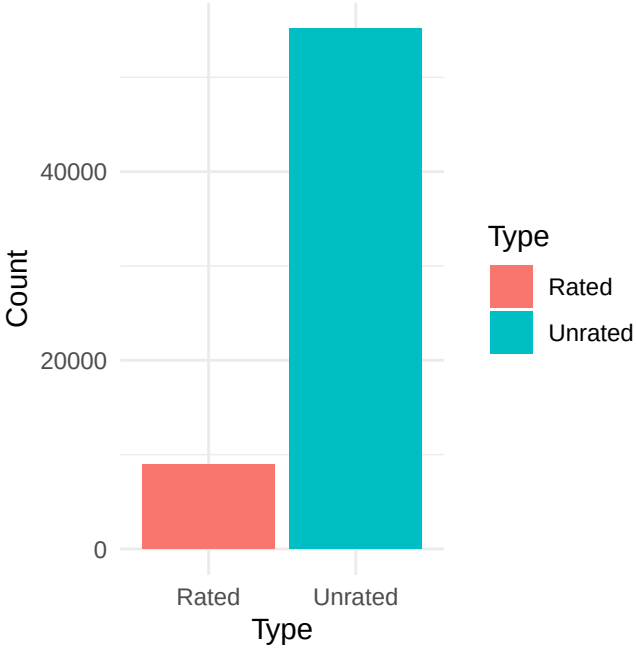
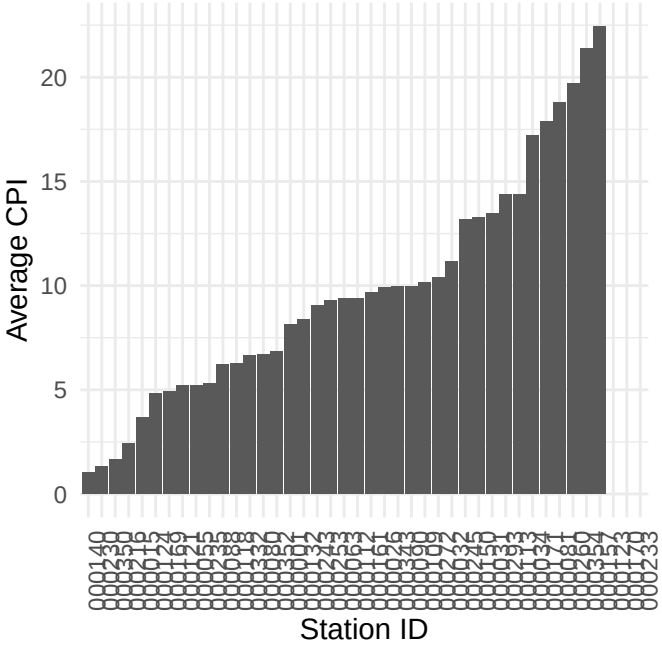
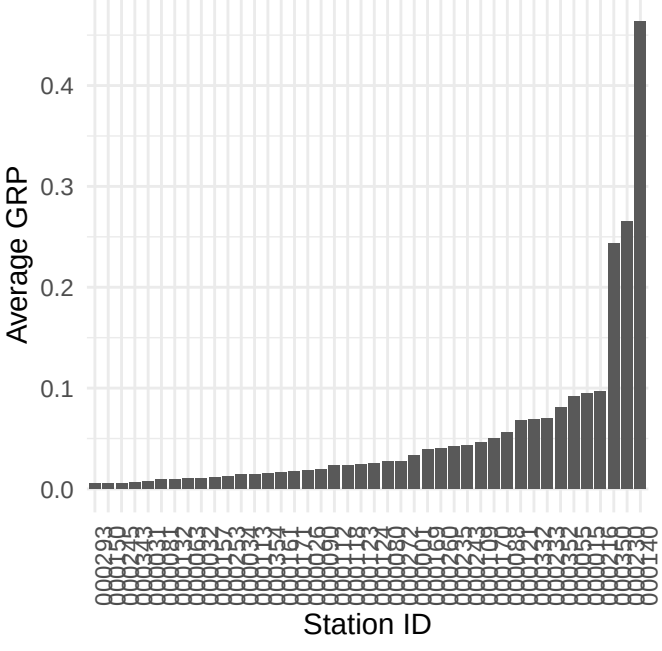
