

KANSAS GOVERNMENTAL ETHICS COMMISSION

RECEIPTS AND EXPENDITURES REPORT OF A CANDIDATE FOR STATEWIDE OFFICE

JANUARY 10, 2007

FILE WITH SECRETARY OF STATE
SEE REVERSE SIDE FOR INSTRUCTIONS

FILED
JAN 10 2007
RON THORNBUROGH
SECRETARY OF STATE

A. Name of Candidate: Kansans for Praeger

Address: P.O. Box 1001

City and Zip Code: Topeka, KS 66601

Office Sought: Commissioner of Insurance

B. Check only if appropriate: Amended Filing Termination Report

C. Summary (covering the period from October 27, 2006 through December 31, 2006)

1. Cash on hand at beginning of period	\$28,978.34
2. Total Contributions and Other Receipts (Use Schedule A)	14,176.00
3. Cash available this period (Add Lines 1 and 2)	43,153.34
4. Total Expenditures and Other Disbursements (Use Schedule C)	15,997.57
5. Cash on hand at close of period (Subtract Line 4 from 3)	\$27,155.77
6. In-Kind Contributions (Use Schedule B)	\$667.80
7. Other Transactions (Use Schedule D)	-0-

D. "I declare that this report, including any accompanying schedules and statements, has been examined by me and to the best of my knowledge and belief is true, correct and complete. I understand that the intentional failure to file this document or intentionally filing a false document is a class A misdemeanor."

1-10-07
Date

Lanny Kimbrough
Signature of Treasurer

GEC Form Rev, 2001

Schedule A: Contributions and Other Receipts Kansans for Praeger

Date	Name and Address of Contributor	Occupation (Indiv Cont > \$150)	Pmt Type	Amt Rcvd
10/27/2006	Benoit & Associates P.O. Box 640488 Kenner, LA 70064	Insurance Agency	Check	\$500.00
10/30/2006	Evelyn Senecal 2101 Louisiana Street Lawrence, KS 66044		Check	\$100.00
10/30/2006	Donald Barry 420 Whitehall Lane Topeka, KS 66606	Attorney	Check	\$500.00
10/30/2006	Security Benefit Life Ins PAC One Security Benefit Place Topeka, KS 66636	PAC	Check	\$250.00
10/30/2006	Dudley Crow 1908 Crossgate Drive Lawrence, KS 66047		Check	\$100.00
10/30/2006	Jerry Busch 1574 N Charles Wichita, KS 67203		Check	\$100.00
10/30/2006	Richard Stuntz 2101 Greenbrier Lawrence, KS 66047		Check	\$100.00
10/30/2006	Gary Petersen Agency 2500 Iowa Street Lawrence, KS 66044	Insurance Agency	Check	\$100.00
10/30/2006	C. Cushing 403 Nebraska Street Lawrence, KS 66046	Retired	Check	\$25.00
10/30/2006	Frank Becker 1441 Wakarusa Drive Lawrence, KS 66049	Business Executive	Check	\$100.00
10/30/2006	Duane Becker 1642 Bobwhite Dr. Lawrence, KS 66047	Insurance	Check	\$50.00
10/31/2006	Humana 815 SW Topeka Blvd 2nd Floor Topeka, KS 66612	Health Ins Co	Check	\$500.00
10/31/2006	Agency Solutions Group, LP 7111 Valley Green Road Fort Washington, PA 19034	Insurance	Check	\$1,000.00

Subtotal This Page \$3,425.00

Schedule A: Contributions and Other Receipts Kansans for Praeger

Date	Name and Address of Contributor	Occupation (Indiv Cont > \$150)	Pmt Type	Amt Rcvd
10/31/2006	J. Von Achen 1348 E 2350 Road Eudora, KS 66025	Architect	Check	\$200.00
10/31/2006	Coventry Capital I LLC 7111 Valley Green Road Fort Washington, PA 19034	Insurance Company	Check	\$2,000.00
10/31/2006	William Lienhard 1320 Lawrence Avenue Lawrence, KS 66049	Retired	Check	\$25.00
10/31/2006	Shering-Plough 2000 Galloping Hill Road Kenilworth, NJ 07033	Pharmaceutical Company	Check	\$200.00
10/31/2006	Shirley Walbridge 18529 94th Street McLouth, KS 66054	Retired	Check	\$25.00
10/31/2006	John Reimer 5849 SE 45th Tecumseh, KS 66542		Check	\$50.00
10/31/2006	Danny Deener No 1 Ravinia Ct Crestwood Arkansas City, KS 67005	Insurance Agent	Check	\$50.00
10/31/2006	Cletus Grosdidier 2149 N. 900th Rd. Eudora, KS 66025		Check	\$50.00
10/31/2006	David Lukens, M.D. 3320 Prairie Hills Drive Hutchinson, KS 67502	Physician	Check	\$50.00
10/31/2006	David Dennis 2903 Regency Drive Independence, KS 67301		Check	\$50.00
10/31/2006	Sabrina Wells PO Box 496 Topeka, KS 66611	State Employee	Check	\$100.00
11/1/2006	KS Federation of Rep. Women 1922 Foxtail Salina, KS 67401	PAC	Check	\$100.00
11/1/2006	Thomas Robinett, Jr. 12717 Sagamore Rd Leawood, KS 66209	Attorney	Check	\$50.00

Subtotal This Page \$2,950.00

Schedule A: Contributions and Other Receipts Kansans for Praeger

Date	Name and Address of Contributor	Occupation (Indiv Cont > \$150)	Pmt Type	Amt Rcvd
11/1/2006	Craig Penzler 4821 Normandy Park Lawrence, KS 66049	Architect	Check	\$50.00
11/1/2006	Ronna Pohlman 6380 Alamo Avenue St. Louis, MO 63105	Component Engineering	Check	\$100.00
11/1/2006	Robert Talkington 20 W Buchanan Street Iola, KS 66749	Attorney	Check	\$100.00
11/1/2006	Jeannette Runyan 900 SW 31st St, Apt 119 Topeka, KS 66611		Check	\$100.00
11/1/2006	Dan Neuenswander 560 E 1850 Road Baldwin City, KS 66006	Retired	Check	\$100.00
11/2/2006	Larry Cordell P.O. Box 289 Burlington, KS 66839	Doctor	Check	\$100.00
11/2/2006	Tom Dobski 2007 Palmer Drive Lawrence, KS 66047	McDonalds Owner	Check	\$250.00
11/2/2006	Pawnee Co. Rep. Central Comm. 521 Carroll Ave Larned, KS 67550	PAC	Check	\$250.00
11/2/2006	Steve Wilkinson 15353 Carter Road Overland Park, KS 66221	Hospital Administrator	Check	\$100.00
11/3/2006	Judy Wilson 12520 Cascade Canyon Drive Granada Hills, CA 91344		Check	\$100.00
11/3/2006	Protective Life Corp. PAC P.O. Box 2606 Birmingham, AL 35202	PAC	Check	\$250.00
11/3/2006	Gary Corsi P.O. Box 2606 Birmingham, AL 35202		Check	\$100.00
11/3/2006	Carolyn King 2543 Ivy Glenn Drive Birmingham, AL 35243		Check	\$100.00

