

**\* Media Director Series \***  
**TV Reach & Frequency Analysis**

MARKET: ANY METRO/NIELSEN PROJECTIONS  
 TARGET DEMO: ADULTS 25-54  
 TAR DEMO POP: 362,000

DATE: 11-Nov-07  
 FILE: MBA-TVRF  
 CLIENT: DEMO  
 REMARKS: SAMPLE

MORNING/DAYTIME ANALYSIS

SPOTS:	9	GROSS IMPRS:	67,332	AVERAGE FREQ:	1.3
GRPs:	18.6	NET REACH %:	14.6	COST PER GRP:	\$89.52
TOTAL COST:	\$1,665.00	NET REACH PERS:	52,671	CPM NET REACH:	\$31.61

EARLY FRINGE/NEWS/PRIME ACCESS ANALYSIS

SPOTS:	6	GROSS IMPRS:	109,324	AVERAGE FREQ:	1.1
GRPs:	30.2	NET REACH %:	26.3	COST PER GRP:	\$112.58
TOTAL COST:	\$3,400.00	NET REACH PERS:	95,206	CPM NET REACH:	\$35.71

PRIME/NIGHTTIME ANALYSIS

SPOTS:	3	GROSS IMPRS:	141,180	AVERAGE FREQ:	1.2
GRPs:	39	NET REACH %:	32.0	COST PER GRP:	\$184.62
TOTAL COST:	\$7,200.00	NET REACH PERS:	115,840	CPM NET REACH:	\$62.15

LATE NEWS/FRINGE/OVERNIGHT ANALYSIS

SPOTS:	9	GROSS IMPRS:	184,620	AVERAGE FREQ:	1.8
GRPs:	51	NET REACH %:	29.1	COST PER GRP:	\$120.59
TOTAL COST:	\$6,150.00	NET REACH PERS:	105,342	CPM NET REACH:	\$58.38

SCHEDULE ANALYSIS

TOT SPOTS:	27	GROSS IMPRS:	502,456	AVERAGE FREQ:	2.2
TOT GRPs:	138.8	NET REACH %:	64.0	COST PER GRP:	\$132.67
TOTAL COST:	\$18,415.00	NET REACH PERS:	231,680	CPM NET REACH:	\$79.48

SCHEDULE/FLIGHT SUMMARY-

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
NET REACH %:	64.0	80.0	85.5	86.8
AVERAGE FREQ:	2.2	3.5	4.9	6.4

**REPORT PREPARED BY: XYZ AGENCY**  
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