2.2	1.3	0.9	1.2	3.6	2.2	1.9	0.8	0.5
	Halifax CM			0.9	1.0	2.4	1.6	1.6	0.5	1.2	0.8	0.9	1.5	3.8	2.5	2.5	1.3	0.0
	Halifax CM			0.9	1.0	2.4	1.6	1.6	0.5	1.2	0.8	0.9	1.5	3.8	2.5	2.5	1.3	0.0
	Saint John/Moncton EM			0.7	0.8	1.6	1.3	1.1	0.6	1.3	0.9	1.1	1.0	1.9	1.3	1.5	0.0	0.0
	Saint John/Moncton EM			0.7	0.8	1.6	1.1	1.3	0.6	1.3	0.9	1.1	1.0	1.9	1.3	1.5	0.0	0.0
	Saint John/Moncton CM			1.0	1.2	1.5	1.3	2.1	1.1	1.7	1.2	1.7	1.3	1.2	1.4	2.4	0.0	0.0
	Saint John/Moncton CM			1.0	1.2	1.5	1.3	2.1	1.1	1.7	1.2	1.7	1.3	1.2	1.4	2.4	0.0	0.0
	Sydney/GB EM			1.3	1.3	3.7	2.7	2.3	1.0	2.0	1.9	2.1	1.7	6.1	3.6	2.5	1.1	0.9
	Sydney/GB EM			1.3	1.3	3.7	2.7	2.3	1.0	2.0	1.9	2.1	1.7	6.1	3.6	2.5	1.1	0.9
	Sydney CM			1.8	1.8	4.3	3.4	3.0	1.4	2.3	2.4	2.8	2.2	7.1	4.6	3.2	1.5	1.4
	Sydney CM			1.8	1.8	4.3	3.4	3.0	1.4	2.3	2.4	2.8	2.2	7.1	4.6	3.2	1.5	1.4
	Charlottetown EM			1.3	1.5	2.2	2.2	2.3	1.1	2.7	2.1	2.0	1.9	1.9	2.5	2.7	0.9	0.0
	Charlottetown EM			1.0	1.2	1.8	2.0	1.9	0.8	1.8	1.6	1.6	1.6	1.9	2.5	2.3	0.9	0.0
	Maritimes EM			0.9	1.0	2.3	1.6	1.5	0.7	1.9	1.2	1.2	1.2	2.8	1.9	1.9	0.5	0.3
	Maritimes CM			1.1	1.2	2.3	1.7	2.0	0.8	1.5	1.2	1.4	1.5	3.1	2.3	2.6	1.0	0.2
	TC/Full Coverage			16.7	15.3	9.2	13.3	12.5	6.3	4.0	5.4	5.2	9.0	5.2	7.8	7.4	0.9	0.6
	TC/Full Coverage			10.7	9.3	5.9	8.6	7.6	4.0	2.7	3.6	3.1	5.3	3.3	5.0	4.5	0.9	0.6
	TC/Full Coverage			6.0	5.9	3.3	4.7	5.0	2.3	1.3	1.8	2.1	3.7	2.0	2.8	2.9	0.1	0.0
Simpsons (6/27/2011-7/3/2011)S	08:58 PM	09:30 PM															
	Halifax EM			0.9	0.9	2.8	1.7	1.4	0.6	2.2	1.3	0.9	1.2	3.6	2.2	1.9	0.8	0.5
	Halifax EM			0.9	0.9	2.8	1.7	1.4	0.6	2.2	1.3	0.9	1.2	3.6	2.2	1.9	0.8	0.5
	Halifax CM			0.9	1.0	2.4	1.6	1.6	0.5	1.2	0.8	0.9	1.5	3.8	2.5	2.5	1.3	0.0
	Halifax CM			0.9	1.0	2.4	1.6	1.6	0.5	1.2	0.8	0.9	1.5	3.8	2.5	2.5	1.3	0.0
	Saint John/Moncton EM			0.7	0.8	1.6	1.3	1.1	0.6	1.3	0.9	1.1	1.0	1.9	1.3	1.5	0.0	0.0
	Saint John/Moncton EM			0.7	0.8	1.6	1.1	1.3	0.6	1.3	0.9	1.1	1.0	1.9	1.3	1.5	0.0	0.0
	Saint John/Moncton CM			1.0	1.2	1.5	1.3	2.1	1.1	1.7	1.2	1.7	1.3	1.2	1.4	2.4	0.0	0.0
	Saint John/Moncton CM			1.0	1.2	1.5	1.3	2.1	1.1	1.7	1.2	1.7	1.3	1.2	1.4	2.4	0.0	0.0
	Sydney/GB EM			1.3	1.3	3.7	2.7	2.3	1.0	2.0	1.9	2.1	1.7	6.1	3.6	2.5	1.1	0.9
	Sydney/GB EM			1.3	1.3	3.7	2.7	2.3	1.0	2.0	1.9	2.1	1.7	6.1	3.6	2.5	1.1	0.9
	Sydney CM			1.8	1.8	4.3	3.4	3.0	1.4	2.3	2.4	2.8	2.2	7.1	4.6	3.2	1.5	1.4

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Sydney CM				1.8	1.8	4.3	3.4	3.0	1.4	2.3	2.4	2.8	2.2	7.1	4.6	3.2	1.5	1.4
Charlottetown EM				1.3	1.5	2.2	2.2	2.3	1.1	2.7	2.1	2.0	1.9	1.9	2.5	2.7	0.9	0.0
Charlottetown EM				1.0	1.2	1.8	2.0	1.9	0.8	1.8	1.6	1.6	1.6	1.9	2.5	2.3	0.9	0.0
Maritimes EM				0.9	1.0	2.3	1.6	1.5	0.7	1.9	1.2	1.2	1.2	2.8	1.9	1.9	0.5	0.3
Maritimes CM				1.1	1.2	2.3	1.7	2.0	0.8	1.5	1.2	1.4	1.5	3.1	2.3	2.6	1.0	0.2
TC/Full Coverage				16.7	15.3	9.2	13.3	12.5	6.3	4.0	5.4	5.2	9.0	5.2	7.8	7.4	0.9	0.6
TC/Full Coverage				10.7	9.3	5.9	8.6	7.6	4.0	2.7	3.6	3.1	5.3	3.3	5.0	4.5	0.9	0.6
TC/Full Coverage				6.0	5.9	3.3	4.7	5.0	2.3	1.3	1.8	2.1	3.7	2.0	2.8	2.9	0.1	0.0
Simpsons (7/4/2011-9/11/2011)S	08:58 PM	09:30 PM															
Halifax EM				0.7	0.7	2.2	1.4	1.1	0.5	1.8	1.0	0.7	1.0	2.9	1.8	1.5	0.6	0.4
Halifax EM				0.7	0.7	2.2	1.4	1.1	0.5	1.8	1.0	0.7	1.0	2.9	1.8	1.5	0.6	0.4
Halifax CM				0.7	0.8	1.9	1.3	1.3	0.4	1.0	0.6	0.7	1.2	3.0	2.0	2.0	1.0	0.0
Halifax CM				0.7	0.8	1.9	1.3	1.3	0.4	1.0	0.6	0.7	1.2	3.0	2.0	2.0	1.0	0.0
Saint John/Moncton EM				0.6	0.6	1.3	0.9	1.0	0.5	1.0	0.7	0.9	0.8	1.5	1.0	1.2	0.0	0.0
Saint John/Moncton EM				0.6	0.6	1.3	0.9	1.0	0.5	1.0	0.7	0.9	0.8	1.5	1.0	1.2	0.0	0.0
Saint John/Moncton CM				0.8	1.0	1.2	1.0	1.7	0.9	1.4	1.0	1.4	1.0	1.0	1.1	1.9	0.0	0.0
Saint John/Moncton CM				0.8	1.0	1.2	1.0	1.7	0.9	1.4	1.0	1.4	1.0	1.0	1.1	1.9	0.0	0.0
Sydney/GB EM				1.0	1.0	3.0	2.2	1.8	0.8	1.6	1.5	1.7	1.4	4.9	2.9	2.0	0.9	0.7
Sydney/GB EM				1.0	1.0	3.0	2.2	1.8	0.8	1.6	1.5	1.7	1.4	4.9	2.9	2.0	0.9	0.7
Sydney CM				1.4	1.4	3.4	2.7	2.4	1.1	1.8	1.9	2.2	1.8	5.7	3.7	2.6	1.2	1.1
Sydney CM				1.4	1.4	3.4	2.7	2.4	1.1	1.8	1.9	2.2	1.8	5.7	3.7	2.6	1.2	1.1
Charlottetown EM				1.0	1.2	1.8	1.8	1.8	0.9	2.2	1.7	1.6	1.5	1.5	2.0	2.2	0.7	0.0
Charlottetown EM				0.8	1.0	1.4	1.6	1.5	0.6	1.4	1.3	1.3	1.3	1.5	2.0	1.8	0.7	0.0
Maritimes EM				0.7	0.8	1.8	1.3	1.2	0.6	1.5	1.0	1.0	1.0	2.2	1.5	1.5	0.4	0.2
Maritimes CM				0.9	1.0	1.8	1.4	1.6	0.6	1.2	1.0	1.1	1.2	2.5	1.8	2.1	0.8	0.2
TC/Full Coverage				13.4	12.2	7.4	10.6	10.0	5.0	3.2	4.3	4.2	7.2	4.2	6.2	5.9	0.7	0.5
TC/Full Coverage				8.6	7.4	4.7	6.9	6.1	3.2	2.2	2.9	2.5	4.2	2.6	4.0	3.6	0.7	0.5
TC/Full Coverage				4.8	4.7	2.6	3.8	4.0	1.8	1.0	1.4	1.7	3.0	1.6	2.2	2.3	0.1	0.0
SP: Teen Choice Awards (8/1/2011-8/4/2013)S	08:58 PM	11:00 PM	SM10 Actuals														
Halifax EM				2.3	2.3	4.6	3.4	3.4	1.2	4.6	2.3	3.4	2.3	4.6	3.5	3.5	2.3	0.5
Halifax EM				2.3	2.3	4.6	3.4	3.4	1.2	4.6	2.3	3.4	2.3	4.6	3.5	3.5	2.3	0.5
Halifax CM				2.3	3.5	6.9	4.6	4.6	2.3	5.8	3.5	4.6	3.5	6.9	4.6	4.6	4.6	0.0

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Halifax CM				2.3	3.5	6.9	4.6	4.6	2.3	5.8	3.5	4.6	3.5	6.9	4.6	4.6	4.6	0.0
Saint John/Moncton EM				2.3	2.3	4.6	3.4	3.4	2.3	5.8	3.4	3.4	2.3	4.6	3.5	2.3	1.2	0.0
Saint John/Moncton EM				2.3	2.3	4.6	3.4	2.3	2.3	4.6	3.4	2.3	2.3	5.8	4.6	2.3	1.2	0.0
Saint John/Moncton CM				2.3	2.3	5.8	4.6	2.3	2.3	5.8	4.6	3.5	3.5	5.8	4.6	2.3	0.0	0.0
Saint John/Moncton CM				2.3	2.3	5.8	4.6	2.3	2.3	5.8	4.6	3.5	3.5	5.8	4.6	2.3	0.0	0.0
Sydney/GB EM				2.3	2.3	3.5	2.3	3.5	2.3	4.6	3.5	3.5	2.3	2.3	2.3	3.5	6.9	1.2
