



MasterPlannerRevised

Effective date: 2021-06-04  
 From Date: 2021-09-13  
 To Date: 2021-12-19  
 Selling Option Type: SellingOption Regular  
 Selling Option Nature: Regular

Channel	Selling Option	Estimate Period	Rationale	Time Info	Market Name	A18+	A18-34	A18-49	A25-54	M18+	M18-34	M18-49	M25-54	V12-17	V2+	V2-11	W18+	W18-34	W18-49	W25-54	
The Bachelorette		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	19:57 - 23:03 MT.....	Audience TC	0.6	0.4	0.4	0.4	0.1	0.0	0.0	0.0	0.0	0.1	0.7	0.0	0.5	0.4	0.4	0.4
					MEDICINE HAT EM	0.8	1.7	1.0	1.0	0.2	0.0	0.0	0.0	1.5	0.8	0.0	1.4	3.9	2.0	1.6	
The Doctors		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	12:57 - 14:03 MTWTF..	Audience TC	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0
					MEDICINE HAT EM	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.4	0.2	0.1	0.1		
Wkdy Morning		2021-09-13 - 2021-12-19			Audience TC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1
Wknd Mat MV		2021-09-13 - 2021-12-19	Meter: Fall 2020 Actuals / Diary: Fall 2019 Act Adj	13:57 - 18:03 .....SASU	Audience TC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0