

AD AGE'S FALL 2002 PRIME-TIME PRICING SURVEY

SUNDAY 7 p.m. (ET)

8 p.m.

9 p.m.

10 p.m.

	Wonderful World of Disney \$107,127			Alias \$144,890		The Practice \$180,106
	60 Minutes \$90,000	Bram and Alice \$87,133	Becker \$107,115	CBS Sunday Movie \$79,471		
	Dateline \$63,950		American Dreams \$108,288		Law & Order: Criminal Intent \$124,889	Boomtown \$114,729
	Futurama \$90,100	Oliver Beene \$122,780	Simpsons \$248,300	King of the Hill \$212,500	Malcolm \$196,725	The Grubbs \$113,817
	Gilmore Girls: Beginnings \$51,295		Charmed \$48,672		Angel \$55,609	No programming



TOP OF THE GAME: CBS's 'Survivor,' NBC's 'Will & Grace' and ABC's 'Monday Night Football' draw big advertising dollars.



Notes

*This Fox Thursday schedule starts in 2003. Movies and specials will run until then.

Source:

Averages compiled from estimates of advertising agencies and media buying companies with input from networks.

MONDAY 8 p.m.

9 p.m.

10 p.m.

	Drew Carey \$84,377	Whose Line \$64,594	Monday Night Football \$298,000			
	King/Queens \$168,425	Yes, Dear \$165,801	Raymond \$301,640	Standing \$186,100	CSI: Miami \$164,870	
	Fear Factor \$100,833		Third Watch \$126,270		Crossing Jordan \$122,960	
	Boston Public \$146,887		Girls Club \$178,400		No programming	
	7th Heaven \$83,752		Everwood \$72,204		No programming	
	The Parkers \$39,267	One on One \$40,456	Girlfriends \$39,300	Half & Half \$38,006	No programming	

TUESDAY 8 p.m.

9 p.m.

10 p.m.

	8 Simple \$144,438	Jim \$137,750	Bonnie \$121,222	Less/Perfect \$141,679	NYPD Blue \$157,249	
	JAG \$97,355		The Guardian \$82,239		Judging Amy \$118,857	
	In-Laws \$96,500	Shoot Me \$115,575	Frasier \$252,067	Hidden Hills \$172,854	Dateline NBC \$106,817	
	'70s Show \$164,950	Grounded \$136,215	24 \$184,550		No programming	
	Gilmore Girls \$82,287		Smallville \$111,439		No programming	
	Buffy the Vampire Slayer \$59,032		Haunted \$28,400		No programming	

WED.

8 p.m.

9 p.m.

10 p.m.

	My Wife \$156,257	G. Lopez \$136,594	The Bachelor II \$136,334		MDs \$102,019	
	60 Minutes II \$68,322		Amazing Race \$96,112		Presidio Med \$61,457	
	Ed \$99,733		West Wing \$282,248		Law & Order \$266,220	
	Bernie Mac \$166,375	Cedric \$117,213	Fastlane \$133,271		No programming	
	Dawson's Creek \$69,657		Birds of Prey \$57,420		No programming	
	Enterprise \$71,383		Twilight Zone \$28,613		No programming	

THURSDAY 8 p.m.

9 p.m.

10 p.m.

	Dinotopia \$60,038		Push, Nevada \$95,812		Primetime \$82,199	
	Survivor \$418,750		CSI \$280,043		Without a Trace \$115,298	
	Friends \$455,700	Scrubs \$294,667	Will & Grace \$376,617	Good Morn'g \$279,813	ER \$438,514	
	30 Secs* \$50,125	The Marks* \$64,750	Septuplets* \$85,500		No programming	
	FamilyAffair \$27,537	Do Over \$33,430	J. Kennedy \$35,964	Off Centre \$40,379	No programming	
	WWE Smackdown \$30,500				No programming	

FRIDAY 8 p.m.

9 p.m.

10 p.m.

	Funniest Home Videos \$63,460		That Was Then \$65,369		20/20 \$72,118	
	48 Hours \$37,840		Hack \$49,320		RHD/LA \$43,620	
	Providence \$96,160		Dateline \$79,608		Law & Order: SVU \$114,320	
	Firefly \$81,000		John Doe \$102,350		No programming	
	What I Like \$49,766	Sabrina \$45,112	Reba \$48,856	Tucson \$46,865	No programming	
	UPN Movie Friday \$12,871				No programming	

SATURDAY 8 p.m.

9 p.m.

10 p.m.

	ABC Big Picture Show \$63,069				
	Touched by an Angel \$42,342		The District \$64,580		The Agency \$55,228
	NBC Saturday Movie \$61,892				
	Cops \$55,917	Cops \$61,892	AMW: America Fights Back \$61,780		No programming