

Virtue Media

Markets for Omaha

January 4, 2012 -January 24, 2012

STATION	DAYS	TIMES	PROGRAM	1/4	1/11	1/18	Total Spots	Length
ABC								
KETV	M-F	5a-6a	KETV First News @ 5	1	1	1	3	:30
KETV	M-F	6a-7a	KETV First News @ 6	2	2	2	6	:30
KETV	M-F	7a-9a	GMA	2	2	2	6	:30
KETV	M-F	9a-10a	Rachel Ray	2	2	2	2	:30
KETV	M-F	11a-12p	The Doctors	2	2	2	6	:30
KETV	M-F	3p-4p	Dr. Oz	2	2	2	6	:30
KETV	M-F	4p-5p	Judge Judy	2	2	2	6	:30
KETV	M-F	6p-630p	NewsWatch 7 @ 6p	2	2	2	6	:30
subtotal				15	15	15	41	
CBS								
KMTV	M-F	5a-6a	Action 3 News This Morning	2	2	2	6	:30
KMTV	M-F	6a-7a	Action 3 News Live 6am	3	3	3	9	:30
KMTV	M-F	4p-5p	Dr. Phil	3	3	3	9	:30
KMTV	Sa	6p-7p	Entertainment Tonight	1	1	1	3	:30
subtotal				9	9	9	27	
NBC								
WOWT	M-F	5a-530a	Early News @ 5am	2	2	2	6	:30
WOWT	M-F	530a-6a	Daybreak I	2	2	2	6	:30
WOWT	M-F	6a-7a	Daybreak II	2	2	2	6	:30
WOWT	M-F	7a-9a	Today Show	2	2	2	6	:30
WOWT	M-F	9a-10a	Today Show II	2	2	2	6	:30
WOWT	M-F	11a-1130a	Who Wants to Be a Millionaire	2	2	2	6	:30
WOWT	M-F	1130a-12p	News Live at Midday	2	2	2	6	:30
WOWT	M-F	4p-430p	First News Live at 4	3	2	2	7	:30
WOWT	M-F	4:30p-5p	Jeopardy	2	3	2	7	:30
WOWT	M-F	5p-5:30p	Live at 5	3	2	2	7	:30
WOWT	M-F	6p-6:30p	Live at 6	2	2	2	6	:30
WOWT	M-Su	5a-12a	ROS BONUS MATCH	24	24	24	72	:30
subtotal				48	47	46	141	

Cable

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COX	M-Su	4p-12m	BRAVO	6	6	6	18	:30
COX	M-Su	4p-12m	FOOD	7	7	7	21	:30
COX	M-Su	4p-12m	HGTV	7	7	7	21	:30
COX	M-Su	4p-12m	HALL	5	5	5	15	:30
COX	M-Su	4p-12m	LIFE	7	7	7	21	:30
COX	M-Su	4p-12m	LMN	6	6	6	18	:30
COX	M-Su	4p-12m	TLC	6	6	6	18	:30
subtotal				44	44	44	132	
TOTAL				116	115	114	341	