Sydney/GB EM				2.3	2.3	3.5	2.3	3.5	2.3	4.6	3.5	3.5	2.3	2.3	2.3	3.5	6.9	1.2
Sydney CM				2.3	2.3	3.5	3.5	3.5	2.3	4.6	3.5	3.5	2.3	2.3	2.3	3.5	10.4	1.2
Sydney CM				2.3	2.3	3.5	3.5	3.5	2.3	4.6	3.5	3.5	2.3	2.3	2.3	3.5	10.4	1.2
Charlottetown EM				1.2	1.2	1.2	2.3	2.3	1.2	1.2	1.2	1.2	2.3	1.2	2.3	2.3	2.3	0.5
Charlottetown EM				1.2	1.2	1.2	2.3	2.3	1.2	1.2	1.2	1.2	2.3	1.2	3.5	2.3	2.3	1.2
Maritimes EM				2.3	2.3	4.6	3.5	3.5	2.3	4.6	3.5	2.3	2.3	4.6	3.5	3.5	2.3	0.3
Maritimes CM				2.3	2.3	5.8	4.6	3.5	2.3	5.8	3.5	3.5	3.5	5.8	4.6	3.5	3.5	0.1
TC/Full Coverage				55.1	49.9	33.6	44.7	40.8	23.3	16.9	20.8	19.4	26.7	16.7	24.0	21.4	3.2	2.0
TC/Full Coverage				40.0	35.5	25.3	32.1	31.3	16.3	12.7	15.0	14.6	19.2	12.7	17.3	16.7	2.8	1.8
TC/Full Coverage				15.6	15.1	8.9	13.3	9.9	7.0	4.5	6.2	4.8	7.9	4.4	7.1	4.9	0.6	0.1
Cleveland Show (5/30/2011-9/11/2011)S	09:28 PM	10:00 PM															
Halifax EM				0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
Halifax EM				0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
Halifax CM				0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
Halifax CM				0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
Saint John/Moncton EM				1.2	1.4	2.5	2.0	2.2	1.1	2.0	1.6	1.8	1.7	2.8	2.3	2.7	0.0	0.0
Saint John/Moncton EM				1.0	1.2	2.0	1.5	1.8	1.1	2.0	1.6	1.8	1.2	1.9	1.5	1.8	0.0	0.0
Saint John/Moncton CM				1.8	2.2	2.5	2.6	3.9	1.9	2.5	2.3	3.0	2.5	2.5	3.0	4.9	0.0	0.0
Saint John/Moncton CM				1.4	1.6	1.3	1.7	2.8	1.9	2.5	2.3	3.0	1.3	0.0	1.0	2.5	0.0	0.0
Sydney/GB EM				0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
Sydney/GB EM				0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
Sydney CM				1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
Sydney CM				1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
Charlottetown EM				1.3	1.6	3.5	2.6	2.5	1.0	2.7	2.1	2.0	2.1	4.4	3.2	3.0	0.0	0.0
Charlottetown EM				1.2	1.4	2.9	2.3	2.1	0.7	1.3	1.4	1.4	2.1	4.4	3.2	3.0	0.0	0.0
Maritimes EM				1.0	1.1	2.4	1.8	1.8	1.0	2.3	1.6	1.6	1.3	2.5	1.9	2.0	0.5	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
	Maritimes CM			1.1	1.3	1.7	1.7	2.2	1.1	1.4	1.4	1.9	1.5	2.1	2.0	2.6	1.0	0.0
	TC/Full Coverage			18.6	17.8	10.1	14.9	14.8	8.1	4.9	6.8	6.5	9.7	5.2	8.1	8.2	0.7	0.1
	TC/Full Coverage			10.4	9.6	5.8	8.7	8.1	4.7	3.2	4.1	3.4	4.9	2.6	4.6	4.6	0.7	0.1
	TC/Full Coverage			8.2	8.2	4.3	6.3	6.7	3.4	1.8	2.8	3.1	4.8	2.6	3.5	3.6	0.0	0.0
Family Guy (5/30/2011-9/11/2011)S	09:58 PM	10:30 PM															
	Halifax EM			1.1	1.1	2.7	2.0	1.9	0.9	1.8	1.6	1.3	1.4	3.8	2.6	2.6	1.1	0.0
	Halifax EM			1.1	1.1	2.7	2.0	1.9	0.9	1.8	1.6	1.3	1.4	3.8	2.6	2.6	1.1	0.0
	Halifax CM			1.3	1.4	2.2	2.1	2.3	0.7	0.0	1.1	1.2	2.1	4.7	3.3	3.5	1.8	0.0
	Halifax CM			1.3	1.4	2.2	2.1	2.3	0.7	0.0	1.1	1.2	2.1	4.7	3.3	3.5	1.8	0.0
	Saint John/Moncton EM			1.4	1.7	3.5	2.6	2.6	1.2	3.1	2.0	2.0	2.3	3.6	3.2	3.2	0.0	0.0
	Saint John/Moncton EM			1.1	1.4	3.0	2.2	2.2	1.1	3.1	2.0	2.0	1.7	2.8	2.5	2.5	0.0	0.0
	Saint John/Moncton CM			1.9	2.3	3.2	3.2	3.8	2.0	4.3	2.8	2.9	2.6	2.3	3.5	4.7	0.0	0.0
	Saint John/Moncton CM			1.3	1.5	2.1	2.3	2.8	1.7	4.3	2.8	2.9	1.4	0.0	1.7	2.5	0.0	0.0
	Sydney/GB EM			1.0	1.0	3.5	2.3	2.2	1.4	3.8	3.2	3.2	0.5	3.1	1.3	1.1	1.5	0.0
	Sydney/GB EM			1.0	1.0	3.5	2.3	2.2	1.4	3.8	3.2	3.2	0.5	3.1	1.3	1.1	1.5	0.0
	Sydney CM			1.4	1.4	4.0	2.9	2.8	1.8	4.2	3.8	4.1	0.8	3.6	1.7	1.4	2.1	0.0
	Sydney CM			1.4	1.4	4.0	2.9	2.8	1.8	4.2	3.8	4.1	0.8	3.6	1.7	1.4	2.1	0.0
	Charlottetown EM			1.1	1.3	2.5	1.9	1.9	0.8	2.5	1.6	1.5	1.8	2.6	2.2	2.3	0.0	0.0
	Charlottetown EM			0.9	1.1	2.5	1.9	1.7	0.8	2.5	1.6	1.5	1.5	2.6	2.2	1.9	0.0	0.0
	Maritimes EM			1.2	1.4	3.1	2.3	2.3	1.1	2.6	1.9	1.7	1.7	3.5	2.7	2.8	0.6	0.0
	Maritimes CM			1.5	1.7	2.8	2.6	2.8	1.3	2.0	2.0	2.1	2.1	3.7	3.2	3.6	1.3	0.0
	TC/Full Coverage			23.8	22.4	13.3	19.4	18.0	9.7	6.2	8.6	7.4	12.6	7.1	10.7	10.7	1.4	0.1
	TC/Full Coverage			15.0	13.6	8.3	12.2	11.2	6.2	3.8	5.6	4.4	7.4	4.6	6.6	6.8	1.4	0.1
	TC/Full Coverage			8.8	8.8	5.0	7.1	6.8	3.5	2.5	3.0	3.0	5.3	2.5	4.1	3.8	0.0	0.0
Family Guy (5/30/2011-9/11/2011)S	09:58 PM	11:00 PM															
	Halifax EM			1.1	1.1	2.7	2.0	1.9	0.9	1.8	1.6	1.3	1.4	3.8	2.6	2.6	1.1	0.0
	Halifax EM			1.1	1.1	2.7	2.0	1.9	0.9	1.8	1.6	1.3	1.4	3.8	2.6	2.6	1.1	0.0
	Halifax CM			1.3	1.4	2.2	2.1	2.3	0.7	0.0	1.1	1.2	2.1	4.7	3.3	3.5	1.8	0.0
	Halifax CM			1.3	1.4	2.2	2.1	2.3	0.7	0.0	1.1	1.2	2.1	4.7	3.3	3.5	1.8	0.0
	Saint John/Moncton EM			1.4	1.7	3.5	2.6	2.6	1.2	3.1	2.0	2.0	2.3	3.6	3.2	3.2	0.0	0.0
	Saint John/Moncton EM			1.1	1.4	3.0	2.2	2.2	1.1	3.1	2.0	2.0	1.7	2.8	2.5	2.5	0.0	0.0
	Saint John/Moncton CM			1.9	2.3	3.2	3.2	3.8	2.0	4.3	2.8	2.9	2.6	2.3	3.5	4.7	0.0	0.0

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				1.3	1.5	2.1	2.3	2.8	1.7	4.3	2.8	2.9	1.4	0.0	1.7	2.5	0.0	0.0
Sydney/GB EM				1.0	1.0	3.5	2.3	2.2	1.4	3.8	3.2	3.2	0.5	3.1	1.3	1.1	1.5	0.0
Sydney/GB EM				1.0	1.0	3.5	2.3	2.2	1.4	3.8	3.2	3.2	0.5	3.1	1.3	1.1	1.5	0.0
Sydney CM				1.4	1.4	4.0	2.9	2.8	1.8	4.2	3.8	4.1	0.8	3.6	1.7	1.4	2.1	0.0
Sydney CM				1.4	1.4	4.0	2.9	2.8	1.8	4.2	3.8	4.1	0.8	3.6	1.7	1.4	2.1	0.0
Charlottetown EM				1.1	1.3	2.5	1.9	1.9	0.8	2.5	1.6	1.5	1.8	2.6	2.2	2.3	0.0	0.0
Charlottetown EM				0.9	1.1	2.5	1.9	1.7	0.8	2.5	1.6	1.5	1.5	2.6	2.2	1.9	0.0	0.0
Maritimes EM				1.2	1.4	3.1	2.3	2.3	1.1	2.6	1.9	1.7	1.7	3.5	2.7	2.8	0.6	0.0
Maritimes CM				1.5	1.7	2.8	2.6	2.8	1.3	2.0	2.0	2.1	2.1	3.7	3.2	3.6	1.3	0.0
TC/Full Coverage				23.8	22.4	13.3	19.4	18.0	9.7	6.2	8.6	7.4	12.6	7.1	10.7	10.7	1.4	0.1
TC/Full Coverage				15.0	13.6	8.3	12.2	11.2	6.2	3.8	5.6	4.4	7.4	4.6	6.6	6.8	1.4	0.1
