

## TOTAL IM MARKET REPORT - ST LOUIS

DATE: 10/16/2006 to 10/16/2006

CHANNEL: KPLR

S.NO	DATE	SHOWTIME	PROGRAMTITLE	ADTIME	COMPANY	BRAND
1	10/16/2006	03:00		03:27:37	Obesity Research Institute LLC	Lipozene
2	10/16/2006	06:30	Paid Programming	06:37:10	TriVita, Inc	Sublingual B12
3				06:48:27	TriVita, Inc	Sublingual B12
4				06:55:32	TriVita, Inc	Sublingual B12
5	10/16/2006	07:00	Sabrina s Secret Life	07:30:25	Christian Children s Fund	Christian Children s Fund
6	10/16/2006	07:30	The Andy Griffith Show	07:57:11	Christian Children s Fund	Christian Children s Fund
7	10/16/2006	11:00	Starting Over (Reality)	11:21:49	Guthy Renker	Proactiv Solution