

AD INVENTORY DASHBOARD

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PY - Prior Year; CY - Current Year

Period

4/1/2021

3/31/2022

Weekday/Weekend

All

Day of the Week

All

Show BU Treemap

Show BU by Page Table

BU Inventory by Page

Page BU	FP			P3			BP			RP		
	PY	CY	+/-	PY	CY	+/-	PY	CY	+/-	PY	CY	+/-
BU1	69%	75%	6% ↑	77%	78%	1% ↗	80%	72%	-8% ↓	74%	79%	5% ↑
BU2	83%	70%	-14% ↓	74%	72%	-2% ↘	74%	75%	1% ↗	75%	75%	-0% ↘
BU3	77%	77%	0% ↗	72%	70%	-2% ↘	70%	74%	5% ↑	77%	78%	1% ↗
BU4	79%	78%	-1% ↘	77%	73%	-4% ↓	75%	70%	-5% ↓	75%	78%	2% ↗
BU5	72%	76%	4% ↑	82%	74%	-8% ↓	76%	77%	1% ↗	82%	77%	-6% ↓
BU6	72%	70%	-1% ↘	77%	80%	2% ↗	74%	75%	1% ↗	74%	75%	1% ↗
BU7	70%	79%	9% ↑	80%	75%	-5% ↓	83%	77%	-6% ↓	84%	76%	-8% ↓
BU8	79%	74%	-5% ↓	70%	80%	9% ↑	78%	78%	1% ↗	79%	79%	1% ↗
BU9	76%	72%	-4% ↓	82%	75%	-7% ↓	77%	77%	0% ↗	72%	74%	2% ↗
BU10	75%	76%	1% ↗	79%	72%	-6% ↓	73%	76%	4% ↑	75%	80%	6% ↑

BU Yield by Page

Page BU	FP			P3			BP			RP		
	PY	CY	+/-	PY	CY	+/-	PY	CY	+/-	PY	CY	+/-
BU1	154	147	-7 ↓	149	147	-2 ↓	148	155	7 ↑	152	150	-2 ↓
BU2	225	221	-4 ↓	228	229	2 ↑	227	228	1 ↑	220	223	3 ↑
BU3	303	288	-15 ↓	306	295	-11 ↓	309	296	-13 ↓	287	302	16 ↑
BU4	502	504	1 ↑	507	500	-8 ↓	503	504	1 ↑	505	501	-5 ↓
BU5	140	142	3 ↑	142	142	0 ↑	132	136	4 ↑	127	139	13 ↑
BU6	494	496	2 ↑	497	503	5 ↑	490	506	16 ↑	495	517	22 ↑
BU7	519	499	-21 ↓	501	494	-7 ↓	496	479	-17 ↓	512	504	-8 ↓
BU8	304	301	-3 ↓	293	292	-1 ↓	294	301	7 ↑	300	293	-8 ↓
BU9	705	696	-9 ↓	709	711	2 ↑	679	701	23 ↑	699	700	1 ↑
BU10	425	426	0 ↑	424	426	2 ↑	421	424	2 ↑	425	422	-3 ↓

BU Revenue by Page

Page BU	FP			P3			BP			RP			Total		
	PY	CY	+/-	PY	CY	+/-	PY	CY	+/-	PY	CY	+/-	PY	CY	+/-
BU1	\$20,192	\$20,018	(\$174) ↓	\$42,340	\$41,624	(\$716) ↓	\$40,133	\$42,763	\$2,630 ↑	\$43,523	\$46,771	\$3,248 ↑	\$146,189	\$151,176	\$4,987 ↑
BU2	\$34,180	\$29,699	(\$4,480) ↓	\$61,423	\$63,352	\$1,929 ↑	\$63,667	\$60,449	(\$3,218) ↓	\$63,259	\$63,635	\$376 ↑	\$222,528	\$217,135	(\$5,393) ↓
BU3	\$40,205	\$42,550	\$2,345 ↑	\$93,328	\$80,331	(\$12,997) ↓	\$85,535	\$82,409	(\$3,126) ↓	\$80,349	\$91,140	\$10,791 ↑	\$299,418	\$296,431	(\$2,987) ↓
BU4	\$75,358	\$65,272	(\$10,086) ↓	\$154,493	\$125,576	(\$28,917) ↓	\$151,888	\$134,698	(\$17,190) ↓	\$134,198	\$149,841	\$15,642 ↑	\$515,937	\$475,386	(\$40,551) ↓
BU5	\$18,481	\$20,948	\$2,467 ↑	\$43,252	\$41,662	(\$1,590) ↓	\$36,143	\$41,666	\$5,523 ↑	\$39,074	\$41,372	\$2,297 ↑	\$136,951	\$145,648	\$8,697 ↑
BU6	\$67,712	\$66,343	(\$1,369) ↓	\$136,646	\$147,796	\$11,149 ↑	\$144,306	\$143,208	(\$1,098) ↓	\$144,719	\$143,662	(\$1,057) ↓	\$493,383	\$501,009	\$7,626 ↑
BU7	\$66,304	\$76,335	\$10,031 ↑	\$144,687	\$134,834	(\$9,853) ↓	\$156,118	\$140,850	(\$15,269) ↓	\$163,889	\$151,526	(\$12,363) ↓	\$530,998	\$503,544	(\$27,454) ↓
BU8	\$42,863	\$41,055	(\$1,808) ↓	\$78,341	\$81,565	\$3,224 ↑	\$88,014	\$90,803	\$2,789 ↑	\$83,631	\$85,758	\$2,126 ↑	\$292,850	\$299,181	\$6,332 ↑
BU9	\$100,832	\$87,380	(\$13,452) ↓	\$223,237	\$203,053	(\$20,184) ↓	\$188,693	\$196,075	\$7,382 ↑	\$188,823	\$203,328	\$14,504 ↑	\$701,586	\$689,835	(\$11,750) ↓
BU10	\$59,967	\$57,633	(\$2,333) ↓	\$122,740	\$113,967	(\$8,773) ↓	\$108,676	\$119,772	\$11,096 ↑	\$123,273	\$134,803	\$11,530 ↑	\$414,656	\$426,176	\$11,520 ↑

FP - Front Page; P3 - Page 3; BP - Back Page; RP - Rest of the Pages

Source: Dummy data used here