

Pennsylvania Competitive													
Media	Advertiser	Market	Length	12/29		1/5		1/12		1/19		Grand Total	
				GRP's	Dollars	GRP's	Dollars	GRP's	Dollars	GRP's	Dollars	GRP's	Dollars
Broadcast	America Works	Erie	:30	243	\$14,585							243	\$14,585
		Harrisburg	:30	328	\$54,175	78	\$12,950	260	\$42,825	255	\$42,150	922	\$152,100
		Johnstown	:30	514	\$31,890							514	\$31,890
		Philadelphia	:30	223	\$144,750			135	\$87,500	140	\$90,750	497	\$323,000
		Pittsburgh	:30	402	\$77,200	106	\$20,300	456	\$87,600	456	\$87,600	1,420	\$272,700
		Wilkes Barre	:30	371	\$32,620			215	\$18,915	204	\$17,965	790	\$69,500
Cable	America Works	Erie	:30		\$2,504		\$491		\$507		\$507		\$4,009
		Harrisburg	:30		\$19,425		\$7,010		\$10,000		\$10,000		\$46,435
		Johnstown	:30		\$4,508		\$1,063		\$752		\$752		\$7,075
		Philadelphia	:30		\$30,170		\$8,405				\$26,975		\$65,550
		Pittsburgh	:30		\$23,350		\$10,050		\$20,007		\$20,016		\$73,423
		Wilkes Barre	:30		\$9,612		\$4,000		\$4,998		\$4,998		\$23,608
	America Works (HD-115)	Wilkes Barre	:30						\$2,926		\$2,926		\$5,852
	America Works (PA-SHD 168)	Philadelphia	:30								\$11,400		\$11,400
Grand Total				2,081	\$444,789	184	\$64,269	1,065	\$276,030	1,055	\$316,039	4,386	\$1,101,127

America Works						
Market	Station	12/29	1/5	1/12	1/19	Grand Total
Erie	WICU	5,960				\$5,960
	WJET	5,400				\$5,400
	WSEE	3,225				\$3,225
	Total	14,585				\$14,585
Harrisburg	WGAL	30,625	6,800	29,375	28,400	\$95,200
	WHP	10,850	750	2,100	2,100	\$15,800
	WHTM	10,500	4,200	7,800	7,800	\$30,300
	WPMT	2,200	1,200	3,550	3,850	\$10,800
	Total	54,175	12,950	42,825	42,150	\$152,100
Johnstown	WATM	1,950				\$1,950
	WJAC	4,500				\$4,500
	WTAJ	24,650				\$24,650
	WWCP	790				\$790
	Total	31,890				\$31,890
Philadelphia	KYW	18,825		10,900	12,000	\$41,725
	WCAU	27,500		16,000	15,750	\$59,250
	WFMZ	2,300				\$2,300
	WPHL	13,000		3,200	3,200	\$19,400
	WPSG	1,575		1,250	1,300	\$4,125
	WPVI	64,250		44,150	44,500	\$152,900
	WTFX	17,300		12,000	14,000	\$43,300
	Total	144,750		87,500	90,750	\$323,000
Pittsburgh	KDKA	26,500	6,075	35,075	35,075	\$102,725
	WPCW	1,450		2,900	2,900	\$7,250
	WPGH	9,450	2,025	3,375	3,375	\$18,225
	WPXI	15,400	4,850	18,750	18,750	\$57,750
	WTAE	24,400	7,350	27,500	27,500	\$86,750
	Total	77,200	20,300	87,600	87,600	\$272,700
Wilkes Barre	WBRE	7,315		3,725	3,725	\$14,765
	WNEP	14,450		11,775	11,525	\$37,750
	WOLF	10,000		2,800	2,100	\$14,900
	WYOU	855		615	615	\$2,085
	Total	32,620		18,915	17,965	\$69,500
Total		355,220	33,250	236,840	238,465	\$863,775
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