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**NATIONAL TV ACES**  
**(Ad Cost Efficiency Service)**  
**CPP-CPM Estimates: 2007-08 Upfront**

**Media Dynamics, Inc.'s National TV ACES (Ad Cost Efficiency Service) is an annual report that estimates typical cost-per-rating-point (CPP) and cost-per-thousand (CPM) ratios for network television advertisers by network type, daypart and demographics. Included in this analysis of the upfront market are quarterly and full season (12-month) projections and month-by-month estimates.**

ACES CPP/CPM estimates cover the three basic forms of network television—broadcast networks, syndication and cable—by daypart:

- 1) Broadcast Networks: early AM, day, early news, prime & late fringe
- 2) Syndication: daytime, early fringe, prime access and late fringe
- 3) Cable: daytime, early fringe & late fringe, prime and run-of-schedule

Each table includes data for homes and for adults, men and women by age (18+; 18-34; 18-49; 25-54; and 35+).

**The complete ACES media kit and sample tables are available at [www.MediaDynamicsInc.com/ACES.cfm](http://www.MediaDynamicsInc.com/ACES.cfm).**

**For pricing, contact Elizabeth Parry, Vice President of Marketing & Research, at 212-704-0025. A 15% discount is available to subscribers of TV Dimensions 2007.**