



PMTP Media Math Day 1

GLOSSARY

(M): Thousands (000)

(MM): Millions (000,000)

CPM: Cost to buy 1,000 target impressions

CPP: Cost to buy one rating point for a given target

Delivery: Number of people exposed to your ad

- **Impression:** Meeting of 1 message with 1 person
- **Rating:** Impressions expressed as a percent of the universe
- **GRP / TRP:** Sum of ratings in a schedule or campaign

Duplicative: Counts consumers every time they see your message

Efficiency: Ratio of advertising cost to the desired delivery metric or consumer action

Equivalized: Units weighted up/down based on their ratio of length compared to :30

- Typically referenced by TV buyers to maintain negotiated pricing

Frequency: Average number of times a target is exposed to your message

Reach: Percent of an audience exposed to your message at least once

Target Universe: The number of individuals you are trying to reach

Unduplicated: Counts consumers only once, regardless of number of exposures

Unequalized: Units are treated the same regardless of length

- Typically referenced by planners to illustrate in-market delivery

Uniques: See Unduplicated

ABBREVIATION PRACTICE

18,562 to M: (round to 1 decimal)

17.6M to MM: (round to 2 decimals)

14.2M to whole #: (round with no decimals)

Whole # to M / MM (abbreviating)



Move decimal left OR divide

M / MM to Whole # (unabbreviating)



Move decimal right OR multiply

RATINGS & IMPRESSIONS PRACTICE

Program	A18-49 Rating <i>(round to 2 decimals)</i>	A18-49 Impressions (M) <i>(round to 1 decimal)</i>
The Bachelor	a)	3,106.5
SNL	2.63	b)

A18-49 universe: 128.9 MM

Impression

=

Rating

100

x

Universe

Rating

=

Impressions

Universe

x

100

Schedule TRPs	=	(# Program A Insertions x Program A Rating) + (# Program B Insertions x Program B Rating) ...
Schedule Average Rating	=	<div>Schedule TRPs</div> <div>Total # Of Schedule Insertions (All Programs)</div>

REACH/FREQUENCY/TRP PRACTICE

	Reach	Frequency	TRPs
	(round with no decimals)	(round to 1 decimal)	(round with no decimals)
a)	55	4.6	
b)		3.7	259
c)	63		450

TRPs = Reach x Frequency

Reach = TRPs ÷ Frequency

Frequency = TRPs ÷ Reach

READING FLOWCHARTS

		Dates (note Broadcast vs Calendar)															
Target audience		Apr				May				Jun				TRPs	Imps (MM)	Spend	
	A18-49 Media	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16	5/23	5/30	6/6	6/13	6/20			
	Events	Final Four MLB Open		NBA Playoffs		Billboard Latin Awards		NFL Draft		Billboard Music Awards		NBA Finals		NBA Draft			
Media channels / dayparts	NATIONAL VIDEO	80	80	80	80	100	100	100	80	80	80	80	80	80	1,100	1,406.5	\$20,900,000
	PRIME					40	40	40	30	30	30	30			240	306.9	\$9,600,000
	CABLE	60	60	60	60	40	40	40	30	30	30	30	60	60	600	767.2	\$4,800,000
	LATE NIGHT	20	20	20	20	20	20	20	20	20	20	20	20	20	260	332.4	\$6,500,000
	CINEMA														114.8	\$3,715,000	
	DIGITAL														2,343.3	\$35,940,000	
	OUT-OF-HOME														287.3	\$9,130,000	
	RADIO		100	120	120	120									460	625.1	\$2,185,000
PUBLISHING															140.9	\$4,000,000	
GRAND TOTAL															4,918	\$75,870,000	

TRPs per week by daypart

DAY 1 PRACTICE ASSIGNMENT (TO BE REVIEWED DURING DAY 3 CLASS)

W25-54 Universe - 62.65MM																																																				
A25-54 Universe - 124.06MM																																																				
Broadcast Calendar	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER							
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24
	W25-54 TRPs																																																			
	TV																																																			
	Primetime																																																			
Daytime																																																				
Evening News																																																				

1. How many total W25-54 TRPs does this plan achieve?
2. How many W25-54 impressions (in M) does this plan achieve?
3. If you knew that this plan achieved 950 total TRPs against M25-54, how many M25-54 impressions (in M) does this plan achieve?
4. What is the W25-54 reach and frequency for this plan (given an Unduplicated Audience of 35,127,625)?
5. What is the W25-54 CPM and CPP of this plan?