Subtotal This Page \$1,700.00

Schedule A: Contributions and Other Receipts Kansans for Praeger

Date	Name and Address of Contributor	Occupation (Indiv Cont > \$150)	Pmt Type	Amt Rcvd
11/3/2006	John Johns 2749 Southwood Road Birmingham, AL 35223		Check	\$100.00
11/3/2006	Deborah Long 3576 Shandwick Place Birmingham, AL 35242		Check	\$100.00
11/3/2006	John Deremo 3299 Bridgestone Court Cincinnati, OH 45248		Check	\$100.00
11/3/2006	Wayne Stuenkel 2120 Woodlark Lane Birmingham, AL 35216		Check	\$100.00
11/3/2006	Brent Griggs 13592 Royal Glen Town & Country, MO 63131		Check	\$50.00
11/6/2006	Clifford Hope, Jr. PO Box 2340 Garden City, KS 67846	Retired	Check	\$25.00
11/6/2006	Robert Boyer 26412 W 110th Terrace Olathe, KS 66061	Businessman	Check	\$500.00
11/6/2006	David Dillon 1044 Rockwood Drive Cincinnati, OH 45208	Chairman-Kroger Co.	Check	\$500.00
11/6/2006	Koch Industries 4111 E 37th Street North Wichita, KS 67220	Oil Company	Check	\$1,000.00
11/6/2006	MemberHealth, Inc. 29100 Aurora Road Solon, OH 44139	Rx Benefit Manager	Check	\$1,000.00
11/6/2006	QC Holdings Inc. PAC 9401 Indian Creek Pkwy. Ste. 1500 Overland Park, KS 66210	PAC	Check	\$1,000.00
11/6/2006	KC Regional Assn of Realtors 11150 Overbrook Road, Suite 100 Leawood, KS 66211	Association	Check	\$500.00
11/6/2006	CRNA-PAC 5976 Ferguson Road Oskaloosa, KS 66066	PAC	Check	\$250.00

Subtotal This Page \$5,225.00

Schedule A: Contributions and Other Receipts Kansans for Praeger

Date	Name and Address of Contributor	Occupation (Indiv Cont > \$150)	Pmt Type	Amt Rcvd
11/6/2006	Paul Schloerb 12344 Pembroke Lane Leawood, KS 66209		Check	\$100.00
11/6/2006	Norman Thoms, M.D. 5420 SE 37th Street Tecumseh, KS 66542	Surgeon	Check	\$100.00
11/6/2006	Alleen VanBebber 6701 W 66th Terrace Overland Park, KS 66202		Check	\$100.00
11/6/2006	Thomas Phillips 1530 Barrington Dr. Manhattan, KS 66503		Check	\$50.00
11/6/2006	Barbara Holzmark 3016 W 84th Street Leawood, KS 66206		Check	\$25.00
11/6/2006	Jon Heeb 1018 Oak Tree Drive Lawrence, KS 66049	Physician	Check	\$100.00
11/9/2006	Bradley Kading 522 9th St. SE Washington, DC 20003	Management	Check	\$250.00
11/14/2006	Carl Garrison PO Box 99 Coffeyville, KS 67337		Check	\$50.00
12/15/2006	Robert Talkington 20 W Buchanan Street Iola, KS 66749	Attorney	Check	\$100.00
Total Itemized Receipts for Period				\$14,175.00
Total Unitemized Contributions (\$50 or less)				\$0.00
Sale of Political Materials (Unitemized)				\$0.00
Total Contributions When Contributor Not Known				\$0.00
TOTAL RECEIPTS THIS PERIOD (to line 2 of Summary)				\$14,175.00

Subtotal This Page \$875.00

Schedule B: In-Kind Contributions Kansans for Praeger

Date	Name and Address of Contributor	Occupation (Contributor > \$150) Description of In-Kind Contribution	In-Kind Value
11/2/2006	Robert Tomlinson 5722 Birch Shawnee Mission, KS 66205	State Employee	\$72.19
11/4/2006	Robert Tomlinson 5722 Birch Shawnee Mission, KS 66205	State Employee	\$90.63
11/4/2006	Karen Rippel 2735 SW Gainsboro Road Topeka, KS 66614	State Employee	\$9.10
12/22/2006	Larrie Ann Lower 1206 SW 10th Street Topeka, KS 66604	Lobbyist	\$123.97
12/22/2006	Tom Bell P.O. Box 2308 Topeka, KS 66601		\$123.97
12/22/2006	L. Jeremy Slaughter 623 SW 10th Ave Topeka, KS 66612	Association Management	\$123.97
12/22/2006	Brad Smoot 800 SW Jackson Topeka, KS 66612	Lobbyist	\$123.97
Total Itemized Receipts for Period			\$667.80
Total Unitemized Contributions (\$50 or less)			\$0.00
Sale of Political Materials (Unitemized)			\$0.00
Total Contributions When Contributor Not Known			\$0.00
TOTAL RECEIPTS THIS PERIOD (to line 2 of Summary)			\$667.80

Subtotal This Page \$667.80

Schedule C: Expenditures and Other Disbursements Kansans for Praeger

Date	Name and Address	Purpose of Expenditure	Amount
10/31/2006	State of Kansas DISC 900 SW Jackson, Rm 751-S Topeka KS 66612-1275	Campaign Phone	\$34.02
10/31/2006	Paychex 13160 Foster St Overland Park KS 66213	Tax deposit	\$21.82
10/31/2006	Paychex 13160 Foster St Overland Park KS 66213	Fee	\$127.36
11/1/2006	Cindy Hermes 2418 SW Brookhaven Topeka KS 66614	Travel expenses	\$205.65
11/3/2006	Cindy Hermes 2418 SW Brookhaven Topeka KS 66614	Payroll	\$1,407.58
11/3/2006	Cindy Hermes 2418 SW Brookhaven Topeka KS 66614	Payroll taxes	\$548.45
11/3/2006	Cindy Hermes 2418 SW Brookhaven Topeka KS 66614	Payroll expenses	\$149.63
11/4/2006	Topeka Club Liquor 1401 SW Wanamaker Topeka, KS 66604	Election night refreshments	\$41.83
11/4/2006	Devlins 29th & Wanamaker Topeka, KS 66614	Election night refreshments	\$10.79
11/7/2006	Kansas Day Club c/o Steve Martens 435 S Broadway Wichita KS 67202	Room Reservation for Jan. 2007	\$50.00
11/7/2006	Cindy Hermes 2418 SW Brookhaven Topeka KS 66614	Bonus	\$2,500.00
11/7/2006	Bob Tomlinson 5722 Birch Roeland Park KS 66205	Bonus	\$1,500.00
11/7/2006	Karen Rippel 2735 SW Gainsboro Rd Topeka, KS 66614	Bonus	\$1,500.00
11/7/2006	Jarrod Forbes 5101 W 65th Terr Shawnee Mission KS 66208	Bonus	\$1,000.00
11/7/2006	John Meetz 3704 SW 29th St Apt. 417 Topeka KS 66614	Bonus	\$1,000.00
11/7/2006	Dublin Group 6800 W 107th Ste 100 Overland Park KS 66212	Fee	\$1,174.50

Schedule C: Expenditures and Other Disbursements Kansans for Praeger

Date	Name and Address	Purpose of Expenditure	Amount
11/7/2006	Dublin Group 6800 W 107th Ste 100 Overland Park KS 66212	Expenses	\$1,264.35
11/7/2006	Capitol Plaza Hotel 1717 SW Topeka Blvd. Topeka, KS 66612	Election night suite	\$190.34
11/8/2006	Papa John's Pizza 1700 SW Washburn Topeka, KS 66604	Pizza for KID	\$304.58
11/13/2006	Cindy Hermes 2418 SW Brookhaven Topeka KS 66614	Election night food	\$105.92
11/14/2006	Cox Communications 931 SW Henderson Topeka KS 66615	Cable	\$59.95
11/14/2006	AT&T P.O. Box 630047 Dallas TX 75263-0047	Phone service	\$19.90
11/30/2006	Paychex 13160 Foster St Overland Park KS 66213	Payroll fee	\$61.43
12/14/2006	Dublin Group 6800 W 107th Ste 100 Overland Park KS 66212	Expenses	\$495.00
12/22/2006	Kansas Inaugural 2007 4311 W 6th Street Suite C Lawrence KS 66049	Inaugural tickets for campaign volunteers	\$1,800.00
12/22/2006	Frye Allen 3310 SW Harrison Topeka KS 66611	TV Commerical Revisions for General	\$290.45
12/22/2006	State of Kansas DISC 900 SW Jackson, Rm 751-S Topeka KS 66612-1275	Campaign Phone	\$34.02
12/22/2006	Kansas Young Republicans 2025 SW Gage Topeka KS 66604	After Hours Dance	\$100.00
			\$15,997.57

