

Master Planner Report

Effective date: 2018/06/05
From Date: 2018/09/10
To Date: 2018/12/16
Selling Option Type: SellingOption Regular
Selling Option Nature: Regular

Table with columns: Channel, Selling Option, Estimate Period, Rationale, Time Info, Market Name, and 18 columns of audience ratings (A18+ to W25-54). Rows include programs like Family Guy, General Hospital, and He's Kichen.



Run Date: Tuesday, June 05, 2018 12:08:11 PM

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Table with columns: 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. Rows include various market names like PETERBOROUGH EM, PRINCE ALBERT EM, REGINA-MOOSE JAW EM, etc., with numerical ratings for each demographic group.

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Table with columns: 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. Rows include markets like OTTAWA-GATINEAU ANGL0, PETERBOROUGH EM, etc.

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Table with columns: Channel, Selling Option, Estimate Period, Rationale, Time Info, Market Name, and 19 advertising spots (A18+ to W25-54). Rows include various channels like Sunnyside, The Beechey Circle SF, and The Cool Kids Pre-Release, with associated market names and advertising spot values.

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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	
					KITCHENER-LONDON EM	1.0	1.0	1.4	1.4	1.0	1.2	1.4	1.8	1.8	0.0	0.8	0.4	0.8	0.7	1.3	1.2
					LETHBRIDGE	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
					LLOYDMINSTER 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
					LONDON EM	1.3	2.3	2.4	2.3	1.4	2.8	2.4	2.9	0.0	1.2	1.0	1.3	1.9	2.4	1.8	1.8
					MEDICINE HAT EM	0.8	2.8	1.9	1.6	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.7	4.6	2.9	2.8	2.8
					MONTREAL ANGLO EM	1.0	0.6	0.8	1.0	1.3	0.7	1.1	1.4	1.9	1.1	1.0	0.6	0.6	0.6	0.6	0.6
					National English Rating	1.4	1.7	1.6	1.7	1.7	2.2	1.8	1.8	0.7	1.2	1.0	1.0	1.2	1.2	1.4	1.4
					OTTAWA-GATINEAU ANGLO	1.1	0.8	1.3	1.1	1.3	1.6	1.7	0.8	0.0	0.8	0.0	0.8	0.0	0.8	1.3	1.3
					PETERBOROUGH EM	0.7	2.4	1.4	1.4	0.7	1.4	1.0	1.1	0.0	0.7	0.0	0.7	3.0	1.7	1.7	1.7
					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
					PRINCE GEORGE-KAMLOOPS	1.6	0.0	0.6	0.7	1.8	0.0	1.1	1.2	0.8	1.3	0.0	1.3	0.0	0.1	0.1	0.1
					REGINA-MOOSE JAW EM	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.4	0.4	0.4
					SANT JOHN MONCTON EM	0.4	1.7	0.8	0.8	0.5	1.9	1.1	1.0	0.0	0.4	0.0	0.4	1.4	0.8	0.8	0.8
					SASKATOON EM	0.2	0.2	0.2	0.2	0.4	0.0	0.4	0.4	0.0	0.1	0.0	0.1	0.5	0.2	0.2	0.2
					ST. JOHN'S-CORNER BROOK	0.2	0.5	0.4	0.4	0.4	1.0	0.7	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
					SUDBURY-TIMMINS-NORTH	0.4	0.8	0.7	0.7	0.1	0.0	0.4	0.5	0.0	0.4	1.1	0.5	1.7	1.0	1.1	1.1
					SYDNEY-GLACE 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	0.0
					TERRACE-KITIMAT 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
					THUNDER BAY EM	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
					TORONTO-HAMILTON EM	1.7	2.3	1.9	1.7	2.2	2.3	1.9	2.0	0.5	1.6	0.7	1.3	2.3	1.8	1.2	1.2
					VANCOUVER-VICTORIA EM	1.8	1.3	1.1	1.2	1.2	1.7	1.4	1.4	0.1	1.0	0.5	0.7	0.8	0.8	1.1	1.1
					WINNPEG EM ESSEX	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0
					WINNPEG EM	0.2	0.0	0.1	0.4	0.1	0.0	0.0	0.4	0.0	0.2	0.4	0.2	0.0	0.1	0.4	0.4
					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