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a) Impressio numbers
are different, which
made reach/frequency
very different. As the
reach

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View Notes - MFP6_ Ex0
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exercise 10.

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2020 10:30pm

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exercise 13. We used
Media Flight Plan here
as well as the basis for
the spreadsheets and

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used the information from the book as well as equations we had learned how to solve for budget analysis and ad campaigns. copy_of_mfp_flowchart_exercise_13_1.pdf: File Size: 29 kb:

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What is the average frequency for each target? as a Exercise 2
3) Your target audience

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is children age 6-14.
Communication
objectives for the next
media flight call for
these minimums: om
noe,suoqeo Reach:
80% Average
frequency: 6 sls at
alues s.barbs Calculate
the minimum gross
rating points required
for this set of
objectives. barbes noe
8 ...

**Problems How Many
Impressions Are In**

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One Gross Rat ...

The media planning process involves several steps and types of information. This quiz will test your knowledge on the various components and tools of media planning. Quiz & Worksheet Goals

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Question: Chapter 9
EXERCISE 9-2 Activity

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Variances LO9-2 Flight
Café Prepares In-flight
Meals For Airlines In Its
Kitchen Located Next
To A Local Airport. The
Company's Planning
Budget For July
Appears Below: Flight
Café Planning Budget
For The Month Ended
July 31 Budgeted Meals
(Revenue (\$4 50)
18.000 \$81.000 Raw
Materials (\$2.40q)
Wages And Salaries
(\$5.200+\$0.30g)...

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Exercise Answers

Solved: Chapter 9

EXERCISE 9-2

Activity Variances

LO9-2 FI ...

Exercises: Five
“homework” exercises
to be completed
individually from Media
Flight Plan. All
exercises should be
uploaded to the e-
learning site by the
specified due date.

Case Study: One case
study to complete in
groups of two.

Activities: Ten in and

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out-of-class activities
that demonstrate
students' participation

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novice in dovoljujem,
da Mladinska knjiga
Založba d.d. in
Mladinska knjiga
Trgovina d.o.o. kot
skupna upravljavca in
njuni pogodbeni
obdelovalci obdelujejo
moje osebne podatke
za namen pošiljanja
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Mladinske knjige.

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The material is
presented in such a

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way that the student wastes time decoding the objectives presented rather than gaining the experience and knowledge required of media planning. The software accessible from the text kbook is functional but problematic because it is in no way an industry standard.

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