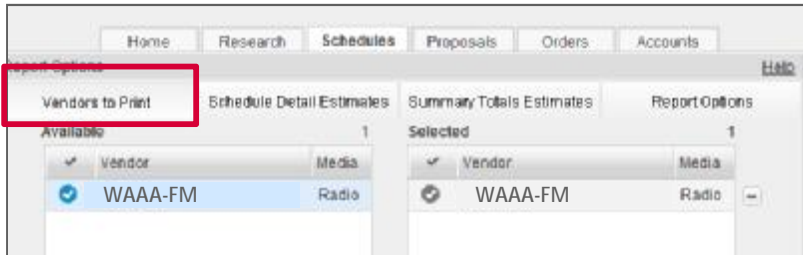


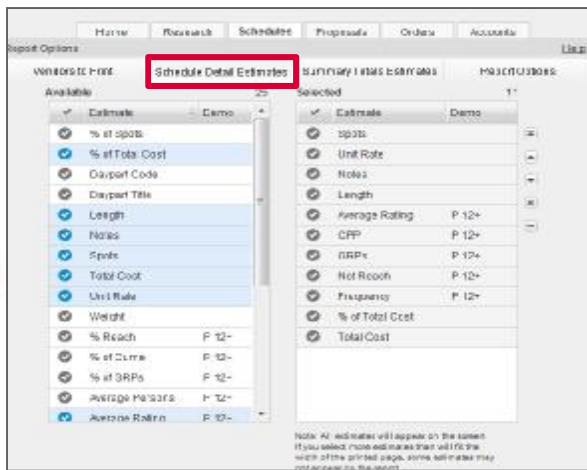
SCHEDULE PRINTING OPTIONS



Save your schedule and click 'View/Print as PDF',

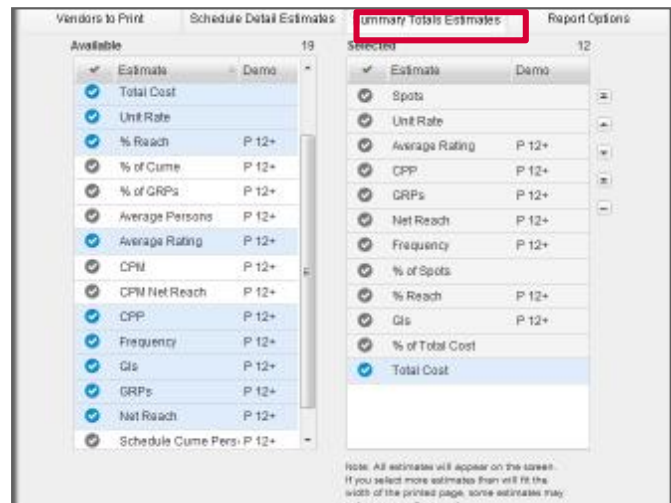


Highlight the vendor(s) [station(s)] you want to print



For Schedule Detail Estimates, highlight the 'Available' estimates you want to show by daypart row, ensuring they are in the 'Selected' pane.

For Summary Total Estimates, highlight the 'Available' estimates you want to show on the schedule totals row, ensuring they are in the 'Selected' pane.



SCHEDULE PRINTING OPTIONS

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Check or uncheck options

Enter a Title and/or Subtitle

Enter a Disclaimer or use/modify the default

Browse on your computer for a saved logo file and upload/save. You can save up to 10 logos. Click 'Create PDF' and open to view or save.

WAAA Sample Schedule

From: Geri Ruppert
Phone: (214) 335-1902
Email: geri.ruppert@nielsen.com
4/25/2014 3:55 PM

WAAA Sample Schedule

One Month Opportunity
Rates expire in 14 days.
Flight Dates: 05/26/2014 - 06/29/2014
Demo: P 18+

Radio Market: DALLAS-FT. WORTH
Survey: MAR14
Geography: Metro

	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency	GRPs	CPP
Radio Total		180		\$77.78	\$14,000.00	848,300	3.3	\$1.0	\$274.51
WAAA-FM		180		\$77.78	\$14,000.00	848,300	3.3	\$1.0	\$274.51
One Week Total (5 wks)		36		\$77.78	\$2,800.00	304,500	1.9	10.2	\$274.51
	M-F 6A-10A	10	60	\$100.00	\$1,000.00	115,100	1.5	3.0	\$333.33
	M-F 3P-7P	10	60	\$100.00	\$1,000.00	138,900	1.4	4.0	\$250.00
	Sa-Su 6A-12M	16	60				1.5	3.2	\$250.00

The cost of reaching each target person an average of 3.3 times is 1.7 cents.