Primary Media Costs

\$159,352.87
\$1,338.00 Credits issued from media stations
\$158,014.87 Actual Primary Media Costs

Primary Media - Client Billing

\$159,498.71
-\$1,483.84 Variance - Primary Credit balance

General Media Costs

\$51,206.29
\$1,282.00 Credits issued from media stations
\$49,924.29 Actual Primary Media Costs

General Media - Client Billing

\$50,000.00
-\$75.71 Variance - General Credit Balance

TOTAL CREDITS: \$1,559.55

SUMMARY:

TOTAL MEDIA ACTUAL COSTS:
\$207,939.16

TOTAL CLIENT MEDIA PAYMENTS:
209,498.71

VARIANCE =
-1,559.55

Production Invoice #13430 unpaid:
1,850.00

**Balance due from client:
290.45**



On-Air Report

Praeger Cable Ottawa Schedule
Final

12/19/2006 5:27PM
Est # 109

» Kansas City Nov06 Proj. (Nov05 HUT, Feb06 SHR) DMA Nielsen

Client: Praeger

Buyer: Julie Kroenlein McCrary

Buyer:

Asst: Sarah Sowers

Advertiser:

Phone: 785.267.3550

Product: General

Lengths: 30

Sched Dates: 09/11/06 - 11/12/06

Dayparts: EN ; RT

Fax: 785.267.7944

Email: julie@fryeallen.com

Zone: 3659, Ottawa, KS

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 10/23/06					23	24	25	26	27	28	29
ESPN	AVG. ALL WKS<	M-F 7p-10p	:30	2				2			
ESPN	AVG. ALL WKS<	M-F 10p-12m	:30	2				2			
TNT	VARIOUS	M-F 5p-7p	:30	2				2			
TNT	VARIOUS	M-F 7p-10p	:30	2				2			
LIF	PRIME MOVIE<	M-F 7p-10p	:30	2				2			
LIF	WILL & GRACE<	M-F 10p-12m	:30	2				2			
USA	AVG. ALL WKS<	M-F 7p-10p	:30	2				2			
USA	AVG. ALL WKS<	M-F 10p-12m	:30	2				2			
HGTV	VARIOUS	M-F 5p-7p	:30	2				2			
HGTV	VARIOUS	M-F 7p-10p	:30	2				2			
TBSC	EVERYBODY LOVE/SEINFELD	M-F 5p-7p	:30	2				2			
TBSC	VARIOUS	M-F 7p-10p	:30	2				2			
CNN	SITUATION ROOM/LOU DOBBS TONI	M-F 5p-7p	:30	2				2			
CNN	VARIOUS	M-F 7p-10p	:30	2				2			
AEN	VARIOUS	M-F 7p-10p	:30	2				2			
AEN	VARIOUS	M-F 10p-12m	:30	2				2			
DSC	VARIOUS	M-F 7p-10p	:30	2				2			
DSC	AVG. ALL WKS<	M-F 10p-12m	:30	2				2			
SPK	C.S.I.<	M-F 5p-7p	:30	2				2			
SPK	AVG. ALL WKS<	M-F 7p-10p	:30	2				2			
Week of 10/30/06					30	31	1	2	3	4	5
ESPN	AVG. ALL WKS<	M-F 7p-10p	:30	2					2		
ESPN	AVG. ALL WKS<	M-F 10p-12m	:30	2					2		
ESPN	AVG. ALL WKS	Sa-Su 6p-10p	:30	6						3	3
TNT	VARIOUS	M-F 5p-7p	:30	2					2		
TNT	VARIOUS	M-F 7p-10p	:30	2					2		
TNT	AVG. ALL WKS	Sa-Su 6p-10p	:30	6						3	3
LIF	PRIME MOVIE<	M-F 7p-10p	:30	2					2		
LIF	WILL & GRACE<	M-F 10p-12m	:30	2					2		
LIF	SATURDAY MOVIE<	Sa-Su 6p-10p	:30	5						3	2
USA	AVG. ALL WKS<	M-F 7p-10p	:30	2					2		
USA	AVG. ALL WKS<	M-F 10p-12m	:30	2					2		
USA	AVG. ALL WKS<	Sa-Su 6p-10p	:30	6						3	3
HGTV	VARIOUS	M-F 5p-7p	:30	2					2		
HGTV	VARIOUS	M-F 7p-10p	:30	2					2		
HGTV	VARIOUS	Sa-Su 6p-10p	:30	6						3	3
TBSC	EVERYBODY LOVE/SEINFELD	M-F 5p-7p	:30	2					2		
TBSC	VARIOUS	M-F 7p-10p	:30	2					2		
TBSC	AVG. ALL WKS<	Sa-Su 6p-10p	:30	5						3	2
CNN	SITUATION ROOM/LOU DOBBS TONI	M-F 5p-7p	:30	2					2		
CNN	VARIOUS	M-F 7p-10p	:30	2					2		
CNN	VARIOUS	Sa-Su 6p-10p	:30	5						3	2
AEN	VARIOUS	M-F 7p-10p	:30	2					2		
AEN	VARIOUS	M-F 10p-12m	:30	2					2		
AEN	AVG. ALL WKS	Sa-Su 6p-10p	:30	5						3	2
DSC	VARIOUS	M-F 7p-10p	:30	2					2		
DSC	AVG. ALL WKS<	M-F 10p-12m	:30	2					2		
DSC	AVG. ALL WKS<	Sa-Su 6p-10p	:30	5						3	2
SPK	C.S.I.<	M-F 5p-7p	:30	2					2		
SPK	AVG. ALL WKS<	M-F 7p-10p	:30	2					2		
SPK	AVG. ALL WKS	Sa-Su 6p-10p	:30	6						3	3
Week of 11/06/06					6	7	8	9	10	11	12

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	40.4	1.9	135	77.7	\$5	\$395

<u>Month</u>	<u>Gross Cost</u>
09/2006	\$0
10/2006	\$98
11/2006	\$297

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Adjustments:

» Kansas City Nov06 Proj. (Nov05 HUT, Feb06 SHR) DMA Nielsen
Cable Zones: COX MEDIA, Ottawa, KS

Source Field Codes:

TP – Time Period



On-Air Report

Praeger Cable Paola Schedule
Final

12/19/2006 5:28PM
Est # 131

» Kansas City Nov06 Proj. (Nov05 HUT, Feb06 SHR) DMA Nielsen

Client: Praeger
Buyer:
Advertiser:
Product: General
Sched Dates: 09/11/06 - 11/12/06

Lengths: 30
Dayparts: RT

Buyer: Julie Kroenlein McCrary
Asst: Sarah Sowers
Phone: 785.267.3550
Fax: 785.267.7944
Email: julie@fryeallen.com

Zone: 0694, Prime Media/Paola-Spring Hill,

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 10/23/06					23	24	25	26	27	28	29
ESPN	AVG. ALL WKS<	M-Su 4p-12m	:30	2				2			
TNT	AVG. ALL WKS<	M-Su 4p-12m	:30	2				2			
LIF	VARIOUS	M-Su 4p-12m	:30	2				2			
CNN	VARIOUS	M-Su 4p-12m	:30	2				2			
Week of 10/30/06					30	31	1	2	3	4	5
ESPN	AVG. ALL WKS<	M-Su 4p-12m	:30	6					2	2	2
TNT	AVG. ALL WKS<	M-Su 4p-12m	:30	6					2	2	2
LIF	VARIOUS	M-Su 4p-12m	:30	6					2	2	2
CNN	VARIOUS	M-Su 4p-12m	:30	6					2	2	2
Week of 11/06/06					6	7	8	9	10	11	12

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	13.2	1.2	32	16.0	\$20	\$326

Month	Gross Cost
09/2006	\$0
10/2006	\$81
11/2006	\$244

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Adjustments:
» Kansas City Nov06 Proj. (Nov05 HUT, Feb06 SHR) DMA Nielsen
Cable Zones: CEQUEL COMMUNICATIONS, Prime Media/Paola-Spring Hill,

