

SPONSORSHIPS

2009

SPONSORSHIPS	DESCRIPTION	PRICE/COMMITMENT
Good Day Wisconsin 	Monday-Friday, 5-9a #1 early morning news.	1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$750/week <i>Min. Term: 10 consecutive or EO weeks</i>
FOX 11 Living 	Monday-Friday, 9-10a A local lifestyle & entertainment show, featuring Amy Hanten.	1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$300/week <i>Min. Term: 10 consecutive or EO weeks</i>
Rachael Ray 	Monday-Friday, 10-11a Syndicated "how to" lifestyle & entertainment show, featuring Rachael Ray.	1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$175/week <i>Min. Term: 10 consecutive or EO weeks</i>
The Bonnie Hunt Show 	Monday-Friday, 11a-12p Winner of the Gracie Award for "Outstanding Talk Show" by the Foundation of Women in Radio and Television	1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$150/week <i>Min. Term: 10 consecutive or EO weeks</i>
The Doctors 	Monday-Friday, 12-1p Explores the major medical issues of the day and the impact they have on the patient and those they love.	1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$350/week <i>Min. Term: 10 consecutive or EO weeks</i>
Little House on the Prairie 	Monday-Friday, 1-2p Nominated for 3 Golden Globes – a family favorite.	1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$150/week <i>Min. Term: 10 consecutive or EO weeks</i>
Judge Joe Brown 	Monday-Friday, 2-3p Judge Joe Brown hears viewers' cases.	1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$150/week <i>Min. Term: 10 consecutive or EO weeks</i>
People's Court 	Monday-Friday, 3-4p A highly successful court series, taking viewers inside a television courtroom where Milian dispenses her own unique brand of justice daily.	1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$275/week <i>Min. Term: 10 consecutive or EO weeks</i>

SPONSORSHIPS	DESCRIPTION	PRICE/COMMITMENT
<p>Judge Judy</p> 	<p>Monday-Friday, 4-5p Smart, savvy and opinionated, the irrepressible Judge Judith Sheindlin holds court as presiding judge over real-life cases on the highly successful courtroom series.</p>	<p>1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$350/week <i>Min. Term: 10 consecutive or EO weeks</i></p>
<p>FOX 11 News at Five</p> 	<p>Monday-Friday, 5-6p An hour of early evening news, appealing to a younger audience.</p>	<p>1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$1,025/week <i>Min. Term: 10 consecutive or EO weeks</i></p>
<p>Jeopardy</p> 	<p>Monday-Friday, 6-630p Dominant game show for the past decade.</p>	<p>1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$1,675/week <i>Min. Term: 10 consecutive or EO weeks</i></p>
<p>Wheel of Fortune</p> 	<p>Monday-Friday, 630-7p Dominant game show for the past decade.</p>	<p>1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$1,775/week <i>Min. Term: 10 consecutive or EO weeks</i></p>
<p>FOX 11 News at Nine</p> 	<p>Monday-Friday, 9-10p #1 late news, competes with prime, fits with today's lifestyle.</p>	<p>1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$2,275/week <i>Min. Term: 10 consecutive or EO weeks</i></p>
<p>Seinfeld</p> 	<p>Monday-Friday, 10-1105p Competes with late news on most competitors, affluent audience, affordable.</p>	<p>1-:30/day or 5-:30's/week Plus 1-:10/day or 5-:10's/week \$575/week <i>Min. Term: 10 consecutive or EO weeks</i></p>