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 Focused Brief Therapy
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 During Covid
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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
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 483 at University of
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One GRP is the number of impressions equivalent to one percent of the population.J421 Media Flight Plan Exercise 2.ppt - Media Flight Plan ...Media flight plan exercise 13. We used Media Flight Plan here as well as the basis for the spreadsheets and 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:Media Flight Plan Exercises - English PortfolioQuestion: 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
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 2.Problems How Many
 Impressions Are In One
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 require the following

math: GoodExercise 1 -
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 Exercise 1 Impressions
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 20% Group Media Plan
 Presentation 20 4%
 TOTAL POINTS 500
 100% Exam: One in-
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 short answer,
 true/false, and
 Page 1 V6 Media Flight
 Plan Exercise 2 Gross
 Rating Points, Reach
 and Frequency Page 2
 V6 1) How many
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 gross rating point for
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 equivalent to one
 percent of the
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1.6 100GRPs 45.3 2.2
A) $31.5 \times 1.6 = 50.4$
almost the same at

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99.44 almost the same
at about 100 B) No.
Reach is the
percentage of people
who watch the
program.

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Are In One Gross
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Target? First, Convert
Target Data To
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And Then Divide By
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