Source Field Codes:
TP - Time Period



On-Air Report

Praeger TW KC West Schedule

12/19/2006 5:29PM
 Est # 125
 » Kansas City Nov06 Proj. (Nov05 HUT, Feb06 SHR) DMA Nielsen

Client: Praeger
 Buyer:
 Advertiser:
 Product: General
 Sched Dates: 09/11/06 - 11/12/06

Lengths: 30
 Dayparts: RT

Buyer: Julie Kroenlein McCrary
 Asst: Sarah Sowers
 Phone: 785.267.3550
 Fax: 785.267.7944
 Email: julie@fryeallen.com

Zone: 5962, Time Warner/West Johnson Count

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 10/23/06					23	24	25	26	27	28	29
AEN	VARIOUS	M-Su 6p-12m	:30	2				2			
CNN	VARIOUS	M-Su 6p-12m	:30	2				2			
ESPN	AVG. ALL WKS<	M-Su 6p-12m	:30	2				2			
FOOD	VARIOUS	M-Su 6p-12m	:30	2				2			
FXNC	VARIOUS	M-Su 6p-12m	:30	2				2			
LIF	VARIOUS	M-Su 6p-12m	:30	2				2			
TBSC	VARIOUS	M-Su 6p-12m	:30	2				2			
TNT	AVG. ALL WKS<	M-Su 6p-12m	:30	2				2			
Week of 10/30/06					30	31	1	2	3	4	5
AEN	VARIOUS	M-Su 6p-12m	:30	7					3	2	2
CNN	VARIOUS	M-Su 6p-12m	:30	6					2	2	2
ESPN	AVG. ALL WKS<	M-Su 6p-12m	:30	6					2	2	2
FOOD	VARIOUS	M-Su 6p-12m	:30	7					3	2	2
FXNC	VARIOUS	M-Su 6p-12m	:30	7					3	2	2
LIF	VARIOUS	M-Su 6p-12m	:30	7					3	2	2
TBSC	VARIOUS	M-Su 6p-12m	:30	6					2	2	2
TNT	AVG. ALL WKS<	M-Su 6p-12m	:30	6					2	2	2
Week of 11/06/06					6	7	8	9	10	11	12

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	23.8	1.4	68	33.8	\$168	\$5,669

Month	Gross Cost
09/2006	\$0
10/2006	\$1,358
11/2006	\$4,311

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Adjustments:
 » Kansas City Nov06 Proj. (Nov05 HUT, Feb06 SHR) DMA Nielsen
 Cable Zones: TIME WARNER CABLE, Time Warner/West Johnson Count

Source Field Codes:
 TP - Time Period



On-Air Report

Praeger TW KC Olathe Schedule

12/19/2006 5:30PM
 Est # 105
 » Kansas City Nov06 Proj. (Nov05 HUT, Feb06 SHR) DMA Nielsen

Client: Praeger
 Buyer:
 Advertiser:
 Product: General
 Sched Dates: 09/11/06 - 11/12/06

Lengths: 30
 Dayparts: RT

Buyer: Julie Kroenlein McCrary
 Asst: Sarah Sowers
 Phone: 785.267.3550
 Fax: 785.267.7944
 Email: julie@fryeallen.com

Zone: 5964, Time Warner-Comcast/Olathe, KS

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 10/23/06					23	24	25	26	27	28	29
AEN	VARIOUS	M-Su 6p-12m	:30	2				2			
CNN	VARIOUS	M-Su 6p-12m	:30	2				2			
ESPN	AVG. ALL WKS<	M-Su 6p-12m	:30	2				2			
FOOD	VARIOUS	M-Su 6p-12m	:30	2				2			
FXNC	VARIOUS	M-Su 6p-12m	:30	2				2			
LIF	VARIOUS	M-Su 6p-12m	:30	2				2			
TBSC	VARIOUS	M-Su 6p-12m	:30	2				2			
TNT	AVG. ALL WKS<	M-Su 6p-12m	:30	2				2			
Week of 10/30/06					30	31	1	2	3	4	5
AEN	VARIOUS	M-Su 6p-12m	:30	7					3	2	2
CNN	VARIOUS	M-Su 6p-12m	:30	6					2	2	2
ESPN	AVG. ALL WKS<	M-Su 6p-12m	:30	6					2	2	2
FOOD	VARIOUS	M-Su 6p-12m	:30	7					3	2	2
FXNC	VARIOUS	M-Su 6p-12m	:30	7					3	2	2
LIF	VARIOUS	M-Su 6p-12m	:30	7					3	2	2
TBSC	VARIOUS	M-Su 6p-12m	:30	6					2	2	2
TNT	AVG. ALL WKS<	M-Su 6p-12m	:30	6					2	2	2
Week of 11/06/06					6	7	8	9	10	11	12

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	23.8	1.4	68	33.8	\$72	\$2,438
<u>Month</u>	<u>Gross Cost</u>					
09/2006	\$0					
10/2006	\$584					
11/2006	\$1,854					

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Adjustments:
 » Kansas City Nov06 Proj. (Nov05 HUT, Feb06 SHR) DMA Nielsen
 Cable Zones: COMCAST, Time Warner-Comcast/Olathe, KS

Source Field Codes:
 TP - Time Period



On-Air Report

12/19/2006 6:08PM

Est #

Topeka Nov06 Proj. (Nov05 HUT, May06 SHR) DMA Nielsen

Client:
 Buyer:
 Advertiser:
 Product:
 Sched Dates: 09/11/06 - 11/12/06

Lengths: 30
 Dayparts: ALL

Buyer: Julie Kroenlein McCrary
 Asst: Sarah Sowers
 Phone: 785.267.3550
 Fax: 785.267.7944
 Email: julie@fryeallen.com

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 09/11/06					11	12	13	14	15	16	17
Week of 10/23/06					23	24	25	26	27	28	29
KSNT	TODAY SHW	M-F 7a-9a	:30	1				1			
KSNT	27 NEWS AT SIX	M-F 6p-6:30p	:30	2			1	1			
KSNT	27 NWS NGTBEAT	M-F 10p-10:30p	:30	2			1	1			
KTKA	JEOPARDY	M-F 5p-5:30p	:30	1				1			
KTKA	49 NEWS AT 10	M-F 10p-10:30p	:30	2			1	1			
WIBW	EARLY SHW2-CBS<	M-F 7a-9a	:30	2			1	1			
WIBW	13 NWS AT 6	M-F 6p-6:30p	:30	2			1	1			
WIBW	13 NWS AT 10<	M-F 10p-10:30p	:30	2			1	1			
Week of 10/30/06					30	31	1	2	3	4	5
KSNT	27 NWS NGTBEAT	Su 10p-10:30p	:30	1							1
KSNT	TODAY SHW	M-F 7a-9a	:30	2				1	1		
KSNT	27 NEWS AT SIX	M-F 6p-6:30p	:30	3			1	1	1		
KSNT	27 NWS NGTBEAT	M-F 10p-10:30p	:30	2			1	1			
KTKA	49 NEWS AT 10	Su 10p-10:30p	:30	1							1
KTKA	JEOPARDY	M-F 5p-5:30p	:30	1				1			
KTKA	49 NEWS AT 10	M-F 10p-10:30p	:30	2			1	1			
WIBW	60 MINUTES-CBS	Su 6p-7p	:30	1							1
WIBW	13 NWS AT 10	Su 10p-10:30p	:30	1							1
WIBW	EARLY SHW2-CBS<	M-F 7a-9a	:30	2				1	1		
WIBW	MIDDAY-KANSAS	M-F 12n-12:30p	:30	1				1			
WIBW	13 NWS AT 6	M-F 6p-6:30p	:30	3			1	1	1		
WIBW	13 NWS AT 10<	M-F 10p-10:30p	:30	3			1	1	1		
Week of 11/06/06					6	7	8	9	10	11	12
KSNT	TODAY SHW	M-F 7a-9a	:30	1	1						
KSNT	27 NEWS AT SIX	M-F 6p-6:30p	:30	1	1						
KSNT	27 NWS NGTBEAT<	M-F 10p-10:35p	:30	1	1						
KTKA	GOOD MORNG KS	M-F 5:30a-7a	:30	1	1						
KTKA	GD MRN AMR-ABC	M-F 7a-9a	:30	1	1						
KTKA	JEOPARDY	M-F 5p-5:30p	:30	1	1						
KTKA	49 NEWS AT 10	M-F 10p-10:30p	:30	1	1						
WIBW	EARLY SHW2-CBS<	M-F 7a-9a	:30	2	1	1					
WIBW	MIDDAY-KANSAS	M-F 12n-12:30p	:30	1	1						
WIBW	13 NWS AT 6	M-F 6p-6:30p	:30	1	1						
WIBW	13 NWS AT 10<	M-F 10p-10:30p	:30	1	1						

