



2012 BROADCAST WEEKS	JANUARY					FEBRUARY					MARCH				APRIL					MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				
MONDAY START DATE	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17
MEDIA																																																				
NETWORK TV (:30s)																																																				
Prime																																																				
Syndication																																																				
Sports																																																				
Cable																																																				
Cable News																																																				
TOTAL TV SPOTS	1,452					1,370					925				972					930				865				1,566*				1,300*				1,200*				452*				452*				0				
NETWORK RADIO (:30s) Premiere, Cumulus, USRN, AdLarge, Crystal, WW1 WS, I NPR																																																				
REAL ESTATE TODAY SHOW																																																				
WNYM-AM New York																																																				
WIND-AM Chicago																																																				
WRKO-AM Boston																																																				
WMAL-AM Washington DC																																																				
KSEV-AM Houston																																																				
WHK-AM Cleveland																																																				
WFAS-AM Westchester																																																				
TOTAL RADIO SPOTS	230					346					340				456					338				340				400*				300*				300*				240*				160*				0				
MISC MEDIA																																																				
Conventions																																																				
Puerto Rico																																																				
TOTAL MISC SPOTS	0					0					0				0					TBD				TBD				TBD				TBD				TBD				0				0				0				
GRAND TOTAL	1,682					1,716					1,265				1,428					1,268				1,205				1,966*				1600*				1,500*				692*				612*				0				

*ESTIMATED # OF SPOTS, SUBJECT TO CHANGE PENDING FINAL SCHEDULE