

Client: Canberra 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		TARP	CPT	CPM	AUD			
				01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16								
<b>CBN Prime Canberra</b>																											
DOWNTON ABBEY	20:40	21:50	15			1															1	10.4	33.8	10.2	34636		
SYDNEY WEEKENDER - SUNDAY	17:30	18:00	15																		1	3.6	37.8	11.4	11952		
MY KITCHEN RULES-MON	19:30	20:50	15																		1	12.1	25.1	7.5	40531		
HOME AND AWAY	19:00	19:30	15																		1	4.0	42.3	12.5	13501		
REVENGE	20:50	21:50	15																		1	7.9	42.8	12.9	26260		
PACKED TO THE RAFTERS	20:50	21:50	15																		1	11.0	46.1	13.9	36550		
BETTER HOMES AND GARDENS	19:30	21:10	15																		1	8.0	55.0	16.5	26744		
SUNRISE	07:00	09:00	15																		1	4.4	35.0	10.5	14620		
BONUS	06:00	24:00	15																		1	11.0	0.0	0.0	36550		
<b>WIN Canberra</b>																											
NEWS FIRST AT FIVE	17:00	17:30	15																		1	3.8	29.7	8.9	12727		
CUSTOMS -	17:30	18:00	15																		1	3.6	31.4	9.5	11949		
HOT SEAT	17:20	18:00	15																		1	5.4	18.0	5.3	18148		
NATIONAL NEWS	18:00	18:30	15																		1	10.4	38.5	11.6	34568		
WIN NEWS	18:30	19:00	15																		1	9.6	41.7	12.5	32032		
HOT SEAT	17:30	18:00	15																		1	5.4	18.0	5.4	18085		
WIN NEWS	18:30	19:00	15																		1	10.3	38.8	11.6	34499		
NATIONAL NEWS	18:00	18:30	15																		1	10.2	39.2	11.8	33962		
TODAY	07:00	09:00	15																		1	5.4	33.7	10.1	18008		
BONUS	06:00	24:00	15																		1	13.5	0.0	0.0	45020		
<b>CTC Ten Canberra</b>																											
TEN NEWS AT FIVE SUN	17:00	18:00	15																		1	3.6	34.2	10.2	12009		
TEN NEWS AT FIVE	17:00	18:00	15																		1	2.7	45.6	13.8	8933		
MASTERCHEF THE PROFESSIONALS TUES	19:30	20:30	15																		1	5.2	38.5	11.6	17195		
BONUS	06:00	24:00	15																		1	1.6	0.0	0.0	5448		
<b>ONE Canberra</b>																											
COPS RPT	19:00	19:30	15																		1	1.5	32.0	9.7	4940		
																							<b>Total</b>				
																						35	164.6	30.3	9.10	548867	4995

*Reach	53.1
*Avg Frq	3.3

<b>GST</b>	500
<b>Total</b>	5495