TC/Full Coverage				8.8	8.8	5.0	7.1	6.8	3.5	2.5	3.0	3.0	5.3	2.5	4.1	3.8	0.0	0.0
American Dad (5/30/2011-9/11/2011)S	10:28 PM	11:00 PM															
Halifax EM				0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
Halifax EM				0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
Halifax CM				0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
Halifax CM				0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
Saint John/Moncton EM				1.2	1.4	2.5	2.0	2.2	1.1	2.0	1.6	1.8	1.7	2.8	2.3	2.7	0.0	0.0
Saint John/Moncton EM				1.0	1.2	2.0	1.5	1.8	1.1	2.0	1.6	1.8	1.2	1.9	1.5	1.8	0.0	0.0
Saint John/Moncton CM				1.8	2.2	2.5	2.6	3.9	1.9	2.5	2.3	3.0	2.5	2.5	3.0	4.9	0.0	0.0
Saint John/Moncton CM				1.4	1.6	1.3	1.7	2.8	1.9	2.5	2.3	3.0	1.3	0.0	1.0	2.5	0.0	0.0
Sydney/GB EM				0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
Sydney/GB EM				0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
Sydney CM				1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
Sydney CM				1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
Charlottetown EM				1.3	1.6	3.5	2.6	2.5	1.0	2.7	2.1	2.0	2.1	4.4	3.2	3.0	0.0	0.0
Charlottetown EM				1.2	1.4	2.9	2.3	2.1	0.7	1.3	1.4	1.4	2.1	4.4	3.2	3.0	0.0	0.0
Maritimes EM				1.0	1.1	2.4	1.8	1.8	1.0	2.3	1.6	1.6	1.3	2.5	1.9	2.0	0.5	0.0
Maritimes CM				1.1	1.3	1.7	1.7	2.2	1.1	1.4	1.4	1.9	1.5	2.1	2.0	2.6	1.0	0.0
TC/Full Coverage				18.6	17.8	10.1	14.9	14.8	8.1	4.9	6.8	6.5	9.7	5.2	8.1	8.2	0.7	0.1
TC/Full Coverage				10.4	9.6	5.8	8.7	8.1	4.7	3.2	4.1	3.4	4.9	2.6	4.6	4.6	0.7	0.1
TC/Full Coverage				8.2	8.2	4.3	6.3	6.7	3.4	1.8	2.8	3.1	4.8	2.6	3.5	3.6	0.0	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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	11:58 PM	01:30 AM															
	Halifax EM			0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
	Halifax EM			0.7	0.8	2.0	1.4	1.2	0.7	2.0	1.3	0.9	0.9	2.3	1.5	1.5	1.2	0.0
	Halifax CM			0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
	Halifax CM			0.7	0.7	0.9	0.9	1.1	0.3	0.0	0.4	0.6	1.1	2.2	1.6	1.6	2.0	0.0
	Saint John/Moncton EM			1.2	1.4	2.5	2.0	2.2	1.1	2.0	1.6	1.8	1.7	2.8	2.3	2.7	0.0	0.0
	Saint John/Moncton EM			1.0	1.2	2.0	1.5	1.8	1.1	2.0	1.6	1.8	1.2	1.9	1.5	1.8	0.0	0.0
	Saint John/Moncton CM			1.8	2.2	2.5	2.6	3.9	1.9	2.5	2.3	3.0	2.5	2.5	3.0	4.9	0.0	0.0
	Saint John/Moncton CM			1.4	1.6	1.3	1.7	2.8	1.9	2.5	2.3	3.0	1.3	0.0	1.0	2.5	0.0	0.0
	Sydney/GB EM			0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
	Sydney/GB EM			0.9	1.1	2.6	2.0	2.0	1.5	4.1	2.8	3.2	0.5	0.0	0.8	0.7	0.0	0.0
	Sydney CM			1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
	Sydney CM			1.2	1.4	3.0	2.4	2.6	2.0	4.6	3.4	4.2	0.6	0.0	1.0	0.9	0.0	0.0
	Charlottetown EM			1.3	1.6	3.5	2.6	2.5	1.0	2.7	2.1	2.0	2.1	4.4	3.2	3.0	0.0	0.0
	Charlottetown EM			1.2	1.4	2.9	2.3	2.1	0.7	1.3	1.4	1.4	2.1	4.4	3.2	3.0	0.0	0.0
	Maritimes EM			1.0	1.1	2.4	1.8	1.8	1.0	2.3	1.6	1.6	1.3	2.5	1.9	2.0	0.5	0.0
	Maritimes CM			1.1	1.3	1.7	1.7	2.2	1.1	1.4	1.4	1.9	1.5	2.1	2.0	2.6	1.0	0.0
	TC/Full Coverage			18.6	17.8	10.1	14.9	14.8	8.1	4.9	6.8	6.5	9.7	5.2	8.1	8.2	0.7	0.1
	TC/Full Coverage			10.4	9.6	5.8	8.7	8.1	4.7	3.2	4.1	3.4	4.9	2.6	4.6	4.6	0.7	0.1
	TC/Full Coverage			8.2	8.2	4.3	6.3	6.7	3.4	1.8	2.8	3.1	4.8	2.6	3.5	3.6	0.0	0.0
Late Night Rotn (5/30/2011-9/11/2011)	MTWTFSS	10:58 PM	02:30 AM															
	Halifax EM			0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.0	0.0
	Halifax EM			0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.0	0.0
	Halifax CM			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
	Halifax CM			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
	Saint John/Moncton EM			0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.3	0.2	0.2	0.0	0.0
	Saint John/Moncton EM			0.1	0.1	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.4	0.2	0.2	0.0	0.0
	Saint John/Moncton CM			0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			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
	Sydney/GB EM			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
	Sydney CM			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	0.2	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Sydney CM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Charlottetown EM				0.1	0.1	0.4	0.2	0.2	0.2	0.8	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.1	0.5	0.2	0.3	0.3	0.9	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.2	0.1	0.1	0.0	0.0
Maritimes CM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TC/Full Coverage				1.4	1.3	0.6	0.7	0.6	0.5	0.1	0.2	0.3	0.7	0.5	0.5	0.4	0.1	0.0
TC/Full Coverage				0.7	0.5	0.2	0.3	0.3	0.3	0.0	0.1	0.1	0.4	0.2	0.2	0.2	0.1	0.1
TC/Full Coverage				0.8	0.8	0.5	0.5	0.4	0.4	0.1	0.1	0.1	0.5	0.4	0.4	0.3	0.0	0.0
News Final 1 (5/30/2011-9/11/2011)	MTWTFSS	10:58 PM	12:00 AM															
Halifax EM				0.5	0.5	0.1	0.4	0.4	0.5	0.2	0.5	0.5	0.5	0.0	0.3	0.4	0.0	0.1
Halifax EM				0.5	0.5	0.1	0.4	0.4	0.5	0.2	0.5	0.5	0.5	0.0	0.3	0.4	0.0	0.1
Halifax CM				0.4	0.5	0.1	0.3	0.3	0.5	0.3	0.5	0.5	0.4	0.0	0.2	0.2	0.0	0.1
Halifax CM				0.4	0.5	0.1	0.3	0.3	0.5	0.3	0.5	0.5	0.4	0.0	0.2	0.2	0.0	0.1
Saint John/Moncton EM				0.4	0.5	0.0	0.2	0.3	0.5	0.0	0.2	0.3	0.4	0.1	0.2	0.2	0.0	0.0
Saint John/Moncton EM				0.3	0.4	0.0	0.1	0.2	0.4	0.0	0.2	0.2	0.3	0.1	0.1	0.1	0.0	0.0
Saint John/Moncton CM				0.5	0.5	0.0	0.2	0.3	0.7	0.0	0.2	0.3	0.5	0.0	0.3	0.3	0.0	0.0
Saint John/Moncton CM				0.4	0.5	0.0	0.2	0.2	0.6	0.0	0.2	0.2	0.4	0.0	0.1	0.2	0.0	0.0