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	86.9	4.5	49	393.0	\$29	\$11,260

Month	Gross Cost
09/2006	\$0
10/2006	\$3,105
11/2006	\$8,155

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Source Field Codes:
 TP -- Time Period



On-Air Report

Praeger Joplin 50

12/19/2006 6:10PM

Est # 37

JOPLIN-PITTSBURG Feb06 DMA Custom

Client: Praeger

Buyer: Julie Kroenlein McCrary

Buyer:

Asst: Sarah Sowers

Advertiser:

Phone: 785.267.3550

Product: General

Lengths: 30

Fax: 785.267.7944

Sched Dates: 09/11/06 - 11/12/06

Dayparts: ALL

Email: julie@fryeallen.com

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 10/23/06					23	24	25	26	27	28	29
KOAM	PRICE IS RIGHT	M-F 10a-11a	:30	1			1				
KOAM	NEWS AT NOON	M-F 12n-12:30p	:30	2			1	1			
KOAM	NEWS AT 6	M-F 6p-6:30p	:30	2			1	1			
KOAM	NEWS AT 10	M-F 10p-10:35p	:30	2			1	1			
Week of 10/30/06					30	31	1	2	3	4	5
KOAM	NEWS AT 6	Sa 6p-6:30p	:30	1						1	
KOAM	NEWS AT 10 SAT	Sa 10p-10:35p	:30	1						1	
KOAM	NEWS AT 10	Su 10p-10:35p	:30	1							1
KOAM	NEWS AT NOON	M-F 12n-12:30p	:30	2				1	1		
KOAM	NEWS AT 6	M-F 6p-6:30p	:30	3			1	1	1		
KOAM	NEWS AT 10	M-F 10p-10:35p	:30	2			1	1			
Week of 11/06/06					6	7	8	9	10	11	12
KOAM	CBS EARLY SHOW	M-F 7a-9a	:30	1		1					
KOAM	PRICE IS RIGHT	M-F 10a-11a	:30	1	1						
KOAM	NEWS AT NOON	M-F 12n-12:30p	:30	1	1						
KOAM	NEWS AT 6	M-F 6p-6:30p	:30	1	1						
KOAM	NEWS AT 10	M-F 10p-10:35p	:30	1	1						

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	82.3	2.6	22	215.4	\$29	\$6,270

Month

Gross Cost

09/2006	\$0
10/2006	\$1,315
11/2006	\$4,955

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Source Field Codes:
 TP - Time Period



On-Air Report

Praeger Wichita 50

12/19/2006 6:12PM
 Est # 36
 Wichita Nov06 Proj. (Nov05 HUT, May06 SHR) DMA Nielsen

Client: Praeger

Buyer: Julie Kroenlein McCrary

Buyer:

Asst: Sarah Sowers

Advertiser:

Phone: 785.267.3550

Product: Primary

Lengths: 30

Fax: 785.267.7944

Sched Dates: 09/11/06 - 11/12/06

Dayparts: ALL

Email: julie@fryeallen.com

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 10/23/06					23	24	25	26	27	28	29
KAKE	KAKE NEWS-6	M-F 6p-6:30p	:30	1				1			
KAKE	KAKE NEWS-10<	M-F 10p-10:35p	:30	2			1	1			
KSNW	KSN NEWS-6P	M-F 6p-6:30p	:30	1				1			
KSNW	KSN NEWS-10P<	M-F 10p-10:35p	:30	2			1	1			
KWCH	EYEWT NWS-6PM	M-F 6p-6:30p	:30	2			1	1			
KWCH	EYEWT NWS-10PM<	M-F 10p-10:35p	:30	2			1	1			
Week of 10/30/06					30	31	1	2	3	4	5
KAKE	KAKE NEWS	Sa 6p-7p	:30	1						1	
KAKE	KAKE NEWS	Su 5:30p-6p	:30	1							1
KAKE	KAKE NEWS-10<	Su 10p-10:35p	:30	1							1
KAKE	GD MRN AMR-ABC	M-F 7a-9a	:30	1					1		
KAKE	KAKE NEWS-6	M-F 6p-6:30p	:30	1				1			
KAKE	KAKE NEWS-10<	M-F 10p-10:35p	:30	2			1	1			
KSNW	KSN NEWS SA 6P	Sa 6p-6:30p	:30	1						1	
KSNW	KSN NEWS SA10P<	Sa 10p-10:35p	:30	1						1	
KSNW	KSN NEWS-SU 5P/AVG. ALL WKS	Su 5p-5:30p	:30	1							1
KSNW	KSN NEWS SU10P<	Su 10p-10:35p	:30	1							1
KSNW	TODAY SHW	M-F 7a-8a	:30	1					1		
KSNW	KSN NEWS-6P	M-F 6p-6:30p	:30	1				1			
KSNW	KSN NEWS-10P<	M-F 10p-10:35p	:30	2			1	1			
KWCH	EYEWT NW SA 6P	Sa 6p-6:30p	:30	1						1	
KWCH	EYEWT NWS-10PM<	Sa 10p-10:35p	:30	1						1	
KWCH	NEWS AT 10P	Su 10p-10:35p	:30	1							1
KWCH	EYEWT NWS-6PM	M-F 6p-6:30p	:30	3			1	1	1		
KWCH	EYEWT NWS-10PM<	M-F 10p-10:35p	:30	2			1	1			
Week of 11/06/06					6	7	8	9	10	11	12
KAKE	GD MRN AMR-ABC	M-F 7a-9a	:30	1		1					
KAKE	KAKE NW-1130AM	M-F 11:30a-12n	:30	1	1						
KAKE	KAKE NEWS-6	M-F 6p-6:30p	:30	1	1						
KAKE	KAKE NEWS-10<	M-F 10p-10:35p	:30	1	1						
KSNW	TODAY SHW	M-F 7a-8a	:30	1		1					
KSNW	KSN NEWS-6P	M-F 6p-6:30p	:30	1	1						
KSNW	KSN NEWS-10P<	M-F 10p-10:35p	:30	1	1						
KWCH	EYEWT NWS-6PM	M-F 6p-6:30p	:30	1	1						
KWCH	EYEWT NWS-10PM<	M-F 10p-10:35p	:30	1	1						

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	90.7	3.8	42	345.0	\$70	\$24,240

Month	Gross Cost
09/2006	\$0
10/2006	\$6,910
11/2006	\$17,330

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Source Field Codes:
 TP - Time Period



On-Air Report

Praeg Top Wk 3 Pre

12/19/2006 6:15PM
Est # 22
Topeka Nov06 Proj. (Nov05 HUT, May06 SHR) DMA Nielsen

Client: Praeger
Buyer:
Advertiser:
Product: Primary
Sched Dates: 07/24/06 - 07/31/06

Buyer: Julie Kroenlein McCrary
Asst: Sarah Sowers
Phone: 785.267.3550
Fax: 785.267.7944
Email: julie@fryeallen.com