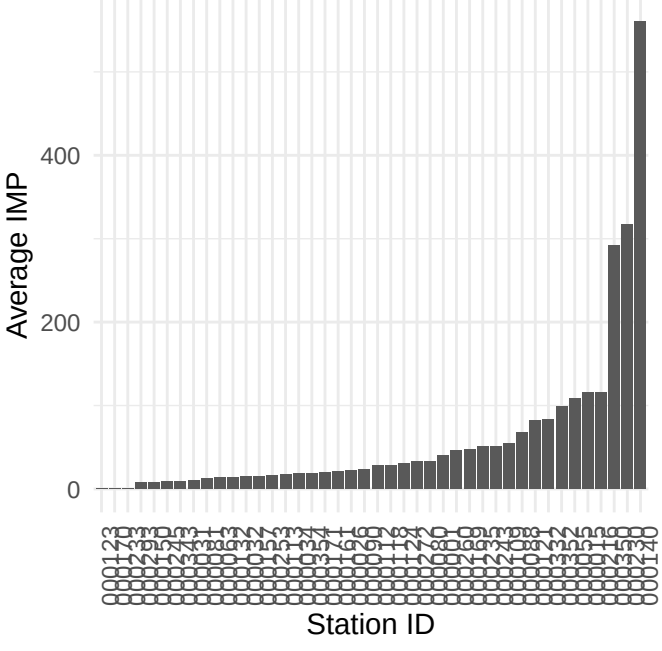
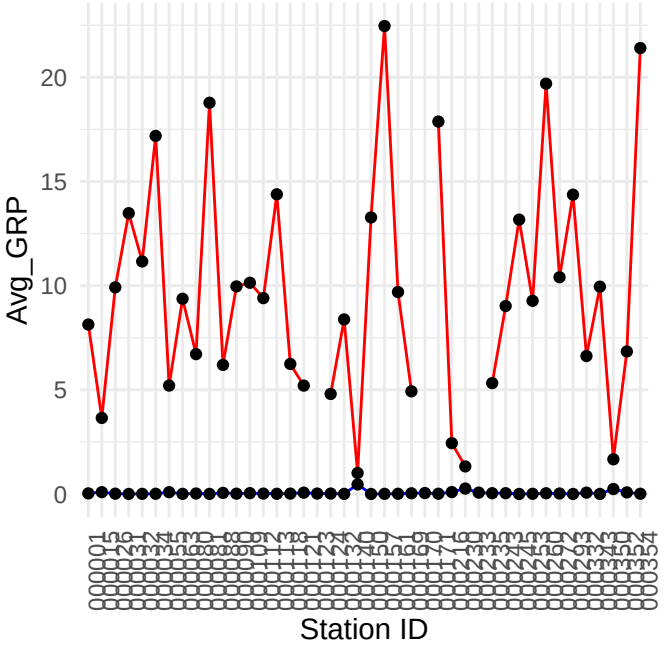
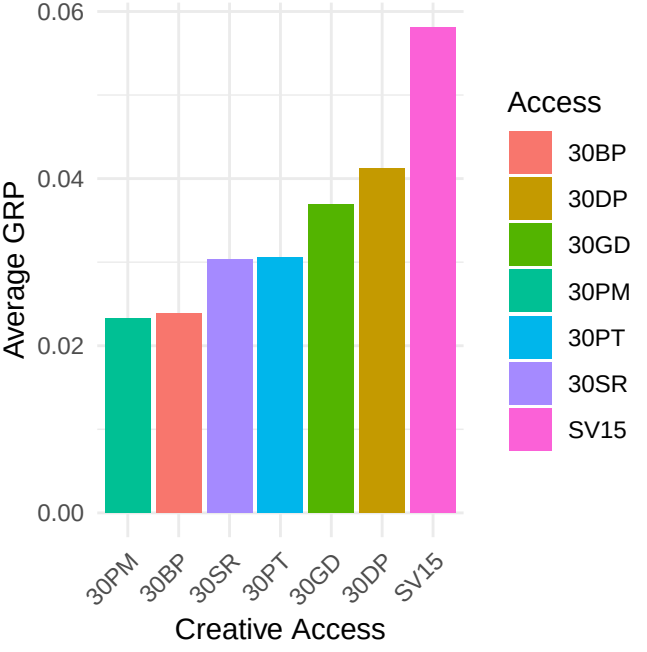

