

**HMC 2001 CI**

**Television Proposal**

Budget: \$1,000,000 (**\$690,000**)

Target: Male, 22 – 55, 70%

Flight: 10/01/01-12/31/01

Spot: varied length

Pop-up Multiple Selection List

Region +	Market +	Station +	Budget	%	Actual	%
<input checked="" type="checkbox"/>	▼	Latin America	352,000	35%	350,000	35%
<input checked="" type="checkbox"/>		Pan-Latin America	282,000	28%	350,000	35%
<input checked="" type="checkbox"/>		CNN en esp	280,000	28%	272,700	27%
<input checked="" type="checkbox"/>		Canal Fox	72,000	7%	77,300	8%
<input type="checkbox"/>		Argentina	100,000	10%	90,000	10%
<input type="checkbox"/>		TYC	100,000	10%	90,000	10%
<input checked="" type="checkbox"/>	►	Europe	348,000	35%		
<input checked="" type="checkbox"/>	▼	Asia	300,000	30%		
<input checked="" type="checkbox"/>	►	Pan-Asia	230,000	23%		
			<b>1,000,000</b>	<b>100%</b>	<b>350,000</b>	<b>35%</b>

Overall	Spots	Avg.\$	Custom
Spots	\$/Spot	Disc	TTRP
54	100	14.5%	66.1
54	100	14.5%	Open: 700 Nego: 500
44	Prime 70%	15%	54.1
10	95	12%	22.0
22	30 BBs; 25 A; 14 C		12.8
22			12.8
<b>54</b>	<b>100</b>	<b>14.5%</b>	<b>66.1</b>

**Notes**

CNN en esp has responded with ROS for CI Spots, World Cup Soccer sponsorship for 20 spots, 40 BB's and Game Clock for 1 hour. 12 Value Added spots negotiated. Avg. spot rate \$1,200.

- \* Save and [+] buttons are not available if viewing past versions.
- \* [+] Region and Station buttons active only if parent selected.
- \* Actual column is in Green if under and in Red if over Budget.
- \* "Spot" figures show roll over with Prime %. "Avg. \$" shows Added value items.
- \* "Disc." shows Retail and Negotiated prices. "TTRP" shows Target values.

Save

Close

HMC 2001 CI

CNN en ESP [Plan V.2]

Station: \$280,000

Target: Male, 22 – 55, 70%

Flight: 10/01/01-12/31/01

Spot: varied length

Name: Larisa Montes, CNN \* Or URI Proxy User with CNN login

URI Contact: Kelly ????

Phone: 10-55-555-5555

Active: Yes

Email: lmontes@domain.com

Submit Plan

Schedule

Costs

Ratings

Program	Schedule					Oct					Nov					Dec					Program			
	Add	Day	Time	Day Pt	Dur	Type	3	10	17	24	M	1	8	15	22	M	5	12	19	26	M	Tot	Rate	Cost
Deportes		Mon	2000-2100	Prime	:30	Spot	2	8	7	4	19	3	2			5	3	3			6	36	6,533	235,200
World Sport		Tue	1800-2200	Prime	:05	BB	6	6	6	7	25					0			3	3	6	25	1,500	37,500
<b>monthly totals</b>							8	6	13	11	44	3	2			5	3	3	3	3	12	61		272,700

Day Part Request: (Re-calculates)

Day Part	:30 Spots.	Plan	Day Part	:05 Spots	Plan
Prime	23	50%	Prime		50%
Morning Prime	10	20%	Morning Prime	11%	20%
Daytime	5	20%	Daytime	5%	10% 10%
Late Fringe	5	10%	Late Fringe	5%	10% 10%

Reset

Message from URI:

11/2/01: Please move extra Deportes spots to World Sport to replace Deportes for last 2 weeks of Dec.

Message to URI:

Please note the new spots on World Sport for the second half of December.

HMC 2001 CI

CNN en ESP [RFP Confirm]

Station: \$280,000 (-7,300)

Status: Working Version

Target: Male, 22 – 55, 70%

Flight: 10/01/01-12/31/01

Spot: varied length

URI Name: Kelly ???

CNN Contact: Larisa Montes

Version

- RFP V. 1
- Proposal V. 1
- RFP V. 2
- Proposal V.2
- Confirmed V.2**

Compare

- RFP V. 1
- Proposal V. 1
- RFP V. 2**
- Proposal V.2
- Confirmed V.2

Active:

Approved:

Schedule

Costs

Ratings

Send RFP

Program	Schedule						Oct				Nov				Dec				Program				
	Day	Time	Day Pt	Dur	Type	3	10	17	24	M	1	8	15	22	M	5	12	19	26	M	Tot	Rate	Cost
<a href="#">Deportes</a>	Mon	2000-2100	Prime	:30	Spot	2	6	7	4	19	3	2			5	3	3			6	36	6,533	235,200
<a href="#">World Sport</a>	Tue	1800-2200	Prime	:05	BB	6	6	V.2 - 8		25					0			3	3	6	25	1,500	37,500
<b>totals</b>						8	6	13	11	44	3	2			5	3	3	3	3	12	61		272,700

Message to CNN:

This looks great; it's a go! We'll talk to you about extending this campaign in December.

Day Part	:30 Spots	Plan	Day Part	:05 Spots	Plan
Prime	23	50%	Prime	14	50%
Morning Prime	10	20%	Morning Prime	11	20%
Daytime	5	20%	Daytime	5	10%
Late Fringe	5	10%	Late Fringe	5	10%

Notes: Add Note

- CNN:** 11.01.01- Deportes is showing on Mondays through first half of December then starts again Jan
- URI:** 11.02.01- Move extra spots to World Sport to replace Deportes for last 2 weeks of Dec.
- CNN:** 11.06.01- Please note the new spots on World Sport for the second half of December.

Save

Save As

Reset

Close

\* Working version must be saved to enable Compare function.  
 \* If Status is Sent, header also shows date)

\* If Approved Box is checked, Send RFP generates confirmation message to media and version Title in "Confirmed V. x" format .

\* Save, Send RFP Add Program and Table Editing are not available if viewing RFP with sent status.  
 \* Save As is not available if viewing most recent working version (RFP not sent)

