



MCN MEDIA SCHEDULE - RUGBY 2006

Client: VERO INSURANCE

Agency: MITCHELL MEDIA
Contact: INGER CHRISTENSEN

MCN Contact: JO CONSTABLE
Date: 2/2/06

Demographic: MEN 25-54

| | | | | | 2006 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------|------|------|----------|------|----|----|----|-----|----|----|----|-----|---|----|----|-----|---|----|----|------|---|----|----|------|---|---|----|--------|----|---|----|------|----|---|----|-----|----|---|---|----|----|----|-------|---------|--------|-----|--|
| W/C SUNDAY DATES | | | | | FEB | | | | MAR | | | | APR | | | | MAY | | | | JUNE | | | | JULY | | | | AUGUST | | | | SEPT | | | | OCT | | | | | | | | | | | |
| MEDIA | START | END | SIZE | DAY MASK | 5 | 12 | 19 | 26 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | SPOTS | VIEWERS | | | |
| CAMPAIGN SUMMARY - RUGBY SPOT PACKAGE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 150 | |
| SUPER 14 LIVE & EXCLUSIVE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ROUND 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Blues V Hurricanes | 1730 | 1930 | 30 | FRI | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Western Force V Brumbies* | 2200 | 2359 | 30 | FRI | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Cheetahs V Bulls | 0400 | 0600 | 30 | SAT | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Crusaders V Highlanders | 1730 | 1930 | 30 | SAT | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Reds V Waratahs | 2030 | 2230 | 30 | SAT | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Cats V Stormers | 0200 | 0400 | 30 | SUN | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Sharks V Chiefs | 0400 | 0600 | 30 | SUN | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| ROUND 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Highlanders V Blues | 1730 | 1930 | 30 | FRI | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Cats V Chiefs | 0300 | 0500 | 30 | SAT | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Bulls V Brumbies | 0500 | 0700 | 30 | SAT | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Hurricanes V Western Force | 1730 | 1930 | 30 | SAT | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Reds V Crusaders | 2000 | 2200 | 30 | SAT | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Sharks V Cheetahs | 0200 | 0400 | 30 | SUN | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Stormers V Waratahs | 0400 | 0600 | 30 | SUN | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| ROUND 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hurricanes V Cats | 1730 | 1930 | 30 | FRI | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Western Force V Chiefs | 2200 | 2359 | 30 | FRI | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Stormers V Brumbies | 0400 | 0600 | 30 | SAT | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Crusaders V Sharks | 1530 | 1730 | 30 | SAT | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Reds V Blues | 2030 | 2230 | 30 | SAT | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Bulls V Waratahs | 0200 | 0400 | 30 | SUN | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Cheetahs V Highlanders | 0400 | 0600 | 30 | SUN | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| ROUND 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chiefs V Reds | 1730 | 1930 | 30 | FRI | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Brumbies V Cats | 1930 | 2130 | 30 | FRI | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Waratahs V Sharks | 1530 | 1730 | 30 | SAT | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Crusaders V Blues | 1730 | 1930 | 30 | SAT | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Stormers V Highlanders | 0200 | 0400 | 30 | SUN | | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Cheetahs V Hurricanes | 0400 | 0600 | 30 | SUN | | | | | | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| ROUND 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chiefs V Crusaders | 1730 | 1930 | 30 | FRI | | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Waratahs V Cats | 2200 | 2359 | 30 | FRI | | | | | | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Brumbies V Sharks | 0400 | 0600 | 30 | SAT | | | | | | | | | | | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Reds V Western Force | 1530 | 1730 | 30 | SAT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Bulls V Highlanders. | 1730 | 1930 | 30 | SUN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| Stormers V Hurricanes | 0200 | 0400 | 30 | SUN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 1 | 22,675 | | |
| ROUND 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

