



Ross Stores-Post Outerwear-March 7-13th

Market: Phoenix
Station: KNXV-TV/ABC



Rep: Dan Oliver

Date	Day	Time	Program	Est. HH	Ach. HH	Diff.
7-Mar	Thu	659a	Good Morning America	2	2.7	0.7
7-Mar	Thu	754a	Good Morning America	2	2.3	0.3
7-Mar	Thu	527p	Early News	3	2.3	(0.7)
8-Mar	Fri	725a	Good Morning America	2	2.4	0.4
8-Mar	Fri	844a	Good Morning America	2	2.4	0.4
8-Mar	Fri	511p	Early News	3	2.1	(0.9)
8-Mar	Fri	616p	Early News	3	2.3	(0.7)
8-Mar	Fri	628p	Early News	3	1.9	(1.1)
10-Mar	Sun	521p	Early News	3	4.8	1.8
11-Mar	Mon	507p	Early News	3	3.8	0.8
11-Mar	Mon	609p	Early News	3	5.4	2.4
12-Mar	Tue	729a	Good Morning America	2	2.7	0.7
12-Mar	Tue	528p	Early News	3	3.8	0.8
13-Mar	Wed	658a	Good Morning America	2	2.4	0.4
13-Mar	Wed	512p	Early News	3	3.3	0.3
13-Mar	Wed	608p	Early News	3	3.6	0.6
13-Mar	Wed	622p	Early News	3	3.5	0.5
				Total Spots Ordered	18	
				Total Spots Run	17	
				Total Est. HH	45	
				Total Ach. HH	51.7	
				Total Owed to Reach 95%	42.8	
				Delivered	115%	

Bonus Weight is to be put on an entire separate page. Do not put Bonus Weight on the same page as post