

## MISSED SPOT REVENUE REPORT - ST LOUIS

DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
1	1 888 55i will	1 888 55 IWill	0	2	0	0	0	0
2	26moneypower.com	26moneypower.com	0	48	30	5	22	8
3	800CreditCardDebt	800CreditCardDebt	0	0	0	0	0	2
4	9fastfreeinfo.com	9fastfreeinfo.com	3	18	11	8	8	6
5	A.G. Edwards & Sons, Inc	A.G. Edwards	0	9	8	2	5	0
6	AARP	AARP	0	1	0	0	0	0
7	AARP	AARP Medicare RX Plan	0	3	0	0	2	0
8	Abbott Laboratories	FreeStyle	0	4	0	0	1	0
9	Abbott Laboratories	Glucerna	0	2	0	0	0	0
10	ABC	College Football	0	0	0	8	0	0
11	ABC	The Nine	0	0	0	3	0	0
12	ABC, Inc	The Nine	0	0	0	3	0	0
13	AbsolutePoker.net	AbsolutePoker.net	0	0	0	4	0	0
14	ACE Hardware	ACE Hardware	0	21	0	17	24	12
15	Ace Hardware Corporation	Ace Kitchen Hardware	1	7	0	5	12	4
16	ADT Securities Services Inc	ADT	0	0	0	0	1	0
17	ADT Securities Services, Inc	ADT	0	15	0	1	0	0
18	Advance Auto Parts	Advance Auto Parts	1	0	0	0	0	44
19	Advanced Auto Parts	Advanced Auto Parts	0	0	0	0	0	10
20	Aeropostale	Aeropostale	0	0	0	0	0	2
21	Affordable Auto Credit	Affordable Auto Credit	0	0	0	9	0	0
22	Aflac	Aflac	0	18	0	0	0	3
23	Ajinomoto U.S.A., Inc	Amino Vital	0	0	0	0	0	2
24	ALDC Corporate, LLC	Advanced Lipo Dissolve Center	130	0	0	0	0	0
25	AlertUSA	AlertUSA Personal Emergency Response System	0	1	0	0	0	0

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26	Alltel Corporation, Inc	Alltel Network	0	0	0	0	0	1
27	Al s Automotive & Tire	Al s Automotive & Tire	23	0	0	2	0	66
28	Amazing Siding Corporation	Amazing Siding and windows	0	0	0	0	14	0
29	AMC	Monsterfest X	0	13	14	0	4	0
30	American Airlines Inc	American Airlines	0	10	0	0	0	7
31	American Century Proprietary Holdings Inc	American Century Investments	0	48	0	0	0	2
32	American Chemistry Council Inc	American Chemistry Council	0	0	7	1	7	0
33	American Express Company	American Express	0	60	0	2	1	0
34	American Express Company	American Express Credit cards	0	41	2	0	0	0
35	American Express Company	Blue Sky	0	0	0	0	1	0
36	American Express Company	Gold Delta SkyMiles	0	53	4	0	2	0
37	American Farm Bureau Federation	Farm Bureau	0	0	0	1	0	3
38	American Heart Association, Inc	What Moves U	0	15	12	12	14	13
39	American Honda Motor Co., Inc	Acura	0	6	0	1	2	1
40	American Honda Motor Co., Inc	Acura MDX	0	56	0	0	0	75
41	American Honda Motor Co., Inc	Acura MDX 2007	0	9	0	0	0	0
42	American Honda Motor Co., Inc	Acura RDX	0	5	1	0	0	0
43	American Honda Motor Co., Inc	Acura TL	0	5	0	0	0	11
44	American Honda Motor Co., Inc	Honda Accord	0	37	0	0	0	0
45	American Honda Motor Co., Inc	Honda CRF	0	0	0	0	0	1
46	American Honda Motor Co., Inc	Honda Fourtrax Rancher	0	0	0	0	0	3
47	American Honda Motor Co., Inc	Honda Ridgeline	0	0	0	0	0	42
48	American Honda Motor Co., Inc	Ridgeline	0	0	0	0	0	6
49	American International Group, Inc	AIG	0	19	0	0	0	0
50	American International Group, Inc	American General Life	6	34	17	5	9	4

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51	American Standard Companies, Inc	American Standard Heating and Air Conditioning	2	0	0	8	0	0
52	American Standard Companies, Inc	Trane	1	0	0	0	1	0
53	American Stock Exchange LLC	1 800 THEAMEX	0	33	2	0	0	0
54	American Suzuki Motor Corporation	Suzuki	0	0	0	11	0	3
55	America s Drive In Corporation	Sonic	0	0	0	0	0	2
56	America s Drive In Corporation	Sonic Cards	0	0	0	0	0	1
57	America s Drive In Corporation	Sonic Extra long Cheesesteak	0	0	0	0	0	2
58	America s Drive In Corporation	Sonics	0	0	0	0	0	1
59	Ameriprise Financial, Inc	Ameriprise Financial	0	20	0	0	0	0
60	Ameristar Casinos Inc	Ameristar	0	0	0	0	12	0
61	Angie s List	Angie s List	0	0	11	0	21	0
62	Anheuser Busch, Inc	Budweiser	3	0	0	0	0	0
63	Apple Computer, Inc	Mac	0	25	1	0	0	0
64	Arctic Cat	Arctic Cat ATV	0	0	0	0	0	4
65	As Seen On TV Network	Dr. Grosso s Back Relief Belt	0	1	0	0	0	0
66	As Seen On TV Network	One Touch Can Opener	0	2	2	0	2	0
67	Association Of The U.S. Army	Army reserve	0	0	0	0	0	75
68	AstraZeneca, LP	Crestor	0	2	0	0	0	0
69	AstraZeneca, LP	Nexium	0	36	6	4	5	1
70	AT&T Knowledge Ventures	AT&T	0	25	0	0	0	0
71	Autism Speaks	Autism Speaks	0	15	0	0	0	0
72	Autism Speaks International	Autism Speaks	0	2	0	0	0	0
73	Barclays USA Inc	Barclays	0	13	0	0	0	0
74	Barclays USA Inc	Barclays Global Investors	0	28	0	0	0	0
75	Bargain Network, Inc	Bargain Network	0	0	0	40	0	0

