

Client: Alliance for Life  
 Virtue Media  
 Ontario, Canada  
 June 18, 2012 - September 9, 2012

STATION	DAYS	TIMES	PROGRAM	6/18	6/25	7/2	7/9	7/16	7/23	7/30	8/6	8/13	8/20	8/27	9/3	Total Spots	TOTAL COST
<b>CTV-O: Primary Coverage - Ottawa</b>																	
CTV-O	M-F	557p-7p	CTV News @ 6pm	1		1		1				1		1		5	
CTV-O	Sa-Su	558p-7p	CTV News @ 6pm		1		1		1				1			4	
CTV-O	T	8p-9p	The Listener		1		1		1				1		1	5	
CTV-O	Sa	8p-9p	Crimetime Saturday (s)	1	1	1	1	1				1	1	1	1	9	
CTV-O	Sa	9p-10p	Crimetime Saturday (s)	1	1	1	1	1				1	1	1		8	
CTV-O	M-F	6a-9a	Canada AM/ News Rotation	2	2	2	2	2	2			2	2	2	2	20	
CTV-O	M-F	9a-10a	Live! With Kelly	2	2	2	2	2	2			2	2	2	2	20	
CTV-O	M-F	1158a-1p	CTV News @ noon	1	1	1	1	1	1			1	1	1	1	10	
CTV-O	M-F	358p-5p	Dr Oz (s)	2	2	2	2	2	2			2	2	2	2	20	
CTV-O	M-F	5p-557p	Anderseon	2	2	2	2	2	2			2	2	2	2	20	
<b>Subtotal CTV-O</b>				<b>12</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>11</b>			<b>12</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>121</b>	
<b>CTV- Toronto: Primary Coverage area - Toronto</b>																	
CTV-T	M-F	1p-130p	eTalk	1	1	1	1	1	1			1	1	1	1	10	
CTV-T	M-F	2p-258p	Ellen (Pre)	1	1	1	1	1	1			1	1	1	1	10	
CTV-T	Sa- Su	558p-7p	BONUS: CTV News @ 6pm	1	1	1	1	1	1			1	1	1	1	10	
CTV-T	Sa	107a-407a	BONUS: CTV Late Night Rotation	1	1	1	1	1	1			1	1	1	1	10	
CTV-T	M-F	258p-358p	Dr. Phil (s)	1	1	1	1	1	1			1	1	1	1	10	
CTV-T	M-F	5p-557p	Anderson		1		1		1				1		1	5	
<b>Subtotal: CTV-T</b>				<b>5</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>6</b>			<b>5</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>55</b>	
<b>CP24 - Toronto: Primary Coverage area - Toronto</b>																	
CP24	M-Su	7p-11p	Prime Night Side	1		1		1				1		1		5	
CP24	M-Su	6p-7p	News at 6	1	1	1	1	1	1			1	1	1	1	10	
CP24	M-F	6a-9a	CP24 Breakfast	1	1	1	1	1	1			1	1	1	1	10	
CP24	M-F	9a-1158a	24 Dayside	1	1	1	1	1	1			1	1	1	1	10	
CP24	M-Su	12p-1p	CP24 Live @ Noon	1	1	1	1	1	1			1	1	1	1	10	
CP24	M-F	1p-5p	24 Dayside	1	1	1	1	1	1			1	1	1	1	10	
CP24	M-F	5p-6p	News at 5	1	1	1	1	1	1			1	1	1	1	10	
CP24	Sa-Su	6a-6p	Weekend Day Side	1	1	1	1	1	1			1	1	1	1	10	
CP24	M-Su	1057p-1130p	CP24 Live @ 11	1	1	1	1	1	1			1	1	1	1	10	
CP24	M-Su	7p-11p	BONUS: Prime Night Side	1	1	1	1	1	1			1	1	1	1	10	
CP24	M-F	1p-5p	BONUS: 24 Dayside	1	1	1	1	1	1			1	1	1	1	10	
<b>Subtotal: CP24</b>				<b>11</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>10</b>			<b>11</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>105</b>	

