

CHARTER DIRECT MARKETING

2018 DIRECT RESPONSE TELEVISION TEST MARKETS

MEDIA PLAN

Charter Direct Marketing buys Direct Response TV on broadcast/cable networks, and in over 75 markets across the United States. Over the last 36 years, we have accumulated extensive research on DRTV Test Markets.

Each Test Market Campaign is tailored for our client based on product category research, package price, retail exposure and time of the year. At CDM, our basic formula is to select test markets based on 1) geographic location; and 2) market size.

Once we have selected 20 markets, they are divided into phases for the Test Period. The Media Plan varies for each client, but a minimum of 20 spots per station per market is normal. Utilizing 10 markets each week totals 200 spots per week so that during the 4-Week Test, our clients run over 800 spots.

The typical Media Plan for a target demographic of Women 25 to 54 would be as follows:

M-F	6:00AM – 9:00 AM
M-F	9:00 AM – 5:00 PM
M-Su	10:00 PM – 2:00 AM
Sa-Su	6:00 AM – 9:00 AM
Sa-Su	12:00 Noon-6:00 PM

The typical Media Plan for Men 18 to 49 would be as follows:

M-F	6:00 AM – 9:00 AM
M-Su	10:00 PM – 2:00 AM
M-Su	2:00 AM – 6:00 AM
Sa-Su	12:00 Noon-6:00 PM

During the Test Market Campaign the various markets, days of the week and time periods are analyzed for the best Cost-Per-Order (CPO). Based on daily monitoring, changes are made to assure the best payout for our clients.

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**2018 DIRECT RESPONSE TELEVISION
TEST MARKET EXAMPLES**

PHASE I TEST MARKETS

Austin
Baltimore
Charlotte
Columbus
Hartford
Kansas City
Minneapolis
Portland
Sacramento
Salt Lake

PHASE II TEST MARKETS

Atlanta
Dallas
Denver
Los Angeles
Nashville
New York
Orlando
Phoenix
Pittsburgh
Washington, D.C.

NOTE: The Test Markets for each product will depend on a number of different factors. It will not necessarily replicate these markets.