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76	Barry and Diane Upchurch	Diane Upchurch	2	0	0	0	0	0
77	Bass Pro Outdoors Online LLC	Bass Pro	0	0	0	0	0	10
78	Bauer Martinez Studios	Harsh Times	0	0	4	0	0	0
79	Bayer Corporation	Contour Meter	0	1	0	0	0	0
80	Bayer HealthCare LLC	Aleve	0	6	0	0	0	0
81	Behlmann Auto	Behlmann Buick Pontiac GMC	0	0	0	0	0	38
82	Beiersdorf Inc	Nivea Smooth Sensation	0	0	0	0	0	5
83	Berkley Pure Fishing USA	Berkley Gulp	0	0	0	0	0	1
84	Best Buy Co. Inc	Best Buy	0	0	0	0	0	57
85	Biography	Country Gaints Week	0	0	12	0	10	0
86	BJC Health Care	BJC Health Care	0	0	0	0	3	0
87	BJD Health Care	Christian Hospital	0	16	0	23	58	0
88	BMW of North America, LLC	BMW, The Ultimate Sailing s Challenge	0	5	0	0	0	0
89	Board Of Governors, Missouri State University	Missouri State University	0	0	0	0	0	2
90	Bodog Entertainment Group, SA	Bodog.net	0	0	0	1	0	0
91	Boehringer Ingelheim Pharmaceuticals, Inc	Flomax	0	8	0	0	0	0
92	Bolero Energy Corporation	Bolero Energy	0	0	0	0	0	8
93	Bolero Energy Corporation	Bolero Gas	0	0	0	0	0	11
94	Bombardier Recreational Products, Inc	Evinrude E tec	0	0	0	0	0	6
95	Bommarito Automotive Group	Bommarito Conversion Van & Truck Center	20	0	0	0	0	0
96	Bommarito Automotive Group	Bommarito GMC	2	0	0	0	0	0
97	Boost Worldwide, Inc	Boost Premium Prepaid	0	0	0	0	0	58
98	Bose Corporation	QuiteComfort Headohones	0	1	0	0	0	0
99	Bosley Medical Institute	Bosley Hair Treatment	0	9	0	0	0	21
100	Boys Hope Girls Hope	Boys Hope Girls Hope	0	45	46	0	0	0

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
101	BP Lubricants USA, Inc	Castrol GTX	1	0	0	18	0	4
102	Brink s Home Security Inc	Brink s Home Security	0	0	2	0	0	0
103	Bristol Myers Squibb/Sanofi Pharmaceuticals	Padupdate.com	0	2	0	0	0	0
104	British Airways Plc	British Airways	0	47	0	5	3	0
105	BT Group	BT	0	14	0	0	0	0
106	Buffalo Wild Wings Grill & Bar	Buffalo Wild Wings	0	0	0	1	0	0
107	Burger King Brands, Inc	Burger King	0	0	0	1	0	0
108	Cable News Network LP, LLLP	CNN Program Ad	0	16	12	12	12	12
109	Cadbury Adams USA LLC	Halls Vapour Action	1	0	0	0	0	0
110	Cambridge Credit Counseling Corporation	Cambridge Credit Counseling	0	1	6	0	6	0
111	Cargill Incorporated	Cargill Foods	0	0	0	0	0	4
112	Carlos O Kelly s Mexican Cafe	Carlos O Kelly s Mexican Cafe	0	0	0	0	0	8
113	CarNow Acceptance Company	J.D. Byrider	0	0	0	7	0	0
114	Casino Queen, Inc	Casino Queen	0	0	0	2	3	0
115	Casual Male Retail Group, Inc	Casual Male XL	0	0	0	0	0	7
116	CCIN	Missou Football Replay show	7	0	0	12	0	5
117	CCIN	Real Estate show	25	0	0	0	0	0
118	CCIN	The 2006 Regional Emmy Awards	25	2	0	3	3	0
119	CCIN	The Real Estate Show	13	0	0	0	0	0
120	CCIN	The Set	0	0	0	2	0	0
121	CDW Corporation	CDW	0	0	0	0	1	0
122	Center of Creative Arts	COCA	0	47	0	0	0	0
123	Century 21 Neubauer Realty	Real Estate Services	5	0	0	0	0	0
124	Century 21 Real Estate LLC	314 849 1800	19	0	0	0	0	0
125	Century 21 Real Estate LLC	Real Estate Service	25	0	0	0	0	0

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
126	Charter Communications	CCIN Program Ad	50	62	60	54	63	42
127	Charter Communications	Charter	0	168	156	117	158	109
128	Charter Communications	Charter Business Bundle	0	43	40	0	38	0
129	Charter Communications	Charter High Speed Internet	0	71	66	44	77	35
130	Charter Communications	Charter On Demand	4	0	0	0	0	0
131	Charter Communications	Charter Telephone	0	38	46	23	45	32
132	Charter Communications	Get Hooked On Health	0	17	14	13	12	14
133	Charter Communications	Health Expo	2	128	100	95	121	75
134	Charter Communications	Karaoke Channel	4	3	1	4	1	4
135	Chattem Inc	ICY Hot Pro Therapy	0	0	1	0	0	0
136	Chick fil A, Inc	Chick fil A	0	0	0	0	0	4
137	Choice Hotels International, Inc	Choice Hotels	0	0	6	6	6	0
138	Cinemax On Demand	Star Wars	1	4	4	9	7	2
139	Cingular Wireless	Cingular	0	0	0	6	0	0
140	Cisco Systems Inc	Cisco	0	29	0	0	5	0
141	Citigroup Inc	Citi Business Advantage Card	0	1	0	0	0	0
142	Citigroup Inc	Citi PremierPass Card	0	0	0	2	0	0
143	Citrix Online, LLC	Go To Meeting	0	6	0	0	0	0
144	Clarkson Eye Care	Clarkson Lasik	0	14	0	0	20	0
145	CNBC	Big Brother s Big Business	0	55	0	0	0	0
146	CNBC	CNBC Program Ad	0	82	0	0	0	0
147	CNBC	Inside American Airlines	0	6	0	0	0	0
148	CNBC	Mad Money	0	3	0	0	0	0
149	CNN	CNN Business News	0	23	0	0	0	0
150	Coldwell Banker Gundaker	314 849 2880, Larry Ochonicky	19	0	0	0	0	0

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151	Coldwell Banker Gundaker	Bruce Lubbering	7	0	0	0	0	0
152	Coldwell Banker Gundaker	Coldwell Banker Gundaker	1	0	0	0	0	0
153	Coldwell Banker Gundaker	Kathy Roush	2	0	0	0	0	0
154	Coldwell Banker Gundaker	Real Estate Service	50	0	0	0	0	0
155	Coldwell Banker Gundaker	Real Estate Services	2	0	0	0	0	0
156	Coldwell Banker Gundaker	Roberta Atkinson	2	0	0	0	0	0
157	Coldwell Banker Gundaker	The Yuede Team	4	0	0	0	0	0
158	Colwell Banker Gundaker	Real Estate Service	7	0	0	0	0	0
159	Combe Incorporated	Sea Bond Dentures	0	1	0	0	0	0
160	Comcast Corporation	Comcast	0	0	0	0	0	1
161	Concord Music Group	George Benson Al Jarreau Give It Up	0	5	0	0	1	0
162	Consolidated Resorts Inc	Tahiti Village	0	7	0	0	0	2
163	Cooper Tire and Rubber Company	Cooper Tires	0	0	0	0	0	16
164	Coors Brewing Company	Coors Light	0	0	0	6	0	0
165	Countrywide Home Loans Inc	Countrywide Home Loans	0	0	0	0	0	12
166	Cox Communications, Inc	Cox Digital Services	0	0	0	3	0	0
167	Cox Communications, Inc	Cox on Demand	4	0	0	4	0	0
168	Cox Communications, Inc	On Demand	0	16	13	8	13	10
169	Cox Communications, Inc	Posiedon	12	0	0	0	0	0
170	Cox Communications, Inc	Showtime from Cox Digital Cable	0	2	2	0	0	0
171	CP Christianson Inc	Farmers Insurance	0	0	0	0	0	13
172	Craftmatic Organization Inc	Craftmatic adjustable Beds	0	1	0	0	0	0
173	Credit Suisse Group	Credit Suisse	0	105	1	0	2	0
174	Crocs, Inc	Crocs	0	0	0	0	0	16
175	CSTV Networks Inc	Mizzou Football	0	0	0	0	0	15

