

The Media Audit



Ad Campaign Planner

Report: AD CAMPAIGN PLANNER		THE MEDIA AUDIT			Ad Campaign Planner		
Market: CHICAGO, IL for RELEASE: FALL 2016							
Bases: ADULTS AGE 18+							
Target: PLAN BUY--CAR/VAN/TRUCK/SUV							
Base Population: 7,484,957		% In Target: 24.7%			Target Persons: 1,849,372		
Media	Cume Persons	Cume Rating	Net Cume Reach	0	33	67	100
WKSC-FM	501,231	27.1	27.1				
WBBM-FM	480,310	26.0	40.8				
WGCI-FM	352,669	19.1	48.8				
EARLY NEWS*WLS C 7	400,550	21.7	21.7				
EARLY NEWS*WGN C 9	312,995	16.9	29.7				
EARLY NEWS*WMAQ C 5	287,080	15.5	34.6				
EARLY NEWS*WFLD C 32	278,560	15.1	38.3				
EARLY NEWS*WBBM C 2	218,702	11.8	39.7				
CHICAGO.COM	485,484	26.3	26.3				
CHICAGOMAG.COM	453,668	24.5	29.6				
BEACONNEWSONLINE.COM	367,206	19.9	31.1				
Radio	902,777	48.8	48.8				
TV News	733,650	39.7	39.7				
Web Sites	574,652	31.1	31.1				
TOTAL COMBINED NET REACH %			77.4				
TOTAL COMBINED NET REACH PERSONS	1,431,903						
GRPs		223.8					

Evaluate the merits of a multi-media campaign. Choose media from a variety of media platforms and note the unduplicated reach of the multi-media mix at the bottom of the report.