Sydney/GB EM				0.5	0.7	0.4	0.8	1.0	0.8	0.9	1.1	1.3	0.6	0.0	0.5	0.6	0.0	0.0
Sydney/GB EM				0.5	0.7	0.4	0.8	1.0	0.8	0.9	1.1	1.3	0.6	0.0	0.5	0.6	0.0	0.0
Sydney CM				0.7	0.8	0.6	1.0	1.1	0.9	1.3	1.2	1.4	0.7	0.0	0.7	0.8	0.0	0.0
Sydney CM				0.7	0.8	0.6	1.0	1.1	0.9	1.3	1.2	1.4	0.7	0.0	0.7	0.8	0.0	0.0
Charlottetown EM				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes EM				0.4	0.5	0.1	0.3	0.4	0.5	0.2	0.4	0.4	0.4	0.0	0.3	0.3	0.0	0.0
Maritimes CM				0.5	0.5	0.1	0.4	0.4	0.6	0.3	0.5	0.5	0.5	0.0	0.3	0.3	0.0	0.0
TC/Full Coverage				8.0	8.0	0.4	2.3	2.6	4.6	0.3	1.4	1.6	3.3	0.1	0.9	1.0	0.0	0.0
TC/Full Coverage				6.2	6.1	0.3	1.9	2.2	3.5	0.3	1.1	1.4	2.6	0.0	0.7	0.8	0.0	0.0
TC/Full Coverage				1.8	1.8	0.1	0.4	0.5	1.1	0.0	0.3	0.3	0.7	0.0	0.1	0.2	0.0	0.0
Wkdy PM Rotn (5/30/2011-9/11/2011)	MTWTF..	11:58 AM	04:00 PM															
Halifax EM				0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Halifax EM				0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Halifax CM				0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Halifax CM				0.1	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
Saint John/Moncton EM				0.0	0.0	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
Saint John/Moncton EM				0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.1	0.1	0.1	0.0	0.0	0.1	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sydney 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	0.0	0.0	0.0
Sydney 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	0.0	0.0	0.0
Charlottetown EM				0.1	0.1	0.1	0.2	0.2	0.1	0.0	0.0	0.0	0.2	0.2	0.3	0.3	0.0	0.0
Charlottetown EM				0.1	0.1	0.1	0.2	0.2	0.1	0.0	0.1	0.1	0.2	0.2	0.4	0.4	0.0	0.0
Maritimes EM				0.1	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
Maritimes CM				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
TC/Full Coverage				1.4	1.4	0.4	0.8	0.8	1.2	0.3	0.7	0.6	0.3	0.0	0.1	0.2	0.0	0.0
TC/Full Coverage				1.1	1.0	0.3	0.5	0.5	0.8	0.2	0.5	0.5	0.2	0.0	0.1	0.1	0.0	0.0
TC/Full Coverage				0.5	0.5	0.1	0.3	0.3	0.4	0.1	0.2	0.2	0.1	0.0	0.1	0.1	0.0	0.0
Days Of Our Lives (5/30/2011-9/11/2011)	MTWTF..	01:58 PM	03:00 PM															
Halifax EM				0.4	0.5	0.3	0.5	0.6	0.9	0.7	0.9	1.0	0.2	0.0	0.1	0.2	0.0	0.0
Halifax EM				0.4	0.5	0.3	0.5	0.6	0.9	0.7	0.9	1.0	0.2	0.0	0.1	0.2	0.0	0.0
Halifax CM				0.5	0.7	0.6	0.6	0.8	1.1	1.0	1.1	1.3	0.2	0.0	0.0	0.3	0.0	0.0
Halifax CM				0.5	0.7	0.6	0.6	0.8	1.1	1.0	1.1	1.3	0.2	0.0	0.0	0.3	0.0	0.0
Saint John/Moncton EM				0.3	0.3	0.1	0.2	0.3	0.6	0.2	0.4	0.4	0.1	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton EM				0.3	0.3	0.1	0.2	0.2	0.5	0.2	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.3	0.4	0.0	0.2	0.3	0.8	0.0	0.3	0.5	0.1	0.0	0.0	0.1	0.0	0.0
Saint John/Moncton CM				0.3	0.3	0.0	0.2	0.3	0.7	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.3	0.4	0.0	0.0	0.2	0.7	0.0	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.0
Sydney/GB EM				0.3	0.4	0.0	0.0	0.2	0.7	0.0	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.0
Sydney CM				0.4	0.5	0.0	0.0	0.2	0.9	0.0	0.0	0.3	0.2	0.0	0.1	0.1	0.0	0.0
Sydney CM				0.4	0.5	0.0	0.0	0.2	0.9	0.0	0.0	0.3	0.2	0.0	0.1	0.1	0.0	0.0
Charlottetown EM				0.4	0.5	0.2	0.2	0.3	0.7	0.2	0.1	0.1	0.4	0.3	0.3	0.3	0.0	0.0
Charlottetown EM				0.4	0.5	0.2	0.2	0.3	0.7	0.2	0.1	0.1	0.4	0.3	0.3	0.3	0.0	0.0
Maritimes EM				0.3	0.4	0.3	0.3	0.4	0.7	0.4	0.6	0.7	0.2	0.0	0.1	0.2	0.0	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
	Maritimes CM			0.4	0.6	0.3	0.3	0.5	0.9	0.5	0.7	0.9	0.1	0.0	0.0	0.2	0.0	0.0
	TC/Full Coverage			7.8	7.8	1.3	3.7	4.3	6.8	1.2	3.4	3.7	1.0	0.0	0.2	0.5	0.0	0.0
	TC/Full Coverage			5.4	5.4	1.0	2.7	3.3	4.7	1.0	2.6	2.9	0.7	0.0	0.1	0.4	0.0	0.0
	TC/Full Coverage			2.5	2.5	0.2	0.9	0.9	2.1	0.2	0.9	0.9	0.3	0.0	0.1	0.1	0.0	0.0
The Talk (5/30/2011-9/11/2011)	MTWTF..	02:58 PM	04:00 PM															
	Halifax EM			0.3	0.3	0.2	0.3	0.4	0.6	0.4	0.6	0.6	0.1	0.0	0.1	0.1	0.0	0.0
	Halifax EM			0.3	0.3	0.2	0.3	0.4	0.6	0.4	0.6	0.6	0.1	0.0	0.1	0.1	0.0	0.0
	Halifax CM			0.3	0.4	0.4	0.4	0.5	0.7	0.6	0.7	0.8	0.1	0.0	0.0	0.2	0.0	0.0
	Halifax CM			0.3	0.4	0.4	0.4	0.5	0.7	0.6	0.7	0.8	0.1	0.0	0.0	0.2	0.0	0.0
	Saint John/Moncton EM			0.2	0.2	0.1	0.1	0.2	0.4	0.1	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton EM			0.2	0.2	0.1	0.1	0.1	0.3	0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			0.2	0.3	0.0	0.1	0.2	0.5	0.0	0.2	0.3	0.1	0.0	0.0	0.1	0.0	0.0
	Saint John/Moncton CM			0.2	0.2	0.0	0.1	0.2	0.4	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.2	0.3	0.0	0.0	0.1	0.4	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0
	Sydney/GB EM			0.2	0.3	0.0	0.0	0.1	0.4	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0
	Sydney CM			0.3	0.3	0.0	0.0	0.1	0.6	0.0	0.0	0.2	0.1	0.0	0.1	0.1	0.0	0.0
	Sydney CM			0.3	0.3	0.0	0.0	0.1	0.6	0.0	0.0	0.2	0.1	0.0	0.1	0.1	0.0	0.0
	Charlottetown EM			0.3	0.3	0.1	0.1	0.2	0.4	0.1	0.1	0.1	0.3	0.2	0.2	0.2	0.0	0.0
	Charlottetown EM			0.3	0.3	0.1	0.1	0.2	0.4	0.1	0.1	0.1	0.3	0.2	0.2	0.2	0.0	0.0
	Maritimes EM			0.2	0.3	0.2	0.2	0.3	0.4	0.3	0.4	0.4	0.1	0.0	0.1	0.1	0.0	0.0
	Maritimes CM			0.3	0.4	0.2	0.2	0.3	0.6	0.3	0.4	0.6	0.1	0.0	0.0	0.1	0.0	0.0
	TC/Full Coverage			4.9	4.9	0.8	2.3	2.7	4.3	0.8	2.1	2.3	0.6	0.0	0.1	0.3	0.0	0.0
	TC/Full Coverage			3.4	3.4	0.6	1.7	2.1	3.0	0.6	1.6	1.8	0.4	0.0	0.1	0.3	0.0	0.0
	TC/Full Coverage			1.6	1.6	0.1	0.6	0.6	1.3	0.1	0.6	0.6	0.2	0.0	0.1	0.1	0.0	0.0
Y&R (5/30/2011-9/11/2011)	MTWTF..	03:58 PM	05:00 PM															
	Halifax EM			0.6	0.7	0.3	0.7	0.7	1.1	0.7	1.1	1.0	0.3	0.0	0.3	0.3	0.0	0.0
