

Client: Tamworth Sample
 Product: Sample
 Campaign: 03/03/2013-16/03/2013



Programme	Start	End	Dur	March-2013																												#	Planned				TtlCost		
				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	
				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						
NEN Prime Tamworth/Taree																																							
SEVEN NEWS - SUN	18:00	18:30	15	1																													1	15.7	5.9	2.4	39133		
DOWNTON ABBEY	20:40	21:50	15								1																						1	16.8	6.4	2.5	42083		
SUNDAY NIGHT	18:30	19:30	15	1																													1	14.1	7.1	2.8	35264		
SYDNEY WEEKENDER - SUNDAY	17:30	18:00	15								1																						1	5.7	7.5	3.0	14181		
SEVEN NEWS	18:30	19:00	15				1						1																				2	35.6	6.6	2.7	88306		
PRIME7 NEWS	18:00	18:30	15					1					1																				2	31.2	7.6	3.1	77264		
MY KITCHEN RULES-	19:30	20:50	15									1																					1	14.2	8.3	3.3	35302		
HOME AND AWAY	19:00	19:30	15				1						1																				2	17.8	8.8	3.5	43962		
PACKED TO THE RAFTERS	20:50	21:50	15			1																											1	9.2	15.5	6.3	22864		
DEAL OR NO DEAL	17:30	18:00	15		1							1						1	1														4	16.8	11.9	4.8	41980		
BONES-THU	20:50	21:50	15																1														1	8.1	10.1	4.1	20118		
BETTER HOMES AND GARDENS	19:30	21:10	15																1														1	8.8	12.3	4.9	21845		
WEEKEND SUNRISE - SUN	08:00	10:00	15	1								1																					2	12.0	3.3	1.3	30158		
SUNRISE	07:00	09:00	15			1		1				1		1				1															5	21.0	5.0	2.0	52240		
BONUS	07:00	09:00	15		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	13	54.6	0.0	0.0	135824			
NBN Tamworth/Taree																																							
HOT SEAT	17:30	18:00	15		1			1							1																		3	23.7	4.3	1.7	58689		
NATIONAL NEWS	18:00	19:00	15						1			1																						2	24.8	8.1	3.3	61744	
A CURRENT AFFAIR	19:00	19:30	15		1										1																		2	29.6	11.1	4.5	73250		
THE BLOCK: ALL STARS -FRI	19:30	20:40	15						1																								1	9.1	5.9	2.4	22456		
TODAY	06:50	09:00	15		1		1						1		1																		4	19.2	11.7	4.7	48052		
BONUS	06:50	09:00	15				1	1		1		1							1														5	24.0	0.0	0.0	60065		
NRN10 Tamworth/Taree																																							
TEN NEWS AT FIVE	17:00	18:00	15			1													1														2	14.4	6.4	2.6	35622		
NCIS	20:30	21:30	15			1							1																					2	17.2	10.3	4.2	42790	
THE BOLD AND THE BEAUTIFUL	16:30	17:00	15						1			1																						2	7.4	5.7	2.3	18156	
BONUS	16:30	17:00	15						1	1										1													3	11.1	0.0	0.0	27234		
Total																																							
				3	5	5	5	5	5	5	3	4	7	5	5	4	5	3															64	462.1	6.5	2.60	1148582	2988	

*Reach	72.6
*Avg Frq	6.2

GST	299
Total	3287