

*** Media Director Series ***
Multi-Media Reach & Frequency Analysis

MARKET: ANY METRO
 TARGET DEMO: ADULTS 25-54
 DEMO POPULATION: 362,000

DATE: 25-Jun-07
 FILE: MBA-MMRF
 CLIENT: ANY CLIENT
 REMARKS: Radio @ 3 wks
 TV & Newspaper @ 2 wks

	Media Vehicle 1	Media Vehicle 2	Media Vehicle 3	Media Vehicle 4	TOTALS
	Radio	TV	Newspaper	Outdoor	
Net Reach:	38.6%	77.4%	24.8%	0.0%	89.6%
Avg Freq:	8.3	3.1	2.4	0.0	6.9
Budget:	\$22,455.00	\$23,620.00	\$6,210.00	\$0.00	\$52,285.00
GRPs:	321.1	240.2	59.0	0.0	620.3
CPP:	\$69.92	\$98.33	\$105.30		\$84.29
				Net Reach Persons:	324,259
				CPM Net Reach:	\$161.24

REPORT PREPARED BY: XYZ AGENCY
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