Lengths: 30
Dayparts: ALL

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 07/24/06					24	25	26	27	28	29	30
KSNT	27 NEWS TODAY	M-F 6a-7a	:30	1					1		
KSNT	TODAY SHW	M-F 7a-9a	:30	1		1					
KSNT	TODAY SHW	M-F 7a-9a	:30	1				1			
KSNT	DR. PHIL	M-F 3p-4p	:30	1					1		
KSNT	OPRAH	M-F 4p-5p	:30	1			1				
KSNT	27 NEWS AT SIX	M-F 6p-6:30p	:30	2		1			1		
KSNT	27 NEWS AT SIX	M-F 6p-6:30p	:30	1	1						
KSNT	27 NEWS NIGHTBEAT	M-F 10p-10:30p	:30	2	1		1				
KSNT	27 NEWS NIGHTBEAT	M-F 10p-10:30p	:30	1				1			
KSNT	TONIGHT SHOW	M-F 10:35p-11:35p	:30	2	1		1				
KSNT	LAW/ORDER SVU	Tu 9p-10p	:30	1		1					
KSNT	DATeline	Sa 7p-8p	:30	1						1	
KSNT	DATeline	Su 6p-8p	:30	1							1
KSNT	MEET THE PRESS	Su 8a-9a	:30	1							1
KSNT	27 NEWS @ 5	Su 5p-5:30p	:30	1							1
KSNT	27 NEWS NIGHTBEAT	Su 10p-10:30p	:30	1							1
KTKA	GD MRN AMR-ABC	M-F 7a-9a	:30	1					1		
KTKA	JEOPARDY	M-F 5p-5:30p	:30	1					1		
KTKA	49 NEWS AT 10	M-F 10p-10:30p	:30	2	1		1				
KTKA	AVG. ALL WKS/49 NEWS AT 10	Sa 10p-10:30p	:30	2	1		1				
KTKA	49 NEWS AT 10	Su 10p-10:30p	:30	2	1		1				
KTKA	49 NEWS AT 10	M-F 10p-10:30p	:30	1				1			
KTKA	FUNNIEST VIDEOS	Su 6p-7p	:30	1							1
WIBW	CSI:MIAMI-CBS<	M 9p-10p	:30	1	1						
WIBW	13NWS THS MORN<	M-F 5:30a-7a	:30	2	1				1		
WIBW	PRICE-RT 2-CBS/PRICE-RT 1-CBS	M-F 10a-11a	:30	1			1				
WIBW	YOUNG&RESTLESS	M-F 11a-12m	:30	2		1			1		
WIBW	MIDDAY-KANSAS	M-F 12n-12:30p	:30	2		1	1	1			
WIBW	CBS EVE NWS	M-F 5:30p-6p	:30	1			1				
WIBW	13 NWS AT 6	M-F 6p-6:30p	:30	3		1		1	1		
WIBW	WHEEL-FORTNE	M-F 6:30p-7p	:30	1	1						
WIBW	D LETTRMAN-CBS<	M-F 10:30p-11:30p	:30	1			1				
WIBW	13 NWS AT 10<	M-Su 10p-10:30p	:30	3		1	1	1			
WIBW	WITH-TRACE-CBS	Th 9p-10p	:30	1				1			
WIBW	NCIS	F 7p-8p	:30	1					1		
WIBW	WHEEL-FORTNE W	Sa 6:30p-7p	:30	1						1	
WIBW	48 HOURS	Sa 9p-10p	:30	1						1	
WIBW	FACE NATN-CBS	Su 9:30a-10a	:30	1							1
WIBW	60 MINUTES	Su 6p-7p	:30	1							1

Week of 07/31/06					31	1	2	3	4	5	6
KSNT	27 NEWS TODAY	M-F 6a-7a	:30	1	1						
KSNT	TODAY SHW	M-F 7a-9a	:30	1	1						
KSNT	OPRAH	M-F 4p-5p	:30	1	1						
KSNT	27 NEWS AT SIX	M-F 6p-6:30p	:30	1	1						
KSNT	27 NEWS NIGHTBEAT	M-F 10p-10:30p	:30	1	1						
KTKA	GD MRN AMR-ABC	M-F 7a-9a	:30	1	1						
KTKA	49 NEWS AT 10	M-F 10p-10:30p	:30	1	1						
WIBW	PRICE-RT 2-CBS/PRICE-RT 1-CBS	M-F 10a-11a	:30	1	1						
WIBW	MIDDAY-KANSAS	M-F 12n-12:30p	:30	1	1						
WIBW	CBS EVE NWS	M-F 5:30p-6p	:30	1	1						
WIBW	13 NWS AT 6	M-F 6p-6:30p	:30	1	1						
WIBW	13 NWS AT 10<	M-Su 10p-10:30p	:30	1	1						

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	99.0	4.5	64	440.9	\$34	\$15,210

<u>Month</u>	<u>Gross Cost</u>
07/2006	\$12,295
08/2006	\$2,915

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Source Field Codes:
TP – Time Period



On-Air Report

Praeg Prim Jop Wk 3 & 4

12/19/2006 6:33PM

Est # 11

JOPLIN-PITTSBURG Feb06 DMA Custom

Client: Praeger
 Buyer:
 Advertiser:
 Product: Primary
 Sched Dates: 07/10/06 - 08/06/06

Lengths: 30
 Dayparts: ALL

Buyer: Julie Kroenlein McCrary
 Asst: Sarah Sowers
 Phone: 785.267.3550
 Fax: 785.267.7944
 Email: julie@fryeallen.com

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 07/10/06					10	11	12	13	14	15	16
Week of 07/17/06					17	18	19	20	21	22	23
Week of 07/24/06					24	25	26	27	28	29	30
KOAM	2 1/2 Men/Christine	M 8p-9p	:30	1	1						
KOAM	KOAM this Morning	M-F 5:30a-7a	:30	3		1	1	1			
KOAM	CBS Early Show	M-F 7a-9a	:30	2			1		1		
KOAM	Judge Joe Brown	M-F 9a-10a	:30	3		1		1	1		
KOAM	Price is Right	M-F 10a-11a	:30	2			1	1			
KOAM	Y&R	M-F 11a-12n	:30	2		1			1		
KOAM	News at Noon	M-F 12n-12:30p	:30	2	1		1				
KOAM	Dr. Phil	M-F 3p-4p	:30	2			1		1		
KOAM	News ay 5	M-F 5p-5:30p	:30	2	1			1			
KOAM	News at 6	M-F 6p-6:30p	:30	3		1	1		1		
KOAM	Wheel of Fortune	M-F 6:30p-7p	:30	2	1			1			
KOAM	10p news	M-F 10p-10:35p	:30	4	1	1	1	1			
KOAM	Letterman	M-F 10:35p-11:37p	:30	1		1					
KOAM	Criminal Minds	W 8p-9p	:30	1			1				
KOAM	Numb3rs	F 9p-10p	:30	1					1		
KOAM	News at 6	Sa 6p-6:30p	:30	1						1	
KOAM	Wheel	Sa 6:30p-7p	:30	1						1	
KOAM	CBS Market Watch	Su 5:30a-6a	:30	1							1
KOAM	Rel Rotation	Su 7a-9:30a	:30	1							1
KOAM	Face the Nation	Su 9:30a-10a	:30	1							1
Week of 07/31/06					31	1	2	3	4	5	6
KOAM	KOAM this Morning	M-F 5:30a-7a	:30	1	1						
KOAM	Judge Joe Brown	M-F 9a-10a	:30	1	1						
KOAM	Dr. Phil	M-F 3p-4p	:30	1	1						
KOAM	News at 6	M-F 6p-6:30p	:30	1	1						
KOAM	10p news	M-F 10p-10:35p	:30	1	1						
KOAM	Letterman	M-F 10:35p-11:37p	:30	1	1						

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	99.0	3.1	42	308.2	\$16	\$5,000

Month	Gross Cost
07/2006	\$4,315
08/2006	\$685

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Source Field Codes:
 TP - Time Period



