

MasterPlannerRevised

Effective date: 2021-06-04
 From Date: 2021-12-20
 To Date: 2022-05-29
 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
ROTN: Wknd Day		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	4:57 - 18:03SASU	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
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROTN: Wknd Late		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	22:57 - 5:00SASU	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
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Bachelor		2021-12-20 - 2022-09-11	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 23:03 M.....	Audience TC	2.0	0.0	0.5	0.8	0.5	0.0	0.0	0.1	0.0	2.0	0.0	1.6	0.0	0.5	0.7
					MEDICINE HAT EM	1.8	0.0	0.1	1.0	1.3	0.0	0.0	0.7	0.0	1.5	0.0	2.3	0.0	0.0	0.0
The Doctors		2021-12-20 - 2022-05-29	Meter: WNSP 2021 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	0.0	0.2	0.0	0.1	0.0	0.0
					MEDICINE HAT EM	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.2	0.0
Wkdy Morning		2021-12-20 - 2022-05-29			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
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Wknd Mat MV		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	13:57 - 18:03SASU	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
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Young Rock		2021-12-20 - 2022-05-29	Meter: WNSP 2021 Actuals / Diary: Fall 2019 Act Adj	20:57 - 21:33 T.....	Audience TC	0.8	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.8	0.0	0.7	0.0	0.0	0.0
					MEDICINE HAT EM	1.3	1.3	1.2	0.8	0.8	1.6	1.3	0.5	0.0	1.1	0.0	1.8	1.0	1.2	1.1