

## TV Media Schedu

<b>Client:</b>	ADEVARUL
<b>Brand:</b>	GB, TJ, NG
<b>Campaign:</b>	TV Placement, RM
<b>Target:</b>	Age 25-45
<b>Universe:</b>	1,019,078
<b>Period:</b>	1'Sept- 30'Sept

### Key Scheduling Guidelines:

Channel selection:	TV7, THT, M1, ProTV, Puvlika TV and Jurna TV as key channels.
Program selection:	News/ whether, movies, series, talk show, feature films, entertainment p
Copy rotation:	Use 20", 30" and 35"
Day parts usage:	Prime Time 60% / Off Time 40%
Seasonality are costs included	

### 1. Campaign Summary

570 Insertions
655 GRP's
400 TRP's
14,238.5 € Net Cost
6 stations used

TV Copies:	Copy Name	Main Spot	Tail Spot	Period of Placement	
<b>Green Book</b>	<b>GB 36</b>		<b>20"</b>	<b>26-Aug</b>	<b>1-Sep</b>
	<b>GB 37</b>		<b>20"</b>	<b>2-Sep</b>	<b>8-Sep</b>
	<b>GB 38</b>		<b>20"</b>	<b>9-Sep</b>	<b>15-Sep</b>
	<b>GB 39</b>		<b>20"</b>	<b>16-Sep</b>	<b>22-Sep</b>
	<b>GB 40</b>		<b>20"</b>	<b>23-Sep</b>	<b>29-Sep</b>
	<b>GB 41</b>		<b>20"</b>	<b>30-Sep</b>	<b>6-Oct</b>
<b>TJ</b>	<b>TJ 01</b>	<b>30"</b>		<b>5-Sep</b>	<b>13-Sep</b>
	<b>TJ 02</b>		<b>20"</b>	<b>14-Sep</b>	<b>20-Sep</b>
	<b>TJ 03</b>		<b>20"</b>	<b>21-Sep</b>	<b>27-Sep</b>
	<b>TJ 03</b>		<b>20"</b>	<b>28-Sep</b>	<b>4-Oct</b>
<b>NG</b>	<b>NG 01</b>	<b>40"</b>		<b>1-Sep</b>	<b>7-Sep</b>
	<b>NG 02</b>	<b>35"</b>		<b>7-Sep</b>	<b>30-Sep</b>
	<b>NG 03</b>		<b>20"</b>	<b>7-Sep</b>	<b>13-Sep</b>
	<b>NG 04</b>		<b>20"</b>	<b>14-Sep</b>	<b>20-Sep</b>
	<b>NG 05</b>			<b>21-Sep</b>	<b>27-Sep</b>
	<b>NG 06</b>		<b>20"</b>	<b>28-Sep</b>	<b>4-Oct</b>

<b>TV Channels:</b>	TV7, THT, M1, ProTV, Puvlika TV and Jurnal TV
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Targets					
TV Channel	Buying				
	TV7	THT	Moldova 1	ProTV	PublikaTV
Buying Target	18+ U	6-54 U	18+	18-49 U	18-49 M+

Universe ('000)	1,086,901	947,196	2,560,228	691,216	1,017,714
Sample	470	395	681	284	261

## 2. TV Channel Split

TV Channel	Ins.	Duration	Min.	GRPs	TRPs
TV7	129	3,170	52.8	181	90
THT	154	3,750	62.5	303	191
Moldova 1	62	1,490	24.8	72	52
ProTV	113	2,735	45.6	75	53
Jurnal TV	112	2,720	45.3	24	14
<b>Total</b>	<b>570</b>	<b>13,865</b>	<b>231</b>	<b>655</b>	<b>400</b>

## 3. Estimated Campaign Performance

Estimated Universe	Planning Target	
		1,019,078
Reach	'000	%
Reach @ 1+	764	75%
Reach @ 3+	611	60%
OTS	5	

## 4. TimeSlot Usage (GRPs30)

TV Channel	Daypart / Budget		Min.	Total Cost by Min
	OT	PT		
TV7	6%	94%	53	4,165.68 €
THT	5%	95%	63	3,879.11 €
Moldova 1	26%	74%	25	2,293.33 €
ProTV	74%	26%	46	2,740.00 €
JurnalTV	14%	86%	45	1,160.33 €
<b>Total</b>	<b>25%</b>	<b>75%</b>	<b>231</b>	<b>14,238.45 €</b>

VAT	20%	2,847.69 €
<b>Sub-Total</b>		<b>17,086.14 €</b>
Agency Fee	2.5%	427.15 €
<b>Total Cost to Pay</b>		<b>17,513.30 €</b>

## Table - Summary

Programs

JurnalTV	Planning
18-49 M+	25-45

1'053'647	1,019,078
278	254

SOV/T	AFF	Avg. CPP/T	Net Cost by Min	SOS / M
23%	50	46.29 €	4,165.7 €	29%
48%	63	20.33 €	3,879.1 €	27%
13%	72	44.38 €	2,293.3 €	16%
13%	71	51.84 €	2,740.0 €	19%
4%	60	80.13 €	1,160.3 €	8%
<b>100%</b>	<b>61</b>	<b>35.6 €</b>	<b>14,238.5 €</b>	<b>100%</b>