On-Air Report

Praeg Prim Wich Wk 3 NP

12/19/2006 6:32PM
 Est # 26
 Wichita Nov06 Proj. (Nov05 HUT, May06 SHR) DMA Nielsen

Client: Praeger
 Buyer:
 Advertiser:
 Product: Primary
 Sched Dates: 07/24/06 - 07/31/06

Lengths: 30
 Dayparts: ALL

Buyer: Julie Kroenlein McCrary
 Asst: Sarah Sowers
 Phone: 785.267.3550
 Fax: 785.267.7944
 Email: julie@fryeallen.com

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 07/24/06					24	25	26	27	28	29	30
KAKE	GD MRN AMR-ABC	M-F 7a-9a	:30	1			1				
KAKE	MARTHA	M-F 9a-10a	:30	2				1	1		
KAKE	KAKE NW-1130AM	M-F 11:30a-12n	:30	2			1	1			
KAKE	KAKE NEWS-6	M-F 6p-6:30p	:30	2		1			1		
KAKE	KAKE NEWS-10	M-F 10p-10:30p	:30	3	1		1	1			
KAKE	ABC NIGHTLINE	M-F 10:30p-11p	:30	1	1						
KAKE	BOSTON LEGAL	Tu 9p-10p	:30	1		1					
KAKE	20/20	F 9p-10p	:30	1						1	
KAKE	KAKE NEWS-6P	Sa 6p-7p	:30	1						1	
KAKE	KAKE NEWS	Su 5:30p-6p	:30	1							1
KAKE	KAKE NEWS-10	Su 10p-10:30p	:30	1							1
KSAS	HELL'S KITCHEN	M 8p-9p	:30	1	1						
KSAS	FOX KS EYWT NW<	M-F 9p-9:30p	:30	1				1			
KSAS	EVRODY-RY MF B<	M-F 9:30p-10p	:30	2			1		1		
KSAS	House	Tu 7p-8p	:30	1		1					
KSAS	FOX NWS SUNDAY	Su 10a-11a	:30	1							1
KSNW	TODAY SHW	M-F 7a-8a	:30	2			1	1			
KSNW	KSN NEWS-NOON	M-F 12n-12:30p	:30	2	1			1			
KSNW	JEOPARDY	M-F 4:30p-5p	:30	2		1			1		
KSNW	KSN NEWS-6P	M-F 6p-6:30p	:30	2		1			1		
KSNW	KSN NEWS-10P	M-F 10p-10:30p	:30	3	1		1	1			
KSNW	LAW/ORDER SUV	Tu 9p-10p	:30	1		1					
KSNW	DATLINE	F 7p-8p	:30	1					1		
KSNW	WHEEL-FORTNE W	Sa 6:30p-7p	:30	1						1	
KSNW	MEET PRESS-SUN	Su 8a-9a	:30	1							1
KSNW	KSN NEWS SUNDAY	Su 5p-5:30p	:30	1							1
KSNW	KSN NEWS SU10P	Su 10p-10:30p	:30	1							1
KWCH	EYE NWS-MORN3/EYE NWS-MORN2	M-F 6a-8a	:30	2	1			1			
KWCH	FACE THE NATION	M-F 9:30a-10a	:30	1							1
KWCH	PRICE-RT 1-CBS/PRICE-RT 2-CBS	M-F 10a-11a	:30	1			1				
KWCH	EYEWTV NWS-NOON	M-F 12n-12:30p	:30	3	1		1		1		
KWCH	DR. PHIL	M-F 3p-4p	:30	1		1					
KWCH	OPRAH WINFREY	M-F 4p-5p	:30	1					1		
KWCH	CBS EVE NWS/EYEWTV NWS-5P	M-F 5p-6p	:30	2		1		1			
KWCH	EYEWTV NWS-6PM	M-F 6p-6:30p	:30	2	1				1		
KWCH	EYEWTV NWS-10PM<	M-F 10p-10:30p	:30	3		1	1	1			
KWCH	CRIMINAL MINDS	W 8p-9p	:30	1			1				
KWCH	EYEWTV NWS-10PM	Sa 10p-10:30p	:30	1						1	
KWCH	SUN EARLY NEWS	Su 5:30p-6p	:30	1							1
KWCH	COLD CASE	Su 7p-8p	:30	1							1
KWCH	EYEWTV NWS-10PM	Su 10p-10:30p	:30	1							1
Week of 07/31/06					31	1	2	3	4	5	6
KAKE	GD MRN AMR-ABC	M-F 7a-9a	:30	1	1						
KAKE	KAKE NEWS-6	M-F 6p-6:30p	:30	1	1						
KAKE	KAKE NEWS-10	M-F 10p-10:30p	:30	1	1						
KSAS	FOX KS EYWT NW<	M-F 9p-9:30p	:30	1	1						
KSNW	TODAY SHW	M-F 7a-8a	:30	1	1						
KSNW	KSN NEWS-6P	M-F 6p-6:30p	:30	1	1						
KSNW	WHEEL-FORTNE	M-F 6:30p-7p	:30	1	1						
KSNW	KSN NEWS-10P	M-F 10p-10:30p	:30	1	1						
KWCH	YOUNG&RESTLESS	M-F 11a-12n	:30	1	1						
KWCH	EYEWTV NWS-6PM	M-F 6p-6:30p	:30	1	1						
KWCH	EYEWTV NWS-10PM<	M-F 10p-10:30p	:30	1	1						

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	95.7	4.4	71	418.9	\$65	\$27,365

<u>Month</u>	<u>Gross Cost</u>
07/2006	\$22,495
08/2006	\$4,870

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Source Field Codes:
TP – Time Period



On-Air Report

Praeg Prim KC TW Wk 3 & 4

12/20/2006 8:53AM
 Est # 27
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #

Client: Praeger
 Buyer:
 Advertiser:
 Product: Primary
 Sched Dates: 07/24/06 - 07/31/06

Lengths: 30
 Dayparts: RT

Buyer: Julie Kroenlein McCrary
 Asst: Sarah Sowers
 Phone: 785.267.3550
 Fax: 785.267.7944
 Email: julie@fryeallen.com

Zone: 4739, Viamedia/Kansas City, KS

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 07/24/06					24	25	26	27	28	29	30
TNT	Rotator	M-Su 6p-12m	:30	13	1	2	2	2	2	2	2
FXNC	Rotator	M-Su 6p-12m	:30	13	1	2	2	2	2	2	2
ESPN	Rotator	M-Su 6p-12m	:30	13	1	2	2	2	2	2	2
FOOD	Rotator	M-Su 6p-12m	:30	13	1	2	2	2	2	2	2
LIF	Rotator	M-Su 6p-12m	:30	12	1	2	2	1	2	2	2
TBSC	Rotator	M-Su 6p-12m	:30	12	1	2	2	1	2	2	2
CNN	Rotator	M-Su 6p-12m	:30	12	1	2	2	1	2	2	2
AEN	Rotator	M-Su 6p-12m	:30	12	1	2	2	1	2	2	2
Week of 07/31/06					31	1	2	3	4	5	6
TNT	Rotator	M-Su 6p-12m	:30	2	2						
FXNC	Rotator	M-Su 6p-12m	:30	2	2						
ESPN	Rotator	M-Su 6p-12m	:30	2	2						
FOOD	Rotator	M-Su 6p-12m	:30	2	2						
LIF	Rotator	M-Su 6p-12m	:30	2	2						
TBSC	Rotator	M-Su 6p-12m	:30	2	2						
CNN	Rotator	M-Su 6p-12m	:30	2	2						
AEN	Rotator	M-Su 6p-12m	:30	2	2						

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	43.4	1.7	116	76.4	\$12	\$898
<u>Month</u>	<u>Gross Cost</u>					
07/2006	\$774					
08/2006	\$124					

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Adjustments:
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: EVEREST CONNECTIONS, Viamedia/Kansas City, KS
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: TIME WARNER CABLE, Time Warner/West Johnson Count
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: COMCAST, Time Warner-Comcast/Olathe, KS

