# * Media Director Series *

## TV Post Worksheet

MARKET: ANY METRO
TARGET DEMO: ADULTS 25-54
CLIENT: ANY CLIENT

SCHEDULE DATES: TBD
# OF WEEKS or FLIGHTS IN SCHEDULE: 3
REMARKS: 3rd QTR. 2007 TV

DATE: 1-Apr-08
FILE: TVPOST

| STATION | DAY(S) | TIME PERIOD | D/P | PROGRAM | QUOTED RATE | QUOTED RTG | ORDERED # SPOTS | DELIVERED RATE | DELIVERED RTG | DELIVERED # SPOTS | x | QUOTED TOT COST | ACTUAL TOT COST | x | QUOTED TOT RTG PTS | DELIVERED TOT RTG PTS | x |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WAAA | M-F | 7A-8A | M | GOOD MORNING AMERICA | 200.00 | 2.1 | 3 | 200.00 | 1.9 | 2 | x | 600.00 | 400.00 | x | 6.3 | 3.8 | x |
| WAAA | M-F | 6P-7P | E | SAMPLE | 650.00 | 5.6 | 2 | 650.00 | 5.6 | 2 | | 1,300.00 | 1,300.00 | | 11.2 | 11.2 | |
| WAAA | WED | 9P-10P | P | SAMPLE | 2,500.00 | 13.2 | 1 | 2,500.00 | 13.2 | 1 | | 2,500.00 | 2,500.00 | | 13.2 | 13.2 | |
| WAAA | M-F | 11P-11:35P | L | SAMPLE | 900.00 | 7.6 | 3 | 950.00 | 7.6 | 3 | | 2,700.00 | 2,850.00 | x | 22.8 | 22.8 | |
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| WBBB | M-F | 7A-8A | M | SAMPLE | 180.00 | 2.4 | 3 | 225.00 | 2.4 | 3 | | 540.00 | 675.00 | x | 7.2 | 7.2 | |
| WBBB | M-F | 6P-7P | E | SAMPLE | 700.00 | 6.2 | 2 | 700.00 | 6.2 | 2 | | 1,400.00 | 1,400.00 | | 12.4 | 12.4 | |
| WBBB | WED | 9P-10P | P | SAMPLE | 3,000.00 | 16.0 | 1 | 3,200.00 | 16.0 | 1 | | 3,000.00 | 3,200.00 | x | 16.0 | 16.0 | |
| WBBB | M-F | 11P-11:35P | L | SAMPLE | 590.00 | 5.9 | 3 | 850.00 | 5.9 | 3 | | 1,770.00 | 2,550.00 | x | 17.7 | 17.7 | |
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| | | | | | | | 18 | | | 17 | | 13,810.00 | 14,875.00 | | 106.8 | 104.3 | |
| | | | | | | | WEEK/FLIGHT DIFFERENTIAL- | | | (1) | x | | 1,065.00 | x | | (2.5) | x |
| | | | | | | | SCHEDULE DIFFERENTIAL- | | | (3) | x | | 3,195.00 | x | | (7.5) | x |

**REPORT PREPARED BY: XYZ AGENCY**
**CONFIDENTIAL**