



# SRDS TV & Cable Source®

Spring 2006, Volume 88, Number 2

## CLIENT SERVICE CENTER

our subscription? 800.851.SRDS (7737)  
press 2, then 1  
- Thursday 8 am - 6 pm Central Time  
8 am - 5 pm Central Time

ultants can provide product information, account information,  
nd order processing.

all 1.847.375.5000, press 2, then 1  
ds.com

Manager ..... 847.375.5122  
Fax 847.375.5322  
E-mail aspan@srds.com

anager ..... 847.375.5179  
Fax 847.375.5379  
E-mail kbrom@srds.com

Services ..... 847.375.5188  
Fax 847.375.5388  
E-mail bcogn@srds.com

## LISTING INQUIRIES

Data Services ..... 847.375.5183  
Fax 847.375.5009  
E-mail jlevy@srds.com

e President, Product Operations ..... 847.375.5165  
E-mail gpapr@srds.com

## CORPORATE

rd, President and Chief Executive Officer ..... 847.375.5190  
Executive Vice President ..... 847.375.5185  
President, Information Technology ..... 847.375.5055  
e President-Group Publisher ..... 646.654.8463  
President, Ad Sales Development ..... 646.654.8467  
y, Vice President, Marketing/Business Development ..... 847.375.5040  
Vice President, Human Resources ..... 847.375.5091  
Vice President, Direct Marketing Services ..... 847.375.5053  
i, Chief Financial Officer ..... 847.375.5052  
/ice President, Finance ..... 847.375.5080  
ce President, Product Operations ..... 847.375.5165

oad, Des Plaines, IL 60018-5605  
SRDS  
01

## ADVERTISING SALES

Eastern Sales Office, 770 Broadway, New York, NY 10003-9595  
Trish Delaurier, Advertising Manager ..... 386.760.1035  
E-mail tdela@srds.com  
Fax 386.760.1036

Midwestern/Southwest Sales Office  
1700 Higgins Road, Des Plaines, IL 60018-5605  
Phone 847.375.5114 Fax 847.375.5314  
Ron Speechley, Account Manager ..... 847.375.5114  
CABRINI COLLEGE LIBRARY Fax 847.375.5314  
610 KING OF PRUSSIA ROAD rspee@srds.com  
RADNOR, PA 19087

Southern Sales Office, 6247 Palomino Circle, Port Orange, FL 32127  
Trish Delaurier, Publisher ..... 386.760.1035  
Fax 3847.375.5374  
E-mail tdela@srds.com

1081-101 Wirewood Dr., Raleigh, NC 27605  
Lindsay Webster, Account Manager ..... 919.832.6116  
Fax 847.375.4605  
E-mail lwebs@srds.com

Western Sales Office, 2795 Queens Way, Thousand Oaks, CA 91362  
Phone 805.492.4915 Fax 847.375.4608  
Charlene Moersen, Account Manager ..... 805.492.4915  
Fax 847.375.4608  
Email cmoer@srds.com

## ADVERTISING PRODUCTION

Lorene Precht, Advertising Production Manager ..... 847.375.5166  
Fax 847.375.5007  
E-mail lprec@srds.com

Carol DeBartolo, Manager, Billing ..... 847.375.5020  
E-mail cdeba@srds.com

Gayle Paprocki, Vice President, Product Operations ..... 847.375.5165  
E-mail gpapr@srds.com

Copyright © 2006 by SRDS. All rights reserved. Standard Rate and Data Service and Spot Television Rates and Data are trademarks of SRDS. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from SRDS. Neither this book nor the material contained herein shall be lent, sold, hired out, or be otherwise available to others or be disposed of by way of trade in any form without written permission of the publisher. SRDS information is proprietary and copyrighted and is intended to be used for subscribers' internal business only. SRDS maintains the right to discontinue any subscription at their sole discretion with or without notice.

Every effort is made to provide dependable data, however, the publisher does not warrant that the data herein is complete or accurate.

