

Client: zotmedia

Product: Wollongong Region

Order: Sample
 Campaign: 31/03/2013-13/04/2013



Programme	Start	End	Dur	March-April 2013																				#	Planned				TtlCost		
				S	M	T	W	T	F	S	S	M	T	W	T	F	S	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	14	15	16	17	18	19		20						
CBN Prime Wollongong																															
THE FORCE - BEHIND THE LINE	20:10	20:40	15	1																						1	13.2	17.2	4.7	48559	
BORDER SECURITY - AUSTRALIA'S FRONT LINE	19:40	20:10	15								1															1	13.0	17.5	4.8	47747	
MY KITCHEN RULES-MON	19:30	20:50	15	1																						1	17.0	16.8	4.6	62158	
HOME AND AWAY	19:00	19:30	15				1																	1		2	17.4	20.6	5.6	63658	
PACKED TO THE RAFTERS	20:50	21:50	15										1													1	15.9	24.7	6.7	58362	
BONES-THU	21:00	22:00	15					1																1		2	17.6	24.5	6.7	64906	
BETTER HOMES AND GARDENS	19:30	21:10	15					1																		1	9.3	27.5	7.5	34097	
SUNRISE	07:00	09:00	15				1					1	1					1								4	12.8	22.8	6.3	46248	
BONUS	06:00	24:00	15	1		1					1	1	1											1	1	7	22.4	0.0	0.0	80934	
SEVEN NEWS	18:00	18:30	15		1								1													2	12.2	44.4	12.0	45058	
WIN Wollongong																															
NATIONAL NEWS SUNDAY	18:00	18:30	15	1									1													2	33.4	19.9	5.4	122520	
HOT SEAT	17:30	18:00	15				1						1												1	4	40.0	6.0	1.6	145960	
WIN NEWS	18:30	19:00	15				1																	1		2	40.0	11.3	3.1	146898	
NATIONAL NEWS	18:00	18:30	15					1																	1	3	58.2	11.4	3.1	213474	
THE BLOCK ALL STARS -MON	19:00	20:10	15		1																					1	13.5	17.0	4.6	49554	
LIVE FRIDAY NIGHT FOOTBALL	19:30	22:20	15																						1	1	9.1	24.0	6.6	33243	
TODAY	07:00	09:00	15						1															1	1	3	10.2	20.0	5.5	37116	
BONUS	06:00	24:00	15	1			1				1	1	1											1	1	7	23.8	0.0	0.0	86604	
CTC Ten Wollongong																															
TEN NEWS AT FIVE SUN	17:00	18:00	15	1																						1	4.7	18.5	5.1	17184	
TEN NEWS AT FIVE	17:00	18:00	15						1																1	2	13.8	12.6	3.5	50280	
THE BOLD AND THE BEAUTIFUL	16:30	17:00	15				1																			1	4.6	10.2	2.8	16750	
BONUS	06:00	24:00	15				1						1													2	9.2	0.0	0.0	33500	
Total																															
				5	3	4	4	3	4	2	5	4	3	4	4	4	2									51	411.3	14.6		1504810	5995

*Reach	76.5
*Avg Frq	5.4

GST	600
Total	6595