

Broadcast TV
Quarterly Post Summary
Market Detail Example

Region	Market	BUDGET			TRPs			CPP			CPM			Bought
		Bought	Actual	INDEX	Bought	Actual	INDEX	Bought	Actual	INDEX	Bought	Actual	INDEX	
East	Albany, NY	\$13,228	\$13,226	100	210.7	225.6	107	\$62.78	\$58.64	93	\$13.54	\$12.64	93	977,231
	Binghamton, NY	\$10,157	\$9,992	98	210.6	172.3	82	\$48.23	\$58.00	120	\$46.52	\$55.95	120	218,325
	Charleston, SC	\$9,896	\$9,672	98	210.0	218.3	104	\$47.12	\$44.30	94	\$14.75	\$13.87	94	670,847
	Ft. Myers-Naples	\$18,991	\$18,991	100	210.3	226.3	108	\$90.30	\$83.92	93	\$23.57	\$21.90	93	805,729
	Greensboro-High Point-Winston-Salem	\$31,728	\$30,854	97	449.9	554.0	123	\$70.52	\$55.69	79	\$11.03	\$8.71	79	2,875,347
	Greenville-New Bern-Washington	\$23,872	\$21,740	91	600.4	506.5	84	\$39.76	\$42.93	108	\$14.88	\$16.06	108	1,604,635
	Jacksonville	\$17,275	\$17,161	99	209.6	217.8	104	\$82.42	\$78.79	96	\$12.31	\$11.77	96	1,402,953
	Myrtle Beach-Florence, SC	\$8,197	\$8,027	98	210.6	169.6	81	\$38.92	\$47.32	122	\$14.77	\$17.96	122	554,956
	Providence-New Bedford	\$81,101	\$81,101	100	660.0	591.6	90	\$122.88	\$137.10	112	\$20.60	\$22.98	112	3,937,738
	Raleigh-Durham	\$110,898	\$104,054	94	659.8	621.6	94	\$168.08	\$167.40	100	\$14.42	\$14.37	100	7,688,531
	Rochester	\$52,301	\$52,301	100	661.0	546.9	83	\$79.12	\$95.64	121	\$21.76	\$26.31	121	2,403,105
	Syracuse	\$26,110	\$25,835	99	422.6	383.4	91	\$61.78	\$67.39	109	\$18.80	\$20.50	109	1,388,993
Tampa-St. Pete	\$76,201	\$75,817	99	210.5	195.2	93	\$362.00	\$388.39	107	\$22.11	\$23.72	107	3,446,630	
West	Charleston-Huntington	\$33,281	\$32,759	98	604.3	534.1	88	\$55.07	\$61.34	111	\$14.59	\$16.24	111	2,281,776
	Cincinnati	\$19,739	\$19,625	99	210.2	232.9	111	\$93.91	\$84.26	90	\$33.28	\$29.86	90	593,172
	Columbus	\$26,970	\$26,970	100	210.6	247.4	117	\$128.06	\$109.01	85	\$14.01	\$11.93	85	1,924,802
	Dayton	\$9,333	\$9,333	100	208.8	177.5	85	\$44.70	\$52.58	118	\$10.89	\$12.81	118	856,926
	Detroit	\$56,236	\$55,961	100	210.2	253.3	120	\$267.54	\$220.96	83	\$15.05	\$12.43	83	3,737,318
	Flint	\$36,014	\$35,722	99	661.2	618.9	94	\$54.47	\$57.72	106	\$14.94	\$15.83	106	2,410,431
	Indianapolis	\$61,424	\$60,930	99	454.5	590.1	130	\$135.15	\$103.26	76	\$12.91	\$9.86	76	4,758,310
	Lansing	\$9,645	\$9,389	97	294.6	235.2	80	\$32.74	\$39.92	122	\$14.72	\$17.94	122	655,388
	Lexington	\$13,103	\$12,975	99	211.8	194.4	92	\$61.86	\$66.75	108	\$13.83	\$14.92	108	947,286
	Louisville, KY	\$14,407	\$14,297	99	210.6	191.5	91	\$68.41	\$74.67	109	\$10.89	\$11.88	109	1,323,278
	Milwaukee	\$24,188	\$24,188	100	210.4	189.7	90	\$114.96	\$127.51	111	\$13.58	\$15.07	111	1,780,771
	South Bend-Elkhart	\$22,985	\$22,440	98	601.6	546.9	91	\$38.21	\$41.03	107	\$13.11	\$14.08	107	1,753,285
Toledo	\$34,450	\$34,303	100	601.1	511.2	85	\$57.31	\$67.11	117	\$16.18	\$18.94	117	2,129,415	
		\$841,728	\$827,663	98	350.3	349.6	100	\$2,403	\$2,368	99	\$15.84	\$15.61	99	53,127,178