SRDS TV & CABLE SOURCE (USPS 512020) (ISSN 1529-6504) is published quarterly for \$596 a year by SRDS, 1700 Higgins Road, Des Plaines, IL 60018-5605. Periodicals postage paid at Des Plaines, IL, and additional mailing offices. POSTMASTER: Send address changes to TV & CABLE SOURCE, SRDS, 1700 Higgins Road, Des Plaines, IL 60018-5605.

Published by SRDS®/Standard Rate and Data Service®

Member:   

## DEMOGRAPHIC PROFILE

Current Total HH: 2,369,500 Total Adult Pop: 4,725,500  
 5-Yr. Projected: 2,583,000 5-Yr. Projected: 5,190,615

Age of Head of Household	Households	Race/Ethnicity	Population
Under 18	4,500	White	3,341,400
18-24	144,000	Black	588,300
25-34	460,100	Other	594,700
35-44	548,800	Hispanic	1,007,200
45-54	502,700	Asian/Pacific	201,100
55-64	348,300		
65 and Older	361,100		

Male		Female	
Age by Sex	Current	5 Yr.	Current
< 18	921,900	983,071	881,300
18-24	329,100	349,954	303,000
25-34	507,300	510,763	474,300
35-44	523,900	540,512	502,100
45-54	446,700	515,301	449,300
55-64	291,700	359,610	307,500
65 +	250,200	303,285	340,400

Household Income	Households
\$10,000-\$19,999	240,626
\$20,000-\$34,999	476,996
\$35,000-\$49,999	449,366
\$50,000-\$74,999	505,116
\$75,000-\$99,999	263,085
\$100,000-\$124,999	108,272
\$125,000-\$149,999	82,079
\$150,000 and Over	82,911

Top 15 Industries	Total Employment	Total Establishments
Retail Trade	457,257	39,428
Manufacturing	306,797	9,590
Health Care and Social Assistance	297,170	21,880
Accommodation and Food Services	250,762	13,387
Professional, Scientific, and Tech Svcs	227,336	25,252
Wholesale Trade	184,443	13,894
Construction	184,199	19,244
Educational Services	181,883	4,771
Other Svcs (Exc Public Administration)	179,238	32,200
Finance and Insurance	156,308	14,308
Transportation and Warehousing	125,339	4,613
Public Administration	121,209	5,713
Administrative, Support and Waste Mngt	108,177	9,538
Real Estate and Rental and Leasing	96,213	12,918
Information	93,287	4,974

Unemployment Rate: 5.5%

## Occupational Categories

White Collar Total:	1,888,552
Blue Collar Total:	810,794
Service Occupations	597,768
Clerical Workers	547,430
Marketing and Sales	14,278
Engineers	39,199
Lawyers	19,286
Computer Specialists	27,087
Management/Administrative Occupations	372,260
Physicians	10,487
Teachers, Librarians, Counselors	158,688
Communication Equipment Operators	6,435
Food Preparation and Service Occupation	223,579

© Source: Claritas, Inc., 2004

## SALES RANKINGS BY MERCHANDISE

Total Retail Sales (\$000): 106,666,191  
 Buying Power Index: 2.3990

## Merchandise Line

Merchandise Line	Sales (\$000)	Rank
Groceries & Other Foods For Human Consumption Off The Premises	10,376,816	7
Meals, Unpackaged Snacks (Sandwiches) & Nonalcoholic Beverages	9,434,439	7
Alcoholic Drinks (Served At This Establishment)	1,061,553	7
Cigars, Cigarettes, Tobacco, and Smoker's Accessories	1,451,937	4
Drugs, Health Aids, and Beauty Aids (Including Cosmetics)	7,035,729	5
Soap, Detergents, and Household Cleaners	633,875	6
Men's & Boys' Clothing and Accessories	2,534,850	7
Women's, Juniors', Misses', Girls', Infants' & Toddlers' Wear	4,589,529	6
Footwear (Including Accessories)	1,440,755	6
Major Household Appliances	624,591	7
Television, Video Recorders, Video Cameras, Video Tapes, etc.	686,660	7
Audio Equipment & Musical Instruments & Supplies	975,350	9
Furniture and Sleep Equipment	1,863,651	7
Computer Hardware, Software, and Supplies	2,520,156	7
Kitchenware & Home Furnishings (Including Cookware, Cooking Accessorie	1,400,443	6
Sporting Goods (Including Boats, Bicycles, Parts & Accessories, etc.)	1,200,153	6
Automobiles, Vans, Trucks & Other Powered Transportation Vehicles	20,827,217	3