OPTIONAL ADDITIONAL PRACTICE (Answer Key is in Day 1 PowerPoint Appendix)

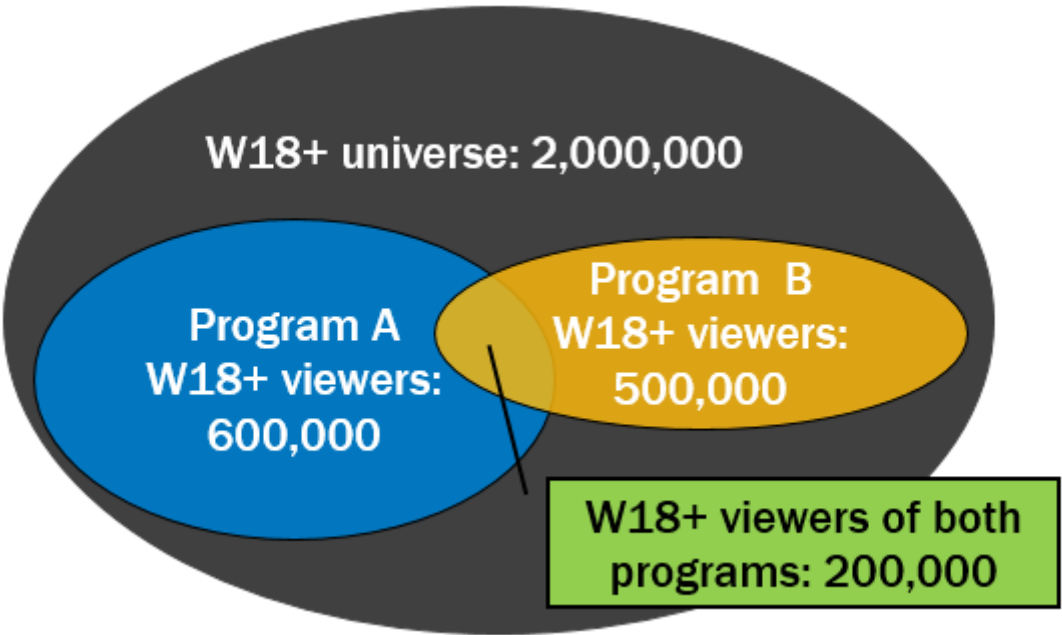
Medium	Cost	A18-49 Impressions	CPM <i>(round to 2 decimals)</i>
TV commercial	\$4,500	250,000	
Magazine page	\$23,000	720,000	
Radio ad	\$100	800	
Digital banner	\$50	1,400	
Outdoor sign	\$3,000	300,000	

CPM

=

Cost

Impressions (M)



Total Impressions

Schedule TRPs

Unduplicated Audience

Reach

Frequency

OPTIONAL ADDITIONAL PRACTICE (Answer Key is in Day 1 PowerPoint Appendix)

Program	# Spots	M25-54 Rating Per Spot	# spots	Rating per Spot
Jimmy Kimmel	4	2.7		
Jimmy Fallon	7	1.3		
James Corden	5	2.2		
Trevor Noah	10	0.1		
Total				

Schedule
TRPs: _____

Average
rating: _____

Schedule TRPs

=

(# Program A Insertions x Program A Rating) + (# Program B Insertions x Program B Rating) ...

Schedule
Average
Rating

=

Schedule TRPs

Total # Of Schedule Insertions (All Programs)