

ONTARIO CHIROPRACTOR ASSOCIATION
2011 TV CAMPAIGN - JUNE & JULY FLIGHTS

Note - due to schedule changes, technical difficulties etc. spots may not air as indicated
Note - indicated as M-Su 6A-559A, when airs in multiple broadcasts of program that week

STATION	PROGRAM	TIMES	DAY	# SPOTS/WK	
BRAVO	APPT WITH ARTS MONDAY	6A-5:59A	MON MAY 30-SUN JUN 19	1	
	BRAVO SUN LATENIGHT	6A-5:59A	MON MAY 30-SUN JUN 19	4	
	BRAVO WEEKDAY	6A-5:59A	MON MAY 30-SUN JUN 19	18	
	CRIMINAL MINDS	6A-5:59A	MON MAY 30-SUN JUN 19	2	
	LAW & ORDER	6A-5:59A	MON MAY 30-SUN JUN 19	1	
	SAT CINEMA	6A-5:59A	MON MAY 30-SUN JUN 19	1	
	SUN CINEMA	6A-5:59A	MON MAY 30-SUN JUN 19	1	
	APPT WITH ARTS MONDAY	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	BRAVO SUN LATENIGHT	6A-5:59A	MON JUN 27-SUN JULY 17	4	
	BRAVO WEEKDAY	6A-5:59A	MON JUN 27-SUN JULY 17	18	
	CRIMINAL MINDS	6A-5:59A	MON JUN 27-SUN JULY 17	2	
	LAW & ORDER	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	SAT CINEMA	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	SUN CINEMA	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	CBC NEWS NETWORK	AFTERNOON ROTATION	6A-5:59A	MON JUN 6-SUN JUN 19	4
		CONNECT	6A-5:59A	MON MAY 30-SUN JUN 12	1
POWER & POLITICS		6A-5:59A	MON MAY 30-SUN JUN 19	3	
SAT NEWS		6A-5:59A	SAT JUN 18	1	
THE NATIONAL		6A-5:59A	MON MAY 30-SUN JUN 19	2	
WEEKDAY OVERNIGHT		6A-5:59A	MON MAY 30-SUN JUN 19	7	
WEEKEND OVERNIGHT		6A-5:59A	MON MAY 30-SUN JUN 19	4	
WEEKEND MIDNIGHT		6A-5:59A	MON MAY 30-SUN JUN 5	4	
AFTERNOON ROTATION		6A-5:59A	MON JUN 27-SUN JULY 17	4	
CONNECT		6A-5:59A	MON JUN 27-SUN JULY 17	1	
POWER & POLITICS		6A-5:59A	MON JUN 27-SUN JULY 17	3	
THE NATIONAL		6A-5:59A	MON JUN 27-SUN JULY 17	2	
WEEKDAY OVERNIGHT		6A-5:59A	MON JUN 27-SUN JULY 17	7	
WEEKEND OVERNIGHT		6A-5:59A	MON JUN 27-SUN JULY 17	4	

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STATION	PROGRAM	TIMES	DAY	# SPOTS/WK
CP24	CTV NEWS	1:30P-12:05A	MON MAY 30-SUN JUN 19	6
	LATE ROTATION	12M-5:59A	MON MAY 30-SUN JUN 19	6
	PRIME NIGHTSIDE	7-11P	MON MAY 30-SUN JUN 19	6
	CTV NEWS	1:30P-12:05A	MON JUN 27-SUN JULY 17	6
	LATE ROTATION	12M-5:59A	MON JUN 27-SUN JULY 17	6
	PRIME NIGHTSIDE	7-11P	MON JUN 27-SUN JULY 17	6
HGTV	HOUSE HUNTERS	6A-5:59A	MON MAY 30-SUN JUN 19	2
	REAL ESTATE	6A-5:59A	MON MAY 30-SUN JUN 19	2
	SUMMER HOME	6A-5:59A	MON MAY 30-SUN JUN 19	1
	HOUSE HUNTERS	6A-5:59A	MON JUN 27-SUN JULY 17	2
	REAL ESTATE	6A-5:59A	MON JUN 27-SUN JULY 17	2
	SUMMER HOME	6A-5:59A	MON JUN 27-SUN JULY 17	1
HISTORY TV	BLOCKBUSTER SATURDAY	6A-5:59A	MON MAY 30-SUN JUN 19	1
	BLOWDOWN	6A-5:59A	MON MAY 30-SUN JUN 19	1
	DUSTUP WEEKEND	6A-5:59A	MON MAY 30-SUN JUN 19	1
	HDUAL SUSPECTS	6A-5:59A	MON MAY 30-SUN JUN 19	1
	MUSEUM SECRETS	6A-5:59A	MON MAY 30-SUN JUN 19	1
	BLOCKBUSTER SATURDAY	6A-5:59A	MON JUN 27-SUN JULY 17	1
	BLOWDOWN	6A-5:59A	MON JUN 27-SUN JULY 17	1
	DUSTUP WEEKEND	6A-5:59A	MON JUN 27-SUN JULY 17	1
	HDUAL SUSPECTS	6A-5:59A	MON JUN 27-SUN JULY 17	1
	MUSEUM SECRETS	6A-5:59A	MON JUN 27-SUN JULY 17	1

