



Agency: McMahon & Tate
Advertiser: Dr. Bombay Laboratories
Product: Bombay's Lip Balm

National :10 Television Camapign

Sample Proposal

Contact: David Bruce (818) 640-2267
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Programs:	HH Rtg	HH(000)	RTG	W25-54 (000)	CPM	Week 1	Week 2	Total Spots
Family Feud	2.9	3,220	1.3	820		2	2	4
Jeopardy	8.5	9,367	3.4	2215		2	2	4
Judge Judy	7.7	8,530	4.0	2490		2	2	4
Live: Regis & Kelly	3.6	3,967	2.2	1457		2	2	4
Maury	3.2	3,530	2.1	1290		2	2	4
Price is Right - "Live Product"	4.0	4,408	1.7	1094		2	2	4
Rachael Ray	1.4	1,543	1.9	1110		2	2	4
Wheel of Fortune	10.2	11,240	4.3	2771		2	2	4
The Young & The Restless	4.2	4,628	2.6	1613		2	2	4
TOTALS	182.8	201,735	94.0	59,440	\$ 4.12	18	18	36

Total Households: 201,735,000
 Total W25-54: 59,440,000
 CPM W25-54: \$4.12
 Total Gross Budget: \$244,920.00

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All tapes must be closed captioned, or additional fee may apply
 Rates and rating subject to change without notice

www.brucemedia.com

