

TO: Contact Names
 Company
 ###-###-#### (Fax) * ###-###-#### (Voice)

TV SpotTrackerSM Report

DCi • 7177 Hickman Rd. • Des Moines, IA 50322 • 515-276-0442(Voice) • 515-270-1408(FAX)

Company/Media: XXXXXXXXXXXX
 Service: ###-###-####

Report Date/Time: 11/26/2001 05:00 AM
 Report Period: 11/19/2001 thru 11/25/2001

Calls by Day - A.M.

| Time of Day | Day of Week | | | | | | |
|-------------|--------------------|----------------------|--------------------|----------------------|-----------------------|---------------------|--------------------|
| | Sunday 11/25/01 | Saturday 11/24/01 | Friday 11/23/01 | Thursday 11/22/01 | Wednesday 11/21/01 | Tuesday 11/20/01 | Monday 11/19/01 |
| 12:00-12:29 | - | 2 | 4 | 1 | - | 1 | - |
| 12:30-12:59 | 60 | - | - | 2 | 2 | 3 | - |
| 1:00-1:29 | 61 | - | - | - | 1 | - | 1 |
| 1:30-1:59 | 1 | - | 3 | - | 1 | - | - |
| 2:00-2:29 | 1 | - | - | - | - | - | - |
| 2:30-2:59 | 1 | 1 | 2 | - | 2 | - | - |
| 3:00-3:29 | 3 | - | - | - | - | - | - |
| 3:30-3:59 | - | - | 2 | - | - | - | - |
| 4:00-4:29 | - | - | - | - | - | - | - |
| 4:30-4:59 | 2 | 1 | - | - | - | - | - |
| 5:00-5:29 | 2 | - | - | - | - | 1 | - |
| 5:30-5:59 | - | - | - | - | 4 | - | - |
| 6:00-6:29 | 1 | - | - | - | - | 1 | - |
| 6:30-6:59 | - | - | 1 | - | - | - | 1 |
| 7:00-7:29 | 3 | 1 | 36 | 2 | 1 | 3 | - |
| 7:30-7:59 | 2 | - | 2 | - | 6 | - | 2 |
| 8:00-8:29 | 2 | 1 | 4 | - | 4 | 5 | 4 |
| 8:30-8:59 | 224 | 1 | 1 | - | 2 | 3 | 2 |
| 9:00-9:29 | 291 | 2 | 6 | 1 | 7 | 10 | 7 |
| 9:30-9:59 | 30 | 9 | 2 | 3 | 3 | 7 | 4 |
| 10:00-10:29 | 19 | - | 24 | 1 | 18 | 9 | 12 |
| 10:30-10:59 | 9 | 3 | - | 3 | - | 8 | 14 |
| 11:00-11:29 | 12 | 6 | 12 | 2 | 14 | 11 | 12 |
| 11:30-11:59 | 31 | 3 | 3 | 2 | 4 | 4 | 9 |

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Company/Media: XXXXXXXXXXXX
 Service: ###-###-####

Report Date/Time: 11/26/2001 05:00 AM
 Report Period: 11/19/2001 thru 11/25/2001

Calls by Day - P.M.

| Time of Day | Day of Week | | | | | | |
|--------------------------|--------------------|----------------------|--------------------|----------------------|-----------------------|---------------------|--------------------|
| | Sunday 11/25/01 | Saturday 11/24/01 | Friday 11/23/01 | Thursday 11/22/01 | Wednesday 11/21/01 | Tuesday 11/20/01 | Monday 11/19/01 |
| 12:00-12:29 | 43 | 1 | 10 | 2 | 16 | 13 | 14 |
| 12:30-12:59 | 6 | 125 | - | 5 | 16 | 2 | 14 |
| 1:00-1:29 | 8 | 196 | 14 | - | 5 | 15 | 10 |
| 1:30-1:59 | 11 | 18 | 2 | 1 | 13 | 18 | 21 |
| 2:00-2:29 | 6 | 7 | 18 | 3 | 5 | 8 | 16 |
| 2:30-2:59 | 7 | 2 | 5 | 1 | 20 | 18 | 11 |
| 3:00-3:29 | 5 | 4 | 7 | 1 | 2 | 14 | 15 |
| 3:30-3:59 | 7 | 29 | 4 | 3 | 9 | 14 | 17 |
| 4:00-4:29 | 8 | 51 | 4 | 3 | 4 | 10 | 6 |
| 4:30-4:59 | 4 | 4 | 1 | 2 | 1 | 9 | 17 |
| 5:00-5:29 | 6 | 2 | 1 | 1 | 13 | 2 | 10 |
| 5:30-5:59 | 6 | 3 | 5 | - | 12 | 6 | 25 |
| 6:00-6:29 | 9 | 3 | 5 | 1 | 9 | 11 | 5 |
| 6:30-6:59 | 3 | 145 | 1 | 3 | 6 | 10 | 4 |
| 7:00-7:29 | 4 | 221 | 4 | 1 | 2 | 5 | 5 |
| 7:30-7:59 | 6 | 13 | 2 | 2 | 9 | 7 | 8 |
| 8:00-8:29 | 3 | 7 | 7 | 5 | 1 | 13 | 6 |
| 8:30-8:59 | 2 | 8 | 1 | - | 1 | - | 7 |
| 9:00-9:29 | 7 | 2 | 1 | 1 | 2 | 1 | 7 |
| 9:30-9:59 | 3 | 8 | 3 | 1 | 1 | 5 | 1 |
| 10:00-10:29 | 4 | 1 | 3 | 2 | - | 6 | 1 |
| 10:30-10:59 | 8 | 1 | 1 | 1 | 5 | 1 | - |
| 11:00-11:29 | 2 | 5 | 6 | - | 2 | - | 3 |
| 11:30-11:59 | 2 | 5 | 1 | 3 | 1 | - | 3 |
| Daily Call Totals | 925 | 891 | 208 | 59 | 224 | 254 | 294 |