Count
40000
20000
0
Rated
Unrated
Type
Type
Rated
Unrated

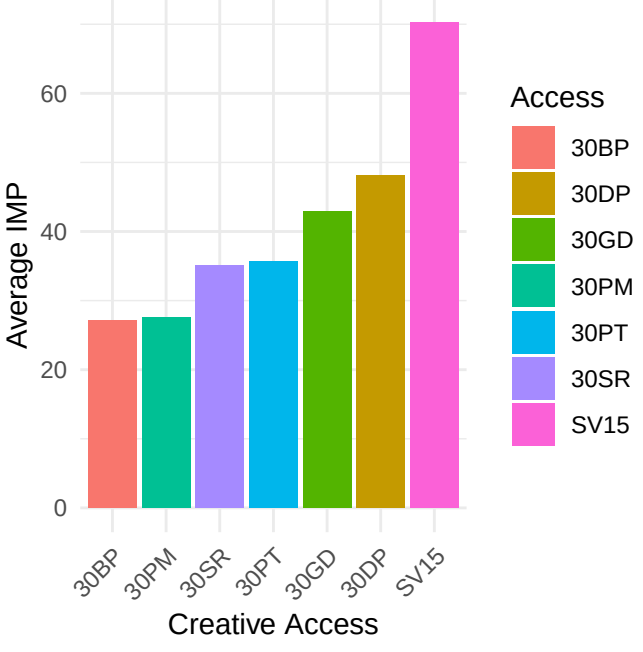

Average CPI
20
15
10
5
0
Station ID

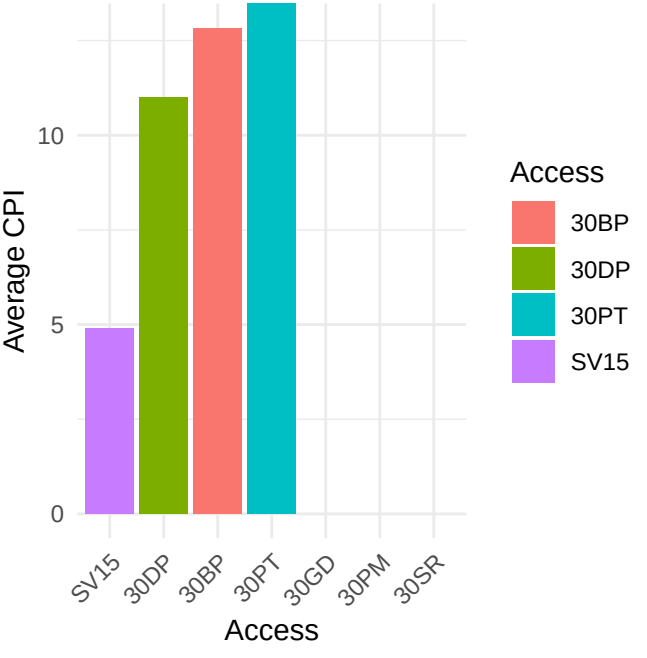

Average GRP
0.4
0.3
0.2
0.1
0.0
Station ID

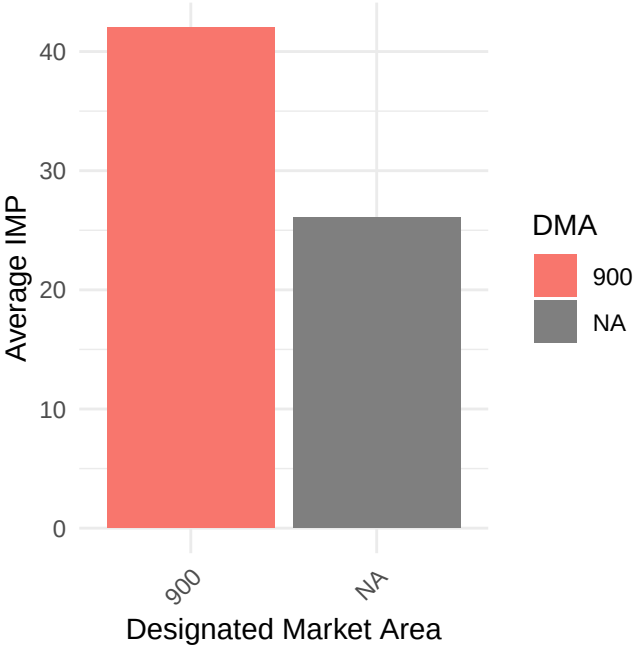

Average IMP
400
200
0
Station ID

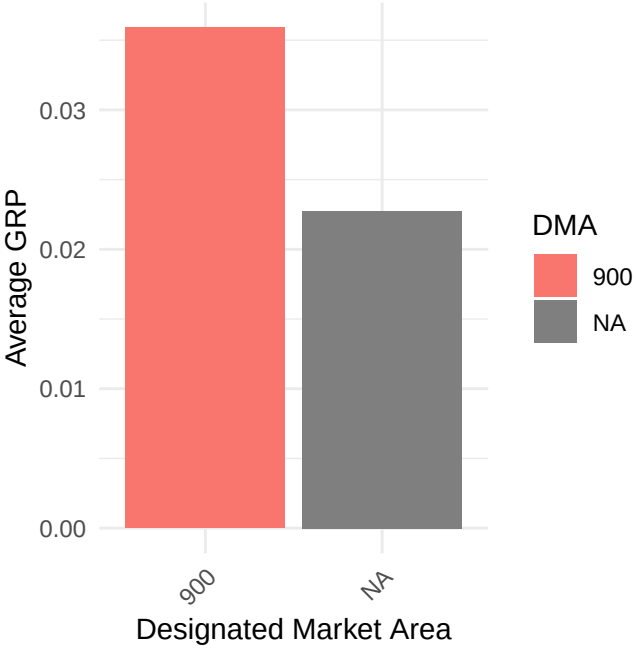

Avg_GRP
