



# AAMCO TRANSMISSIONS



Station: WFSB-TV (CBS)  
 Market: Hartford/New Haven  
 Budget: \$11,830

Rating Source: Nielsen  
 Week Of: 10/26-11/5/1986  
 Gross Impressions: 532,000

## BAR POST-ANALYSIS

Date	Day Of Week	Actual Time	PROGRAM	HH RATING	DEMO RATING	DEMO DEL (000's)
10/26	MON	6:15A	Eyewitness Daybreak	3	2	8
		6:19A	Eyewitness News	13	5	35
10/28	WED	12:21A	Magnum P.I.	4	2	10
		8:16P	Return of the Titanic	22	10	55
10/31	SAT	2:37P	College Football	5	2	29
		8:21P	Search for Houdini	9	5	36
		9:49P	Search for Houdini	9	6	39
11/1	SUN	3:24P	NFL Football	8	6	56
11/2	MON	5:58P	Eyewitness News	11	3	22
11/3	TUE	6:37A	Eyewitness Daybreak	3	2	8
11/4	WED	6:09P	Eyewitness News	13	5	35
11/5	THU	12:45A	Magnum P.I.	2	1	5
11/7	SAT	3:20P	College Football	7	4	39
11/8	SUN	12:56P	NFL Today-Pregame	5	4	30
11/9	MON	5:09P	Eyewitness News5	10	2	17
11/11	WED	6:50A	Eyewitness Daybreak	3	2	8
11/13	FRI	12:51A	Magnum P.I.	2	1	5
11/14	SAT	3:24P	College Football	7	4	39
11/15	SUN	2:31P	NFL Football	8	6	56
				<b>144</b>	<b>72</b>	<b>532</b>

GROSS IMPRESSIONS: 532,000  
 HH/CPP: \$82.15  
 DEMO/CPP: \$164.31  
 CPM: \$22.24

