Region/Store	Campaign	Date(s)	Medium	TV Supplier	Radio Supplier	Spend	Reach (%)
Brisbane			Radio		Nova		
Brisbane			Radio		Triple M		
Brisbane			TV	Nine Network			
Brisbane			TV	Network Ten			
Adelaide			Radio		SAFM		
Perth			Radio		96FM		
Newcastle			Radio		ATN		
Gold Coast			TV	SCA			

Store Rating Tables (Avg)

Medium

	TV	Radio
Brisbane	2.5	3.5
Adelaide		5.0
Perth		1.0
Sydney		
Melbourne		
Newcastle		4.0
Gold Coast	3.0	
ACT		

*AVERAGEIFS functions in green cells.

TV Station

	Seven Network	Nine Network	Network Ten	Prime7	NBN	SCA	WIN
Brisbane		2.0	3.0				
Adelaide							
Perth							
Sydney							
Melbourne							
Newcastle							
Gold Coast						3.0	
ACT							

Radio Station

	ATN	97.3	Triple M	Beat 105	Nova	Sea FM	Gold FM	Hot Tomato	2DAY	Mix	WSFM	FOX FM	92.9	96FM	NXFM	KOFM	SAFM	104.7
Brisbane			3.0		4.0													
Adelaide																	5.0	
Perth														1.0				
Sydney																		
Melbourne																		
Newcastle	4.0																	
Gold Coast																		
ACT																		

Store Sales Rating Tables