Client: Rockhampton 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	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 Rockhampton																																							
DOWNTON ABBEY	20:40	21:50	15										1																					1	15.4	10.5	7.0	23140		
SEVEN LOCAL NEWS	18:00	18:30	15					1																										1	16.7	9.5	6.4	24534		
HOME AND AWAY	19:00	19:30	15												1																			1	14.2	9.8	6.6	20923		
REVENGE	20:50	21:50	15											1																				1	13.1	11.4	7.7	19309		
MY KITCHEN RULES-	19:30	20:50	15						1																									1	18.9	8.3	5.6	27999		
LAST RESORT	20:40	21:50	15													1																		1	16.0	9.4	6.3	24006		
HOME AND AWAY	19:00	19:30	15													1																		1	13.8	10.1	6.7	20610		
SEVEN NEWS	18:30	19:00	15						1																									1	12.0	13.2	8.8	18017		
SEVEN LOCAL NEWS	18:00	18:30	15												1																			1	13.5	11.7	7.8	20211		
BETTER HOMES AND GARDENS	19:30	21:10	15															1																1	9.6	17.4	11.7	14319		
SEVEN NEWS AT 4.30	16:30	17:30	15							1							1																	2	8.8	5.7	3.8	13020		
SUNRISE	07:00	09:00	15						1					1	1																			3	8.7	16.6	11.2	12861		
BONUS	06:00	24:00	15			1		1	1		1	1	1				1	1																8	23.2	0.0	0.0	34296		
RTQ9 Rockhampton																																							
THE BLOCK: ALL STARS -SUN	18:30	19:30	15			1						1																					2	33.2	12.4	8.3	49896		
WIN NEWS	18:30	19:00	15				1																											1	14.9	12.9	8.8	21916		
TODAY	07:00	09:00	15				1			1				1		1		1																5	28.5	7.2	4.8	42670		
WEEKEND TODAY - SUNDAY	07:00	10:00	15			1																												1	4.3	9.5	6.3	6465		
BONUS	06:00	24:00	15				1			1		1			1																			4	22.8	0.0	0.0	34136		
TNQ10 Rockhampton																																							
MASTERCHEF THE PROFESSIONALS SUN	19:40	20:40	15			1																												1	10.9	0.9	0.6	16338		
THE BOLD AND THE BEAUTIFUL	16:30	17:00	15					1			1						1																	3	12.6	6.0	4.0	18621		
BONUS	06:00	24:00	15						1																									1	4.2	0.0	0.0	6207		
																																							Total
						4	3	3	4	3	3	2	3	3	4	3	3	3																41	315.3	8.5	5.68	469494		2665

*Reach	80.5
*Avg Frq	4.4

GST	266.50
Total	2932