

# AD AGE'S FALL 2003 PRIME-TIME PRICING SURVEY

SUNDAY 7 p.m. (ET)		8 p.m.		9 p.m.		10 p.m.	
	<b>America's Funniest Home</b> \$97,600	<b>10-8</b> \$90,970		<b>Alias</b> \$170,761		<b>The Practice</b> \$154,118	
	<b>60 Minutes</b> \$88,567	<b>Cold Case</b> \$106,633		<b>CBS Sunday Movie</b> \$67,222			
	<b>Dateline</b> \$61,188	<b>American Dreams</b> \$105,220		<b>Law &amp; Order: Criminal Intent</b> \$197,050		<b>The Lyon's Den</b> \$139,250	
	<b>Oliver Beene</b> \$147,100	<b>King of the Hill</b> \$146,700	<b>Simpsons</b> \$296,440	<b>Ortegas</b> \$204,080	<b>Malcolm</b> \$251,575	<b>Arrested Dev.</b> \$181,750	<b>No programming</b>
	<b>Smallville: Beginnings</b> \$38,477		<b>Charmed</b> \$80,850		<b>Tarzan and Jane</b> \$63,443		<b>No programming</b>



MONTY BRINTON

MONDAY 8 p.m.		9 p.m.		10 p.m.		
	<b>Primetime Monday</b> \$79,300		<b>Monday Night Football</b> \$272,867			
	<b>Yes, Dear</b> \$149,333	<b>Still Standing</b> \$152,700	<b>Raymond</b> \$257,700	<b>2 1/2 Men</b> \$200,350	<b>CSI: Miami</b> \$183,520	
	<b>Fear Factor</b> \$125,800		<b>Las Vegas</b> \$167,167		<b>Third Watch</b> \$134,756	
	<b>Joe Millionaire</b> \$256,704		<b>Skin</b> \$175,000		<b>No programming</b>	
	<b>7th Heaven</b> \$101,840		<b>Everwood</b> \$78,183		<b>No programming</b>	
	<b>The Parkers</b> \$46,825	<b>Opposite Sex</b> \$45,733	<b>Girlfriends</b> \$59,575	<b>Half &amp; Half</b> \$52,423	<b>No programming</b>	



LORENZO AGIUS

TUESDAY 8 p.m.		9 p.m.		10 p.m.		
	<b>8 Simple</b> \$151,240	<b>I'm With Her</b> \$129,970	<b>According</b> \$159,208	<b>Less/Perfect</b> \$126,935	<b>NYPD Blue</b> \$141,644	
	<b>Navy NCIS</b> \$105,948		<b>The Guardian</b> \$89,717		<b>Judging Amy</b> \$115,500	
	<b>Whoopi</b> \$73,500	<b>Happy Family</b> \$103,500	<b>Frasier</b> \$195,200	<b>Good... Miami</b> \$167,000	<b>Law &amp; Order: SVU</b> \$163,143	
	<b>American Juniors</b> \$176,667		<b>24</b> \$292,200		<b>No programming</b>	
	<b>Gilmore Girls</b> \$100,371		<b>One Tree Hill</b> \$93,839		<b>No programming</b>	
	<b>One on One</b> \$40,100	<b>All of Us</b> \$39,150	<b>Rock Me Baby</b> \$26,240	<b>The Mulletts</b> \$22,775	<b>No programming</b>	



MICHAEL COURTNEY

WED. 8 p.m.		9 p.m.		10 p.m.		
	<b>My Wife</b> \$170,650	<b>Relative</b> \$145,640	<b>The Bachelor</b> \$253,940		<b>Karen Sisco</b> \$111,679	
	<b>60 Minutes II</b> \$67,000		<b>King of Queens</b> \$90,800	<b>Stones</b> \$73,000	<b>Brotherhood</b> \$48,063	
	<b>Ed</b> \$102,033		<b>West Wing</b> \$229,429		<b>Law &amp; Order</b> \$264,889	
	<b>70's Show</b> \$184,607	<b>Stan Hooper</b> \$155,050	<b>Bernie Mac</b> \$165,617	<b>Cedric</b> \$123,748	<b>No programming</b>	
	<b>Smallville</b> \$142,333		<b>Angel</b> \$75,256		<b>No programming</b>	
	<b>Enterprise</b> \$65,682		<b>Jake 2.0</b> \$40,450		<b>No programming</b>	

THURSDAY 8 p.m.		9 p.m.		10 p.m.		
	<b>Threat Matrix</b> \$66,375		<b>Extreme Makeover</b> \$74,750		<b>Primetime</b> \$76,580	
	<b>Survivor</b> \$390,367		<b>CSI</b> \$310,324		<b>Without a Trace</b> \$168,571	
	<b>Friends</b> \$473,500	<b>Scrubs</b> \$360,950	<b>Will &amp; Grace</b> \$414,500	<b>Coupling</b> \$316,400	<b>ER</b> \$404,814	
	<b>Tru Calling</b> \$84,714		<b>The O.C.</b> \$115,004		<b>No programming</b>	
	<b>Steve Harvey</b> \$34,371	<b>J. Kennedy</b> \$46,525	<b>What I Like</b> \$48,800	<b>Run of House</b> \$48,500	<b>No programming</b>	
	<b>WWE Smackdown</b> \$34,333				<b>No programming</b>	

FRIDAY 8 p.m.		9 p.m.		10 p.m.		
	<b>George Lopez</b> \$100,183	<b>Back to Kansas</b> \$60,733	<b>Hope &amp; Faith</b> \$89,175	<b>Bonnie</b> \$96,480	<b>20/20</b> \$78,800	
	<b>Joan of Arcadia</b> \$75,400		<b>JAG</b> \$69,333		<b>The Handler</b> \$77,583	
	<b>Miss Match</b> \$113,267		<b>Dateline</b> \$82,833		<b>Boomtown</b> \$105,500	
	<b>Wanda</b> \$73,433	<b>Luis</b> \$73,000	<b>Boston Public</b> \$86,007		<b>No programming</b>	
	<b>Reba</b> \$65,942	<b>Like Family</b> \$55,500	<b>Grounded*</b> \$60,550	<b>Andersons</b> \$59,333	<b>No programming</b>	
	<b>UPN Movie Friday</b> \$12,209				<b>No programming</b>	

SATURDAY 8 p.m.		9 p.m.		10 p.m.		
	<b>Wonderful World of Disney</b> \$69,707				<b>L.A. Dragnet</b> \$69,277	
	<b>48 Hours Investigates</b> \$45,250		<b>Hack</b> \$58,720		<b>The District</b> \$58,213	
	<b>NBC Saturday Movie</b> \$64,267					<b>No programming</b>
	<b>Cops</b> \$58,300	<b>Cops</b> \$59,333	<b>America's Most Wanted</b> \$67,608		<b>No programming</b>	

**Notes**  
\* For part of last season this show was on Tuesday night on Fox.

**Source:**  
Averages compiled from estimates of advertising agencies and media buying companies.

**BACK FOR MORE:** (From top) CBS's 'Survivor,' Fox's '24,' NBC's 'Will & Grace' and WB's 'Smallville.'