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STATION	PROGRAM	TIMES	DAY	# SPOTS/WK
ROGERS SPORTSNET ONTARIO	VAN WHITE CAPS SOCCER	6A-5:59A	WED JUN 15-SUN JUN 19	1
	PWA ROTATION	6A-5:59A	MON MAY 30-SUN JUN 19	4
	POKER AFTER DARK	6A-5:59A	MON MAY 30-SUN JUN 19	1
	MLB BASEBALL	6A-5:59A	MON MAY 30-SUN JUN 19	2
	LATE ROTATION	6A-5:59A	MON MAY 30-SUN JUN 19	7
	JAYS CONNECTED	6A-5:59A	MON MAY 30-SUN JUN 19	1
	HOCKEYCENTRAL PLA	6A-5:59A	MON MAY 30-SUN JUN 12	1
	HOCKEY CENTRAL FR	6A-5:59A	MON MAY 30-SUN JUN 12	1
	CONNECTED EVENING	6A-5:59A	MON MAY 30-SUN JUN 19	1
	CONNECTED AM	6A-5:59A	MON MAY 30-SUN JUN 19	1
	BLUE JAYS	6A-5:59A	MON MAY 30-SUN JUN 19	1
	PWA ROTATION	6A-5:59A	MON JUN 27-SUN JULY 17	5
	POKER AFTER DARK	6A-5:59A	MON JUN 27-SUN JULY 10	1
	MLB BASEBALL	6A-5:59A	MON JUN 27-SUN JULY 17	2
	LATE ROTATION	6A-5:59A	MON JUN 27-SUN JULY 17	7
	JAYS CONNECTED	6A-5:59A	MON JUN 27-SUN JULY 17	1
	MLB ALL STAR GAME	6A-5:59A	TUES JULY 12	1
	HOCKEYCENTRAL TON	6A-5:59A	MON JUN 27-SUN JULY 3	1
	CONNECTED EVENING	6A-5:59A	MON JUN 27-SUN JULY 17	1
	CONNECTED AM	6A-5:59A	MON JUN 27-SUN JULY 10	1
	CFL SEASON PREVIEW	6A-5:59A	SUN JULY 3	1
	BLUE JAYS	6A-5:59A	MON JUN 27-SUN JULY 10	1
	SLICE	RICH GROOM	6A-5:59A	MON MAY 30-SUN JUN 19
RICH BRIDE		6A-5:59A	MON MAY 30-SUN JUN 19	2
REAL HOUSEWIVES WKEND		6A-5:59A	MON JUN 6-SUN JUN 19	5
PUPPY SOS		6A-5:59A	MON JUN 6-SUN JUN 19	1
PROJECT RUNWAY		6A-5:59A	MON MAY 30-SUN JUN 19	1
MOVIE		6A-5:59A	MON MAY 30-SUN JUN 19	4
DOG TRAINING WEEKEND		6A-5:59A	MON MAY 30-SUN JULY 3	1
REAL HOUSEWIVES WKEND		6A-5:59A	MON JUN 27-SUN JULY 17	5
PUPPY SOS		6A-5:59A	MON JUN 27-SUN JULY 17	1
PROJECT RUNWAY		6A-5:59A	MON JUN 27-SUN JULY 17	1
MOVIE		6A-5:59A	MON JUN 27-SUN JULY 17	8
VISION TV	ROTATION	6A-5:59A	MON JUN 6-SUN JUN 19	8
	ROTATION	6A-5:59A	MON JUN 27-SUN JULY 17	8

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STATION	PROGRAM	TIMES	DAY	# SPOTS/WK	
THE WEATHER NETWORK	EVENING ROTATION	6A-5:59A	MON JUN 6-SUN JUN 19	10	
	FULL ROTATION	6A-5:59A	MON JUN 6-SUN JUN 19	10	
	HAPPENING NOW	6A-5:59A	MON JUN 6-SUN JUN 19	7	
	LOCAL FORECAST	6A-5:59A	MON JUN 6-SUN JUN 19	8	
	EVENING ROTATION	6A-5:59A	MON JUN 27-SUN JULY 17	10	
	FULL ROTATION	6A-5:59A	MON JUN 27-SUN JULY 17	10	
	HAPPENING NOW	6A-5:59A	MON JUN 27-SUN JULY 17	7	
	LOCAL FORECAST	6A-5:59A	MON JUN 27-SUN JULY 17	8	
W NETWORK	DAYTIME	6A-5:59A	MON JUN 6-SUN JUN 19	1	
	DIVINE DESIGN	6A-5:59A	MON JUN 6-SUN JUN 19	1	
	EARLY AFTNOON	6A-5:59A	MON JUN 6-SUN JUN 19	1	
	LATE FRINGE	6A-5:59A	MON JUN 6-SUN JUN 19	4	
	LOVE IT OR LEAVE	6A-5:59A	MON JUN 6-SUN JUN 19	1	
	WEEKEND AFTERNOON	6A-5:59A	MON JUN 6-SUN JUN 19	1	
	WEEKEND LATE FRINGE	6A-5:59A	MON JUN 6-SUN JUN 19	2	
	WEEKEND PRIME	6A-5:59A	MON JUN 6-SUN JUN 19	1	
	DAYTIME	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	DIVINE DESIGN	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	EARLY AFTNOON	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	LATE FRINGE	6A-5:59A	MON JUN 27-SUN JULY 17	4	
	LOVE IT OR LEAVE	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	WEEKEND AFTERNOON	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	WEEKEND LATE FRINGE	6A-5:59A	MON JUN 27-SUN JULY 17	2	
	WEEKEND PRIME	6A-5:59A	MON JUN 27-SUN JULY 17	1	
	TOTAL SPECIALTY SPOTS				342