



Run Date: Tuesday, June 05, 2018 11:28:27 AM

Master Planner Report

Effective date: 2018/06/05

From Date: 2018/09/10

To Date: 2018/12/16

Selling Option Type: 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			
CITY on CHAT	A Million Little Things	2018-09-10 - 2018-12-16	Diary: Fall 2017 Actuals & Winter-Spring 2018	19:57 - 21:03 ...W...	Audience TC	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0			
					MEDICINE HAT EM	1.0	1.7	1.5	1.0	1.0	1.0	2.0	1.7	0.6	0.0	0.8	0.0	1.1	1.4	1.4	1.4		
					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	0.0		
					MEDICINE HAT EM	0.2	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.2	0.2		
					Audience TC	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.2		
					MEDICINE HAT EM	0.7	0.3	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.4	0.7	1.4	1.1	0.4	
					Audience TC	0.5	0.0	0.0	0.1	0.3	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0		
					MEDICINE HAT EM	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.0	0.5	0.2	0.1	0.1	
					Audience TC	1.5	1.3	1.3	1.3	0.9	0.6	0.6	0.6	0.6	0.6	1.5	0.0	0.6	0.6	0.6	0.6	0.6	
					MEDICINE HAT EM	1.4	3.6	3.0	2.4	1.7	0.7	0.7	0.7	0.7	0.7	1.1	0.0	1.1	2.5	1.8	1.7		
					Audience TC	0.2	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	
					MEDICINE HAT EM	0.2	0.0	0.2	0.2	0.1	0.0	0.1	0.2	0.1	0.2	0.0	0.1	0.0	0.2	0.0	0.2	0.3	
					Audience TC	0.0	0.9	1.3	0.5	0.0	0.0	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	
					MEDICINE HAT EM	1.3	0.6	1.6	2.2	1.2	0.6	2.0	2.1	1.0	2.0	1.3	0.6	1.3	0.6	1.2	2.1	2.1	
					Audience TC	1.1	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	0.0	0.0	
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
					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	0.0	0.0	
					MEDICINE HAT EM	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.1	0.1	
					Audience TC	1.1	0.7	0.7	0.7	0.7	0.1	0.0	0.0	0.0	0.2	1.4	0.0	1.0	0.7	0.7	0.7	0.7	
					MEDICINE HAT EM	1.7	3.6	2.1	2.2	0.4	0.0	0.0	0.0	0.0	3.1	1.8	0.0	3.0	8.3	4.2	3.3	3.3	
					Audience TC	0.1	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	0.0	
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	
					Audience TC	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	0.6	0.6	0.6	0.6	0.6	
					MEDICINE HAT EM	0.6	1.8	1.3	0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.4	3.8	2.4	2.3	2.3		
					Audience TC	0.6	0.1	0.5	0.5	0.1	0.0	0.1	0.1	0.1	0.0	0.5	0.1	0.4	0.1	0.4	0.4	0.4	
					MEDICINE HAT EM	0.4	0.3	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.8	0.7	1.3	1.2	1.2		
					Audience TC	0.1	0.0	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	
					MEDICINE HAT EM	0.4	0.6	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.8	0.5	1.1	1.0	1.0	
					Audience TC	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.1	0.1	0.1	0.1	
					MEDICINE HAT EM	0.3	0.7	0.4	0.4	0.4	0.1	0.0	0.0	0.0	0.6	0.4	0.0	0.6	1.7	0.8	0.7	0.7	
					Audience TC	5.3	2.8	3.9	3.8	2.9	0.4	2.2	2.1	2.2	2.8	0.0	2.8	0.1	1.7	1.6	1.6	1.6	
					MEDICINE HAT EM	1.6	1.9	2.1	2.8	1.7	2.4	2.4	2.8	0.0	1.4	0.0	1.5	1.7	1.9	2.4	2.4		
					Audience TC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	
					MEDICINE HAT EM	0.2	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.1	0.0	0.2	0.1	0.1	0.1	0.1	
					Audience TC	0.0	0.6	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	
					MEDICINE HAT EM	1.2	0.0	0.2	0.4	1.5	0.0	0.4	0.8	0.0	1.1	0.0	1.2	0.0	0.1	0.1	0.1	0.1	
					Audience TC	1.8	0.1	0.4	0.6	0.9	0.0	0.2	0.3	0.0	1.8	0.0	0.9	0.1	0.2	0.3	0.3	0.3	
					MEDICINE HAT EM	2.5	2.0	0.5	2.2	2.0	0.2	0.0	0.2	0.2	2.8	0.0	2.8	0.7	0.8	1.2	1.2	1.2	
					Audience TC	2.4	0.0	0.6	0.9	1.2	0.0	0.3	0.3	0.0	2.8	0.4	1.3	0.0	0.4	0.6	0.6	0.6	
					MEDICINE HAT EM	2.8	0.8	2.0	2.8	2.8	1.0	1.9	2.1	0.0	2.4	2.6	2.7	0.7	2.3	3.4	3.4	3.4	
					Audience TC	0.5	0.3	0.4	0.4	0.3	0.3	0.3	0.3	0.0	0.5	0.0	0.2	0.0	0.2	0.2	0.2	0.2	
					MEDICINE HAT EM	1.4	2.4	2.1	1.7	1.2	3.0	2.1	2.1	1.0	1.6	1.8	2.2	1.2	1.2	1.2	1.2	1.2	
					Audience TC	0.7	0.2	0.3	0.4	0.2	0.1	0.2	0.2	0.0	0.7	0.0	0.5	0.1	0.2	0.2	0.2	0.2	
					MEDICINE HAT EM	0.6	0.5	0.6	0.6	0.6	0.3	0.6	0.6	0.6	0.6	0.6	0.1	0.9	0.7	0.6	0.8	0.8	
					Audience TC	0.9	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.8	0.0	0.0	0.0	0.0	0.0	
					MEDICINE HAT EM	1.4	1.4	1.3	0.9	0.9	1.7	1.4	0.5	0.0	1.2	0.0	1.9	1.1	1.3	1.2	1.2	1.2	
					Audience TC	0.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0
					MEDICINE HAT EM	0.4	0.1	0.2	0.3	0.2	0.0	0.2	0.2	0.2	0.3	0.0	0.6	0.2	0.3	0.5	0.5	0.5	
					Audience TC	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.1	
					MEDICINE HAT EM	0.2	0.4	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.7	0.4	0.4	0.4	0.4	
					Audience TC	0.8	0.8	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.7	0.0	0.0	0.0	0.0	0.0	
					MEDICINE HAT EM	1.3	1.3	1.2	0.8	0.8	1.5	1.3	0.5	0.0	1.1	0.0	1.7	1.0	1.2	1.1	1.1	1.1	
					Audience TC	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					MEDICINE HAT 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	
					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	0.0	0.0	
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
					Audience TC	0.1	0.0	0.1	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
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					MEDICINE HAT 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
					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	0.0	0.0	0.0
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					Audience TC	0.1	0.0	0.1	0.1	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
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
					Audience TC	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
					MEDICINE HAT EM	0.8	1.4	1.3	1.0	0.7	1.8	1.3	1.3	0.6	0.7	0.0	0.9	1.1	1.3	0.7	0.7	0.7	0.7
					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	0.0	0.0	0.0
					MEDICINE HAT EM	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1
					Audience TC	0.5	0.8	0.6	0.4	0.2	0.0	0.2	0.2	0.0	0.5	0.0	0.8	1.7	1.3	0.5	0.5	0.5	0.5
					MEDICINE H																		