Table of Contents

Introduction	3
General Explanatory Notes	4
FAQs	5
2016-2017 UPFRONT CPPs	8
Estimated CPPs For Broadcast TV Network Early AM News/Info Shows	9
Estimated CPPs For Broadcast TV Network Daytime Shows	10
Estimated CPPs For Broadcast TV Network Early Newscasts	11
Estimated CPPs For Broadcast TV Network Primetime Shows	12
Estimated CPPs For Broadcast TV Network Late Evening Shows	13
Estimated CPPs For Syndicated Daytime Shows	14
Estimated CPPs For Syndicated Early Fringe Shows	15
Estimated CPPs For Syndicated Prime Access Shows	16
Estimated CPPs For Syndicated Late Fringe Shows	17
Estimated CPPs For Cable Daytime Shows	18
Estimated CPPs For Cable Early & Late Fringe Shows	19
Estimated CPPs For Cable Primetime Shows	20
Estimated CPPs For Cable Run-of-Schedule Buys	21
2016-2017 UPFRONT CPMs	22
Estimated CPMs For Broadcast TV Network Early AM News/Info Shows	23
Estimated CPMs For Broadcast TV Network Daytime Shows	24
Estimated CPMs For Broadcast TV Network Early Newscasts	25
Estimated CPMs For Broadcast TV Network Primetime Shows	26
Estimated CPMs For Broadcast TV Network Late Evening Shows	27
Estimated CPMs For Syndicated Daytime Shows	28
Estimated CPMs For Syndicated Early Fringe Shows	29
Estimated CPMs For Syndicated Prime Access Shows	30
Estimated CPMs For Syndicated Late Fringe Shows	31
Estimated CPMs For Cable Daytime Shows	32
Estimated CPMs For Cable Early & Late Fringe Shows	33
Estimated CPMs For Cable Primetime Shows	34
Estimated CPMs For Cable Run-of-Schedule Buys	35
Contact Us	36