

Client: WideBay Sample
 Product: SAMPLE
 Campaign: 03/03/2013-16/03/2013



| Programme | Start | End | Dur | March-2013 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | # | Planned | | | | TtlCost |
|----------------------------|-------|-------|-----|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|------|-----|-----|-----|----|----|-----|-------|---------|-------|---------|--------|---------|
| | | | | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | TARP | CPT | CPM | AUD | | | | | | | | | |
| | | | | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | | |
| STQ7 Maryborough | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DRIVE THRU AUSTRALIA | 17:00 | 17:30 | 15 | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 5.3 | 8.7 | 2.1 | 22291 | | | |
| SUNDAY NIGHT | 18:30 | 19:30 | 15 | | | | | | | | | | | | | | | | | | 1 | | | | | | | | | | | | | 1 | 16.1 | 10.1 | 2.4 | 67783 | | |
| SEVEN NEWS - SUN | 18:00 | 18:30 | 15 | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 18.1 | 10.6 | 2.5 | 76125 | | |
| MY KITCHEN RULES-MON | 19:30 | 20:50 | 15 | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 17.4 | 8.5 | 2.0 | 73527 | | |
| SEVEN LOCAL NEWS | 18:00 | 18:30 | 15 | | | | 1 | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | 2 | 38.6 | 9.9 | 2.4 | 162436 | | |
| SEVEN NEWS | 18:30 | 19:00 | 15 | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | 2 | 36.8 | 10.4 | 2.5 | 155012 | | |
| DEAL OR NO DEAL | 17:30 | 18:00 | 15 | | | | | | 1 | 1 | | | | | | | | | | | | | | | | | | | | | | | | 3 | 22.5 | 11.3 | 2.7 | 95046 | | |
| HOME AND AWAY | 19:00 | 19:30 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 11.1 | 13.0 | 3.1 | 46790 | | |
| PACKED TO THE RAFTERS | 20:50 | 21:50 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 13.9 | 12.9 | 3.1 | 58591 | | |
| BONES-THU | 20:50 | 21:50 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 9.8 | 14.6 | 3.5 | 41327 | | |
| BETTER HOMES AND GARDENS | 19:30 | 21:10 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 7.2 | 21.4 | 5.1 | 30290 | |
| SUNRISE | 07:00 | 09:00 | 15 | | | 1 | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | 4 | 23.6 | 6.9 | 1.7 | 98796 | | |
| WEEKEND SUNRISE - SUN | 08:00 | 10:00 | 15 | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 5.1 | 7.5 | 1.8 | 21451 | | |
| BONUS | 06:00 | 24:00 | 15 | | | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | | | | | | | | | | | | | | | | | | | 10 | 59.0 | 0.0 | 0.0 | 246990 | |
| 7TWO Maryborough | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TODAY TONIGHT | 19:00 | 19:40 | 15 | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | 2 | 6.4 | 5.3 | 1.3 | 27130 | | |
| BONUS | 06:00 | 24:00 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 1.8 | 0.0 | 0.0 | 7457 | |
| RTQ9 Maryborough | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWS: FIRST AT FIVE | 17:00 | 17:30 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 2.9 | 8.3 | 2.0 | 12200 | |
| THE BLOCK: ALL STARS -SUN | 18:30 | 19:30 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 6.9 | 13.2 | 3.1 | 29001 | |
| HOT SEAT | 17:20 | 18:00 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 | 8.6 | 9.5 | 2.2 | 36526 | |
| WIN NEWS | 18:30 | 19:00 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 6.8 | 13.4 | 3.1 | 28936 | |
| THE MENTALIST | 20:40 | 21:40 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 8.0 | 12.6 | 3.0 | 33585 |
| TODAY | 07:00 | 09:00 | 15 | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4 | 12.0 | 6.7 | 1.6 | 51260 | |
| BONUS | 06:00 | 24:00 | 15 | | | 1 | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | 5 | 15.0 | 0.0 | 0.0 | 64075 | |
| TNQ10 Maryborough | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TEN NEWS AT FIVE SUN | 17:00 | 18:00 | 15 | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 6.0 | 7.8 | 1.9 | 25187 | |
| THE BOLD AND THE BEAUTIFUL | 16:30 | 17:00 | 15 | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 | 6.4 | 11.9 | 2.8 | 26914 | |
| BONUS | 06:00 | 24:00 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 | 6.4 | 0.0 | 0.0 | 26914 |
| Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | | 6 | 4 | 4 | 4 | 2 | | | | | | | | | | | | | | | 53 | 371.7 | 8.1 | 1.93 | 1565640 | 3021 | |

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| *Reach | 69.0 |
| *Avg Frq | 4.7 |

| | |
|--------------|------|
| GST | 302 |
| Total | 3323 |