	Halifax EM			0.6	0.7	0.3	0.7	0.7	1.1	0.7	1.1	1.0	0.3	0.0	0.3	0.3	0.0	0.0
	Halifax CM			0.6	0.7	0.5	0.9	0.8	1.0	1.0	1.2	1.0	0.3	0.0	0.5	0.5	0.0	0.0
	Halifax CM			0.6	0.7	0.5	0.9	0.8	1.0	1.0	1.2	1.0	0.3	0.0	0.5	0.5	0.0	0.0
	Saint John/Moncton EM			0.5	0.6	0.3	0.3	0.3	0.9	0.3	0.3	0.5	0.3	0.4	0.3	0.1	0.0	0.0
	Saint John/Moncton EM			0.3	0.3	0.3	0.3	0.2	0.4	0.3	0.2	0.3	0.2	0.4	0.3	0.1	0.0	0.0
	Saint John/Moncton CM			0.3	0.4	0.9	0.5	0.2	0.6	0.4	0.5	0.3	0.3	1.3	0.6	0.0	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				0.3	0.3	0.9	0.3	0.0	0.3	0.4	0.3	0.0	0.3	1.3	0.6	0.0	0.0	0.0
Sydney/GB EM				0.9	1.0	0.0	0.3	0.6	1.6	0.0	0.5	0.9	0.3	0.0	0.2	0.3	0.0	0.0
Sydney/GB EM				0.9	1.0	0.0	0.3	0.6	1.6	0.0	0.5	0.9	0.3	0.0	0.2	0.3	0.0	0.0
Sydney CM				1.1	1.3	0.0	0.5	0.8	2.1	0.0	0.6	1.2	0.4	0.0	0.3	0.3	0.0	0.0
Sydney CM				1.1	1.3	0.0	0.5	0.8	2.1	0.0	0.6	1.2	0.4	0.0	0.3	0.3	0.0	0.0
Charlottetown EM				0.6	0.7	0.0	0.3	0.5	1.0	0.0	0.5	0.8	0.3	0.0	0.1	0.1	0.5	0.0
Charlottetown EM				0.5	0.5	0.0	0.3	0.5	0.9	0.0	0.5	0.8	0.2	0.0	0.1	0.1	0.5	0.0
Maritimes EM				0.6	0.7	0.3	0.5	0.5	1.1	0.4	0.7	0.8	0.3	0.2	0.3	0.3	0.1	0.0
Maritimes CM				0.6	0.7	0.6	0.7	0.6	1.0	0.8	0.9	0.8	0.3	0.4	0.5	0.3	0.0	0.0
TC/Full Coverage				37.4	37.1	2.5	12.3	14.2	31.6	2.0	10.8	12.6	5.5	0.3	1.5	1.6	0.3	0.0
TC/Full Coverage				31.5	31.2	1.9	9.9	11.6	26.8	1.9	8.9	10.3	4.4	0.0	0.9	1.4	0.3	0.0
TC/Full Coverage				6.0	6.0	0.5	2.5	2.6	4.8	0.2	1.9	2.3	1.1	0.3	0.6	0.3	0.1	0.0
Doctors (5/30/2011-9/11/2011)	MTWTF..	04:58 PM	06:00 PM															
Halifax EM				0.3	0.3	0.6	0.4	0.4	0.5	0.9	0.7	0.6	0.1	0.2	0.1	0.1	0.0	0.0
Halifax EM				0.3	0.3	0.6	0.4	0.4	0.5	0.9	0.7	0.6	0.1	0.2	0.1	0.1	0.0	0.0
Halifax CM				0.3	0.3	0.9	0.5	0.4	0.6	1.3	0.9	0.7	0.2	0.3	0.2	0.2	0.0	0.0
Halifax CM				0.3	0.3	0.9	0.5	0.4	0.6	1.3	0.9	0.7	0.2	0.3	0.2	0.2	0.0	0.0
Saint John/Moncton EM				0.3	0.3	0.2	0.3	0.3	0.5	0.3	0.4	0.4	0.2	0.1	0.1	0.0	0.0	0.0
Saint John/Moncton EM				0.3	0.3	0.2	0.3	0.3	0.5	0.3	0.4	0.4	0.2	0.1	0.1	0.0	0.0	0.0
Saint John/Moncton CM				0.3	0.3	0.4	0.4	0.4	0.6	0.5	0.8	0.8	0.1	0.3	0.1	0.0	0.0	0.0
Saint John/Moncton CM				0.3	0.3	0.4	0.3	0.3	0.5	0.5	0.6	0.7	0.1	0.3	0.1	0.0	0.0	0.0
Sydney/GB EM				0.4	0.5	0.0	0.3	0.4	0.6	0.0	0.3	0.5	0.4	0.0	0.3	0.4	0.0	0.0
Sydney/GB EM				0.4	0.5	0.0	0.3	0.4	0.6	0.0	0.3	0.5	0.4	0.0	0.3	0.4	0.0	0.0
Sydney CM				0.5	0.6	0.0	0.4	0.6	0.7	0.0	0.3	0.6	0.5	0.0	0.4	0.6	0.0	0.0
Sydney CM				0.5	0.6	0.0	0.4	0.6	0.7	0.0	0.3	0.6	0.5	0.0	0.4	0.6	0.0	0.0
Charlottetown EM				0.2	0.2	0.1	0.1	0.2	0.3	0.2	0.2	0.3	0.1	0.0	0.1	0.1	0.0	0.0
Charlottetown EM				0.2	0.2	0.1	0.1	0.2	0.3	0.1	0.1	0.3	0.1	0.0	0.1	0.1	0.0	0.0
Maritimes EM				0.3	0.3	0.3	0.3	0.3	0.5	0.5	0.5	0.5	0.2	0.1	0.1	0.1	0.0	0.0
Maritimes CM				0.3	0.4	0.5	0.5	0.4	0.6	0.9	0.8	0.7	0.2	0.3	0.2	0.2	0.0	0.0
TC/Full Coverage				10.8	10.7	1.9	3.7	3.7	8.2	1.5	3.1	3.1	2.6	0.3	0.5	0.7	0.1	0.0
TC/Full Coverage				8.2	8.2	1.5	2.9	3.0	6.2	1.4	2.6	2.4	1.9	0.2	0.3	0.6	0.0	0.0
TC/Full Coverage				2.7	2.6	0.3	0.8	0.8	1.9	0.2	0.7	0.7	0.7	0.1	0.2	0.1	0.1	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
ETC Late Night (5/30/2011-9/11/2011)	MTWTF..	11:58 PM	12:30 AM														
	Halifax EM			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	Halifax EM			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	Halifax CM			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
	Halifax CM			0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton EM			0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton EM			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
	Saint John/Moncton CM			0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			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
	Sydney/GB EM			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
	Sydney CM			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
	Sydney CM			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
	Charlottetown EM			0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
	Charlottetown EM			0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
	Maritimes EM			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
	Maritimes CM			0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	TC/Full Coverage			0.7	0.7	0.1	0.4	0.4	0.6	0.1	0.3	0.3	0.2	0.0	0.1	0.1	0.0
	TC/Full Coverage			0.7	0.6	0.1	0.3	0.4	0.5	0.1	0.3	0.3	0.1	0.0	0.0	0.0	0.1
	TC/Full Coverage			0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
ET Late Night (5/30/2011-9/11/2011)	MTWTF..	12:28 AM	01:00 AM														
	Halifax EM			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
	Halifax EM			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
	Halifax CM			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
	Halifax CM			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton EM			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
	Saint John/Moncton EM			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
	Saint John/Moncton CM			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			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
	Sydney/GB EM			0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0
	Sydney/GB EM			0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0
	Sydney CM			0.1	0.1	0.0	0.2	0.2	0.2	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Sydney CM				0.1	0.1	0.0	0.2	0.2	0.2	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				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
Charlottetown EM				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
