



<b>BROADCAST</b>	<b>\$23,310.00</b>
<b>Campaign</b>	
<b>TV Buy Outline</b>	<b>TV</b>
<b>Flight Dates (Weeks of)</b>	<b>April 9 + 16</b>
<b>Budget</b>	<b>\$23,310.00</b>
<b>No. spots per week</b>	<b>37</b>
<b>Total # spots</b>	<b>64</b>
<b>Avg Cost per Week</b>	<b>\$630.00</b>
<b>Avg CPP</b>	<b>\$66.23</b>
<b>FREQ</b>	<b>2.44</b>
<b>Reach</b>	<b>51.42%</b>
<b>Spread</b>	<b>15%</b>

Market/Systems/Stations	Program	Rate	Spread	Rating	CPP	GRP	Avg. FREQ	Avg. Reach	Time	Days	Spots Day	Spots Week	Spots / Campaign	Total Cost
<b>ROANOKE</b>														
<b>WDBJ</b> (CBS)	Mornin'	\$155.00	15%	3.1	\$50.00	12.40			6A-7A	T + TH	1	2	4	\$620.00
	News @ 6P	\$575.00	15%	6.8	\$84.56	27.20			6P-6:30P	T + TH	1	2	4	\$2,300.00
	News @ 11P	\$475.00	15%	3.2	\$101.56	6.40			11P-11:35P	T	1	1	2	\$950.00
	CSI : NY	\$850.00	15%	6.8	\$125.00	6.80			10P-11P	W	1	1	1	\$850.00
	Cold Case	\$700.00	15%	7.2	\$97.22	7.20			8P-9P	Sun	1	1	1	\$700.00
							3.1	53.0%						\$5,420.00
<b>WFXR</b> (FOX)														
	American Idol	\$2,200.00	15%	16.8	\$130.95	16.80			8P-9P	W	1	1	1	\$2,200.00
	Nascar (Martinsville)	\$1,500.00	15%						1:30P-6P	Su	1	1	1	\$1,500.00
	That 70s Show	\$300.00	15%	4.3	\$69.77	4.3			8P-9P	Th	1	1	1	\$300.00
	Prison Break	\$300.00	15%	2.8	\$107.14	2.8			8P-9P	M	1	1	1	\$300.00
	House	\$1,200.00	15%	11.5	\$104.35	11.5			9P-10P	T	1	1	1	\$1,200.00
							2.0	51.2%						\$5,500.00
<b>CHARLOTTESVILLE</b>														
<b>WVIR</b> (NBC)	Deal or No Deal	\$350.00	15%	4.6	\$76.09	9.20			8P-9P	M	1	1	2	\$700.00
	Sunrise News	\$120.00	15%	9.1	\$13.19	54.60			6A-7A	M/W/TH	1	3	6	\$720.00

