* Media Director Series *

TV Plan 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: TVPW

	TOT GRPs	TOT COST	TOT TAR COST
WEEKLY TOTALS-	106.8	$ 13,810.00	$ 11,802.50
SCHEDULE TOTALS-	320.4	$ 41,430.00	$ 35,407.50

STATION	DAY(S)	TIME PERIOD	D/P	PROGRAM	RATE	TAR CPP	RTG	# SPOTS	AVG CPP	TOT GRPs	TOT COST	TAR RATE	TOT TAR COST
WAAA	M-F	7A-8A	M	GOOD MORNING AMERICA	200.00	75.00	2.1	3	$95.24	6.3	$600.00	$157.50	$472.50
WAAA	M-F	6P-7P	E	SAMPLE	650.00	100.00	5.6	2	$116.07	11.2	$1,300.00	$560.00	$1,120.00
WAAA	WED	9P-10P	P	SAMPLE	2,500.00	150.00	13.2	1	$189.39	13.2	$2,500.00	$1,980.00	$1,980.00
WAAA	M-F	11P-11:35P	L	SAMPLE	900.00	100.00	7.6	3	$118.42	22.8	$2,700.00	$760.00	$2,280.00
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WBBB	M-F	7A-8A	M	SAMPLE	180.00	75.00	2.4	3	$75.00	7.2	$540.00	$180.00	$540.00
WBBB	M-F	6P-7P	E	SAMPLE	700.00	100.00	6.2	2	$112.90	12.4	$1,400.00	$620.00	$1,240.00
WBBB	WED	9P-10P	P	SAMPLE	3,000.00	150.00	16.0	1	$187.50	16.0	$3,000.00	$2,400.00	$2,400.00
WBBB	M-F	11P-11:35P	L	SAMPLE	590.00	100.00	5.9	3	$100.00	17.7	$1,770.00	$590.00	$1,770.00
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								18	$129.31	106.8	$13,810.00		$11,802.50

REPORT PREPARED BY: XYZ AGENCY
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