Source Field Codes:
 TP - Time Period



On-Air Report

Praeg Pr KC Wk 3 bonus

Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #

12/20/2006 8:54AM

Est # 27

Client: Praeger

Buyer: Julie Kroenlein McCrary

Buyer:

Asst: Sarah Sowers

Advertiser:

Phone: 785.267.3550

Product: Primary

Lengths: 30

Fax: 785.267.7944

Sched Dates: 07/24/06 - 07/31/06

Dayparts: RT

Email: julie@fryeallen.com

Zone: 4739, Viamedia/Kansas City, KS

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 07/24/06					24	25	26	27	28	29	30
TNT	Rotator	M-Su 6p-12m	:30	1				1			
FXNC	Rotator	M-Su 6p-12m	:30	1				1			
ESPN	Rotator	M-Su 6p-12m	:30	1				1			
FOOD	Rotator	M-Su 6p-12m	:30	1				1			
LIF	Rotator	M-Su 6p-12m	:30	1				1			
Week of 07/31/06					31	1	2	3	4	5	6

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
			5	0.0	\$0	\$0

Month	Gross Cost
07/2006	\$38
08/2006	\$0

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Adjustments:
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: EVEREST CONNECTIONS, Viamedia/Kansas City, KS
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: TIME WARNER CABLE, Time Warner/West Johnson Count
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: COMCAST, Time Warner-Comcast/Olathe, KS

Source Field Codes:
 TP - Time Period



On-Air Report

Praeg Prim KC TW Wk 3 & 4

12/20/2006 8:53AM
 Est # 27
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #

Client: Praeger

Buyer:

Advertiser:

Product: Primary

Sched Dates: 07/24/06 - 07/31/06

Lengths: 30

Dayparts: RT

Buyer: Julie Kroenlein McCrary

Asst: Sarah Sowers

Phone: 785.267.3550

Fax: 785.267.7944

Email: julie@fryeallen.com

Zone: 5962, Time Warner/West Johnson Count

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 07/24/06					24	25	26	27	28	29	30
TNT	Rotator	M-Su 6p-12m	:30	13	1	2	2	2	2	2	2
FXNC	Rotator	M-Su 6p-12m	:30	13	1	2	2	2	2	2	2
ESPN	Rotator	M-Su 6p-12m	:30	12	1	1	2	2	2	2	2
FOOD	Rotator	M-Su 6p-12m	:30	11	1	2	2	1	1	2	2
LIF	Rotator	M-Su 6p-12m	:30	10	1	1	2	1	1	2	2
TBSC	Rotator	M-Su 6p-12m	:30	9	1	1	2	1	1	2	1
CNN	Rotator	M-Su 6p-12m	:30	9	1	1	2	1	1	2	1
AEN	Rotator	M-Su 6p-12m	:30	9	1	1	2	1	1	2	1
Week of 07/31/06					31	1	2	3	4	5	6
TNT	Rotator	M-Su 6p-12m	:30	2	2						
FXNC	Rotator	M-Su 6p-12m	:30	2	2						
ESPN	Rotator	M-Su 6p-12m	:30	2	2						
FOOD	Rotator	M-Su 6p-12m	:30	2	2						
LIF	Rotator	M-Su 6p-12m	:30	2	2						
TBSC	Rotator	M-Su 6p-12m	:30	2	2						
CNN	Rotator	M-Su 6p-12m	:30	2	2						
AEN	Rotator	M-Su 6p-12m	:30	2	2						

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
	41.1	1.7	102	70.4	\$116	\$8,133
<u>Month</u>	<u>Gross Cost</u>					
07/2006	\$6,883					
08/2006	\$1,250					

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Adjustments:
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: EVEREST CONNECTIONS, Viamedia/Kansas City, KS
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: TIME WARNER CABLE, Time Warner/West Johnson Count
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: COMCAST, Time Warner-Comcast/Olathe, KS

Source Field Codes:
 TP - Time Period



FryeAllen
INCORPORATED

On-Air Report

Praeg Pr KC Wk 3 bonus

Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #

12/20/2006 8:54AM

Est # 27

Client: Praeger

Buyer: Julie Kroenlein McCrary

Buyer:

Asst: Sarah Sowers

Advertiser:

Phone: 785.267.3550

Product: Primary

Lengths: 30

Fax: 785.267.7944

Sched Dates: 07/24/06 - 07/31/06

Dayparts: RT

Email: julie@fryeallen.com

Zone: 5962, Time Warner/West Johnson Count

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 07/24/06					24	25	26	27	28	29	30
TNT	Rotator	M-Su 6p-12m	:30	1				1			
FXNC	Rotator	M-Su 6p-12m	:30	2				1	1		
ESPN	Rotator	M-Su 6p-12m	:30	2				1	1		
FOOD	Rotator	M-Su 6p-12m	:30	1				1			
Week of 07/31/06					31	1	2	3	4	5	6

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
			6	0.0	\$0	\$0

Month	Gross Cost
07/2006	\$549
08/2006	\$0

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Adjustments:
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: EVEREST CONNECTIONS, Viamedia/Kansas City, KS
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: TIME WARNER CABLE, Time Warner/West Johnson Count
 Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #
 Cable Zones: COMCAST, Time Warner-Comcast/Olathe, KS

Source Field Codes:
 TP - Time Period



FryeAllen
INCORPORATED

On-Air Report

Praeg Prim KC TW Wk 3 & 4

Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #

12/20/2006 8:53AM

Est # 27

Client: Praeger

Buyer:

Advertiser:

Product: Primary

Sched Dates: 07/24/06 - 07/31/06

Lengths: 30

Dayparts: RT

Buyer: Julie Kroenlein McCrary

Asst: Sarah Sowers

Phone: 785.267.3550

Fax: 785.267.7944

Email: julie@fryeallen.com

Zone: 5964, Time Warner-Comcast/Olathe, KS

Station ID	Program	Time Period	Spot Length	Spots	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week of 07/24/06					24	25	26	27	28	29	30
TNT	Rotator	M-Su 6p-12m	:30	13	1	2	2	2	2	2	2
FXNC	Rotator	M-Su 6p-12m	:30	13	1	2	2	2	2	2	2
ESPN	Rotator	M-Su 6p-12m	:30	12	1	2	2	1	2	2	2
FOOD	Rotator	M-Su 6p-12m	:30	11	1	1	2	1	2	2	2
LIF	Rotator	M-Su 6p-12m	:30	10	1	1	2	1	2	2	1
TBSC	Rotator	M-Su 6p-12m	:30	11	1	1	2	1	2	2	2
CNN	Rotator	M-Su 6p-12m	:30	9	1	1	2	1	1	2	1
AEN	Rotator	M-Su 6p-12m	:30	9	1	1	2	1	1	2	1
Week of 07/31/06					31	1	2	3	4	5	6
TNT	Rotator	M-Su 6p-12m	:30	2	2						
FXNC	Rotator	M-Su 6p-12m	:30	2	2						
ESPN	Rotator	M-Su 6p-12m	:30	2	2						
FOOD	Rotator	M-Su 6p-12m	:30	2	2						
LIF	Rotator	M-Su 6p-12m	:30	2	2						
TBSC	Rotator	M-Su 6p-12m	:30	2	2						
CNN	Rotator	M-Su 6p-12m	:30	2	2						
AEN	Rotator	M-Su 6p-12m	:30	2	2						

Schedule Totals	Reach	Freq.	Spots	Adults 35+		
				GRP	CPP	Total Cost
			104	0.0	\$0	\$0

Month

Gross Cost

07/2006

\$3,063

08/2006

\$540

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Adjustments:

Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #

Cable Zones: EVEREST CONNECTIONS, Viamedia/Kansas City, KS

Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #

Cable Zones: TIME WARNER CABLE, Time Warner/West Johnson Count

Kansas City Nov06 Proj. (Nov05 HUT, May06 SHR) C-DMA Nielsen #

Cable Zones: COMCAST, Time Warner-Comcast/Olathe, KS

Source Field Codes:

TP - Time Period