

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: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	4:57 - 18:03SASU	SASKATOON EM	0.4	0.0	0.1	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1			
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.1		
				Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.1	0.1	
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.1
				REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1	0.6	0.0	0.1	0.1	0.1
ROTN: Wknd Late	2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	23:57 - 5:00SASU	SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1	0.1	0.1		
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	
				Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.1	0.1	0.1	0.1	0.1
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
				REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1	0.6	0.0	0.1	0.1	0.1
Sig Series Late	2021-12-20 - 2022-05-29	Diary: Fall 2019 Act Adj	22:57 - 0:03 MTWTFSSASU	SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1	0.1	0.1		
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.2	0.1	0.1	0.2	0.1	0.0	0.1	0.1	0.1	
				Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.2	0.0	0.1	0.1	0.1
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
				REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1	0.6	0.0	0.1	0.1	0.1
The Bachelor	2021-12-20 - 2022-09-11	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 21:03 M.....	SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1	0.1	0.1		
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	
				Audience TC	20.7	1.8	13.2	14.1	6.9	20.0	6.0	6.3	3.3	24.1	0.0	13.9	1.8	7.3	7.8	0.0	0.0	0.0	0.0	
				PRINCE ALBERT EM	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	0.0	0.0	0.0	0.0
				REGINA-MOOSE JAW EM	1.4	2.4	1.7	2.3	0.4	0.0	0.0	0.5	0.0	1.1	0.0	2.3	3.7	3.4	4.2	0.0	0.0	0.1	0.1	
Wknd Mat MV	2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	12:57 - 23:03SASU	SASKATOON EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1		
				YORKTON EM	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	0.0	0.0	0.0	
				Audience TC	0.9	0.4	0.3	0.3	0.5	0.8	0.4	0.0	0.2	1.1	0.1	0.1	0.2	0.0	0.1	0.2	0.0	0.1	0.1	
				PRINCE ALBERT EM	0.1	0.2	0.1	0.1	0.1	0.7	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1
				REGINA-MOOSE JAW EM	0.5	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.6	0.0	0.1	0.1	0.6	0.0	0.1	0.1	0.1
Young Rock	2021-12-20 - 2022-05-29	Meter: WNXP 2021 Actuals / Diary: Fall 2019 Act Adj	18:57 - 19:33 T.....	SASKATOON EM	0.4	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.1	0.1	0.1	0.1		
				YORKTON EM	0.2	0.3	0.1	0.1	0.2	1.3	0.3	0.0	0.4	0.2	0.2	0.1	0.1	0.2	0.1	0.0	0.1	0.1	0.1	
				Audience TC	4.7	0.4	0.9	1.2	1.2	4.7	0.0	4.7	0.0	3.5	0.4	0.9	1.2	0.0	0.6	0.0	0.0	0.0	0.0	
				PRINCE ALBERT EM	0.4	0.0	0.1	0.0	0.1	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
				REGINA-MOOSE JAW EM	0.6	0.0	0.2	0.4	0.3	0.0	0.0	0.1	0.0	0.5	0.0	0.7	0.0	0.4	0.7	0.0	0.4	0.7	0.8	
SASKATOON EM	0.5	0.4	0.4	0.5	0.2	0.0	0.0	0.0	0.4	0.0	0.7	0.8	0.7	0.8	0.7	0.8	0.7	0.8	0.8					
YORKTON EM	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0					