



2nd Quarter 2012 NAR Public Advocacy Campaign Television Schedule

Program	Time	Day	Week of													
			4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11			
NETWORK			Number of Spots													
ABC	Dancing with the Stars	8-9p	Mon		1											
	DWTS Results	9p-10p	Tues		1											
	Castle	10p-11p	Mon			1										
	Private Practice	10p-11p	Tues			1										
	DWTS Results	9p-10p	Tues						1							
	Secret Millionaire	8p-9p	Sun						1							
	Dancing with the Stars	8p-9p	Mon							1						
	Last Man Standing	8p-8:30p	Tues							1						
	Secret Millionaire	8p-9p	Sun							1						
Castle	10p-11p	Sun													1	
Total ABC									2	5	0	0	1	3		
CBS	CSI	10p-11p	Sun		1											
	NCIS	8p-9p	Tues			1										
	Hawaii Five-O	10p-11p	Mon							1						
	NCIS LA	10p-11p	Tues							1						
	Mike & Molly	9p-9:30p	Mon											1		
	CSI:NY	10p-11p	Thurs													1
	CSI Miami	10p-11p	Sun													1
Total CBS																
GRAND TOTAL NETWORK			0	3	3	0	0	2	5	0	0	1	3			
CABLE			Number of Spots													
AMC	Various dayparts/programs		26	25	25			26	26				26	26		
Animal Planet			8	8	8			7	8				8	7		
BBC America			25	27	27			26	27				26	25		
Biography			22	22	23			22	22				23	22		
DIY			2	1	3			1	3				2	2		
FX			11	13	12			13	10				10	8		
Hallmark			33	33	33			36	33				34	34		
HGTV			2	3	4			3	4				4	4		
History			4	6	5			6	6				7	4		
History2			12	13	12			14	22				17	17		
ION			11	10	10			11	11				11	12		
Military			23	26	25			28	25				24	24		
NatGeo			19	20	19			21	20				20	21		
Science			10	12	10			12	9				11	9		
TLC			12	2	7			7	12				11	9		
TV Land			9	8	7			9	11				9	9		
USA			6	6	7			8	7				7	9		
WE			47	46	44			45	17				18	17		
Weather Channel			17	18	18			17	15				18	15		
GRAND TOTAL CABLE			299	299	299	0	0	312	288	0	0	286	274			
SPORTS			Number of Spots													
NFL Network	Various dayparts/programs					15		56	57				57	55		
MLB Network								54	56				52	51		
Dish									15	14				14	14	
DirectTV									11	12				12	12	
GRAND TOTAL SPORTS			0	0	0	15	0	136	139	0	0	135	132			
SYNDICATION			Number of Spots													
WB	Various dayparts/programs			4	2			4	4				1	1		
CBS			2	3	3			2	2				2	1		
Sony			1	9	4				5	4				2	5	
NBC-Uni				4	4				3	4				4	4	
GRAND TOTAL SYNDICATION			3	20	13	0	0	14	14	0	0	9	11			
CABLE NEWS			Number of Spots													
FOX News	Various dayparts/programs			3	4			3	4				4	4		
MSNBC			3	3	3	3	4	3	3	3			3	3		
GRAND TOTAL CABLE NEWS			3	6	7	3	4	6	7	3	0	7	7			
GRAND TOTAL TELEVISION			305	328	322	18	4	470	453	3	0	438	427			

TOTAL Q2 Spots	2,768
Total Q2 Impr (000):	589,570
Total Q2 Net Cost:	\$7,287,333