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
176	Curves International Inc	Curves	0	0	4	0	3	1
177	Daimler Chrysler Corporation	Dodge	0	0	1	0	0	7
178	Daimler Chrysler Corporation	Dodge Caliber	0	0	0	0	0	5
179	Daimler Chrysler Corporation	Dodge Ram	0	0	0	0	0	1
180	Daimler Chrysler Corporation	Dodge Ram Mega Cab	0	0	0	0	0	2
181	Daimler Chrysler Corporation	Jeep	0	0	1	0	1	0
182	Daimler Chrysler Corporation	Jeep Wrangler	0	0	0	0	0	61
183	Dave and Terry Guempel, Inc	Dave and Terry Guempel	6	0	0	0	0	0
184	Dave Mungenast Automotive Family	Dave Mungenast Lexus	0	0	6	6	7	0
185	Dell Inc	Dell	0	4	2	0	0	0
186	Delta Dental Plans Association	Delta Dental	0	0	0	0	0	11
187	Dental Today Inc	Value Dental	0	6	0	0	0	0
188	Deutsche Bank AG	DWS Scudder	0	26	0	0	0	0
189	Diabetes Care Club	Diabetes Care Club	0	2	0	0	0	0
190	Direct Advantage, Inc	Direct Advantage	0	0	0	9	0	0
191	Direct Buy	Direct Buy	0	0	0	10	0	0
192	Directv	The Real Deal	0	0	0	0	0	21
193	Dobbs Tire and Auto	Dobbs Tire and Auto	0	0	0	6	0	1
194	Doctor Associates Inc	Subway	0	0	0	0	0	2
195	Dover Motorsports, Inc	Nascar Busch series	0	0	0	0	0	1
196	Dow Jones & Company, Inc	Wall Street News	0	26	0	0	0	0
197	Dr. Pepper/ Seven Up, Inc	Dr Pepper	0	0	0	0	0	4
198	Dr. Pepper/ Seven Up, Inc	Dr Pepper Berries Cream	0	0	0	0	0	5
199	Dr. Pepper/ Seven Up, Inc	Dr. Pepper	0	0	0	0	0	2
200	Dream Stage Entertainment	The Real Deal	0	0	0	0	0	1

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
201	Dreamwork Pictures	Flags Of Our Fathers	0	0	0	0	1	0
202	E Trade Financial Corp	E Trade Financial	0	16	1	0	0	0
203	eAcceleration Corp	Veloz	0	2	0	0	0	0
204	eBay Inc	5th Anniversary Twin tower commemorative sculpture	0	5	0	0	0	0
205	EchoStar Satellite L.L.C	Pay Per View program Ad	0	0	0	0	0	37
206	Edward Jones	Edward Jones	0	40	0	0	0	0
207	eHarmony.com, Inc	eHarmony.com	0	7	0	0	2	33
208	Electronic Arts Inc	EA Sports	0	0	0	0	0	7
209	Electronic Arts Inc	EA Sports PGA Tour	0	0	0	0	0	38
210	Electronic Arts Inc	NHL 2007	0	0	0	0	0	3
211	Electronic Arts Inc	PGA Tour	0	0	0	0	0	20
212	Emerson Electric Co	Emerson	0	96	0	0	0	0
213	Engineering Fitness International Inc	Total Gym	0	5	7	0	1	0
214	EnviroPly Manufacturing, Inc	Enviroply	0	0	0	0	0	4
215	eSignal, Inc	eSignal	0	3	0	0	0	0
216	eSignal, Inc	Quote.com	0	16	0	0	0	0
217	ESPN	College Football	0	0	0	2	0	0
218	ESPN	College Game Day	0	0	0	6	0	0
219	ESPN	Monday Night Football	0	0	0	4	2	0
220	ESPN	NBA	0	0	0	6	0	0
221	ESPN Internet Ventures	ESPN Visa Card	0	0	0	7	0	0
222	ESPN Internet Ventures	Mike & Mike in the Morning	0	0	0	1	0	0
223	Euro Pro	Infinity	0	0	45	0	9	0
224	Farmers Help Point Services	Farmers Help Point	0	0	0	0	0	9

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225	Fast Lane Classic Cars Inc	Fast Lane Classic Cars	0	0	0	0	0	5
226	Fat Head Inc	Fat Head	0	0	0	0	0	66
227	Fedex Corporation	Fedex	0	37	0	0	0	0
228	Feet For Life Centers	Feet For Life Centers	0	0	2	4	2	9
229	Flooring Industry Council	Floor Layers	20	0	0	31	0	1
230	FMR Corp	Fidelity	0	33	0	0	0	0
231	FMR Corp	Fidelity Investments	0	11	0	0	0	0
232	FMR Corp	Fidelity Reserves	1	4	3	2	4	4
233	Focus Features	Catch a Fire	0	0	1	4	0	0
234	Ford Motor Company	Lincoln MKZ	0	34	23	5	0	0
235	Ford Motor Company	Lincoln Navigator	0	21	1	0	0	0
236	Forever Network, Inc	Forever Cemeteries and Funeral Homes	0	0	10	0	0	0
237	Fountain Powerboats, Inc	Fountain Powerboats	0	0	0	0	0	3
238	Fox	Arby s Action Sports Awards	0	0	0	0	0	16
239	Fox	Fox.com/Pause	0	0	0	0	0	7
240	Fox	Justice	0	0	0	0	1	0
241	Fox Corporation	Fox News Channel	0	0	0	0	1	0
242	Fox Corporation	Fox News Program Ad	0	0	0	0	0	50
243	Fox Corporation	Fox Program Ad	0	0	0	0	0	5
244	Fox Corporation	Fox Reality	0	0	0	0	0	6
245	Fox Corporation	Fox Reality Program Ad	0	0	0	0	0	1
246	Fox Corporation	Fox Sports Program Ad	0	0	0	0	0	49
247	Fox Corporation	FSN Pro Football Preview	0	0	0	0	0	16
248	Fox Corporation	FSN Program Ad	0	0	0	0	0	14
249	Fox Corporation	Ten Special Live Event	0	0	0	0	1	0

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250	Fox Corporation	Totally Football	0	0	0	0	0	3
251	Fox News	O Reilly Factor, Hannity and Colmes	0	0	0	0	8	0
252	Fox Sports Interactive Media, LLC	Fox College Sports	0	0	0	0	0	34
253	Fox Sports Interactive Media, LLC	FSN Midwest	0	0	0	0	0	22
254	Fox Sports Interactive Media, LLC	FullTiltPoker.net Championship	0	0	0	0	0	28
255	Fox Sports Interactive Media, LLC	Poker Dome Challenge	0	0	0	0	0	8
256	Frederic Roofing and Sheet Metal Co., Inc	Frederic Roofing	0	0	0	0	0	3
257	Fredricks Roofing	Fredricks Roofing	0	0	0	0	0	4
258	FSC	Dream Team	0	0	0	0	0	3
259	FSN	BCS Break Down	0	0	0	0	0	111
260	FSN	Best Damn Sports Show	0	0	0	0	0	3
261	FSN	College Football Saturday	0	0	0	0	0	38
262	FSN	Destination Wild	0	0	0	0	0	4
263	FSN	Make My Day	0	0	0	0	0	8
264	FSN	The Official BCS Ratings Show	0	0	0	0	0	53
265	FSN Midwest	Cardinals	0	0	0	0	0	72
266	FSN Midwest	Cardinals Live Pre Game	0	0	0	0	0	62
267	FullTiltPoker.net	FullTiltPoker.net	0	0	0	2	0	26
268	Funai Corporation, Inc.	Funai LCD Television	0	0	0	3	0	0
269	G and A Real Estate, Inc	G and A Real Estate	0	0	0	0	0	2
270	Game Face	Game Face	0	0	0	0	0	3
271	Game Show Network, LLC	GSN	0	0	10	0	0	0
272	Gander Mountain	Guide Series	0	0	0	0	0	3
273	Gander Mountain	Outdoor Expedition	0	0	0	0	0	3
274	Garmin Ltd	Garmin	0	0	0	0	0	2

