

AD AGE'S FALL 2004 PRIME-TIME PRICING SURVEY

SUNDAY 7 p.m. (ET)		8 p.m.		9 p.m.		10 p.m.	
	America's Funniest Home Videos \$81,136	Extreme Makeover: Home Ed. \$186,658		Desperate Housewives/Alias³ \$156,542/*		The Practice: Fleet Street \$160,000	
	60 Minutes \$90,453	Cold Case \$153,305		CBS Sunday Movie \$148,761			
	Dateline \$62,184	American Dreams \$94,040		Law & Order: Criminal Intent \$194,931		Crossing Jordan \$164,918	
	King¹ \$95,750	Malcolm¹ \$281,800	The Simpsons \$336,935	Arrested \$211,133	Partner¹ \$177,580	No Fox programming	
	Steve Harvey's Big Time \$39,970		Charmed \$77,802		Jack & Bobby \$82,415		No WB programming

MONDAY 8 p.m.		9 p.m.		10 p.m.	
	The Benefactor / Movie of Week² \$79,752/*		Monday Night Football/Movie² \$307,019/*		MNF/Grey's Anatomy² \$323,000/*
	Still Standing \$152,801	Listen Up \$163,733	Raymond \$315,850	Two & Half Men \$249,017	CSI: Miami \$256,760
	Fear Factor \$138,972		Las Vegas \$182,861		LAX \$139,967
	North Shore / Athens² \$109,226/*		The Swan¹ / "24"² \$118,200/*		No Fox programming
	One on One \$45,582	Half and Half \$51,027	Girlfriends \$62,500	Second Time \$48,592	No UPN programming
	7th Heaven \$107,956		Everwood \$76,263		No WB programming

TUESDAY 8 p.m.		9 p.m.		10 p.m.	
	My Wife & Kids \$167,956	George Lopez *	According to Jim \$204,212	Rodney \$108,260	NYPD Blue/Blind Justice³ \$132,144/*
	NCIS \$97,577		Clubhouse \$102,053		Judging Amy \$99,184
	Last Comic / Avg. Joe/Contender \$137,050/\$117,500/\$330,000		Father of Pride \$156,500	Scrubs \$216,600	Law & Order: SVU \$181,494
	Billionaire/American Idol² \$217,713/\$620,000		House¹ \$192,561		No Fox programming
	All of Us \$48,080	Eye \$44,719	Veronica Mars \$23,556		No UPN programming
	Gilmore Girls \$76,334		One Tree Hill \$102,820		No WB programming

WED. 8 p.m.		9 p.m.		10 p.m.	
	Lost \$133,514		Bachelor/Bachelorette \$205,522		Wife Swap \$129,969
	60 Minutes \$66,295		King of Queens \$143,302	Center Universe \$94,613	CSI: New York \$161,548
	Hawaii \$132,346		The West Wing / Revelations \$213,538/\$221,100		Law & Order \$227,500
	That '70s Show \$202,307	Quints \$177,825	Mac¹ \$158,000	Method \$149,295	No Fox programming
	America's Top Model \$92,045		Idol¹ \$658,333	Mac² \$313,000	No UPN programming
	Smallville \$111,700		Kevin Hill \$39,369	Blue Collar TV \$73,200	Green Screen \$42,000

THURSDAY 8 p.m.		9 p.m.		10 p.m.	
	Extreme Makeover \$74,859		Life As We Know It \$49,322		Prime Time Live \$89,108
	Survivor: Vanuatu \$412,833		CSI: Crime Scene Investigation \$374,231		Without a Trace \$211,002
	Joey \$392,500	Will & Grace \$359,546	The Apprentice \$409,877		ER \$479,250
	The O.C.¹ \$164,990		Tru Calling \$129,208		No Fox programming
	WWE Smackdown! \$30,500				No UPN programming
	The Mountain \$77,182		Studio 7 \$39,907		No WB programming

FRIDAY 9 p.m.		9 p.m.		10 p.m.	
	8 Rules \$106,813	Savages \$102,187	Hope & Faith \$140,037	Less Than Perf. \$117,700	20/20 \$100,680
	Joan of Arcadia \$95,325		JAG \$70,148		Dr. Vegas \$76,763
	Dateline \$72,479		Third Watch \$90,858		Medical Investigation \$123,994
	Specials/The Insider */\$63,100		Next Great Champ/Jonny Zero² \$85,000/\$75,500		No Fox programming
	America's Top Model (RPT) \$88,660		Enterprise \$31,180		No UPN programming
	What I Like \$49,661	Commando Manny \$38,838	Reba \$59,705	Grounded \$60,772	No WB programming

SATURDAY 8 p.m.		9 p.m.		10 p.m.	
	Wonderful World of Disney \$69,610				
	The Amazing Race \$91,139		Crime Time Saturday \$73,140		48 Hours Mysteries \$46,489
	The Apprentice (RPT) \$63,500		NBC Saturday Night Movie \$67,377		
	Cops \$79,400	Cops \$73,900	America's Most Wanted \$71,500		No Fox programming



WHAT'S ON: (From top) The WB's 'Jack & Bobby'; ABC's 'Less Than Perfect'; Fox's 'Quintuplets'; NBC's 'Apprentice'

Sources:
Averages compiled from estimates of media buying agencies.

Notes:
Chart reflects costs of a 30-second commercial.

*Insufficient data

1 Later fall shows:
King of the Hill, Malcolm, Partner, Swan, Billionaire, House, Bernie Mac, O.C., Champ

2 January shows:
Sketch, King of the Hill, Malcolm, American Dad, ABC Monday Night Movie, Grey's, Athens, "24", American Idol, Related, Bernie Mac, Inside, Jonny Zero

3 Mid-season shows:
Alias, Blind Justice

ANDREW ECHELES

CRAND S. JOHNS

FOX

REED HOFFMAN