

## TABLE OF CONTENTS

I.	Introduction -----	3
II.	National Television CPM Estimates -----	4
	Estimated Adult CPMs For Broadcast/Syndication/Cable By Daypart: 1960-61 to 2010-11 -----	7
	Estimated Adult CPMs For Broadcast/Syndication/ Cable By All Daypart Average: 1960-61 to 2010-11 -----	8
	Season-by-Season TV CPM Estimates For Broadcast/Syndication/ Cable By Daypart And Demographics (A/M/W; 18+, 18-34, 18-49, 25-54): 1994-95 to 2010-11 -----	9
III.	Radio CPM Estimates -----	26
	Estimated Adult CPMs For Network & National Spot Radio: 1960 to 2010 -----	28
IV.	Consumer Magazines CPM Estimates -----	29
	Estimated Page 4-Color Ad CPMs For Top 150 Magazines (Average): 1960 to 2010 -----	31
	Year-by-Year CPM Analysis For Adults/Selected Demos (Sex, 18-34, 18-49, 25-54, Prof./Mgr., H.H. Inc. \$75K+) For 23 Magazine Genres: 2002-2010 -----	32