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- 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**

Michael R. Oppenheim, Wendy Diamond Mulcahy



#### Reviewing **Sqad Media Market Guide**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Sqad Media Market Guide**," an enthralling opus penned by a very acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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