



# 4th QUARTER '03/Cache Valley Cheese



| Daypart | Time            | Program                          | #Spots | Rtg W25-54 | GRP's | Rate | Cost  | CPP    |
|---------|-----------------|----------------------------------|--------|------------|-------|------|-------|--------|
| EM      | 6-7a            | Early Morning News               | 20     | 0.6        | 12.0  | 75   | 1500  | 125.00 |
|         | 7-9a            | Good Morning America             | 20     | 1.0        | 20.0  | 125  | 2500  | 125.00 |
|         | Sun 7-830a      | ABC 15 Daybreak I Sunday         | 12     | 0.5        | 6.0   | 50   | 600   | 100.00 |
|         | Sun 930-10a     | ABC 15 Daybreak II Sunday        | 12     | 0.8        | 9.6   | 50   | 600   | 62.50  |
|         |                 |                                  |        |            |       |      |       |        |
| DT      | 10-11a          | The View                         | 20     | 1.1        | 22.0  | 150  | 3000  | 136.36 |
|         | 10a-3p          | ABC Daytime                      | 8      | 1.2        | 9.6   | 200  | 1600  | 166.67 |
|         | 11a-12n         | Living It Up                     | 30     | 1.7        | 51.0  | 75   | 2250  | 44.12  |
|         | 12n-1p          | All My Children                  | 8      | 2.1        | 16.8  | 200  | 1600  | 95.24  |
|         | 2-3p            | General Hospital                 | 8      | 1.5        | 12.0  | 200  | 1600  | 133.33 |
| EF      | 4-430p          | Millionaire                      | 12     | 1.0        | 12.0  | 175  | 2100  | 175.00 |
|         | 430-5p          | Jeopardy                         | 12     | 1.5        | 18.0  | 250  | 3000  | 166.67 |
| Prime   | Tue 8-9p        | According to Jim/Perfect         | 3      | 7.0        | 21.0  | 2000 | 6000  | 285.71 |
|         | Wed 7-8p        | My Wife & Kids/It's All Relative | 2      | 5.1        | 10.2  | 1500 | 3000  | 294.12 |
|         | Wed 8-10p       | Bachelor                         | 4      | 12.7       | 50.8  | 3000 | 12000 | 236.22 |
|         | Wed 8-9p        | Trista's Wedding                 | 1      | 12.7       | 12.7  | 3500 | 3500  | 275.59 |
|         | Thur 8-9p       | Extreme Makeover                 | 2      | 8.4        | 16.8  | 2000 | 4000  | 238.10 |
|         | Thur 9-10p      | Primetime Live                   | 2      | 4.6        | 9.2   | 1500 | 3000  | 326.09 |
|         | Fri 8-9p        | Hope & Faith                     | 4      | 6.0        | 24.0  | 1000 | 4000  | 166.67 |
|         | Sat 7-9p        | Wonderful World of Disney        | 4      | 4.6        | 18.4  | 750  | 3000  | 163.04 |
| LN      | M-SU 10-1035p   | Late News                        | 20     | 2.5        | 50.0  | 500  | 10000 | 200.00 |
| LF      | M-F 1035-1105p  | Nightline                        | 24     | 1.1        | 26.4  | 170  | 4080  | 154.55 |
|         | Sun 1035-1135p  | X-Files                          | 12     | 1.0        | 12.0  | 100  | 1200  | 100.00 |
|         | Sun 1135p-1235a | Andromeda                        | 12     | 0.6        | 7.2   | 75   | 900   | 125.00 |

Executive Summary.....

| Daypart      | W25-54 GRP's | %             | Cost               | CPP             |
|--------------|--------------|---------------|--------------------|-----------------|
| EM           | 47.6         | 10.6%         | \$5,200            | \$109.24        |
| DT           | 111.4        | 24.9%         | \$10,050           | \$90.22         |
| EF           | 30.0         | 6.7%          | \$5,100            | \$170.00        |
| PR           | 163.1        | 36.4%         | \$38,500           | \$236.05        |
| LN           | 50.0         | 11.2%         | \$10,000           | \$200.00        |
| LF           | 45.6         | 10.2%         | \$6,180            | \$135.53        |
| <b>Total</b> | <b>447.7</b> | <b>100.0%</b> | <b>\$75,030.00</b> | <b>\$167.59</b> |

W25-54 884,421  
Impressions: 3,959,552  
CPM:\$18.95