0
5
10
15
20
Station ID

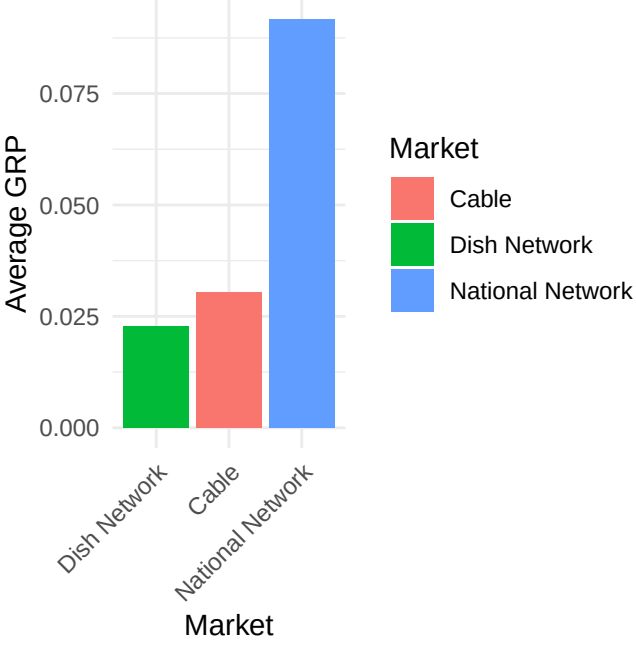

Average GRP
0.00
0.02
0.04
0.06
30PM
30BP
30SR
30PT
30GD
30DP
SV15
Creative Access
Access
30BP
30DP
30GD
30PM
30PT
30SR
SV15

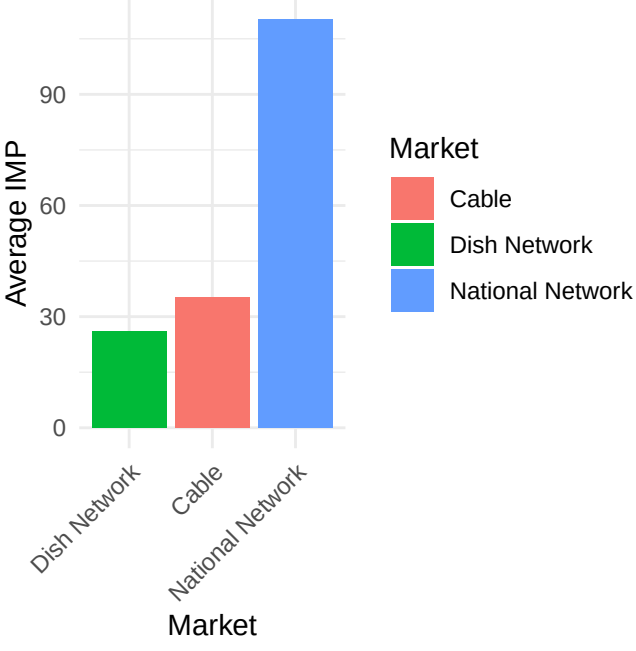

Average IMP
0
20
40
60
30BP
30PM
30SR
30PT
30GD
30DP
SV15
Creative Access
Access
30BP
30DP
30GD
30PM
30PT
30SR
SV15