Maritimes EM				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
Maritimes CM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
TC/Full Coverage				1.3	1.3	0.0	0.5	0.6	1.0	0.0	0.4	0.5	0.2	0.0	0.1	0.1	0.0	0.0
TC/Full Coverage				1.1	1.1	0.0	0.5	0.5	0.9	0.0	0.4	0.5	0.2	0.0	0.1	0.1	0.0	0.0
TC/Full Coverage				0.2	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Wkdy AM Rotn (5/30/2011-9/11/2011)	MTWTF..	05:58 AM	12:00 PM															
Halifax EM				0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Halifax EM				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Halifax CM				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
Halifax CM				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
Saint John/Moncton EM				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
Saint John/Moncton EM				0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Saint John/Moncton CM				0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Sydney/GB EM				0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sydney CM				0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0
Sydney CM				0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Charlottetown EM				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
Maritimes EM				0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maritimes CM				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
TC/Full Coverage				0.6	0.6	0.1	0.3	0.4	0.5	0.1	0.3	0.4	0.2	0.0	0.0	0.1	0.0	0.0
TC/Full Coverage				0.4	0.4	0.1	0.2	0.3	0.3	0.1	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0
TC/Full Coverage				0.2	0.2	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
House Off-Prime (1/3/2011-9/11/2011)	...TF..	01:58 PM	03:00 PM															
Halifax EM				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	0.1	0.0
Halifax EM				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	0.1	0.0
Halifax CM				0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.2	0.0

continued...



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Halifax CM				0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.2	0.0
Saint John/Moncton EM				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	0.1
Saint John/Moncton EM				0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.1
Saint John/Moncton 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	0.0
Saint John/Moncton 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	0.0
Sydney/GB EM				0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.6	0.6	0.3	0.3	0.3	0.3	0.3	0.0
Sydney/GB EM				0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.6	0.6	0.3	0.3	0.3	0.3	0.3	0.0
Sydney CM				0.3	0.3	0.3	0.6	0.6	0.6	0.6	0.3	0.6	0.6	0.3	0.3	0.3	0.6	0.0
Sydney CM				0.3	0.3	0.3	0.6	0.6	0.6	0.6	0.3	0.6	0.6	0.3	0.3	0.3	0.6	0.0
Charlottetown EM				0.2	0.2	0.1	0.2	0.3	0.3	0.1	0.2	0.3	0.2	0.0	0.2	0.2	0.1	0.1
Charlottetown EM				0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2	0.0	0.1	0.2	0.1	0.1
Maritimes EM				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	0.2	0.1
Maritimes 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	0.0
TC/Full Coverage				5.2	5.0	1.2	3.1	3.4	2.9	0.7	1.8	2.0	2.0	0.5	1.3	1.4	0.2	0.1
TC/Full Coverage				3.7	3.5	0.9	2.2	2.4	2.1	0.6	1.3	1.4	1.4	0.4	0.9	1.0	0.1	0.0
TC/Full Coverage				1.6	1.4	0.3	0.9	1.0	0.8	0.2	0.5	0.6	0.6	0.1	0.4	0.4	0.1	0.1
SP: Wimbledon Tennis (6/27/2011-7/3/2011)SS	10:00 AM	02:00 PM															
Halifax EM				1.0	2.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	2.0	1.0	2.0	2.0	0.4	0.2
Halifax EM				1.0	1.0	0.4	0.4	1.0	1.0	0.2	0.4	0.4	2.0	0.4	1.0	1.0	0.2	0.2
Halifax CM				1.0	2.0	0.4	1.0	1.0	1.0	0.2	0.4	1.0	2.0	1.0	1.0	2.0	0.2	0.2
Halifax CM				1.0	1.0	0.4	0.4	1.0	1.0	0.2	0.4	0.4	2.0	0.4	1.0	1.0	0.2	0.2
Saint John/Moncton EM				1.0	2.0	1.0	1.0	1.0	1.0	0.4	1.0	1.0	2.0	1.0	2.0	2.0	0.4	0.2
Saint John/Moncton EM				1.0	1.0	0.4	0.4	1.0	1.0	0.2	0.4	0.4	2.0	0.4	1.0	1.0	0.2	0.2
Saint John/Moncton CM				1.0	2.0	1.0	1.0	1.0	1.0	0.2	1.0	1.0	2.0	1.0	1.0	2.0	0.2	0.2
Saint John/Moncton CM				1.0	1.0	0.4	0.4	1.0	1.0	0.2	0.4	0.4	2.0	0.4	1.0	1.0	0.2	0.2
Sydney/GB EM				1.0	2.0	1.0	1.0	1.0	1.0	0.4	0.4	0.4	1.0	1.0	1.0	1.0	0.4	0.2
Sydney/GB EM				0.4	1.0	0.2	0.2	0.4	1.0	0.2	0.2	0.2	1.0	0.2	0.4	1.0	0.2	0.2
Sydney CM				1.0	1.0	0.4	1.0	1.0	1.0	0.2	0.4	1.0	2.0	1.0	1.0	1.0	0.2	0.2
Sydney CM				1.0	1.0	0.4	0.4	1.0	1.0	0.2	0.4	0.4	2.0	0.4	1.0	1.0	0.2	0.2
Charlottetown EM				1.0	1.0	1.0	0.4	1.0	1.0	0.2	0.4	0.4	1.0	1.0	1.0	1.0	0.2	0.2
Charlottetown EM				0.4	0.4	0.2	0.2	0.4	0.4	0.2	0.2	0.2	1.0	0.2	0.4	0.4	0.2	0.2
Maritimes EM				1.0	1.0	0.4	1.0	1.0	1.0	0.2	0.4	1.0	2.0	1.0	1.0	1.0	0.2	0.2



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Maritimes CM				1.0	2.0	0.4	1.0	1.0	1.0	0.2	0.4	1.0	2.0	1.0	1.0	2.0	0.2	0.2
TC/Full Coverage				17.8	17.5	3.6	6.4	10.4	6.5	0.8	2.2	3.4	11.0	1.8	4.2	2.3	0.6	0.5
TC/Full Coverage				19.0	20.2	3.0	6.0	8.6	5.1	0.8	3.0	2.8	8.7	1.6	4.6	5.8	0.6	0.3
TC/Full Coverage				3.8	4.0	0.6	1.2	1.8	3.1	0.2	0.6	0.6	5.2	0.4	1.0	1.2	0.2	0.2
Simpsons Wknd Rotn (5/30/2011-9/11/2011)SS	11:58 AM	04:00 PM															
Halifax EM				0.2	0.3	0.6	0.4	0.4	0.1	0.2	0.2	0.1	0.4	1.1	0.6	0.5	0.0	0.1
Halifax EM				0.2	0.3	0.6	0.4	0.4	0.1	0.2	0.2	0.1	0.4	1.1	0.6	0.5	0.0	0.1
Halifax CM				0.2	0.2	0.4	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.6	0.4	0.4	0.0	0.1
Halifax CM				0.2	0.2	0.4	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.6	0.4	0.4	0.0	0.1