OLYMPICS

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<b>CKVR (CFTO- Two) Primary Coverage area - Toronto</b>																		
CFTO - Two	M-F	358p-5p	Ellen	1	1	1	1	1	1	OLYMPICS			1	1	1	1	10	
CFTO - Two	M-F	5p-530p	TMZ	1	1	1	1	1	1				1	1	1	1	10	
CFTO - Two	M-F	530p-6p	Access Hollywood	1	1	1	1	1	1				1	1	1	1	10	
CFTO - Two	M-F	1237a-136a	Jimmy Fallon	1	1	1	1	1	1				1	1	1	1	10	
CFTO - Two	Tu	10-11p	Unforgettable	1		1		1					1		1		5	
CFTO - Two	M-F	1134p-1237p	Tonight Show	1	1	1	1	1	1				1	1	1	1	10	
<b>Subtotal: CFTO - Two</b>				<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>				<b>6</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>55</b>	
<b>OMNI 1 : Primary Coverage area - Toronto</b>																		
OMNI 1	M-F	457-603p	Judge Judy	1	1	1	1	1	1				1	1	1	1	10	
OMNI 1	M-F	557-633p	The Simpsons	1	1	1	1	1	1				1	1	1	1	10	
OMNI 1	M-Th	627-703p	How I Met Your Mother		1		1		1				1			4		
OMNI 1	F	627-803p	The Office	1	1	1	1	1	1			1	1	1	1	10		
OMNI 1	F	957-1033p	The Office		1	1	1	1	1			1	1	1	1	9		
OMNI 1	M-F	1027-1103p	The Simpsons	1		1	1	1	1			1	1	1	1	9		
<b>Subtotal: OMNI1</b>				<b>4</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>6</b>			<b>5</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>52</b>		
<b>CHCH - Covers most of the Ontario region</b>																		
CHCH	M	8p-9p	Hart of Dixie	1			1		1					1		4		
CHCH	Th	8p-9p	The Secret Circle	1	1			1					1			4		
CHCH	F	9p-10p	Supernatural	1		1						1			1	4		
CHCH	Su	8p-11p	Sunday Blockbuster	1	1	1	1	1					1	1	1	8		
CHCH	M-F	530a-9a	Morning Live	2	2	2	2	2	2			2	2	2	2	20		
CHCH	M-Su	1058p-1201a	News at 11 / ABC Night line	1	1	1	1	1	1			1	1	1	1	10		
CHCH	Sa- Su	1p-6p	Weekend Matinee													0		
CHCH	M-Su	4a-6p	Daytime News / Movie Rot	2	1	1	1	1	1			1	1	1	1	11		
CHCH	M-Su	4a-6p	Daytime News / Movie Rot													0		
CHCH	M-F	1206-1a	Jimmy Kimmel (S)	2	2	2	2	2	2			2	2	2	2	20		
<b>Subtotal : CHCH</b>				<b>11</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>7</b>			<b>7</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>81</b>		
<b>Sun News Network</b>																		
Sun	M-F	12n-5p	Weekday Live News		5	5	5	5	5			5	5	5	5	45		
Sun	M-F	7p-8p	The Arena		5	5	5	5	5			5	5	5	5	45		
Sun	M-F	9p-10p	BYLINE		5	5	5	5	5			5	5	5	5	45		
<b>Subtotal: Sun News Network</b>					<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>			<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>135</b>		

<b>TOTAL GENERAL MARKET</b>	<b>49</b>	<b>62</b>	<b>62</b>	<b>63</b>	<b>62</b>	<b>60</b>	<b>61</b>	<b>63</b>	<b>62</b>	<b>60</b>	<b>604</b>	<b>CANADIAN DOLLARS</b>	
												<b>\$ 90,012 Gross</b>	

NOTE: BONUS SPOTS for some stations still in negotiation.

- OTT 147.4
- TOH 191.7
- KIT 77.9
- LON 32.2
- K&L 10.0
- BAR 29.4
- PETE 52.9
- STNS 23.5
- HAM 209.4
- ONR 31.0