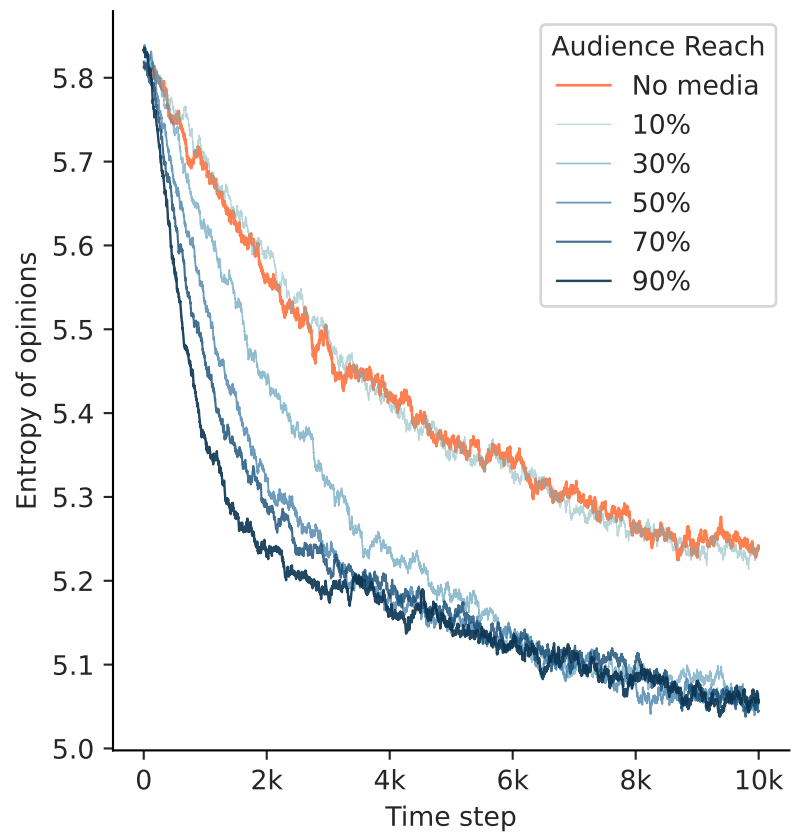


A) Effects of audience reach  
(Number of media = 1)



B) Effects of low audience reach (0 - 30%)  
(Num Media = 1)

