

ONTARIO CHIROPRACTOR ASSOCIATION
2011 TV CAMPAIGN - FALL FLIGHTS

Note - Due to schedule changes, technical difficulties etc. spots may not air as indicated
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times specified*

NETWORK	PROGRAM	DAY	TIMES	# SPOTS/WK												TOTAL	
				SEP05	SEP12	SEP19	SEP26	OCT03	OCT10	OCT17	OCT24	OCT31	NOV07	NOV14	NOV21		NOV28
CP24	CP24 BREAKFAST	M-F	6-9A	1	1	1		1	1	1		1	1	1	1	1	11
	CP24 LIVE @ 11	M-SU	11-1130P		1			1	1		1		1		1	1	7
	CTV NEWS	M-SU	1130P-1205A			1			1				1			1	4
	LIVE @ NOON	M-SU	12N-1P	1	1			1		1					1		5
	NEWS AT 5	M-F	5-6P	2													2
	NEWS AT 6	M-SU	6-7P	3	5	5		5	5	5		5	5	5	5	5	53
	PRIME NIGHTS	M-SU	7-11P	5	4	4		4	4	4		4	4	4	4	4	45
	WEEKEND DAYS	SA-SU	6A-6P		1			1		1			1		1	1	6
	24 DAYSIDE	M-F	9-1158A			1			1			1		1		1	5
	24 DAYSIDE	M-F	1-5P	1		1			1				1		1		5
HGTV	HGTV DRAMA	FRI	3P-2A	1		1			1			1		1		1	6
	HGTV DRAMA	TUE	9P-1A		1			1		1			1		1		5
	HOLMES INSPECTION	FRI	8P-4A	1		1			1			1		1		1	6
	HOUSE HUNTER	SAT	2-9P	1		1			1			1		1		1	6
	HOUSE HUNTER	WED	9P-1A	1		1			1			1		1		1	6
	HOUSE HUNTER	SUN	2-9P		1			1		1			1		1		5
	INCOME PROPERTY	SUN	11A-930P		1			1		1			1		1		5
	MAKEOVER	SAT	10A-559A	1		1			1			1		1		1	6
	OUR PLACE	M-F	6A-559A		1			1		1			1		1		5
	PROPERTY VIRGINS	M-F	930A-8P		1			1		1			1		1		5

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History	AMERICAN PICKERS	SUN	8P-559A	1	1	1		1	1	1		1	1	1		1	1	11
	AMERICAN RESTORATION	THU	6-7P		1			1										2
	ANCIENT ALIENS	MON	1P-2A		1			1		1			1			1		5
	ANCIENT ALIENS	FRI	8P-4A			1			1			1		1				4
	ANCIENT ALIENS	FRI	10P-4A														1	1
	ANCIENTS BEHAVE BADLY	MON	7A-3A	2	1	1		1	1	1		1	1	1		1	1	12
	BLOCKBUSTER	SAT	9P-12M	2		2			2			2		2			2	12
	DECODED	TUE	1P-3A		1			1		1			1			1		5
	DUST UP	THU	11A-5P							1			1			1		3
	HISTORY DOCS	SAT	11A-12N	1														1
	HISTORY DOCS	THU	3P-3A	1		1			1			1		1			1	6
	HISTORY DOCS	FRI	8-9P	1														1
	ICE PILOTS	THU	6-7P						1			1		1			1	4
	ROTATION	M-F	6-10A		1			1		1			1			1		5
	OUTLAW BIKERS	FRI	11A-5P			1												1
CTV News Channel	CTV NATIONAL	M-SU	10-11P	4	4	4		4	4	4		4	4	4		4	4	44
	CTV NATIONAL	M-SU	11P-12M	3	3	3		3	3	3		3	3	3		3	3	33
	NEWS CHANNEL	M-SU	6A-12N	12	12	12		12	12	12		12	12	12		12	12	132
	NEWS CHANNEL	M-SU	12N-6P	5	5	5		5	5	5		5	5	5		5	5	55
	NEWS CHANNEL	M-SU	6-10P	5	5	5		5	5	5		5	5	5		5	5	55

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Rogers Sportsnet	CONNECTED MRNG	M-F	6-8A	5	5	5		3	3	3		3	3	3		3	3	39
Ontario	CONNECTED EVNG	M-SU	6-7P	4	4	5												13
	CONNECTED PRIME	M-SU	930-11P	3	3	3												9
	HOCKEY CENTRAL	M-SU	6A-559A						3	2		3	5	5		5	4	27
	LATE ROTN	M-SU	12M-559A	3	3	3		3	3	3		4	4	5		5	3	39
	MLB BASEBALL	M-SU	6A-559A	1	1	1												3
	MLB CHAMPIONS	M-SU	6A-559A					2	1									3
	MLB DIVISION	M-SU	6A-559A					1										1
	PRIMETIME SPORTS	M-F	5-6P	5	5	5			3	3		3	5	5		5	5	44
	PWA ROTN	M-SU	6A-12M					5	5	5		5	5	5		5	5	40
	UEFA CHAMPION	TU-W	230-5P	1	1					1		2					1	6
	UFC TONIGHT	WED	6A-559A						1	1		2	2	2		2	2	12
	WORLD SERIES	M-SU	6A-559A							1								1
Vision	ROTATION	M-SU	3P-12M	7	7	7		7	7	7		7	7	7		7	7	77
Weather	EVENING ROTN	M-SU	7P-5A	11	11	11		11	11	11		11	11	11		11	11	121
Network	FULL ROTN	M-SU	6A-559A	10	10	10		10	10	10		10	10	10		10	10	110
	LOCAL NEWS	M-SU	7P-5A	11	11	11		11	11	11		11	11	11		11	11	121
	NEWS	M-SU	6A-559A	10	10	10		10	10	10		10	10	10		10	10	110
W Network	COLD CASE	M-TH	1-2P	1	1	1		1	1	1		1	1	1		1	1	11
	COME DINE WITH ME	MON	8-830P	1	1	1		1	1	1		1	1	1		1	1	11
	DAYTIME ROTN	M-F	9A-4P	1	1	1		1	1	1		1	1	1		1	1	11
	EARLY AFTN ROTN	M-F	4-6P	2	2	2		2	2	2		2	2	2		2	2	22
	MORNING ROTN	M-F	6-9A	1	1	1		1	1	1		1	1	1		1	1	11
	PRIME ROTN	M-F	6P-12M	1	1	1		1	1	1		1	1	1		1	1	11
	WKND PRIME ROTN	SA-SU	6P-12M	1	1	1		1	1	1		1	1	1		1	1	11
TOTAL SPECIALTY SPOTS				170	169	169		160	167	165		168	171	171		172	172	1,854