Saint John/Moncton EM				0.3	0.3	0.8	0.4	0.3	0.3	1.1	0.5	0.4	0.2	0.7	0.4	0.3	0.0	0.5
Saint John/Moncton EM				0.3	0.3	0.8	0.4	0.3	0.3	1.1	0.5	0.4	0.2	0.7	0.4	0.3	0.0	0.5
Saint John/Moncton CM				0.2	0.3	0.6	0.3	0.4	0.4	1.3	0.5	0.6	0.1	0.0	0.1	0.1	0.0	0.3
Saint John/Moncton CM				0.2	0.3	0.6	0.3	0.4	0.4	1.3	0.5	0.6	0.1	0.0	0.1	0.1	0.0	0.3
Sydney/GB EM				0.3	0.3	0.4	0.5	0.4	0.1	0.0	0.0	0.0	0.5	0.6	1.0	0.6	0.0	0.5
Sydney/GB EM				0.3	0.3	0.4	0.5	0.4	0.1	0.0	0.0	0.0	0.5	0.6	1.0	0.6	0.0	0.5
Sydney CM				0.2	0.3	0.6	0.4	0.2	0.1	0.0	0.0	0.1	0.5	1.1	1.0	0.5	0.0	0.0
Sydney CM				0.2	0.3	0.6	0.4	0.2	0.1	0.0	0.0	0.1	0.5	1.1	1.0	0.5	0.0	0.0
Charlottetown EM				0.2	0.2	0.2	0.4	0.2	0.3	0.2	0.4	0.2	0.2	0.2	0.3	0.1	0.4	0.0
Charlottetown EM				0.2	0.2	0.1	0.3	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.3	0.1	0.4	0.0
Maritimes EM				0.2	0.3	0.6	0.4	0.3	0.2	0.5	0.3	0.2	0.4	0.8	0.6	0.4	0.0	0.3
Maritimes CM				0.2	0.2	0.5	0.3	0.3	0.2	0.5	0.3	0.3	0.3	0.4	0.4	0.3	0.0	0.1
TC/Full Coverage				7.1	5.5	3.1	4.4	3.6	2.2	1.5	1.8	1.5	3.2	1.6	2.6	2.1	0.6	1.1
TC/Full Coverage				4.6	3.2	1.5	2.7	2.1	1.1	0.5	0.8	0.6	2.2	1.1	1.9	1.5	0.5	0.8
TC/Full Coverage				2.5	2.2	1.6	1.8	1.5	1.3	1.0	1.1	0.8	1.0	0.6	0.7	0.6	0.1	0.2
Wknd PM Rotn (5/30/2011-9/11/2011)SS	12:00 PM	06:00 PM															
Halifax EM				0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.3	0.1	0.3	0.2	0.2	0.0	0.0
Halifax EM				0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.3	0.3	0.1	0.3	0.2	0.2	0.0	0.0
Halifax CM				0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.2	0.4	0.3	0.3	0.0	0.0
Halifax CM				0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.2	0.4	0.3	0.3	0.0	0.0
Saint John/Moncton EM				0.1	0.1	0.0	0.1	0.2	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.0	0.0
Saint John/Moncton EM				0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0
Saint John/Moncton CM				0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Saint John/Moncton CM				0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0
Sydney/GB EM				0.3	0.3	0.4	0.3	0.3	0.2	0.0	0.0	0.2	0.5	0.8	0.6	0.4	0.0	0.0
Sydney/GB EM				0.3	0.3	0.4	0.3	0.3	0.2	0.0	0.0	0.2	0.5	0.8	0.6	0.4	0.0	0.0
Sydney CM				0.4	0.5	0.7	0.4	0.3	0.3	0.0	0.0	0.3	0.8	1.3	0.9	0.6	0.0	0.0
Sydney CM				0.4	0.5	0.7	0.4	0.3	0.3	0.0	0.0	0.3	0.8	1.3	0.9	0.6	0.0	0.0
Charlottetown EM				0.1	0.1	0.1	0.1	0.0	0.1	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				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
Maritimes EM				0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.0	0.0
Maritimes CM				0.2	0.2	0.3	0.2	0.2	0.2	0.1	0.2	0.2	0.3	0.3	0.3	0.3	0.0	0.0
TC/Full Coverage				10.8	7.5	1.5	4.0	4.0	3.2	0.9	1.5	1.5	4.3	0.7	2.5	2.5	2.4	0.9
TC/Full Coverage				10.1	6.9	1.4	3.7	3.7	2.7	0.8	1.3	1.3	4.1	0.7	2.4	2.4	2.4	0.9
TC/Full Coverage				0.7	0.7	0.1	0.3	0.3	0.5	0.1	0.3	0.3	0.2	0.0	0.0	0.1	0.0	0.0
PGA Golf (5/30/2011-8/28/2011)SS	01:28 PM	08:00 PM															
Halifax EM				1.3	1.6	0.7	1.2	1.4	1.4	0.3	0.8	1.3	1.9	1.2	1.5	1.5	0.0	0.0
Halifax EM				1.3	1.6	0.7	1.2	1.4	1.4	0.3	0.8	1.3	1.9	1.2	1.5	1.5	0.0	0.0
Halifax CM				1.3	1.6	0.2	1.1	1.3	1.7	0.4	1.0	1.5	1.4	0.0	1.1	1.1	0.0	0.0
Halifax CM				1.3	1.6	0.2	1.1	1.3	1.7	0.4	1.0	1.5	1.4	0.0	1.1	1.1	0.0	0.0
Saint John/Moncton EM				0.2	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.3	0.1	0.2	0.1	0.0	0.0
Saint John/Moncton EM				0.2	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.2	0.1	0.2	0.1	0.0	0.0
Saint John/Moncton CM				0.3	0.4	0.1	0.2	0.2	0.5	0.0	0.1	0.1	0.4	0.1	0.4	0.4	0.0	0.0
Saint John/Moncton CM				0.3	0.4	0.1	0.2	0.2	0.4	0.0	0.1	0.1	0.4	0.1	0.4	0.4	0.0	0.0
Sydney/GB EM				0.7	0.8	0.1	0.3	0.5	0.4	0.0	0.0	0.0	1.3	0.2	0.6	1.1	0.0	0.0
Sydney/GB EM				0.7	0.8	0.1	0.3	0.5	0.4	0.0	0.0	0.0	1.3	0.2	0.6	1.1	0.0	0.0
Sydney CM				0.6	0.7	0.2	0.4	0.7	0.2	0.0	0.0	0.0	1.2	0.3	0.8	1.6	0.0	0.0
Sydney CM				0.6	0.7	0.2	0.4	0.7	0.2	0.0	0.0	0.0	1.2	0.3	0.8	1.6	0.0	0.0
Charlottetown EM				0.6	0.7	0.1	0.2	0.4	0.5	0.0	0.0	0.1	0.9	0.3	0.3	0.7	0.5	0.4
Charlottetown EM				0.5	0.6	0.1	0.2	0.4	0.5	0.0	0.0	0.1	0.8	0.3	0.3	0.6	0.0	0.0
Maritimes EM				0.8	0.9	0.3	0.6	0.7	0.7	0.1	0.4	0.6	1.1	0.6	0.8	0.9	0.0	0.0
Maritimes CM				0.9	1.0	0.2	0.7	0.9	1.1	0.2	0.6	0.9	1.0	0.1	0.8	0.9	0.0	0.0
TC/Full Coverage				14.8	14.7	1.2	5.3	6.6	5.7	0.2	1.4	2.4	9.1	0.9	3.9	4.3	0.0	0.0
TC/Full Coverage				12.9	12.8	1.1	4.8	6.1	4.9	0.2	1.3	2.2	7.9	0.8	3.5	3.8	0.0	0.0
TC/Full Coverage				1.9	1.9	0.1	0.5	0.6	0.8	0.0	0.1	0.1	1.1	0.1	0.4	0.4	0.0	0.0



Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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
Family Guy Wknd Rotn (5/30/2011-9/11/2011)SS	01:58 PM	06:00 PM															
	Halifax EM			0.4	0.4	0.5	0.6	0.6	0.4	0.4	0.6	0.7	0.4	0.7	0.6	0.6	0.6	0.0
	Halifax EM			0.4	0.4	0.5	0.6	0.6	0.4	0.4	0.6	0.7	0.4	0.7	0.6	0.6	0.6	0.0
	Halifax CM			0.4	0.4	0.5	0.6	0.6	0.4	0.5	0.6	0.6	0.4	0.4	0.6	0.6	1.0	0.0
	Halifax CM			0.4	0.4	0.5	0.6	0.6	0.4	0.5	0.6	0.6	0.4	0.4	0.6	0.6	1.0	0.0
	Saint John/Moncton EM			0.3	0.3	0.8	0.6	0.4	0.4	1.1	0.4	0.1	0.3	0.6	0.4	0.4	0.0	0.8
	Saint John/Moncton EM			0.4	0.4	0.9	0.7	0.4	0.1	0.6	0.3	0.1	0.7	1.1	1.1	0.9	0.0	0.0
	Saint John/Moncton CM			0.4	0.4	0.6	0.4	0.6	0.4	1.1	0.4	0.5	0.3	0.2	0.4	0.6	0.0	0.9
	Saint John/Moncton CM			0.6	0.7	1.8	1.1	0.6	0.3	1.0	0.5	0.1	1.1	2.5	1.7	1.0	0.0	0.0
	Sydney/GB EM			0.4	0.4	0.3	0.6	0.6	0.1	0.0	0.2	0.3	0.6	0.5	1.2	0.9	0.4	0.0
	Sydney/GB EM			0.4	0.4	0.3	0.6	0.6	0.1	0.0	0.2	0.3	0.6	0.5	1.2	0.9	0.4	0.0
