



**Designing Spaces 2048
MEDIA SCHEDULE**

<u>DMA MARKET</u>	<u>Station/ Network</u>	<u>Date</u>	<u>Time</u>	<u>Time Zone</u>	<u>Total Potential Households</u>
NATIONAL	WE	12-Dec-08	8:30 AM	EST/PST	86,300,000
NATIONAL	TLC	13-Dec-08	8:30 AM	EST/PST	65,000,000
Boston, MA	WMFP	11/29/2008	4:00PM	EST	2,393,960
Dallas, TX	KPXD	11/25/2008	10:00AM	CST	2,435,600
Dallas, TX	KPXD	11/26/2008	10:00AM	CST	2,435,600
Hartford/New Haven, CT	WHPX	11/25/2008	10:30AM	EST	1,007,490
Los Angeles, CA	KHIZ	11/29/2008	6:30PM	PST	5,647,440
Los Angeles, CA	KHIZ	11/26/2008	5:30PM	PST	5,647,440
Miami, FL	WPXM	11/24/2008	11:30AM	EST	1,536,020
Miami, FL	WPXM	11/27/2008	11:30AM	EST	1,536,020
New York, NY	WRNN	11/24/2008	2:00PM	EST	7,391,940
New York, NY	WRNN	11/26/2008	12:00PM	EST	7,391,940
Orlando, FL	WACX	11/24/2008	9:00AM	EST	1,434,050
Orlando, FL	WACX	11/29/2008	9:30AM	EST	1,434,050
Philadelphia, PA	WMCN	11/24/2008	10:30AM	EST	2,939,950
Philadelphia, PA	WMCN	11/25/2008	10:30AM	EST	2,939,950
San Francisco, CA	KKPX	11/25/2008	7:30AM	PST	2,419,440
San Francisco, CA	KKPX	11/28/2008	7:30AM	PST	2,419,440
Tampa, FL	WXPX	11/26/2008	7:30AM	EST	1,783,910
Tampa, FL	WXPX	11/28/2008	7:30AM	EST	1,783,910

* Designated Market Areas (DMA's) are used by Nielsen Media Research to identify TV stations whose broadcast signals reach a specific area and attract the most viewers.

A DMA consists of all counties whose largest viewing share is given to stations of that same market area.

Non-overlapping DMA's cover the entire continental United States, Hawaii and parts of Alaska

There are currently 210 Designated Market Areas throughout the U.S.

*** All schedules are subject to availability and may change at the discretion of the Networks and Stations without notice.**

Number of Potential Households Guaranteed:	80,000,000
Number of Potential Households Booked:	342,482,270
Number of Bonus Households Reached:	262,482,270