© Source: Claritas, Inc., 2004

## SQAD COST PER POINT LEVELS—TV HOUSEHOLDS

Daypart	4th Qtr, 2005
Early Morning	258
Day	266
Early News	469
Prime Access	726
Prime	1,485
Late News	864
Combined Fringe	445

© SQAD Inc., 2005

All CPPs are average. Issue months are December 2005 (4th Qtr, 2005)

## TOP DAILY NEWSPAPERS AND NEWSPAPER GROUPS

Arlington Morning News	Fort Worth Star-Telegram	Dallas USSPI Group
Dallas Morning News	Plano Star Courier	Scripps Howard Groups
Denton Record-Chronicle		Sherman/Denison Metro Group

Compiled by SRDS.

## METRO RADIO STATIONS BY COUNTY

Collin, TX	KKDAAM	KVILFM	Johnson, TX	KFJZ AM
KRVA FM	KKDAFM	KYNG FM	KCLE AM	KHVN AM
Cooke, TX	KLIF AM	KZPS FM	KCLE FM	KOAI FM
KDGE FM	KLTYFM	WRR FM	Kaufman, TX	KRLD AM
Dalls, TX	KLUV FM	Denton, TX	KPYK AM	KSCS FM
KDFTAM	KMRT AM	KICI AM	KTLR FM	KSNN FM
KDMM AM	KPBC AM	Ellis, TX	Parker, TX	KTNO AM
KDMX FM	KPLX FM	KBEC AM	KZEE AM	KTQX FM
KGBS AM	KRRW FM	Hood, TX	Tarrant, TX	WBAPAM
KGGR AM	KRVA AM	KCYTFM	KAHZ AM	Wise, TX
KHKS FM	KSKYAM		KEGLFM	KDZR FM
KJMZ FM	KTCK AM		KESS AM	

Compiled by SRDS.

## Dallas-Fort Worth, TX



**Use this data  
better online.**

**www.SRDS.com**

**Service Guide Available**

## Commercial TV Stations

## KDAF-TV ch 33, DT ch 32

Phone: 214-252-9233 Fax: 214-252-3409

8001 John Carpenter Freeway  
Dallas, TX 75247  
URL: <http://www.kdaf.com>  
E-mail: [wb33news@tribune.com](mailto:wb33news@tribune.com)



Location ID: 30 3TVM TVS Mid 085568-000  
License: Dallas, TX County: Dallas

Network Affiliation(s): WB (Warner Bros.)

## PERSONNEL

GM - Joe Young, VP/Gen Mgr

Phone: 214-252-3401

GSM - Steve McDonald, Gen Sales Mgr

Phone: 214-252-3422

NSM - Mark Henager, Natl Sales Mgr

Phone: 214-252-3426

LSM - Chris Daly, Local Sales Mgr

Phone: 214-252-3430

PROM - Roger Vertrees, Promo Dir

CORPORATE OWNER: Tribune Broadcasting Co.

REPRESENTATIVE(S): MMT Sales

## FACILITIES

Air date: 1984 Video: 5,000,000w Audio: 500,000w

Time Zone: Central

Operating Schedule: 24 hours daily

Antenna Height: 1,696 ft. above avg. terrain

## SPECIAL FEATURES

Billboards: 5 sec, 10 sec

Dayparts Available: Various

Infomercials: 30 min

Dayparts Available: Various

## TRAFFIC SPECIFICATIONS

TRAF - Nancy Harmon, Traffic Mgr

Phone: 214-252-3441

E-mail: [efore@tribune.com](mailto:efore@tribune.com)

Materials Due: 2 days prior to airdate

Tape: 1in. Reel, Betacam SP

Digital Spot Delivery: DGS, Vvix

Fax: 214-252-3447

## KDFI ch 27, DT ch 36

Phone: 214-720-4444

400 N Griffin St

Dallas, TX 75202

URL: <http://www.kdfi27.com/>

E-mail: [kdfi27@foxinc.com](mailto:kdfi27@foxinc.com)

