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Exercise 5 ...*

1) Net TV-Prime Reach Avg Fr 50 GRPs 31.5 1.6
100GRPs 45.3 2.2 A) $31.5 \times 1.6 = 50.4$ almost
the same at about 90 $45.3 \times 2.2 = 99.44$ almost
the same at about 100 B) No. Reach is the
percentage of people who watch the program.

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Impressio numbers ...*

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1 Impressions and Ratings V6 Page 1
Impressions and Ratings Table IV:

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Page 1 V6 Media Flight Plan Exercise 2 Gross Rating Points, Reach and Frequency Page 2 V6
1) How many impressions are in one gross rating point for each target? First convert target data to complete numbers, then divide by 100. One GRP is the number of impressions equivalent to one percent of the population.

*J421 Media Flight Plan Exercise 2.ppt - Media
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Flight Plan ...

Media flight plan exercise 13. We used Media Flight Plan here as well as the basis for the spreadsheets and used the information from the book as well as equations we had learned how to solve for budget analysis and ad campaigns.

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Portfolio*

Question: Problems How Many Impressions Are In One Gross Rating Point For Each Target?

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First, Convert Target Data To Complete
Numbers, And Then Divide By 100. Universe
(MM) X Impressions Target Adults 25-54 116.82
Women 18-49 62.66 Men 65+ 13.88 "lightly
Sweetened Whole Grain Wheat 2.

*Problems How Many Impressions Are In One
Gross Rat ...*

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at Florida State University. Micaela
Valderrama Exercise 1: Impressions and
Ratings 1. Complete number impressions
require the following math: Good

*Exercise 1 - Micaela Valderrama Exercise 1
Impressions and ...*

Media Insights Presentation (1) 40 8% Group
Media Plan 100 20% Group Media Plan
Presentation 20 4% TOTAL POINTS 500 100%

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Answers

Exam: One in-class exam consisting of multiple choice, short answer, true/false, and

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