









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

Table with columns: Channel, Selling Option, Estimate Period, Rationale, Time Info, Market Name, and 18 demographic columns (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). Rows include National English Rating, Ottawa-Gatineau Anglo, Peterborough EM, Prince Albert EM, Prince George, Regina-Moose Jaw EM, Saint John-Moncton EM, Saskatoon EM, St. John's-Corner Brook, Sudbury-Timmins-North, Sydney-Glace Bay EM, Terrace-Kitimat EM, The Kootenays, Thunder Bay EM, Toronto-Hamilton EM, Vancouver-Victoria EM, Windsor Em Essex, Winnipeg Em, Yorkton Em, Audience TC, Barrie Em, Calgary-Lethbridge Em, Carleton Em, Charlottetown Em, Dawson Creek Em, Edmonton Em, Halifax Em, Kelowna Em, Kingston Em, Kitchener Em, Kitchener-London Em, Lloydminster Em, London Em, Medicine Hat Em, Montreal Anglo Em, and various other regional EM markets.





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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 KOOTENAYS	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
					THUNDER BAY 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
					TORONTO-HAMILTON 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
					VANCOUVER-VICTORIA 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
					WINDSOR EM ESSEX	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
					WINNIPEG 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
					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