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
275	Gateway Football Conferences	Gateway Football Conferences	0	0	0	0	0	16
276	Gateway Medical Inc	Gateway Medical Research	0	11	0	10	0	23
277	Geico	Geico	2	0	7	12	9	4
278	General Electric Company	GE Healthcare	0	8	0	0	0	0
279	General Mills, Inc	Cheerios	0	0	0	0	1	0
280	General Mills, Inc	Nature Valley Granola Bars	0	0	0	0	0	2
281	General Mills, Inc	Totino s Mega Rolls	0	0	0	6	0	0
282	General Motors Corporation	ACDelco	21	0	0	0	0	0
283	General Motors Corporation	Buick Lucerne	0	67	2	1	3	3
284	General Motors Corporation	Cadillac DTS	0	3	0	0	0	0
285	General Motors Corporation	Chevrolet	0	0	0	0	0	10
286	General Motors Corporation	Chevrolet Avalanche	0	0	0	0	0	3
287	General Motors Corporation	Chevrolet Impala ILS	0	0	0	8	4	0
288	General Motors Corporation	Chevrolet Suburban	0	59	0	0	0	0
289	General Motors Corporation	Chevrolet Tahoe	0	0	0	0	0	4
290	General Motors Corporation	GMAC Annual Charity Golf Event	0	0	0	0	0	16
291	General Motors Corporation	Pontiac	0	0	0	0	0	1
292	General Motors Corporation	Pontiac G6 Sedan	0	0	0	0	0	1
293	Generix Labs	Leptopril	0	0	0	0	0	55
294	Genworth Financial, Inc	Genworth Financial	0	121	0	1	1	0
295	GFA Brands, Inc	Smart Balance Buttery Spread	0	0	13	0	1	0
296	GlaxoSmithkline	Avodart	0	0	0	0	0	15
297	GlaxoSmithkline	Requip	0	0	11	0	0	0
298	GlaxoSmithkline	Valtrex	0	0	0	0	0	4
299	GMAC Financial Services	Ditech	0	23	2	1	1	3

## MISSED SPOT REVENUE REPORT - ST LOUIS

DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
300	GoDaddy.com, Inc	Godaddy.com	0	2	0	0	0	0
301	Goedeker s	Goedeker s	0	29	23	12	0	12
302	Goldenwest Diamond Corporation	Jewelery Exchange	0	4	0	0	1	0
303	GolfPodium.com	Golf for Rookies	0	0	0	0	0	4
304	Goodyear Tire & Rubber Company	Goodyear Credit Card	1	0	0	0	0	0
305	Goodyear Tire & Rubber Company	Goodyear Eagle ResponsEdge	1	0	0	0	0	0
306	Goodyear Tire & Rubber Company	Goodyear Wrangler	1	0	0	0	0	0
307	Gorilla Trades	Gorilla Trades	0	30	0	0	0	0
308	Grant Thornton LLP	Grant Thornton	0	20	1	0	0	0
309	GTIP Holdings LLC	US Buildings	0	0	4	0	0	0
310	HA Concepts, Inc	Conquer HA	0	0	0	0	0	14
311	Hair Club for Men and Women	Hair Club	0	10	0	0	0	20
312	Hamilton Beach	Slow Cookers	0	0	0	0	4	0
313	Hamilton Beach/Proctor Silex, Inc	Hamilton Stay or Go	0	0	0	0	2	0
314	Hans Weimann	Hans Weimann Hair Replacement	0	0	0	2	0	1
315	HealthyLivingMD	HealthyLivingMD.com	0	2	0	0	0	0
316	HEC TV	University City, The First Century	0	0	0	1	1	0
317	HepaLife Technologies Inc	HepaLife	0	6	0	0	0	0
318	Hewlett Packard Development Company L.P	HP Grade System	0	165	17	1	1	0
319	Hewlett Packard Development Company L.P	HP Pavilion dv2000	1	72	0	0	0	0
320	Hilton Hospitality, Inc	The Hilton Family	0	0	0	0	0	2
321	Hogan Trucking	Hogan Trucking	6	0	0	0	0	0
322	Home Box Office, Inc	Big Love : One husband, three wives	0	0	4	0	0	0
323	Home Business Connection	Home Business Connection	2	3	27	3	3	4
324	Homer TLC, Inc	The Home Depot	0	0	0	5	0	0

## MISSED SPOT REVENUE REPORT - ST LOUIS

DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
325	Hooters Casino Hotel	Hooters Casino Hotel	0	1	0	0	0	22
326	Horizon Hobby, Inc	Pro Boat	0	0	0	0	0	2
327	Hotels.com, L.P	Hotels.com	0	8	0	0	0	0
328	HSBC Bank USA, N.A	HSBC	0	17	0	0	0	0
329	HSN Interactive LLC	NFL Shop	0	3	3	0	1	0
330	Husker Auto Group	Husker Auto Group	0	0	0	0	0	1
331	Hyundai Motor America	Hyundai Sonata	0	2	0	0	0	0
332	ICU USA, Inc	ICU USA.com	0	0	37	0	22	0
333	Independent Tire Dealers Group, LLC	Toyo Tires	0	0	0	0	0	11
334	Interactive Brokers LLC	Interactive Brokers Smart Routing systems	0	35	0	0	0	0
335	Interactive Health, Inc	iJoy 100	0	1	0	0	0	0
336	Interskill Games Limited	partypoker.net	0	0	0	0	0	52
337	Invacare Corporation	Invacare	0	19	7	0	4	0
338	I ON Eye Trainer	I ON Eye Trainer	0	0	0	0	0	22
339	Iovate Copyright Ltd	Hydroxycut	0	0	0	1	0	0
340	ITT Educational Services, Inc	ITT Technical Institute	0	8	0	0	0	0
341	Jack Daniel s	Jack Daniel s	4	0	0	0	0	0
342	Jas Hennessy & Co	Pure Character, Jas Hennessy & Co	0	0	0	0	0	24
343	Jay Wolfe Toyota	Jay Wolfe Toyota	0	0	16	12	32	0
344	JD Byrider	JD Byrider	0	0	0	9	0	0
345	Jefferson Bank	Jefferson Bank	0	0	0	0	1	2
346	Jefferson Bank and Trust	Jefferson Bank and Trust	0	0	0	0	3	6
347	John Hancock	John Hancock	0	12	0	4	4	0
348	John Hancock	John Hancock Financial Services	0	16	0	0	0	0
349	John Hancock Insurance & Financial Services	John Hancock	0	21	2	1	1	0