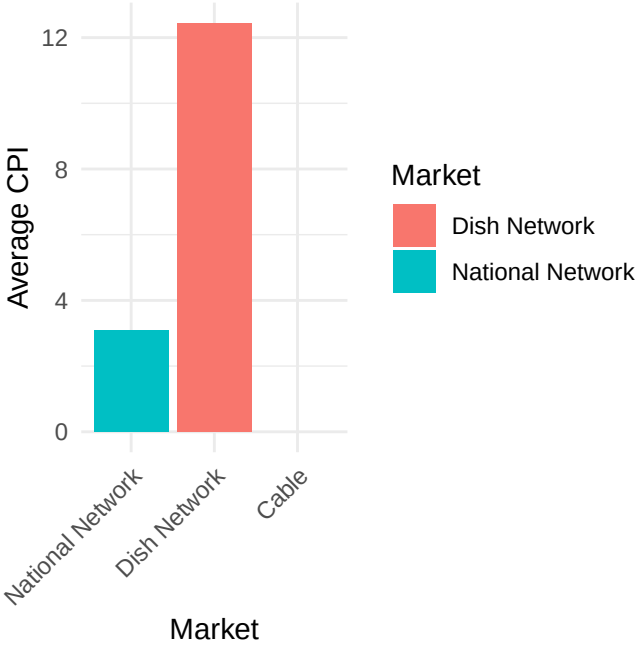

Average CPI
0
5
10
SV15
30DP
30BP
30PT
30GD
30PM
30SR
Access
Access
30BP
30DP
30PT
SV15

