

**\* Media Director Series \***  
**TV Target Planner**

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

DATE: 25-Jun-07  
 FILE: TVTP  
 REMARKS: COMMENTS

-MORNING/DAYTIME-

TARGET REACH:	<input type="text" value="25"/>	TARGET FREQ:	<input type="text" value="2"/>	TARGET GRPs:	<input type="text" value="100"/>
	<i>(MAX-78%)</i>				
-GRPs NEEDED:	35	-NET REACH %:	38.1	-NET REACH %:	43.4
-AVERAGE FREQ:	1.4	-GRPs NEEDED:	76	-AVERAGE FREQ:	2.3

-EARLY FRINGE/NEWS/PRIME ACCESS-

TARGET REACH:	<input type="text" value="50"/>	TARGET FREQ:	<input type="text" value="2.5"/>	TARGET GRPs:	<input type="text" value="125"/>
	<i>(MAX-90%)</i>				
-GRPs NEEDED:	90	-NET REACH %:	60.0	-NET REACH %:	56.6
-AVERAGE FREQ:	1.8	-GRPs NEEDED:	150	-AVERAGE FREQ:	2.2

-PRIME or COMBINATION DAYPARTS-

TARGET REACH:	<input type="text" value="40"/>	TARGET FREQ:	<input type="text" value="2.3"/>	TARGET GRPs:	<input type="text" value="120"/>
	<i>(MAX-95%)</i>				
-GRPs NEEDED:	53	-NET REACH %:	68.0	-NET REACH %:	61.0
-AVERAGE FREQ:	1.3	-GRPs NEEDED:	156	-AVERAGE FREQ:	2.0

-LATE NEWS/FRINGE/OVERNIGHT-

TARGET REACH:	<input type="text" value="25"/>	TARGET FREQ:	<input type="text" value="1.5"/>	TARGET GRPs:	<input type="text" value="75"/>
	<i>(MAX-75%)</i>				
-GRPs NEEDED:	38	-NET REACH %:	20.3	-NET REACH %:	37.2
-AVERAGE FREQ:	1.5	-GRPs NEEDED:	30	-AVERAGE FREQ:	2.0

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