## MISSED SPOT REVENUE REPORT - ST LOUIS

DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
350	Johnny Mac s Sporting Goods	Johnny Mac s Sporting Goods	0	0	0	0	0	30
351	Johnson Controls, Inc	York Air Conditioners	6	0	0	0	0	0
352	Johnson Outdoors	Riptide	0	0	0	0	0	3
353	Johnsonville brats	Johnsonville brats	0	0	0	0	0	3
354	Jos. A. Bank	Jos. A. Bank	0	5	5	0	2	0
355	JPMorgan Chase & Co	Chase	0	5	0	0	0	0
356	JPMorgan Chase & Co	Chase Rewards Card	0	0	0	0	0	1
357	K & G Superstore	K & G Fashion Superstore	0	0	0	0	0	19
358	Kansas State University	Kansas State University	0	0	0	0	0	4
359	Kansas, Inc	Powerball	0	0	0	0	0	2
360	Karen Boelling, GRI	Karen Boelling	7	0	0	0	0	0
361	KETC Channel 9	Antiques Roadshow, American Experince	0	0	2	0	0	0
362	KFCC	KFC Snacker	0	0	0	0	0	6
363	King Size Stores	King Size	0	0	0	0	0	7
364	KPTM	The Division Series	0	0	0	0	0	4
365	KTVI	Bones	0	0	0	0	1	0
366	KTVI	Fox NFL Sunday	0	0	0	0	0	8
367	Kutis Funeral Home, Inc	Kutis Funeral Home	0	6	15	7	0	15
368	KY Land Partners, LLC.	Western Shores	0	0	2	0	5	0
369	KY Land Partners, LLC.	Western Shores Liquidation Sales	0	0	6	0	15	0
370	KYOCERA Corporation	Kyocera	0	0	0	0	0	204
371	L.L.Bean, Inc	L.L.Bean	1	0	0	0	0	0
372	Law Offices of Mark Davis	Law Offices of Mark Davis	0	3	4	2	3	3
373	Legal Helpers, PC	Legal Helpers	0	0	0	0	0	35
374	LendingTree LLC	Lending Tree	0	27	0	0	0	0

## MISSED SPOT REVENUE REPORT - ST LOUIS

DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
375	LetsTalk.com Inc	Letstalk.com	0	5	5	6	5	7
376	Lexmark International, Inc	Lexmark	2	109	3	0	3	117
377	LF, LLC	Lowe s Stores	3	0	0	4	1	0
378	Liberty Mutual Insurance Company	Liberty Mutual	0	0	0	1	0	8
379	Life Alert, Inc	Life Alert	0	2	0	0	0	0
380	LifeScan, Inc	One Touch Ultra 2	0	0	1	0	0	0
381	Lilly ICOS LLC	Cialis	0	3	0	0	0	6
382	Lincoln National Corporation	Hello Future	0	15	0	0	0	0
383	Lincoln National Corporation	Lincoln Financial Group	0	23	0	0	1	0
384	Lincoln National Corporation	Lincoln Financials	0	10	0	0	0	0
385	Lincoln National Corporation	Lincoln retirement plan	0	16	0	0	0	0
386	Links Snacks, Inc	Jack Link s Beef Jerky	0	0	0	0	0	124
387	Little Giant Ladder Company	Little Giant Ladder	0	1	0	0	0	0
388	Living Essentials	5 Hour Energy	0	0	0	0	0	36
389	Living Essentials	Chaser	0	0	0	0	0	21
390	Lou Fusz Auto Network	Lou Fusz	0	0	0	0	1	11
391	Lou Fusz Auto Network	Saturn Sky	0	0	0	1	1	2
392	Lucas Oil Products, Inc	Lucas Heavy Duty	0	0	0	0	0	2
393	Lynch Toyota Inc	Lynch Toyota	0	0	0	9	0	13
394	Mahindra USA, Inc	Mahindra Tractors	0	0	0	0	0	1
395	Man Financial Inc	Lind Waldock	0	18	0	0	0	0
396	Marriott International, Inc	Courtyard	0	75	0	6	7	0
397	Mars, Inc	Snickers	0	0	0	1	0	0
398	Marshall Tucker Band, Inc.,	Marshall Band	12	0	0	0	0	0
399	Mary Lewis Realty	Mary Lewis Realty	40	0	0	0	0	0

## MISSED SPOT REVENUE REPORT - ST LOUIS

DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
400	Master Card International, Inc	Master Card	0	89	0	0	0	0
401	Master Card International, Inc	Shell MasterCard	0	23	7	2	1	0
402	Mathews Inc	Mathews Switchback XT	0	0	0	0	0	10
403	Mc Donald s	Mc Donald s	0	0	0	0	0	1
404	Mc Donald s	Mc Donald s Premium Roast Coffee	0	0	0	0	0	1
405	McNeil PPC, Inc	Tylenol	0	0	0	0	0	4
406	MDR Vital Factors	MDR Vital Factors	0	6	0	0	0	0
407	Mercedes Benz USA, LLC	Mercedes Benz	0	0	0	3	0	0
408	Mercedes Benz USA, LLC	Mercedes Benz ML 350	0	0	1	0	0	0
409	Merck Co., Inc	Fosamax	2	0	0	0	0	0
410	Merck Co., Inc	Singulair	0	0	0	0	1	0
411	Merck Co., Inc	Vytorin	0	0	15	5	11	0
412	Metlife Bank	Metlife Bank	0	0	24	0	18	7
413	Metzler/Payden, LLC	Metzler Payden Funds	0	10	0	0	0	0
414	Michigan Economic Development Corporation	Michigan Economic Development	0	0	0	0	1	0
415	Michigan Economic Development Corporation	Michigan Economic Development Corporation	0	86	6	0	4	0
416	Microsoft Corporation	Microsoft	0	10	0	0	1	0
417	Miralus Inc	Activon	0	0	3	0	0	0
418	Miralus Inc	Activon, Freedom Hemmorhoid	0	0	0	0	2	0
419	Missouri Coalition for Lifesaving Cures	Stem Cell Research	0	0	13	23	47	0
420	Missouri Coalition for Lifesaving Cures	Yes on 2	0	0	0	1	4	0
421	Missouri Farm Bureau	Missouri Farm Bureau	0	0	0	0	0	3
422	Missouri Fire Fighters	Missouri Fire Fighters	0	0	2	0	0	0
423	Mizzou Sports Properties	Tiger Checking	2	0	0	0	0	4
424	MLB Advanced Media, L.P	Cardinals Card Crew	0	0	0	8	0	9

