



# Me-TV Alaska - Anchorage and Southeast Year 2022

## Political Issue and Ballot Initiative Rates

Issue & Ballot Advertisements are Specified and pre-emptible

*"Most Watched" is based on Me-TV Corporate Nielsen Annual Ratings Reports*

| TIME                         | PROGRAM & DAY PART                              | :30 Per Spot Rate \$ |
|------------------------------|---|----------------------|
| <b>Morning/ Day</b>          |   |                      |
| M-F 5-6a                     | Dragnet/ I Love Lucy                            | \$23                 |
| M-F 6-7a                     | Toon in with me (Various Cartoons)              | N/A                  |
| M-F 7-8a                     | Leave it to Beaver                              | \$23                 |
| M-F 8-9a                     | Perry Mason <i>Most Watched</i>                 | \$23                 |
| M-F 9-10a                    | Matlock   | \$23                 |
| M-F 10-11a                   | In the Heat of the Night                        | \$23                 |
| M-F 11a-12n                  | The Waltons                                     | \$23                 |
| M-F 12n-1p                   | Gunsmoke <i>Most Watched</i>                    | \$23                 |
| M-F 1-2p                     | Bonanza <i>Most Watched</i>                     | \$23                 |
| M-F 2-3p                     | The Rifleman <i>Most Watched</i>                | \$23                 |
| <b>EARLY FRINGE / ACCESS</b> |   |                      |
| M-F 3-4p                     | Wagon Train                                     | \$23                 |
| M-F 4-5p                     | Adam-12   | \$23                 |
| M-F 5-6p                     | The A Team                                      | \$28                 |
| M-F 6-7p                     | M*A*S*H <i>Most Watched</i>                     | \$28                 |
| <b>PRIME/ LATE FRINGE</b>    |   |                      |
| M-F 7p-8p                    | Andy Griffith Show                              | \$28                 |
| M-F 8-9p                     | Gomer Pyle/Green Acres                          | \$28                 |
| M-F 9-10p                    | Hogan's Heroes                                  | \$28                 |
| M-F 10-1030p                 | Carol Burnett Show                              | \$28                 |
| M-F 1030p-11:30p             | Perry Mason                                     | \$28                 |
| M-F 1130p-12m                | The Twilight Zone                               | \$28                 |
| M-F 12m-1a                   | Alfred Hitchcock Hour                           | \$28                 |
| <b>WEEKEND - SATURDAY</b>    |   |                      |
| Sat 10a-11a                  | Maverick <i>Most Watched</i>                    | \$23                 |
| Sat 10a-11a                  | Wagon Train                                     | \$23                 |
| Sat 11a-12n                  | Big Valley                                      | \$23                 |
| Sat 12n-1p                   | Gunsmoke <i>Most Watched</i>                    | \$23                 |
| Sat 1-2p                     | Bonanza <i>Most Watched</i>                     | \$23                 |
| Sat 2-3p                     | Rawhide <i>Most Watched</i>                     | \$23                 |
| Sat 3-3:30p                  | Have Gun Will Travel                            | \$23                 |
| Sat 3:30-4p                  | Wanted: Dead or Alive                           | \$23                 |
| Sat 4-5p                     | The Rifleman <i>Most Watched</i>                | \$23                 |
| Sat 5-6p                     | The Three Stooges <i>Most Watched</i>           | \$28                 |
| Sat 6-7p                     | The Three Stooges                               | \$28                 |
| Sat 7-9p                     | Svengoolie - Horror (or) Sci-Fi Movie           | \$28                 |
| Sat 9-10p                    | Sventoonie/Batman                               | \$28                 |
| Sat 10-11p                   | Star Trek - Original Series <i>Most Watched</i> | \$28                 |
| Sat 11p-12m                  | Kolchak - The Night Stalker                     | \$28                 |

| WEEKEND - SUNDAY                                |  |      |
|---|--|------|
| Sun 9a-11a                                      | The Flintstones/The Jetsons                        | \$23 |
| Sun 11a-1p                                      | Brady Bunch  | \$23 |
| Sun 1-4p  | Summer of Me-TV Various                            | \$23 |
| Sun 4p-5p                                       | Full House   | \$23 |
| Sun 5-6p  | Andy Griffith Show/Collectors Call                 | \$28 |
| Sun 6-7p  | M*A*S*H  | \$28 |
| Sun 7-9p  | Perry Mason - "The TV Movies"                      | \$28 |
| Sun 9p  | Best of The Ed Sullivan Show <i>Most Watched</i>   | \$28 |
| Sun 9:30p-10p                                   | Carol Burnett Show                                 | \$28 |
| Sun 10-11p                                      | The Dick Van Dyke Show                             | \$28 |
| Sun 11p - 12a                                   | The Honeymooners/Twilight Zone <i>Most Watched</i> | \$28 |
| <b>Programs and Times Are Subject to Change</b> |  |      |

**Me-TV Alaska Program Pre-emption Policy:** An advertiser is buying, "the time slot; not a specific show".  
If the show that is ordered is pre-empted by the Me-TV Network, the advertiser's commercial will air in the time slot ordered  
**Make-Good Policy:** At the discretion of the station, pre-empted client commercials will run in a similar show  
{ie: Bonanza = Gunsmoke} at the same rate during the same daypart as originally booked.