	Sydney CM			0.4	0.4	0.4	0.8	0.7	0.1	0.0	0.2	0.4	0.8	0.8	1.5	1.1	0.6	0.0
	Sydney CM			0.4	0.4	0.4	0.8	0.7	0.1	0.0	0.2	0.4	0.8	0.8	1.5	1.1	0.6	0.0
	Charlottetown EM			0.4	0.4	0.2	0.4	0.2	0.4	0.4	0.4	0.2	0.4	0.1	0.3	0.2	0.0	0.0
	Charlottetown EM			0.5	0.7	0.2	0.8	0.8	0.7	0.0	1.0	1.1	0.6	0.5	0.7	0.5	0.0	0.0
	Maritimes EM			0.4	0.4	0.6	0.5	0.4	0.3	0.6	0.5	0.4	0.4	0.6	0.6	0.5	0.3	0.2
	Maritimes CM			0.4	0.4	0.5	0.6	0.6	0.4	0.6	0.5	0.6	0.4	0.4	0.6	0.6	0.5	0.3
	TC/Full Coverage			9.2	8.2	5.0	6.9	6.3	3.9	2.5	3.2	2.8	4.4	2.5	3.7	3.5	0.6	0.4
	TC/Full Coverage			6.8	6.1	3.4	5.1	4.8	2.6	1.4	2.2	2.0	3.5	2.0	3.0	2.8	0.6	0.1
	TC/Full Coverage			6.1	4.6	2.8	4.3	3.1	0.8	0.3	0.7	0.4	3.9	2.6	3.6	2.7	0.0	1.5
Wknd AM Rotn (5/30/2011-9/11/2011)SS	05:58 AM	12:00 PM															
	Halifax EM			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
	Halifax EM			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
	Halifax CM			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
	Halifax CM			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
	Saint John/Moncton EM			0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.2	0.0
	Saint John/Moncton EM			0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.2	0.0
	Saint John/Moncton CM			0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
	Saint John/Moncton CM			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
	Sydney/GB EM			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
	Sydney/GB EM			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
	Sydney CM			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	0.0

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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	
Sydney CM				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	0.0
Charlottetown EM				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	0.1	0.0	0.0
Charlottetown EM				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	0.1	0.0	0.0
Maritimes EM				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.0
Maritimes CM				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	0.0
TC/Full Coverage				2.5	2.3	0.2	1.4	1.4	0.7	0.0	0.4	0.6	1.6	0.1	0.9	0.9	0.1	0.1	
TC/Full Coverage				1.9	1.7	0.0	1.1	1.2	0.5	0.0	0.3	0.4	1.2	0.0	0.7	0.8	0.0	0.1	
TC/Full Coverage				0.6	0.5	0.1	0.3	0.3	0.2	0.0	0.0	0.1	0.4	0.1	0.3	0.2	0.1	0.0	
Saturday Night Live (5/30/2011-9/11/2011)S.	12:25 AM	02:00 AM																
Halifax EM				0.4	0.3	0.6	0.4	0.5	0.2	0.2	0.2	0.4	0.4	1.0	0.5	0.5	0.2	0.9	
Halifax EM				0.4	0.3	0.6	0.4	0.5	0.2	0.2	0.2	0.4	0.4	1.0	0.5	0.5	0.2	0.9	
Halifax CM				0.6	0.5	0.9	0.6	0.7	0.4	0.3	0.4	0.6	0.6	1.4	0.8	0.8	0.4	1.4	
Halifax CM				0.6	0.5	0.9	0.6	0.7	0.4	0.3	0.4	0.6	0.6	1.4	0.8	0.8	0.4	1.4	
Saint John/Moncton EM				0.2	0.2	0.5	0.4	0.4	0.2	0.5	0.2	0.2	0.4	0.6	0.5	0.6	0.0	0.0	
Saint John/Moncton EM				0.2	0.2	0.5	0.4	0.4	0.2	0.5	0.2	0.2	0.4	0.6	0.5	0.6	0.0	0.0	
Saint John/Moncton CM				0.2	0.2	0.2	0.3	0.4	0.2	0.5	0.2	0.2	0.3	0.0	0.5	0.5	0.0	0.0	
Saint John/Moncton CM				0.2	0.2	0.2	0.3	0.4	0.2	0.5	0.2	0.2	0.3	0.0	0.5	0.5	0.0	0.0	
Sydney/GB EM				0.2	0.2	0.2	0.1	0.2	0.2	0.6	0.3	0.3	0.1	0.0	0.0	0.0	0.4	0.0	
Sydney/GB EM				0.2	0.2	0.2	0.1	0.2	0.2	0.6	0.3	0.3	0.1	0.0	0.0	0.0	0.4	0.0	
Sydney CM				0.2	0.2	0.4	0.2	0.2	0.2	0.8	0.4	0.4	0.1	0.0	0.0	0.0	0.5	0.0	
Sydney CM				0.2	0.2	0.4	0.2	0.2	0.2	0.8	0.4	0.4	0.1	0.0	0.0	0.0	0.5	0.0	
Charlottetown EM				0.1	0.2	0.5	0.4	0.4	0.2	0.7	0.4	0.5	0.2	0.0	0.3	0.3	0.0	0.0	
Charlottetown EM				0.1	0.2	0.5	0.4	0.4	0.2	0.7	0.4	0.5	0.2	0.0	0.3	0.3	0.0	0.0	
Maritimes EM				0.2	0.2	0.5	0.4	0.4	0.2	0.4	0.2	0.3	0.3	0.7	0.5	0.5	0.1	0.3	
Maritimes CM				0.4	0.4	0.6	0.5	0.5	0.3	0.4	0.3	0.4	0.4	0.8	0.6	0.7	0.2	0.7	
TC/Full Coverage				8.9	8.3	4.9	6.1	3.6	3.5	1.3	2.0	1.6	4.8	3.6	4.0	1.9	0.1	0.5	
TC/Full Coverage				6.7	6.0	3.2	4.0	2.1	2.2	0.2	1.0	1.2	3.8	3.1	3.1	1.0	0.1	0.5	
TC/Full Coverage				2.3	2.3	1.7	2.0	1.4	1.3	1.1	1.1	0.4	1.0	0.5	0.9	1.0	0.0	0.0	
16x9 Late (5/30/2011-9/11/2011)S	11:30 PM	12:00 AM																
Halifax EM				0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	
Halifax EM				0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	
Halifax CM				0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	

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Master Planner

Stations: CIHF-B, CIHF-S, CIHF-SB
 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	
Halifax CM				0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton EM				0.1	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton EM				0.1	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.1	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John/Moncton CM				0.1	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sydney/GB EM				0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sydney CM				0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sydney CM				0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Charlottetown EM				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	0.0
Charlottetown EM				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	0.0
Maritimes EM				0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Maritimes CM				0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
TC/Full Coverage				1.7	1.7	0.0	0.2	0.2	0.8	0.0	0.2	0.2	0.2	0.9	0.0	0.0	0.0	0.0	0.0
TC/Full Coverage				0.9	0.9	0.0	0.2	0.2	0.3	0.0	0.2	0.2	0.2	0.6	0.0	0.0	0.0	0.0	0.0
TC/Full Coverage				0.8	0.8	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0