Location ID: 30 3TVM TVS Mid 085890-000

License: Dallas, TX County: Dallas

Network Affiliation(s): Independent

## PERSONNEL

GM - Kathy Saunders, VP/Gen Mgr

Phone: 214-720-3176

GSM - Jeff Gurley, VP/Gen Sales Mgr

Phone: 214-720-3114

NSM - Zack Smith, Natl Sales Mgr

Phone: 214-720-3198

LSM - John Trevino, Local Sales Mgr

Phone: 214-720-3237

LSM - Stephanie Holloway, Local Sales Mgr

Phone: 214-720-3151  
PROM - John Kukla, VP/Creative Services,  
Phone: 214-720-3173  
BILL - Annette Seidel, Credit Mgr  
Phone: 214-720-3171

CORPORATE OWNER: FOX Television Stations Inc  
REPRESENTATIVE(S): FOX Stations Sales

## FACILITIES

Video: 5,000w

Audio: 500,000w

Time Zone: Central

Operating Schedule: 24 hours daily

Antenna Height: 1,600 ft. above avg. terrain

## SPECIAL FEATURES

Billboards: 5 sec, 10 sec

Infomercials: 30 min

## TRAFFIC SPECIFICATIONS

TRAF - Kay Shera, Traffic Dir

Materials Shipping Address:

400 N. Griffin, Dallas, TX 75202.

Phone: 214-720-3194

Fax: 214-979-0304

Materials Due: 2 days prior to airdate

Tape: Betacam SP, Betacam SX

Digital Spot Delivery: DGS, Vvix

## KDFW ch 4, DT ch 35

Phone: 214-720-4444 Fax: 214-720-3112

400 N Griffin St

Dallas, TX 75202

URL: <http://www.kdfwfox4.com/>

E-mail: [kdfw@kdfwfox4.com](mailto:kdfw@kdfwfox4.com)

Location ID: 30 3TVM TVS Mid 086094-000

License: Dallas, TX County: Dallas

Network Affiliation(s): FOX Broadcasting Company

## PERSONNEL

GM - Kathy Saunders, VP/Gen Mgr

Phone: 214-720-3176

GSM - Jeff Gurley, VP Gen Sales Mgr

Phone: 214-720-3114

LSM - Stephanie Holloway, Local Sales Mgr

Phone: 214-720-3151

PROM - John Kukla, VP/Creative Services

Phone: 214-720-3173

BILL - Annette Seidel, Credit Mgr

Phone: 214-720-3171

CORPORATE OWNER: FOX Television Stations Inc

REPRESENTATIVE(S): FOX Stations Sales

## FACILITIES

Air date: 1949

Video: 100,000w

Audio: 20,000w

Time Zone: Central

Operating Schedule: 24 hours daily

Antenna Height: 1,685 ft. above avg. terrain

## SPECIAL FEATURES

Billboards: 5 sec

Dayparts Available: AM News (Early Morning), Late News (Late Night)

## TRAFFIC SPECIFICATIONS

TRAF - Kay Shera, Dir of Traffic

Materials Shipping Address:

400 N. Griffin St., Dallas, TX 75202.

Phone: 214-720-3192

Fax: 214-979-0304

Materials Due: 2 days prior to airdate

Tape: Betacam, Betacam SP, Betacam SX

Digital Spot Delivery: DGS, Vvix

## KFWD-TV ch 52, DT ch 51

Phone: 214-977-6780 Fax: 214-977-6544

606 Young Street

Dallas, TX 75202

URL: <http://www.kfwd.tv>

Location ID: 30 3TVM TVS Mid 086607-000

License: Fort Worth, TX County: Tarrant

Network Affiliation(s): Independent; Entertainment, sports, movies

## PERSONNEL

GM - Tony Montes, Station Mgr

E-mail: [tony.montes@kfwd.tv](mailto:tony.montes@kfwd.tv)

