

Sheet1

REPT_ID,C,1	REPT_TTL,C,40	TMPR	REPT_DESC1,C,60
DEMO-01A	Media Comparison Report	D N	
DEMO-01B	Station Comparison Report	D Y	Lists Radio and TV Stations by Cost per Lead
DEMO-02A	Placement Time Summary	D N	
DEMO-03A	Lead Time Summary	D Y	Summary of the Time of Day that Leads are recieved.

Sheet1

REPT_DESC2,C,60	S_FLS_FLS_FLD_3,C,2	S_FLD_4,C,2	S_FLD_5,C,2	S_FLD_6,C,2	S_FLD_7,C,2
	MD				
	MD	CA			
	MD	PT			
Listed by Day of Week.	LW	LT			

Sheet1

S_FLD_8,C,2 S_ORD_1,C,2S_OS_ORD_3,C,2S_ORD_4,C,2S_ORD_5,C,2S_ORD_6,C,2S_ORD_7,C,2

CL

Sheet1

S_ORD_8,C,2C_MC_MC_MD_3,C,2 C_MD_4,C,2 C_MD_5,C,2 C_LS_1,C,2 C_LS_2,C,2 C_LS_3,C,2

TV RD

Sheet1

C_LS_4,C,2 C_LS_5,C,2 C_OF_1,C,5 C_OF_2,C,5 C_OF_3,C,5 C_OF_4,C,5 C_OF_5,C,5

Sheet1

C_CR_1,C,10 C_CR_2,C,10 C_CR_3,C,10 C_CR_4,C,10 C_CR_5,C,10 C_PR_1,C,10 C_PR_2,C,10

Sheet1

C_PR_3,C,10 C_PR_4,C,10 C_PR_5,C,10 C_MK_1,C,10 C_MK_2,C,10 C_MK_3,C,10 C_MK_4,C,10

Sheet1

C_MK_5,C,10C_CA_1,C,10 C_CA_2,C,10 C_CA_3,C,10 C_CA_4,C,10 C_CA_5,C,10