## MISSED SPOT REVENUE REPORT - ST LOUIS

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CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
425	MLB Advanced Media, L.P	New Busch Stadium	14	0	0	2	0	2
426	MLB Advanced Media, L.P	St. Louis Rams Cheer leaders	0	1	1	0	1	0
427	MLB Advanced Media, L.P	The Busch Stadium	0	0	0	9	0	9
428	MNA, Inc	Michelin	0	0	0	0	0	1
429	Monaco Financial	Monaco Financial	0	8	6	0	0	0
430	Mortgage Broker Direct	Mortgage Broker Direct	3	0	0	0	0	0
431	Multi State Lottery Association	Hot Lotto	0	0	0	0	0	2
432	Multi State Lottery Association	Powerball	0	0	0	0	0	4
433	My 46 TV	Scrubs	0	0	0	0	1	0
434	My 46 TV	Still Standing	0	0	0	0	3	0
435	NATAS.	Heartland Regional Emmy Awards 2006	1	0	0	0	0	0
436	National Cable and Telecommunications Association	Cable	0	29	30	15	19	20
437	National Cable and Telecommunications Association	Net Neutrality	0	29	7	24	19	5
438	National Center for Missing & Exploited Children	Wireless Amber Alerts	16	0	0	0	0	0
439	National Express, Inc	Vidalia Chop Wizard	0	8	0	0	0	0
440	Nationwide Mutual Insurance Company	Nationwide Insurance	0	0	0	0	0	11
441	NBA Media Ventures LLC	NBA League Pass	0	0	0	2	0	0
442	NBC	Deal Or No Deal, CNBC	0	2	0	0	0	0
443	NCAA	NCAA	0	0	0	0	0	5
444	Nebraska Families for Pete Ricketts Inc	Pete Ricketts	0	0	0	0	0	2
445	Nelson Mulligan Carpenters Training Center	St. Louis Carpenters Joint Apprenticeship Program	10	0	0	0	0	0
446	Neubauer Realty	Century 21 Neubauer	2	0	0	0	0	0
447	New Line Cinema	The Butterfly Effect 2	0	0	0	0	0	4
448	New Line Productions, Inc	Take The Lead on DVD	0	15	10	34	45	3
449	New York Institute of Photography	New York Institute of Photography	0	5	0	0	0	0

## MISSED SPOT REVENUE REPORT - ST LOUIS

DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
450	Next Generation Hair Loss Clinic	Next Generation Hair Loss Clinic	14	0	0	23	0	0
451	NFL Enterprises LLC	NFL Network	0	0	0	0	0	18
452	NFL Enterprises LLC	NFL Network Program Ad	0	0	0	0	0	16
453	Nike USA, Inc	Nike	0	0	0	0	0	43
454	Nikon Inc	Nikon Omega BDC 250 Reticle	0	0	0	0	0	4
455	Nissan North America, Inc	Infiniti M	0	0	0	0	0	4
456	Nissan North America, Inc	Nissan Versa	0	0	0	1	0	0
457	Norfolk Southern Corporation	Norfolk Southern	0	42	0	3	4	0
458	NutriSystem, Inc	NutriSystem	0	2	0	0	0	22
459	NutriSystem, Inc	NutriSystem Nourish	0	2	0	0	0	0
460	NYSE Group, Inc	Newyork Stock Exchange	0	62	0	0	0	0
461	NYSE Group, Inc	The New York Stock Exchange	0	1	0	0	0	0
462	Occidental Petroleum Corporation	Occidental Petroleum	0	51	0	0	0	0
463	ONE.org	ONE.org	0	0	1	0	1	8
464	Online Sports	Baseball World s Defensive Drills video	0	0	0	1	0	0
465	Oppenheimer Funds, Inc	OppenheimerFunds	0	40	1	0	0	0
466	Orbitz LLC	Orbitz	0	10	1	26	5	0
467	Oregon State University	Oregon State University	0	0	0	0	0	1
468	O Reilly Automotive Inc	O Reilly Auto Parts	0	0	0	6	0	15
469	Osram Sylvania	Silverstar Ultra Headlights	0	0	0	2	0	0
470	Overstock.com	Overstock.com	0	16	0	0	0	0
471	Pacific Life Insurance Company	Pacific Life	0	0	0	0	3	1
472	Paid for by Talent for Senate	Jim Talent	0	0	44	9	14	0
473	Paradisepoker.net	Paradisepoker.net	0	0	0	0	0	9
474	Partnership for a Drug Free America	Drugfree.org	0	0	0	0	0	7

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CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
475	Party Packs	Party packs	0	4	4	3	4	3
476	Payden & Rygel	The Payden US Growth Leaders Fund	0	11	0	0	0	0
477	Pepose Vision Insitiute	Pepose Vision	30	0	0	0	0	0
478	PepsiCo, Inc	Gatorade	0	0	0	0	0	6
479	PepsiCo, Inc	Mountain Dew	0	0	0	0	0	12
480	PetMed Express Inc	1 800 PetMeds	0	12	36	0	7	0
481	Pfizer, Inc	Aricept	0	9	0	0	0	0
482	Pfizer, Inc	Caduet	0	0	3	0	0	0
483	Pfizer, Inc	Lipitor	0	0	13	0	5	0
484	Pfizer, Inc	Listerine	0	0	0	0	0	4
485	Pfizer, Inc	Rolaids	0	0	0	0	0	2
486	Pharmavite LLC	Cholest Off	0	4	0	0	0	0
487	Pioneer Global Asset Management S.p.A.	Pioneer Investments	0	43	0	0	0	0
488	Pizza Hut, Inc	Pizza Hut	0	0	0	0	0	4
489	Plaza Motors	Plaza Motors	0	0	7	18	13	29
490	Poker.net	Folks on Poker.net	0	0	0	1	0	11
491	Polaris Industries	Polaris Ranger	0	0	0	0	0	3
492	Polident Corp	Polident	0	7	0	0	0	0
493	Political Ad	Political Ad	0	4	3	1	2	0
494	PowerTax Relief, Inc	Power Tax Relief	0	4	5	3	5	4
495	President Casino	President Casino	5	0	0	0	0	0
496	priceline.com Incorporated	Priceline	0	30	0	0	0	51
497	Principal Financial Services, Inc	Principal Financial	0	28	14	4	14	0
498	Procter & Gamble	Actonel	0	0	0	0	13	0
499	Procter & Gamble	Folger	0	0	0	0	0	1

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DATE: 10/16/2006 to 10/30/2006

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
500	Procter & Gamble	Gain Joyful Expressions	0	0	0	0	0	3
501	Procter & Gamble	Gillette Fusion	0	0	0	0	0	1
502	Procter & Gamble	Mr. Clean Magic Eraser	1	0	0	0	0	0
503	Procter & Gamble	Therma Care Heat Wrap	0	0	0	1	0	0
504	Product Partners, LLC	Slim in Six by Bleach Body	0	3	0	0	0	1
505	Prudential Alliance Realtors	Real Estate Services	2	0	0	0	0	0
506	Prudential Patterson Realtors	Real Estate Services	12	0	0	0	0	0
507	Prudential Real Estate Affiliates, Inc	Free Training Program	2	0	0	0	0	0
508	Prudential Select Properties	636 720 3000, Jim Cosgrove	2	0	0	0	0	0
509	Prudential Select Properties	Prudential Select Properties	16	0	0	0	0	0
510	Prudential Select Properties	Tony Chevez	3	0	0	0	0	0
511	Puerto Rico Tourism Development	Puerto Rico	0	0	1	0	0	0
512	Quality Fence Co	Quality Fence	0	0	0	0	0	3
513	Quicken Loans Inc	Quicken Loans	0	3	0	0	0	0
514	Quicken Loans Inc	Smart Choice loans	3	14	6	4	8	4
515	QVC, Inc	QVC	0	2	3	0	2	0
516	Raymarine Inc	Raymarine	0	0	0	0	0	2
517	Raymond James Financials Inc	Raymond James	0	21	0	0	0	0
518	Real Estate TV	Real Estate show	16	0	0	0	0	0
519	Real Estate TV	Real Estate TV	0	0	0	0	18	0
520	Realty Executives	Real Estate Service	7	0	0	0	0	0
521	Reno Tahoe	The Summit At Grand Sierra Resort	0	8	0	0	0	0
522	Restore	Restore	0	0	0	0	0	26
523	Ricoh Corporation	Ricoh Global Document Management	0	0	1	0	0	0
524	Rileys Auto Parts Inc	Riley Auto Parts	0	0	0	2	0	3

