

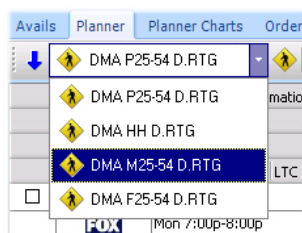
General Summary Definitions

What do these numbers mean?

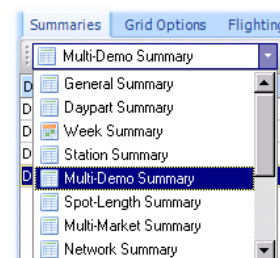
Name (DMA P25-54)	Spots	Cost	Grps	Impressions(000)	Reach	Freq	CPP	CPM	3+ Reach	Net Reach	Population
GCBS	211	\$136,725.00	382.3	1670.098	72.5	5.3	\$357.64	\$81.87	52.3	317,498	437,867

Arrows 1 through 11 point to the following columns: 1. Spots, 2. Cost, 3. Grps, 4. Impressions(000), 5. Reach, 6. Freq, 7. CPP, 8. CPM, 9. 3+ Reach, 10. Net Reach, 11. Population.

1. Total spots in the campaign, regardless of spot length
2. Total cost of the campaign
3. Gross Rating Points: Total number of GRPs achieved with this schedule
4. Impressions: Total number of exposures or “eyeballs” this schedule will get. (This is duplicated audience)
5. Reach: This is the percentage of the population of the currently displayed demo who will see your spot one or more times. You are able to change this with the demo drop-down, or display Multi-Demo summary rather than General Summary,



To see a different demo in the General Summary, change the primary demo, or go to **Edit Demos** and be sure the new demo is the first listed.



6. Frequency: The average number of times those who are reached will view the spot.
7. CPP: The average cost of 1 rating point (for the target demo) in this schedule.
8. CPM: The average cost of reaching 1000 viewers in the target demo with this schedule.
9. 3+ Reach: The percentage of the demo reached which will see your message 3 or more times.
10. Net Reach: Reach expressed as a number rather than a percentage
11. The population of the selected demo for your DMA.