LSM - Lisa Wegmann, Local Sales Mgr

Phone: 214-977-6510  
E-mail: [lwegmann@kfwd.tv](mailto:lwegmann@kfwd.tv)  
BILL - Walter Chavez, Billing/Acct Rec  
Phone: 214-977-6791  
E-mail: [walter.chavez@kfwd.tv](mailto:walter.chavez@kfwd.tv)

CORPORATE OWNER: HIC Broadcasting  
REPRESENTATIVE(S): in House

## FACILITIES

Air date: 1986

Video: 5,000,000w

Audio: 5,000,000w

Time Zone: Central

Operating Schedule: 24 hours daily

Antenna Height: 1,646 ft. above avg. terrain

## SPECIAL FEATURES

Infomercials: 30 min

## TRAFFIC SPECIFICATIONS

TRAF - Gloria Castro, Traffic Mgr

Materials Shipping Address:

606 Young Street, Dallas, TX 75202.

Phone: 214-977-4656

Fax: 214-977-4680

E-mail: [gcastro@beto.com](mailto:gcastro@beto.com)

Tape: Betacam SP, Digital Audio Tape

## KLEG-LP ch 44

Phone: 214-887-1900 Fax: 214-887-1100

2700 Stemmons Freeway

Dallas, TX 75207

URL: <http://www.masmusica.tv>

E-mail: [teleamerica44@msn.com](mailto:teleamerica44@msn.com)

Location ID: 30 3TVM TVS Mid 767317-000

License: Dallas, TX County: Dallas

Network Affiliation(s): MasMusica TeVe Network

## PERSONNEL

NSM, PROM - Blanca Estrada, Natl Sales Mgr

E-mail: [blancatv44@yahoo.com](mailto:blancatv44@yahoo.com)

LSM - Juan De La Garza, Local Sales Mgr

PROG, TRAF - Sarah Estrada, Prog Dir

E-mail: [sarahstv44@yahoo.com](mailto:sarahstv44@yahoo.com)

BILL - Sabina Nieto, Controller

CORPORATE OWNER: Teve America

REPRESENTATIVE(S): in House

## FACILITIES

Air date: 1998

Video: 20,000w

Audio: 20,000w

Time Zone: Central

Operating Schedule: 24 hours daily

Antenna Height: 932 ft. above avg. terrain

## SPECIAL FEATURES

Billboards: 10 sec

Dayparts Available: Daytime, Prime Time, Weekend

Infomercials: 30 min, 60 min

Dayparts Available: Daytime, Prime Time, Weekend

## TRAFFIC SPECIFICATIONS

PROG, TRAF - Sarah Estrada, Prog Dir E-mail:

[sarahstv44@yahoo.com](mailto:sarahstv44@yahoo.com)

Materials Shipping Address:

East Tower, 2700 N. Stemmons Fwy, Ste 1100, Dallas, TX

75207.

Phone: 214-887-1900

Fax: 214-887-1100

E-mail: [sarahstv44@yahoo.com](mailto:sarahstv44@yahoo.com)

Tape: 3/4 in. Reel, Betacam, DVD

## KPYD-TV ch 68, DT ch 42

Phone: 817-654-6463

3900 Barnett St

Fl. Worth, TX 76103

URL: <http://www.paxdallas.tv/>

Location ID: 30 3TVM TVS Mid 346330-000

License: Arlington, TX County: Tarrant

Network Affiliation(s): i Network

## PERSONNEL

GM - Carol Wright-Holzer, Gen Mgr

GSM - Charlie Compagnone, Gen Sales Mgr

BILL - Rick Fetter, Billing/Acct Rec

CORPORATE OWNER: Paxson Communications Corporation

REPRESENTATIVE(S): Paxson TV Sales

## FACILITIES

Time Zone: Central

Operating Schedule: 24 hours daily

## SPECIAL FEATURES

Billboards: 10 sec

Dayparts Available: Various

Infomercials

Dayparts Available: AM News (Early Morning), Da

Fringe, Prime Access, Prime Time, Late News

Late Fringe, Various, Weekend

## TRAFFIC SPECIFICATIONS

TRAF - Eric Jasper, Traffic Mgr

Materials Shipping Address:

