

CATEGORY

State & Local Campaigns

MEDIA	DAYPART	2010 DOLS (000)	DOLS % DOWN	2010 UNITS	% DOWN	2008 DOLS (000)	DOLS % DOWN	2008 UNITS	% DOWN
Spot TV	Early Morning 1	24,471.9	6%	149,807	13%	8,592.2	7%	54,517	14%
Spot TV	Early Morning 2	25,612.8	6%	126,972	11%	8,174.8	7%	45,046	12%
Spot TV	Morning Daytime 1	8,307.6	2%	47,033	4%	2,250.0	2%	14,029	4%
Spot TV	Morning Daytime 2	10,048.2	2%	65,284	6%	2,480.1	2%	18,619	5%
Spot TV	Afternoon Daytime 1	8,804.2	2%	56,547	5%	3,275.3	3%	20,891	5%
Spot TV	Afternoon Daytime 2	10,511.9	3%	54,630	5%	2,059.3	2%	13,650	3%
Spot TV	Early Fringe 1	5,906.8	1%	23,014	2%	1,579.6	1%	6,682	2%
Spot TV	Early Fringe 2	30,895.3	8%	111,768	9%	10,787.2	9%	36,269	9%
Spot TV	Early News 1	25,968.5	6%	70,311	6%	10,126.2	8%	25,165	6%
Spot TV	Early News 2	8,412.8	2%	21,576	2%	2,182.8	2%	5,876	2%
Spot TV	Prime Access 1	24,783.3	6%	56,527	5%	8,809.0	7%	19,899	5%
Spot TV	Prime Access 2	21,459.2	5%	44,229	4%	6,421.5	5%	13,877	4%
Spot TV	Prime	80,784.4	20%	53,912	5%	18,326.8	15%	15,664	4%
Spot TV	Prime Non-net	2,556.7	1%	4,206	0%	394.5	0%	876	0%
Spot TV	Late News	41,514.4	10%	73,444	6%	14,524.1	12%	25,760	7%
Spot TV	Late Fringe	26,507.7	7%	73,785	6%	8,119.9	7%	22,402	6%
Spot TV	Saturday Morning	3,896.7	1%	23,981	2%	1,145.9	1%	8,182	2%
Spot TV	Saturday Afternoon	1,578.5	0%	2,815	0%	366.5	0%	993	0%
Spot TV	Saturday Early Fringe 1	1,243.9	0%	2,589	0%	314.9	0%	823	0%
Spot TV	Saturday Early Fringe 2	3,624.9	1%	10,977	1%	1,245.8	1%	4,398	1%
Spot TV	Saturday Prime Access	1,316.0	0%	4,374	0%	479.0	0%	1,753	0%
Spot TV	Sunday Morning	7,995.8	2%	36,568	3%	1,917.6	2%	12,479	3%
Spot TV	Sunday Afternoon	4,202.3	1%	2,986	0%	1,349.0	1%	1,210	0%
Spot TV	Sunday Early Fringe 1	2,537.1	1%	3,223	0%	663.6	1%	967	0%
Spot TV	Sunday Early Fringe 2	3,361.3	1%	10,629	1%	1,209.5	1%	3,977	1%
Spot TV	Weekend Late News	11,593.3	3%	20,557	2%	3,871.5	3%	7,687	2%
Spot TV	Weekend Late Fringe	7,738.6	2%	17,987	2%	2,305.1	2%	5,697	1%
Spot TV	Overnight	1,547.4	0%	14,616	1%	306.7	0%	3,512	1%
	Total	407,181.5	100%	1,184,347	100%	123,278.4	100%	390,900	100%

Source: Kantar Media



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MEDIA	DAYPART	2006 DOLS (000)	DOLS % DOWN	2006 UNITS	% DOWN
Spot TV	Early Morning 1	22,029.2	5%	123,689	13%
Spot TV	Early Morning 2	23,581.2	6%	103,727	11%
Spot TV	Morning Daytime 1	7,221.7	2%	33,586	3%
Spot TV	Morning Daytime 2	8,027.9	2%	48,593	5%
Spot TV	Afternoon Daytime 1	8,595.4	2%	48,312	5%
Spot TV	Afternoon Daytime 2	7,764.7	2%	35,231	4%
Spot TV	Early Fringe 1	5,069.7	1%	16,978	2%
Spot TV	Early Fringe 2	34,699.1	8%	92,697	10%
Spot TV	Early News 1	27,628.9	7%	59,671	6%
Spot TV	Early News 2	8,835.3	2%	16,887	2%
Spot TV	Prime Access 1	27,214.4	6%	49,944	5%
Spot TV	Prime Access 2	24,320.3	6%	38,625	4%
Spot TV	Prime	79,090.9	19%	46,616	5%
Spot TV	Prime Non-net	3,020.2	1%	2,747	0%
Spot TV	Late News	45,966.9	11%	63,277	6%
Spot TV	Late Fringe	30,597.7	7%	60,158	6%
Spot TV	Saturday Morning	3,734.4	1%	20,342	2%
Spot TV	Saturday Afternoon	2,001.3	0%	2,989	0%
Spot TV	Saturday Early Fringe 1	1,726.1	0%	2,707	0%
Spot TV	Saturday Early Fringe 2	4,301.7	1%	12,005	1%
Spot TV	Saturday Prime Access	1,923.6	0%	5,092	1%
Spot TV	Sunday Morning	7,925.5	2%	31,700	3%
Spot TV	Sunday Afternoon	4,496.6	1%	3,273	0%
Spot TV	Sunday Early Fringe 1	2,181.3	1%	2,709	0%
Spot TV	Sunday Early Fringe 2	3,569.3	1%	9,217	1%
Spot TV	Weekend Late News	14,118.1	3%	18,808	2%
Spot TV	Weekend Late Fringe	9,015.9	2%	15,010	2%
Spot TV	Overnight	1,346.6	0%	9,661	1%
	Total	420,003.9	100%	974,251	100%

Source: Kantar Media

