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1) Net TV-Prime Reach Avg Fr 50 GRPs 31.5 1.6 100GRPs 45.3 2.2 A) $31.5 \times 1.6 = 50.4$ almost the same at about 90 $45.3 \times 2.2 = 99.44$ almost the same at about 100 B) No. Reach is the percentage of people who watch the program.

Exercise 3 media flight plan - 33 3 a Impressio numbers ...
hershey kisses case--final data availablemarch 7th, 2020
10:30pm

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Page 1 V6 Media Flight Plan Exercise 2 Gross Rating Points, Reach and Frequency Page 2 V6 1) How many impressions are in one gross rating point for each target? First convert target data to complete numbers, then divide by 100. One GRP is the number of impressions equivalent to one percent of the population.

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Question: Problems How Many Impressions Are In One Gross Rating Point For Each Target? First, Convert Target Data To Complete Numbers, And Then Divide By 100.
Universe (MM) X Impressions Target Adults 25-54 116.82
Women 18-49 62.66 Men 65+ 13.88 "lightly Sweetened Whole Grain Wheat 2.

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Exercise 1 - Micaela Valderrama Exercise 1 Impressions and

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