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

MONDAY 8 p.m.

abc

S	UNDAY	7 p.m. (ET)		8 p.m.		9 p.m.		10 p.m.
	obc	America's Funniest Home \$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		CBS Sunday Movie \$67,222		
		<b>Dateline</b> \$61,188		American Dreams \$105,220		Law & Order: Criminal Intent \$197,050		<b>The Lyon's Den</b> \$139,250
	<b>Fox</b>	Oliver Beene \$147,100	King of the Hill \$146,700	<b>Simpsons</b> \$296,440	<b>Ortegas</b> \$204,080	<b>Malcolm</b> \$251,575	Arrested Dev. \$181,750	No programming
	NB	Smallville: Beginnings \$38,477		<b>Charmed</b> \$80,850		<b>Tarzan and Jane</b> \$63,443		No programming

9 p.m.

10 p.m.

**CSI: Miami** \$183,520

Third Watch \$134,756

No programming

No programming

No programming

**NYPD Blue** \$141,644

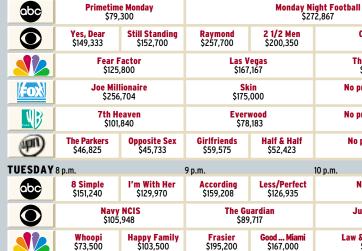
Judging Amy \$115,500

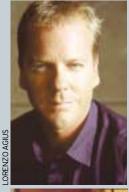
Law & Order: SVU \$163,143

10 p.m.

\$76,580

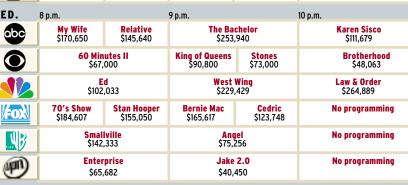














Without a Trace \$168,571 **ER** \$404,814 \$316,400 No programming Tru Calling \$84,714 The O.C. \$115,004 **J. Kennedy** \$46,525 WB Steve Harvey \$34,371 What I Like \$48,800 Run of House \$48,500 No programming No programming

Extreme Makeover \$74,750

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

(upm) WWE Smackdown \$34,333

Threat Matrix \$66,375

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

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

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

abc	W
	<b>48 Hours Inv</b> \$45,2

SATURDAY 8 p.m.

THURSDAY 8 p.m.

abc

Wonderful World of Disney	<b>L.A. Dragnet</b>
\$69,707	\$69,277
s Investigates Hack	The District
\$45,250 \$58,720	\$58,213

**Cops** \$58,300 **Cops** \$59,333

NBC Saturday Movie \$64,267 America's Most Wanted \$67,608

No programming