

Client IAP
 Duration 25sec, 26 sec, 27 sec, 28 sec & 30 sec
 Period May & June 2017

Channel	Dur. sec.	Caption	Time	May-17														Jul-17														Spots	Total Min	Cost/Min	Cost/Spot	Total Cost																							
				2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	3	4	5	6	7	8	9	10						11	12	13	14	15	16	17	18	19														
Network																																												900				408								1,305,600			
SAMAA FM 107.4	25	Home	08:00 - 10:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	38	3,200	1,333	120,000															
	26	Personal	08:00 - 10:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	39	3,200	1,387	124,800															
	27	Education	08:00 - 10:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	41	3,200	1,440	129,600															
	28	Health	08:00 - 10:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	42	3,200	1,493	134,400															
	30	Vehicle	08:00 - 10:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	45	3,200	1,600	144,000															
	25	Home	17:00 - 19:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	38	3,200	1,333	120,000															
	26	Personal	17:00 - 19:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	39	3,200	1,387	124,800															
	27	Education	17:00 - 19:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	41	3,200	1,440	129,600															
	28	Health	17:00 - 19:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	42	3,200	1,493	134,400															
	30	Vehicle	17:00 - 19:00	4	4	4	4	4		3	3	3	3	3	3		2	2	2	2	2	2		3	3	3	3	3	3		3	3	3	3	3		2	2	2	90	45	3,200	1,600	144,000															
Total				40	40	40	40	40	-	30	30	30	30	30	30	-	20	20	20	20	20	20	-	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	900	408			1,305,600														
Network																																												650				295				942,933							
FM 100	25	Home	08:00 - 10:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	27	3,200	1,333	86,667															
	26	Personal	08:00 - 10:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	28	3,200	1,387	90,133															
	27	Education	08:00 - 10:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	29	3,200	1,440	93,600															
	28	Health	08:00 - 10:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	30	3,200	1,493	97,067															
	30	Vehicle	08:00 - 10:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	33	3,200	1,600	104,000															
	25	Home	17:00 - 19:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	27	3,200	1,333	86,667															
	26	Personal	17:00 - 19:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	28	3,200	1,387	90,133															
	27	Education	17:00 - 19:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	29	3,200	1,440	93,600															
	28	Health	17:00 - 19:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	30	3,200	1,493	97,067															
	30	Vehicle	17:00 - 19:00	3	3	3	3	3		2	2	2	2	2	2		2	2	2	2	2	2		3	3	3	3	3	3		2	2	2	2	2		2	2	2	65	33	3,200	1,600	104,000															
Total				30	30	30	30	30	-	20	20	20	20	20	20	-	20	20	20	20	20	20	-	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	650	295			942,933															
Karachi & Islamabad																																												330				150				615,021							
FM 89	25	Home	08:00 - 10:00	3	3		3			3	3		3				2	2	2	2	2			3	3		3																	33	14	4,111	1,713	56,528											
	26	Personal	08:00 - 10:00	3	3		3			3	3		3				2	2	2	2	2	2			3	3		3																	33	14	4,111	1,781	58,789										
	27	Education	08:00 - 10:00	3	3		3			3	3		3				2	2	2	2	2	2			3	3		3																	33	15	4,111	1,850	61,050										
	28	Health	08:00 - 10:00	3	3		3			3	3		3				2	2	2	2	2	2			3	3		3																	33	15	4,111	1,919	63,311										
	30	Vehicle	08:00 - 10:00	3	3		3			3	3		3				2	2	2	2	2	2			3	3		3																	33	17	4,111	2,056	67,833										
	25	Home	17:00 - 19:00	3	3		3			3	3		3				2	2	2	2	2	2			3	3		3																33	14	4,111	1,713	56,528											
	26	Personal	17:00 - 19:00	3	3		3			3	3		3				2	2	2	2	2	2			3	3		3																33	14	4,111	1,781	58,789											
	27	Education	17:00 - 19:00	3	3		3			3	3		3				2	2	2	2	2	2			3	3		3																33	15	4,111	1,850	61,050											
	28	Health	17:00 - 19:00	3	3		3			3	3		3				2	2	2	2	2	2			3	3		3																	33	15	4,111	1,919	63,311										
	30	Vehicle	17:00 - 19:00	3	3		3			3	3		3				2	2	2	2	2	2			3	3		3																33	17	4,111	2,056	67,833											
Total				30	30	-	30	-	-	30	30	-	30	-	-	30	-	30	-	30	-	30	-	-	30	-	30	-	30	-	-	-	-	-	-	-	-	-	-	-	330	150			615,021														
Karachi																																												680				308				462,400							
FM 107	25	Home	08:00 - 10:00	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3		2	2	2	2	2		2	2	2	68	28	1,500	625	42,500																
	26	Personal	08:00 - 10:00	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3		2	2	2	2	2		2	2	2	68	29	1,500	650	44,200																
	27	Education	08:00 - 10:00	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3		2	2	2	2	2		2	2	2	68	31	1,500	675	45,900																
	28	Health	08:00 - 10:00	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3		2	2	2	2	2		2	2	2	68	32	1,500	700	47,600																
	30	Vehicle	08:00 - 10:00	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3	3		3	3	3	3	3		2	2	2	2	2																									