



Television Schedules

January 30 - February 19, 2012



CTV Saskatchewan
 Market: Saskatchewan
 Audience: Adults 35+

Day	Time	Program	Schedule			No. of Spots
			30-Jan	06-Feb	13-Feb	
30 Second Creative						
Su	6:00p-10:30p	SuperBowl	1			1
Mo-Fr	6:00p-7:00p	CTV News at Six	2	2	2	6
Sa-Su	6:00p-7:00p	Weekend News / Various		2	2	4
Mo	9:00p-10:00p	Smash			1	1
We	7:00p-8:00p	American Idol		1		1
Th	7:00p-7:30p	Big Bang Theory		1		1
Th	7:30p-8:00p	Whitney			1	1
Th	8:00p-9:00p	Grey's Anatomy	1	1		2
Fr	9:00p-10:00p	Blue Bloods	1	1		2
Sa	7:00p-8:00p	W-5	1		1	2
Mo-Fr	6:00a-9:00a	Morning Live	2	2	2	6
Mo-Fr	12:00p-1:00p	CTV News @ Noon	3	3	3	9
Mo-Fr	2:00p-3:00p	Anderson Cooper		2	2	4
Mo-Fr	4:00p-5:00p	Dr. Phil	1	1	1	3
Mo-Fr	5:00p-6:00p	Ellen	1		1	2
Mo-Su	11:30p-12:05a	CTV News at 11:30	2	2	2	6
Su	11:00a-12:00p	Question Period		1	1	2
Sa	12:30p-1:00p	Farm Gate			1	1
No. of spots:			15	19	20	54
Prime %:			57%			



60 Second Creative

Mo-Fr	6:00p-7:00p	CTV News at Six	3	3	6
Sa-Su	6:00p-7:00p	Weekend News / Various		1	1
Mo-Su	11:00p-Signoff	National News	1		1
Mo-Su	11:30p-12:05a	CTV News at 11:30	3	2	5
No. of spots:			7	6	13
Prime %:			83%		



CBC Regina

Market: Saskatchewan

Audience: Adults 35+

Day	Time	Program	Schedule			No. of Spots
			30-Jan	06-Feb	13-Feb	
30 Second Creative						
Mo-Fr	5:00p-6:00p	Evening News	2	2	7	11
Sa	5:00p-5:30p	Saturday News	1			1
Mo-Fr	6:00p-6:30p	News @ Six	2		6	8
Mo-Fr	6:30p-7:30p	Coronation Street Prime	1	1	3	5
Su	7:00a-12:00p	Coronation Street	1	1	2	4
Th	9:00p-10:00p	Doc Zone	1	1	1	3
We	8:00p-9:00p	Dragon's Den	1	1	1	3
Fr	9:00p-10:00p	Fifth Estate	1	1		2
Mo-Fr	7:30p-8:00p	Jeopardy	3	3	5	11
Tu	8:00p-8:30p	Rick Mercer Report		1		1
Mo-Fr	10:00p-11:00p	The National	3	3	1	7
Mo-Fr	11:00p-12:00a	George Stroumboulopoulos			5	5
Th	8:00p-9:00p	Nature of Things		1	1	2
We	9:00p-10:00p	Republic of Doyal	1			1
Su	8:00p-10:00p	Sunday Showcase Movie	1			1
No. of spots:			18	15	32	65
Prime %:			73%			

60 Second Creative

Mo-Fr	5:00p-6:00p	Evening News	3	3	6	
Mo-Fr	6:00p-6:30p	News @ Six		1	1	
Mo-Fr	6:30p-7:30p	Coronation Street Prime		2	2	
Sa	4:00p-5:00p	HNIC Game Day	1		1	
Sa	6:00p-9:00p	HNIC Prime East	1	1	2	
Sa	9:00p-12:00a	HNIC Prime West	2	2	4	
Su	7:00p-8:00p	Heartland	1	1	2	
Mo-Fr	7:30p-8:00p	Jeopardy	1	1	2	
Mo	9:00p-10:00p	Redemption inc.	1	1	2	
			No. of spots:	10	12	22
			Prime %:	70%		



Global - Regina
 Market: Regina EM
 Audience: Adults 35+

Day	Time	Program	Schedule			No. Of Spots
			30-Jan	06-Feb	13-Feb	

30 Second Creative

Su	7:00p-10:30p	Grammy Awards		1		1
Mo-Su	5:30pm-6:30pm	Global News	2	1	2	5
Sa-Su	10:00p-11:30p	News Final Wknd	1	1	1	3
Sa	6:30p-8:00p	16x9 Evening	2	1	2	5
Mo-Fr	6:00am-9:00am	Morning News	4	4	4	12
No. of spots:			9	8	9	26
Prime %:			96%			

60 Second Creative

Su	7:00p-10:30p	Grammy Awards		1		1
Mo-Su	5:30pm-6:30pm	Global News	4	3	4	11
Mo-Fr	10:00p-10:30p	News Final	3	2	3	8
No. of spots:			7	6	7	20
Prime %:			96%			



Global - Saskatoon
 Market: Saskatoon EM
 Audience: Adults 35+

Day	Time	Program	Schedule			No. of Spots
			30-Jan	06-Feb	13-Feb	
<u>30 Second Creative</u>						
Su	7:00p-10:30p	Grammy Awards		1		1
Mo-Su	5:30pm-6:30pm	Global News	2	1	4	7
Mo-Fr	10:00p-10:30p	News Final 1	1	1	4	6
Sa	6:30p-8:00p	16x9 Evening		1	2	3
Mo-Fr	6:00am-9:00am	Morning News	4	4	4	12
No. of spots:			7	8	14	29
Prime %:			97%			

<u>60 Second Creative</u>						
Su	7:00p-10:30p	Grammy Awards		1		1
Mo-Su	5:30pm-6:30pm	Global News	3	2		5
Mo-Fr	10:00p-10:30p	News Final 1	1	2		3
Sa	6:30p-8:00p	16x9 Evening	1	1		2
No. of spots:			5	6		11
Prime %:			97%			