# Scatter Network/Spot Consistencies

- Network TSA Viewers/Spot TV DMA Viewers
- SQAD 3<sup>rd</sup> Party Data
  - Media Market Guide National Report (Issue Date: May 16, 2014)
  - SQAD DATAVue Product Version 3.0.0.1 (Average levels used from March, June, September & December data / final quarter data. Q2 & Q3'14 use May'14 data)

SQAD recently undertook an extensive analysis of the CPM and CPP data reported in Media Market Guide-National and found that it did not reflect the current national television marketplace as precisely as they would like. As a result, they felt obligated to revise their data accordingly. In this report, you will find that all of the numbers have been updated.



# **Sqad Media Market Guide**

Steven W. Sowards, Elisabeth Leonard

#### **Sqad Media Market Guide:**

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Marketing all published by Prentice Hall Among his honors is the Carpenter Prize for Outstanding Contributions to Babson Marketer's Guide to Media, 2001 No B.S. Grassroots Marketing: Ultimate No Holds Barred Take No College Prisoners Guide to Growing Sales and Profits of Local Small Businesses Dan S. Kennedy, Jeff Slutsky, 2012-01-12 Be a Small Business with BIG IMPACT Called the professor of harsh reality Dan S Kennedy joined by local level marketing specialist Jeff Slutsky delivers a hard to swallow truth to local small business owners like you You Are in a Fight for Your Life As a local small business you re vulnerable to distant online discounters big box retailers and other competition you ve got to do more than merely get customers you have to keep them FOR LIFE And you have to win them over where your competition can t at the street level Kennedy and Slutsky present local business owners retailers service providers restaurateurs and professional practice owners with a tactical grassroots marketing plan to help increase customer retention generate greater referrals and build a thriving business for the long term Covers 9 inconvenient truths of grassroots marketing Zero Based Marketing the solution when you figure out traditional and non traditional marketing is failing you How to use the media as an extension of personality and of relationship NOT a substitute for it Why most local marketing programs fail and what you need to do to succeed a 7 Step Plan and tactics On site promotions increase revenue without spending money time or leaving your operation How to use and how to waste dollars on the Internet and other technology PLUS gain access to FREE Glazer Kennedy University Webinar Series FREE Elite Gold Insider's Circle Membership FREE Income Explosion Guide CD FREE Income Explosion FAST START Tele Seminar TV Dimensions ,2006 **Mediaweek** ,2009-04 Media Selling Charles Warner, 2011-08-26 This newly revised and updated edition of Media Selling addresses the significant changes that have taken place in media industries over the last few years while continuing as a seminal resource for information on media sales A classic in this field this book has long served students and professionals in broadcasting and media industries as an indispensable tool for learning training and mastering sales techniques for electronic media Addresses the unprecedented consolidation and sweeping change faced by media industries in recent years and now features greatly expanded coverage of the Internet including video streaming and the impact of social network sites Covers a broad span of media industries and issues including electronic media newspapers magazines outdoor billboard promotion sales ethics emotional intelligence and interactive media selling Fully updated to include much greater focus on national and international media sales issues as well as expanded coverage of network level selling product placement sales promotion use of market data Guide to Reference in Business and Economics Steven W. Sowards, Elisabeth Leonard, 2014-07-22 Focusing on print and electronic sources that are key to business and economics reference this work is a must have for every reference desk Readers will find sources of information on such topics asBusiness lawE commerceInternational businessManagement of information systemsOccupations and careersMarket researchGuide to Reference is used internationally as the source of first resort for identifying information and training reference professionals and this book will help connect librarians and researchers to the

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