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CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
525	Roche Laboratories Inc	Boniva	0	14	0	0	1	0
526	Roni Lynn Deutch	Roni Lynn Deutch	4	3	3	3	4	3
527	Ronnie Douch s Free tax guide	Ronnie Douch s Free tax guide	0	25	10	3	8	2
528	Royal Bank of Scotland International Limited	Royal Bank of Scotland	0	25	0	0	0	0
529	Royal Banks of Missouri	Royal Banks of Missouri	27	0	0	0	0	0
530	Royal Caribbean Cruises Celebrity Cruises Inc	RoyalCaribbean.com	0	1	0	0	0	0
531	SalesGene Corp	Sales Gene	0	7	0	0	0	0
532	Samaritan Pharmaceuticals, Inc	Samaritan Pharmaceuticals	0	6	0	0	0	0
533	Sara Lee Corporation	Jimmy Dean s	0	0	0	1	6	0
534	SaveDarfur.org	Save Darfur	21	0	0	0	0	0
535	Schiller Pfeiffer, Inc	Mantis Tiller Cultivator	4	0	0	0	0	0
536	Scottrade Inc	Bob Seger	0	0	2	0	0	0
537	Scottrade Inc	Scott Trade	0	34	0	0	1	0
538	Sears Brands LLC	Sears	0	0	0	6	0	0
539	Sepracor Inc	Lunesta	3	0	73	1	6	0
540	Sharper Image Corporation	Ionic Breeze	0	0	0	0	1	0
541	Sheldon Memorial Art Gallery	Sheldon Memorial Art Gallery	0	0	0	0	0	2
542	Shelter Mutual Insurance Co	Shelter Insurance	2	0	0	0	0	34
543	Shop at Home	Coin Vault	2	0	0	0	0	0
544	Shop At Home, LLC	Gemstone Gallery	6	0	0	0	0	0
545	Shop At Home, LLC	Shop at Home Program Ad	120	0	0	0	0	0
546	Shop At Home, LLC	The Coin Vault	10	0	0	0	0	0
547	Shop At Home, LLC	The Watch Show	48	0	0	0	0	0
548	Showtime Networks Inc	Dexter	0	13	8	6	5	6
549	Signatures Network Inc. & Meat Loaf	Bat Out of Hell III	0	7	0	0	0	0

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DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
550	Sioux Honey Association	Sue Bee Honey	0	0	0	0	0	21
551	Sirius Satellite Radio Inc	Sirius Satellite Radio	0	0	0	0	0	1
552	Six Flags, Inc	Six Flags	0	5	4	8	2	3
553	Smart Choice Realty, Inc	Real Estate Service	7	0	0	0	0	0
554	Sony BGM Music Entertainment	Songs of Inspiration	0	0	0	0	1	0
555	Sony Pictures	Friends with Money On Demand	0	6	3	2	5	2
556	Sony Pictures Digital Inc	Friends with Money	4	6	4	6	5	7
557	SOPUS Products	Pennzoil	0	0	0	0	0	25
558	SOPUS Products	Pennzoil Platinum	0	0	0	0	0	63
559	Southeast Missouri State University	Southeast Missouri State University	0	0	0	0	0	2
560	Southern Illinois University	Southern Illinois University	0	0	0	0	0	2
561	Speed Channel	Speed Channel	0	0	0	0	0	1
562	Speed Channel	Speed Channel Program Ad	0	0	0	0	0	18
563	Spot Runner, Inc	Spot Runner	0	6	0	0	0	0
564	Sprint & Nextel, Inc	Nextel	0	51	5	10	7	0
565	Sprint & Nextel, Inc	Sprint	0	12	0	1	0	0
566	Sprint & Nextel, Inc	Sprint Mobile Broadband Card	0	12	0	5	14	0
567	Sprint Nextel	Sprint	0	3	0	0	0	0
568	St. Charles Convention Center	The Gun and Knife Show	0	0	0	0	0	44
569	St. John s Mercy Health Care	St. John s Mercy Hospital	2	0	5	0	5	0
570	St. Louis Carpenters Joint Apprenticeship Program	St. Louis Carpenters Joint Apprenticeship Program	13	0	0	0	0	0
571	St. Louis Realty	St. Louis Realty	41	0	0	0	0	0
572	St. Louis Town Planner	Townplannerstl.com	0	4	2	7	3	4
573	St.Louis Convention and Visitors Commission	Explore St.Louis	0	0	0	0	0	6
574	St.Louis Realty	Real Estate Service	2	0	0	0	0	0

## MISSED SPOT REVENUE REPORT - ST LOUIS

DATE: 10/16/2006 to 10/30/2006

CHANNEL :KPLR

S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
575	Stanford Financial Group	Stanford Financial	0	27	0	0	3	0
576	Stem Cell Research Foundation	Stem Cell Research	0	0	1	4	8	0
577	STL Auto Deals	STL Auto Deals	0	0	0	0	0	27
578	Subaru of America, Inc	Subaru	3	29	0	45	0	0
579	Subaru of America, Inc	Subaru Forester	1	34	0	0	0	0
580	Subaru of America, Inc	Subaru Outback	1	36	0	3	0	39
581	Suntrup West County BMW	BMW Z4 Roadster	0	0	8	6	9	0
582	Suntrup West County BMW	Suntrup West County BMW	0	0	11	11	11	0
583	Super Bright LEDs Inc	Super Bright LEDs	0	2	0	0	0	0
584	Taco Bell s Corp	Taco Bell	6	0	0	0	0	2
585	Tasty Toppings, Inc	Dorothy Lynch	0	0	0	0	0	2
586	TD Ameritrade IP Company, Inc	Ameritrade	0	7	0	0	0	0
587	TD Ameritrade IP Company, Inc	Amerinvest	0	4	0	1	1	0
588	TD Ameritrade IP Company, Inc	TD Ameritrade	0	108	5	0	4	0
589	Tempur Pedic Direct Response, Inc	Tempur Pedic Swedish Mattress	0	11	2	0	2	0
590	The Boeing Company	Boeing	0	50	30	0	19	0
591	The Boston Beer Company	Samuel Adams Boston Lager	0	0	0	0	0	17
592	The CGM Funds	CGM Realty Funds	0	28	0	0	0	0
593	The Charles Schwab Corporation	Schwab Active Traders	0	76	0	0	0	0
594	The City of San Jose	San Jose	0	0	0	0	0	4
595	The Cleveland Clinic	Cleveland Clinic	0	3	0	0	0	0
596	The Cleveland Clinic	The Cleveland Clinic	0	12	0	0	0	0
597	The Coca Cola Company	mycokerewards.com	1	0	0	0	0	3
598	The Crown Royal Company	Crown Royal	0	0	0	0	0	13
599	The Diamond Trading Co	Journey Diamond Jewellery	0	0	0	15	0	0

