

Client: Wagga 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	TARP	CPT		CPM	AUD			
				03	04	05	06	07	08	09	10	11	12	13	14	15	16								
CBN Prime ODW																									
SEVEN NEWS - SUN	18:00	18:30	15															1	1	12.4	6.1	2.2	34602		
SUNDAY NIGHT	18:30	19:40	15															1	1	13.9	6.3	2.2	38732		
WEEKEND SUNRISE - SUN - EARLY	07:00	08:00	15	1															1	2.1	9.5	3.4	5872		
WEEKEND SUNRISE - SUN	08:00	10:00	15															1	1	3.1	6.5	2.3	8595		
SUNRISE	07:00	09:00	15		1		1		1				1		1				5	24.0	5.2	1.9	66985		
PRIME7 NEWS	18:00	18:30	15		1														1	17.2	5.8	2.1	47711		
SEVEN NEWS	18:30	19:00	15										1						1	16.2	6.1	2.2	45159		
DEAL OR NO DEAL	17:30	18:00	15				1												1	8.3	5.1	1.8	23069		
MY KITCHEN RULES	19:30	20:30	15			1								1					2	24.4	8.6	3.1	67804		
REVENGE	20:30	22:20	15										1						1	12.2	8.6	3.1	33902		
HOME AND AWAY	19:00	19:30	15				1												1	8.5	7.8	2.8	23708		
PACKED TO THE RAFTERS	20:40	21:40	15										1						1	15.4	9.4	3.3	43082		
BETTER HOMES AND GARDENS	19:30	21:10	15						1										1	9.3	10.1	3.7	25746		
SYDNEY WEEKENDER	17:30	18:00	15						1										1	5.0	7.2	2.6	13894		
BONUS	06:00	24:00	15				1	1	1	1				1	1	1	1	1	8	40.8	0.0	0.0	113544		
WIN ODW																									
NATIONAL NEWS SUNDAY	18:00	18:30	15	1															1	14.4	6.1	2.2	40206		
60 MINUTES	19:30	20:40	15	1															1	16.9	5.7	2.0	47034		
THE BLOCK	18:30	19:30	15										1						1	7.8	14.5	5.2	21692		
WEEKEND TODAY - SUNDAY	07:00	10:00	15										1						1	3.0	4.0	1.4	8329		
TODAY	07:00	09:00	15			1		1					1		1		1		5	21.0	3.3	1.2	57970		
NATIONAL NEWS	18:00	18:30	15														1		1	7.6	9.7	3.5	21214		
THE BLOCK	19:00	20:30	15		1														1	15.0	7.5	2.7	41662		
THE MENTALIST	20:30	21:30	15					1											1	5.7	14.9	5.4	15872		
FISHING AUSTRALIA	16:30	17:00	15															1	1	1.9	6.3	2.2	5442		
BONUS	06:00	24:00	15	1	1	1							1	1	1				6	24.0	0.0	0.0	67134		
CTC Ten ODW																									
MASTERCHEF AUSTRALIA ALL STARS - THE WINNER ANNOUN	19:40	20:10	15	1															1	4.7	26.2	9.3	13233		
MASTERCHEF	19:30	20:30	15											1					1	3.9	25.6	9.1	10970		
CAN OF WORMS	20:40	21:50	15		1														1	3.9	25.6	9.1	10970		
AMERICAN IDOL	19:30	21:00	15													1			1	3.5	15.7	5.6	9825		
TEN NEWS AT FIVE	17:00	18:00	15			1													1	5.2	6.3	2.3	14558		
NCIS	20:40	21:40	15											1					1	7.6	13.8	5.0	21095		
BONUS	06:00	24:00	15			1	1							1	1				4	9.6	0.0	0.0	26720		
ONE ODW																									
AN IDIOT ABROAD	20:30	21:30	15					1											1	1.6	8.8	3.1	4457		
BONUS	06:00	24:00	15							1									1	0.6	0.0	0.0	1635		
ELEVEN ODW																									
NEIGHBOURS	18:30	19:00	15															1	1	1.3	7.7	2.7	3712		
SUPERNATURAL	20:30	21:30	15					1											1	1.3	7.7	2.7	3683		
EVERYBODY IOVES RAYMOND	19:00	20:00	15											1					1	1.3	7.7	2.7	3712		
BONUS	06:00	24:00	15					1									1		2	2.0	0.0	0.0	5768		
					5	5	5	5	6	3	3	6	4	6	5	5	3	2	63	376.6	7.2	2.57	1049298		
																							Total		
																							2,700		

*Reach 77.7
 *Avg Frq 4.1
GST Total 270
Total 2970