Client: zotmedia

Product: Newcastle Region

Order: Sample

Campaign: 31/03/2013-14/04/2013

Programme	Start	End	Dur	March-April 2013														#	Planned					TtlCost
				S	M	T	W	T	F	S	S	M	T	W	T	F	S		TARP	CPT	CPM	AUD		
				31	01	02	03	04	05	06	07	08	09	10	11	12	13							
NEN Prime Newcastle																								
DOWNTON ABBEY	20:40	21:50	15	1														1	8.5	49.9	9.4	45067		
SUNDAY NIGHT	18:30	19:40	15	1														1	7.5	52.8	10.0	39685		
MY KITCHEN RULES-	19:30	20:50	15			1												1	11.5	40.6	7.6	61360		
PACKED TO THE RAFTERS	20:50	21:50	15										1					1	7.4	76.5	14.4	39231		
SEVEN NEWS	18:00	18:30	15		1										1			2	9.0	103.8	19.4	48266		
DEAL OR NO DEAL	17:30	18:00	15				1							1				2	6.0	75.7	14.1	32120		
TODAY TONIGHT	18:30	19:00	15						1									1	5.0	93.4	17.7	26413		
BONES-THU	21:00	22:00	15												1			1	4.9	66.5	12.5	26013		
BETTER HOMES AND GARDENS	19:30	21:10	15						1									1	6.3	68.3	12.8	33502		
SUNRISE	07:00	09:00	15					1						1				2	3.6	52.8	9.9	19110		
BONUS	06:00	24:00	15			1				1	1	1				1	1	6	10.8	0.0	0.0	57330		
NBN Newcastle																								
NATIONAL NEWS SUNDAY	18:00	18:30	15	1														1	14.6	41.1	7.8	77335		
60 MINUTES	19:30	20:40	15								1							1	10.7	44.4	8.3	57047		
THE MENTALIST	20:40	21:40	15								1							1	7.8	55.4	10.4	41433		
A CURRENT AFFAIR	19:00	19:30	15										1					1	10.0	40.8	7.7	53211		
THE BIG BANG THEORY	20:40	21:10	15									1						1	9.6	45.0	8.5	51084		
THE BLOCK: ALL STARS -	19:30	20:40	15		1													1	8.9	48.5	9.2	47191		
TWO AND A HALF MEN	21:10	21:40	15									1						1	7.0	61.7	11.6	37165		
NATIONAL NEWS	18:00	19:00	15				1									1		2	26.8	30.4	5.7	142490		
HOT SEAT	17:30	18:00	15						1						1			2	11.0	24.4	4.6	58644		
LIVE THURSDAY NIGHT FOOTBALL	20:00	22:10	15					1										1	9.9	43.6	8.3	52346		
LIVE FRIDAY NIGHT FOOTBALL	19:30	22:20	15													1		1	7.5	70.4	13.3	39838		
TODAY	06:50	09:00	15		1								1					2	5.4	21.5	4.1	28512		
BONUS	06:00	24:00	15	1		1	1		1			1		1	1		1	8	21.6	0.0	0.0	114048		
NRN10 Newcastle																								
NCIS	20:40	21:40	15			1												1	5.8	72.1	13.5	30927		
TEN NEWS AT FIVE	17:00	18:00	15					1						1				2	8.4	51.7	9.9	43960		
THE BOLD AND THE BEAUTIFUL	16:30	17:00	15				1											1	2.4	41.3	7.8	12627		
BONUS	06:00	24:00	15		1					1								2	4.8	63.3	12.0	25254		
																								Total
				4	4	4	4	3	4	2	3	4	3	4	4	3	2	48	252.7	49.1	8.41	1341209		12,410

*Reach	63.9
*Avg Frq	4.3

GST	1241
Total	13651