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
600	The Directv group Inc	Directv	0	12	0	3	0	179
601	The Dow Chemical Company	Dow	0	19	3	0	1	0
602	The Foundation for a Better Life	Honesty	0	0	0	0	0	12
603	The Fox Theatre Atlanta	Monty Python s Spamalot	0	3	2	2	0	0
604	The Fox Theatre Atlanta	Spamalot	0	1	1	2	0	0
605	The Golf Channel	The Big Break VI Trump National	0	11	30	0	6	0
606	The Golf Channel	The Golf Channel	0	34	28	0	8	0
607	The Hertz Corporation	Hertz	0	0	0	0	1	0
608	The Lasik Vision Institute	Lasik Vision Institute	6	0	0	0	0	0
609	The Le Cordon Bleu International	Le Cordon Bleu Schools	0	7	6	5	6	5
610	The Leukemia & Lymphoma Society	Team in Training	0	0	0	0	0	2
611	The Moneypaper, Inc	Guide to Direct Investment Plans	0	5	0	0	0	0
612	The Nasdaq Stock Market, Inc	NASDAQ	0	111	14	4	19	0
613	The PGA of America	Ryder Cup Matches	0	1	0	0	0	0
614	The Professional Door Association	Professional Door Association	0	0	0	12	8	0
615	The Prudential Insurance Company of America	Christy Colburn	5	0	0	0	0	0
616	The Prudential Real Estate Affiliates, Inc	Larry Palmer	2	0	0	0	0	0
617	The Prudential Real Estate Affiliates, Inc	Prudential Select Properties	8	0	0	0	0	0
618	The Really Useful Group Ltd	Andrew Lloyd Webber, Divas	0	1	0	0	0	0
619	The Scooter store Ltd	The Scooter Store	0	4	4	2	3	2
620	The Shell Group	Shell	0	1	0	0	0	0
621	The Sherwin Williams Company	Sherwin Williams	0	0	0	10	0	0
622	The St. Paul Travelers Companies, Inc	Travelers	0	17	0	0	0	0
623	The Weather Channel Interactive, Inc	Abrams and Bettes	2	0	0	0	0	0
624	Thermo Spas	Thermo Spas	0	4	0	0	0	0

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
625	Thompson/Center Arms Co. Inc	Pro Hunter	0	0	0	0	0	5
626	Time Shares	Time Shares	0	3	0	0	0	0
627	Tivoli Caffè , Inc	Tivoli Caffè	0	1	0	0	1	0
628	Toyota Motor Corporation	Lexus	0	10	0	0	0	0
629	Toyota Motor Corporation	Lexus LS	0	33	0	0	0	0
630	Toyota Motor Corporation	Toyota	0	31	3	0	27	0
631	Tristarimports.com	Tri Star Imports	0	23	10	14	12	31
632	True Value Company	True Credit	0	3	0	0	0	0
633	TVAtlas.com	Best Classics 100	0	4	0	0	0	0
634	Tyson Foods Inc	Tyson Crispy Chicken Strips	0	0	0	0	0	1
635	U.S. Army	U.S. Army	0	1	0	0	0	237
636	U.S. Bancorp	US Bank	0	0	0	0	0	4
637	U.S. Cellular	U.S. Cellular	0	0	1	0	1	0
638	UBS	UBS	0	25	0	0	0	0
639	Unilever	I Can t Believe It s Not Butter	0	12	0	0	0	0
640	Unique Vacations Inc	Beaches.com	0	0	0	0	1	0
641	United Parcel Service of America, Inc	UPS	0	0	0	0	0	2
642	United States Army National Guard	1800goguard.com	0	0	0	0	0	4
643	United States Postal Service	United States Postal Service	0	103	0	1	2	61
644	United States Senate	Claire Mccaskill	0	20	16	11	20	0
645	United States Senate	Jim Talent	0	1	5	0	45	0
646	University of Northern Iowa	University of Northern Iowa	0	0	0	0	0	5
647	University of Phoenix	University of Phoenix	8	3	0	0	0	0
648	USA Mutual Life Insurance Company, Inc	USA Mutuals	0	3	0	0	0	0
649	V, Inc	Vizio	0	0	0	2	0	0

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
650	Van Kampen Funds Inc	Van Kampen Investments	0	10	0	0	0	0
651	Vanguard Car Rental, Inc	National Car Rental	0	0	1	1	2	0
652	Vectorvest Inc	Vectorvest	0	11	0	0	0	0
653	Vehix.com	Vehix.com	1	0	0	0	0	0
654	Vernest Lange	Scrapbooking Memories Kit	0	11	1	0	4	0
655	Versus	Off the Hook	0	13	59	0	5	25
656	VF Corporation	Wrangler Jeans	0	0	0	12	0	5
657	Visa U.S.A	Visa Business Card	0	0	0	10	0	0
658	Vital Basics, Inc	FocusFactor	0	30	11	2	3	2
659	Volvo Cars of North America, LLC	Volvo	0	47	11	0	1	0
660	Volvo Cars of North America, LLC	Volvo XC90	0	10	0	0	0	0
661	Vonage Marketing, Inc	Vonage	0	0	0	0	3	0
662	Vongo.com	Vongo.com	0	18	0	0	0	0
663	VX Corporation	VX Cad/Cam	61	58	59	27	48	16
664	Wachovia Corporation	Wachovia Securities	0	12	0	0	0	0
665	Walden University	Walden University	0	0	1	0	0	0
666	Walgreen Co	AARP Membership	0	11	0	0	0	0
667	Walgreen Co	Walgreens	0	33	0	0	0	0
668	WalzCraft Industries	Cabinet Flooring	0	0	0	0	0	9
669	Warner Bros. Entertainment Inc	Blood Diamond	0	0	0	1	0	116
670	Warner Bros. Entertainment Inc	We are Marshall	0	0	0	0	0	32
671	Waste Management, Inc	Waste Management	0	86	6	0	0	20
672	WebMD, Inc	WebMD	0	0	0	0	1	0
673	Western Illinois University	Western Illinois University	0	0	0	0	0	2
674	Western Kentucky University	Western Kentucky University	0	0	0	0	0	2

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S.NO	COMPANY	BRAND	CCIN	CNBC	CNN	ESPN	FNC	FSM
675	WisdomTree Investments, Inc	WisdomTree	0	36	0	0	0	0
676	Woodard Cleaning and Restoration Services	Woodard	1	0	0	0	0	0
677	WorkMetro Inc	WorkStLouis.com	28	17	31	22	17	13
678	WowWee	Robosapien V2	0	0	0	2	0	0
679	XM Satellite Radio	XM satellite Radio	0	9	0	0	0	4
680	Yamaha Motor Corporation, USA	Yamaha	0	0	0	0	0	103
681	Yamaha Motor Corporation, USA	Yamaha V Max	0	0	0	0	0	9
682	Youngstown State University	Youngstown State University	0	0	0	0	0	10
683	Zestra Laboratories, Inc	Zestra	0	1	0	0	0	0
684	Zurich Financial Services	Zurich Financial Services	0	34	12	2	4	0