

## Schedulings Simulator

MediaSight’s Media Scheduling Simulator is the most reliable mechanism available for estimating value and ROI on media expenditures.

MediaSight’s comprehensive and precision media scheduling device integrates the components necessary for providing the most reliable estimates of individual media reach, unduplicated net cume reach, cost-per-thousand, return-on-investment, and return-on-investment.

- » User-input for insertions/spots purchased and costs
- » Precision average-daily/weekly/monthly, cume, broadcast daypart, and station AQH; necessary to correctly compute buying levels required to reach a vehicle’s cume.
- » Reach and frequency
- » GRPs and Persons Reached
- » CPGRP and CPM
- » Precision Schedule Results – With true (not modeled) net cume reach
- » ROI – A unique feature that determines which media deliver the highest returns from schedule dollars.



Segment	Market Persons	Market Reach	Target Persons	Target Reach	Percent of Media Plan	Cumulative Media Plan
Tampa Tribune - Weekday	1,261	62%	709	71%	90%	71%
Tribune Online	304	15%	220	22%	28%	73%
WTBN - 570AM 6AM-10AM	60	3%	10	1%	19%	75%
WDAE - 620AM (Sports)	81	4%	20	2%	2%	75%
City Times	529	26%	309	31%	39%	79%
<b>Total Unduplicated Reach</b>	<b>1,464</b>	<b>72%</b>	<b>788</b>	<b>79%</b>	<b>100%</b>	<b>79%</b>