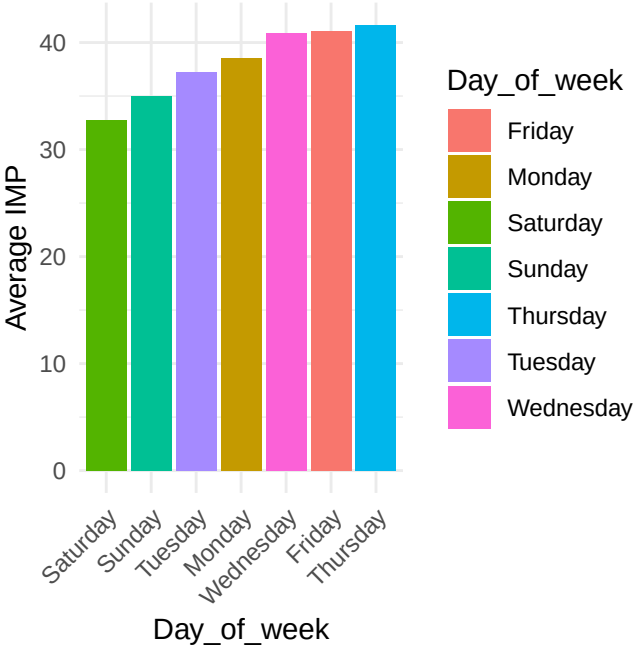

Average IMP
40
30
20
10
0
900
NA
Designated Market Area
DMA
900
NA

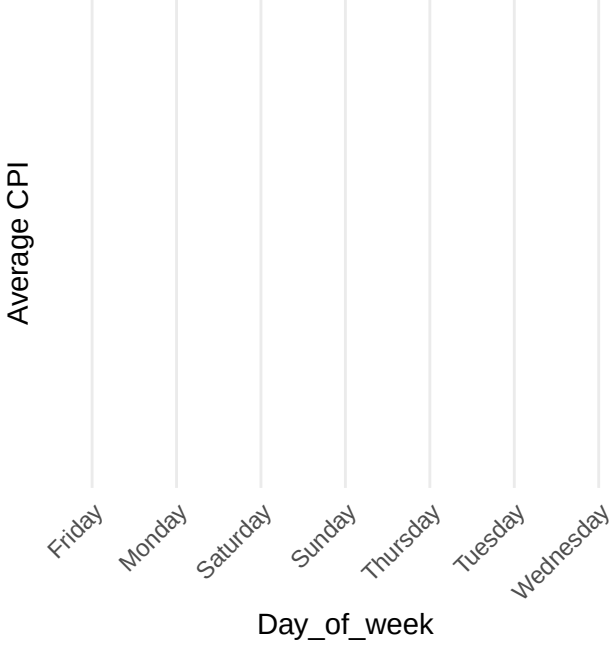

Average GRP
0.03
0.02
0.01
0.00
900
NA
Designated Market Area
DMA
900
NA

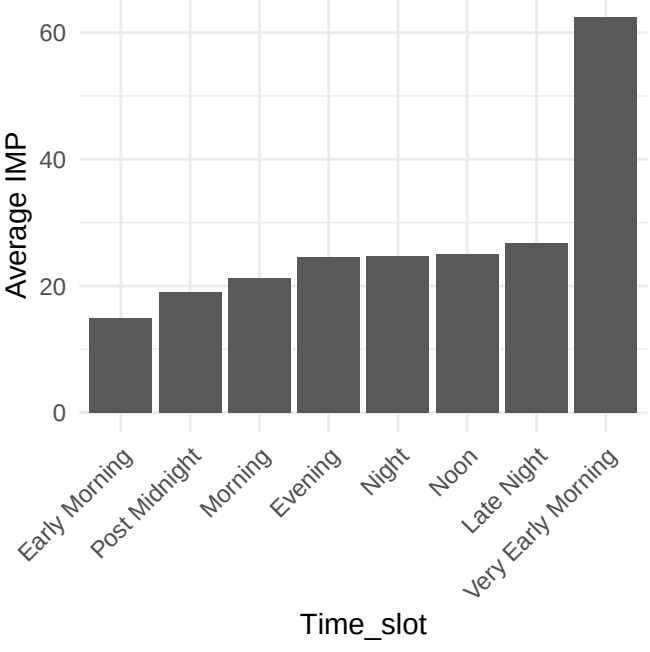

Average GRP
0.075
0.050
0.025
0.000
Dish Network
Cable
National Network
Market
Market
Cable
Dish Network
National Network

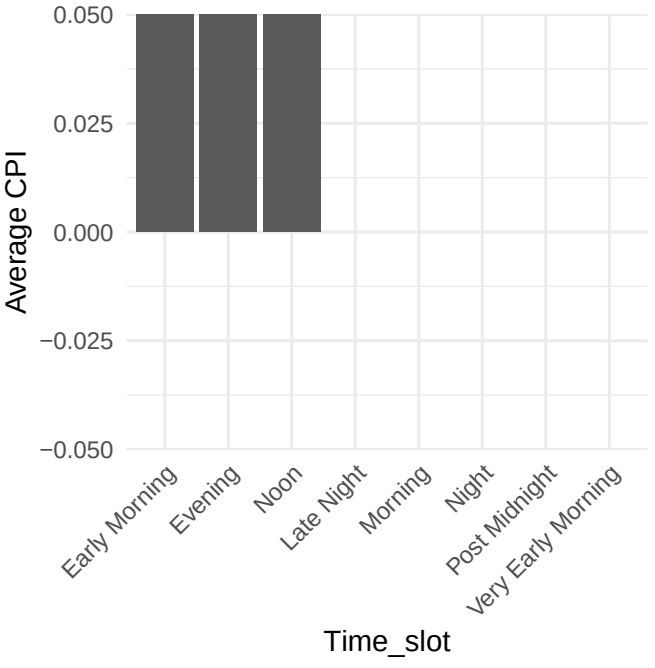

Average IMP
90
60
30
0
Dish Network
Cable
National Network
Market
Market
Cable
Dish Network
National Network


Average CPI
12
8
4
0
National Network
Dish Network
Cable
Market
Market
Dish Network
National Network


Average IMP
40
30
20
10
0
Saturday
Sunday
Tuesday
Monday
Wednesday
Friday
Thursday
Day_of_week
Day_of_week
Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Wednesday


Average CPI
Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Wednesday
Day_of_week


Average IMP
60
40
20
0
Early Morning
Post Midnight
Morning
Evening
Night
Noon
Late Night
Very Early Morning
Time_slot


0.050
0.025
0.000
−0.025
−0.050
Average CPI
Early Morning
Evening
Noon
Late Night
Morning
Night
Post Midnight
Very Early Morning
Time_slot