TAPSCAN WEB 11 BENCHMARK REPORT

Select Research

The Spot Based Table is in the Benchmark/Tables column in the middle.

Create New Reports

Select your parameters for the report by clicking on the blue links. To select the spot range, click on the “Spots” link and adjust the starting point, spot increase, and number of columns. Click “Apply Changes”.

Select Parameters

Survey: HOL14
Demo: P 12+
Daypart: M-Su 6a-12m

Market: Estimates
Station: All Stations

DALLAS-FT. WORTH
Geo: Spots:

Metro: 5 - 45 Spots

Select Spot Range

Select a Favorite (optional)

Edit Selection

Start at 10 commercials
Increase each column by 5 commercials
Show me 10 columns

Save as Favorite (optional)

Name: Save

Note: All columns will appear on the screen. If you select more columns than will fit the width of the printed page, some columns may not appear on the report.
Reach & Frequency Comparison

Each cell shows the reach and frequency of a one week schedule using the commercials at the top of the column.

<table>
<thead>
<tr>
<th>Station</th>
<th>25 Spots Frequency</th>
<th>25 Spots Net Reach</th>
<th>30 Spots Frequency</th>
<th>30 Spots Net Reach</th>
<th>35 Spots Frequency</th>
<th>35 Spots Net Reach</th>
<th>40 Spots Frequency</th>
<th>40 Spots Net Reach</th>
<th>45 Spots Frequency</th>
<th>45 Spots Net Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>KAAA-FM</td>
<td>1.5</td>
<td>120,100</td>
<td>1.6</td>
<td>135,000</td>
<td>1.7</td>
<td>148,200</td>
<td>1.8</td>
<td>159,900</td>
<td>1.9</td>
<td>170,400</td>
</tr>
<tr>
<td>KBBB-FM</td>
<td>1.7</td>
<td>108,500</td>
<td>1.9</td>
<td>119,800</td>
<td>2.0</td>
<td>129,400</td>
<td>2.2</td>
<td>137,600</td>
<td>2.3</td>
<td>144,800</td>
</tr>
<tr>
<td>KCCC-FM</td>
<td>1.4</td>
<td>75,200</td>
<td>1.4</td>
<td>85,400</td>
<td>1.5</td>
<td>94,600</td>
<td>1.6</td>
<td>102,900</td>
<td>1.7</td>
<td>110,500</td>
</tr>
</tbody>
</table>

The Spot-Based Table shows reach and frequency results for different stations based on running different levels of commercials. Instead of having to run multiple sample schedules for multiple stations, you can see the reach and frequency results for multiple stations and multiple spot combinations in this one-page report.

To Read: Each station grows Reach and Frequency as spots are added in this daypart. Whereas KAAA-FM reaches more people, KBBB-FM increases frequency at a faster rate.

Tip: Use this report to show efficiency in competitive situations, to demonstrate the importance of running a sufficient spot load for an effective campaign, or strategize a schedule.