3900 Barnett St, Fort Worth, TX 76103.

Phone: 817-654-6463

Materials Due: 2 days prior to airdate

Tape: Betacam SP

## KSTR-TV ch 49, DT ch 48

Phone: 214-954-4900 Fax: 214-954-

2323 Bryan St, Ste 1900

Dallas, TX 75201

URL: <http://www.univision.com>



Location ID: 30 3TVM TVS

License: Irving, TX

Network Affiliation(s): TeleFutura Network

## PERSONNEL

GM - Becky Muñoz-Diaz, VP/Gen Mgr

Phone: 214-758-2300

GSM - Luis Hernandez, Gen Sales Mgr

Phone: 214-758-2311

NSM - Mike Muñoz, Natl Sales Mgr

Phone: 214-758-2321

LSM - Audrey Savage, Local Sales Mgr

Phone: 214-758-2313

LSM - Millie Adan-Garza, Local Sales Mgr

Phone: 214-758-2317

PROM - Armando De LaFuente, Promo Dir

Phone: 214-758-2335

BILL - Paul Gilbert, Bus Mgr/Controller

Phone: 214-758-2300

CORPORATE OWNER: Univision Television Group.

REPRESENTATIVE(S): Univision and TeleFutura N.

## FACILITIES

Air date: 2002

Video: 5,000,000w

Time Zone: Central

**NOTE:** The following guidelines cover the use of the Cost-Per-Point data which appears on the DMA Market Profile page. They are meant to represent "rules-of-thumb" indicators, since exceptions can exist in individual markets and/or daypart.

## A Multiplier

Commercial Length	Factor to Apply to SQAD CPP
10-second	X .50
15-second	X .60 to .80
30-second	X 1.00
60-second	X 2.00

## B Daypart Definitions

Codes	Eastern/Pacific Time	Central/Mountain Time
Early Morning	50 to 9AM	50 to 8AM
Day	9AM to 4PM	8AM to 3PM
Early Fringe	4PM to 6PM	3PM to 5PM
Early News*	6PM to 7PM	5PM to 6PM
Prime Access*	7PM to 8PM	6PM to 7PM
Prime	8PM to 11PM	7PM to 10PM
Late News*	11PM to 11:30PM	10PM to 10:30PM
Late Fringe	11:30PM to 1AM	10:30PM to Mid

\*Early News and Late News programs are extended in many markets. Costs for extended news programs are included in EN and LN, respectively.

## C Average, Low and High Estimates

What appears in the Market Profiles are SQAD's Average CPP levels. The recommended use of SQAD's three cost levels should be based on lead times and buying guidelines. Average SQAD is developed from contributor data and reflects actual current buys. Low and High SQAD have been modeled based on the Average level. The buys that SQAD receives are confirmed buys. There is no date stamp. Use the necessary levels to reflect a particular strategy for planning and buying as follows:

**Low SQAD** can generally be used when a buy is to be executed with more than 13 weeks lead-time. SQAD recommends that these estimates be used when market conditions are softer than usual and buying guidelines require a broad daypart mix with no unusual requirements (e.g., no restrictions on number of spots in strip programming).

**Average SQAD** can generally be used when a buy is to be executed with 13 weeks or less lead time. SQAD recommends that these estimates be used when market conditions are stable and buying guidelines require a standard daypart mix with reasonable restrictions (e.g., only a few spots in strip programming and/or unallowable programs within a required daypart).

**High SQAD** can generally be used when a buy is to be executed very close to or within the quarter. SQAD recommends that these estimates be used when market conditions are tight and/or unstable and buying guidelines require a restrictive daypart mix (e.g., specific programming and/or fixed positions).

The industry generally accepts that commercial time is a highly perishable commodity and is offered by the sellers subject to prior sale. Inventory levels fluctuate in this volatile industry, and actual rates are subject to the laws of supply and demand.

The publisher cannot warrant that the report is beyond human error or computer error or is complete or accurate. The CPP and CPM estimates should be used as a yardstick and guide only, without representation or warranty that time buyers will be able to match the indicated costs. It should be noted that buying negotiations occur daily while the SQAD Report is published on a monthly basis.