



2012 BROADCAST CALENDAR

DM DMC DMD

	WK	M	T	W	T	F	S	S
JAN	1	26	27	28	29	30	31	1
	2	2	3	4	5	6	7	8
	3	9	10	11	12	13	14	15
	4	16	17	18	19	20	21	22
	5	23	24	25	26	27	28	29
FEB	6	30	31	1	2	3	4	5
	7	6	7	8	9	10	11	12
	8	13	14	15	16	17	18	19
	9	20	21	22	23	24	25	26
	MAR	10	27	28	29	1	2	3
11		5	6	7	8	9	10	11
12		12	13	14	15	16	17	18
13		19	20	21	22	23	24	25
APR		14	26	27	28	29	30	31
	15	2	3	4	5	6	7	8
	16	9	10	11	12	13	14	15
	17	16	17	18	19	20	21	22
	18	23	24	25	26	27	28	29
MAY	19	30	1	2	3	4	5	6
	20	7	8	9	10	11	12	13
	21	14	15	16	17	18	19	20
	22	21	22	23	24	25	26	27
	JUN	23	28	29	30	31	1	2
24		4	5	6	7	8	9	10
25		11	12	13	14	15	16	17
26		18	19	20	21	22	23	24

	WK	M	T	W	T	F	S	S
JUL	27	25	26	27	28	29	30	1
	28	2	3	4	5	6	7	8
	29	9	10	11	12	13	14	15
	30	16	17	18	19	20	21	22
	31	23	24	25	26	27	28	29
AUG	32	30	31	1	2	3	4	5
	33	6	7	8	9	10	11	12
	34	13	14	15	16	17	18	19
	35	20	21	22	23	24	25	26
	SEP	36	27	28	29	30	31	1
37		3	4	5	6	7	8	9
38		10	11	12	13	14	15	16
39		17	18	19	20	21	22	23
40		24	25	26	27	28	29	30
OCT	41	1	2	3	4	5	6	7
	42	8	9	10	11	12	13	14
	43	15	16	17	18	19	20	21
	44	22	23	24	25	26	27	28
	NOV	45	29	30	31	1	2	3
46		5	6	7	8	9	10	11
47		12	13	14	15	16	17	18
48		19	20	21	22	23	24	25
DEC		49	26	27	28	29	30	1
	50	3	4	5	6	7	8	9
	51	10	11	12	13	14	15	16
	52	17	18	19	20	21	22	23
	53	24	25	26	27	28	29	30

MEDIA MATH

INVISION SUPPORT:
1-877-HELP929 | SUPPORT@INVISIONINC.COM

RATING (%): AVERAGE AUDIENCE

$$\frac{\text{AA PROJECTION (000)}}{\text{UNIVERSE ESTIMATE (000)}}$$

VPVH: VIEWERS PER VIEWING HOUSEHOLD

$$\frac{\text{PERSONS PROJECTION (000)}}{\text{HOUSEHOLD PROJECTION (000)}}$$

AA (000): AVERAGE AUDIENCE PROJECTION

$$\text{RATING (\%)} \times \text{UNIVERSE ESTIMATE (000)}$$

or

$$\text{VPVH} \times \text{HHAA (000)}$$

CPM: COST PER THOUSAND

$$\frac{\text{MEDIA COST}}{\text{GROSS IMPRESSIONS (000)}} \quad \text{or} \quad \frac{\text{AVERAGE UNIT COST}}{\text{AA (000)}}$$

CPP: COST PER RATING POINT

$$\frac{\text{TOTAL SCHEDULE COST}}{\text{GRPS (\%)}}$$

GRPS (%): GROSS RATING POINTS

$$\frac{\text{TOTAL IMPRESSIONS (000)}}{\text{UNIVERSE ESTIMATES (000)}} \quad \text{or} \quad \text{RATING (\%)} \times \text{\#SPOTS}$$

HUT (%): HOUSEHOLDS USING TELEVISION

$$\frac{\text{\#HH WITH TV SETS ON (000)}}{\text{TOTAL HH UNIVERSE (000)}}$$

PUT(%): PERSON USING TELEVISION

$$\frac{\text{\#PERSONS WITH TV SETS ON (000)}}{\text{TOTAL PERSONS UNIVERSE (000)}}$$

SHARE(%): SHARE OF AUDIENCE

$$\frac{\text{RATING (\%)}}{\text{HUT (\%)}}$$

REACH (%)

$$\frac{\text{GRPS (\%)}}{\text{FREQUENCY}}$$

FREQUENCY

$$\frac{\text{GRPS (\%)}}{\text{REACH}}$$