

ONTARIO CHIROPRACTOR ASSOCIATION
2011 TV CAMPAIGN - MAY FLIGHT

Note - due to schedule changes, technical difficulties etc. spots may not air as indicated

STATION	PROGRAM	TIMES	DAY	# SPOTS
CBC ONTARIO	NHL PLAYOFFS	4P-2A	MON MAY02 - SUN MAY 8	1
	NHL PLAYOFFS	4P-2A	MON MAY09 - SUN MAY 15	1
	NHL PLAYOFFS	4P-2A	MON MAY16 - SUN MAY 22	1
	THE NATIONAL - SU	10-11P	SUN MAY15	1
	THE NATIONAL - SU	10-11P	SUN MAY22	1
CIII - GLOBAL	HOUSE	8-9P	MON MAY09	1
	SURVIVOR FINAL	8-9P	WED MAY11	1
	NCIS LA	9-10P	TUE MAY17	1
	NEWS FINAL	11P-12M	MON MAY02 - SUN MAY 8	5
	NEWS FINAL	11P-12M	MON MAY09 - SUN MAY 15	5
	NEWS FINAL	11P-12M	MON MAY16 - SUN MAY 22	5
CITY ONTARIO	BREAKFAST TV	6-9A	MON MAY02 - SUN MAY 8	5
	BREAKFAST TV	6-9A	MON MAY09 - SUN MAY 15	6
	BREAKFAST TV	6-9A	MON MAY16 - SUN MAY 22	5
	CITY NEW @ 6	6-7P	MON MAY02 - SUN MAY 8	1

 * TOP AUDIENCE PROGRAMMING

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STATION	PROGRAM	TIMES	DAY	# SPOTS
CP24	CP24 BREAKFAST	6-9A	MON MAY02 - SUN MAY 8	5
	CP24 BREAKFAST	6-9A	MON MAY09 - SUN MAY 15	5
	CP24 BREAKFAST	6-9A	MON MAY16 - SUN MAY 22	5
	NEWS AT 6	6-7P	MON MAY02 - SUN MAY 8	7
	NEWS AT 6	6-7P	MON MAY09 - SUN MAY 15	7
	NEWS AT 6	6-7P	MON MAY16 - SUN MAY 22	7
	PRIME NIGHTSIDE	7-11P	MON MAY02 - SUN MAY 8	7
	PRIME NIGHTSIDE	7-11P	MON MAY09 - SUN MAY 15	7
	PRIME NIGHTSIDE	7-11P	MON MAY16 - SUN MAY 22	7
CTV ONTARIO	AMERICAN IDOL	8-10P	WED MAY11	1
	CTV NEWS @ 6	6-7P	MON MAY16 - SUN MAY 22	1
	LATE LOCAL NEWS	1130P-1205A	MON MAY16 - SUN MAY 22	4
TOTAL CONVENTIONAL SPOTS				103