

# Media Expenditure Corporate/Range Of Products

Within main competitors, total Corporate/Range of Products campaign was 22% from total category expenditure

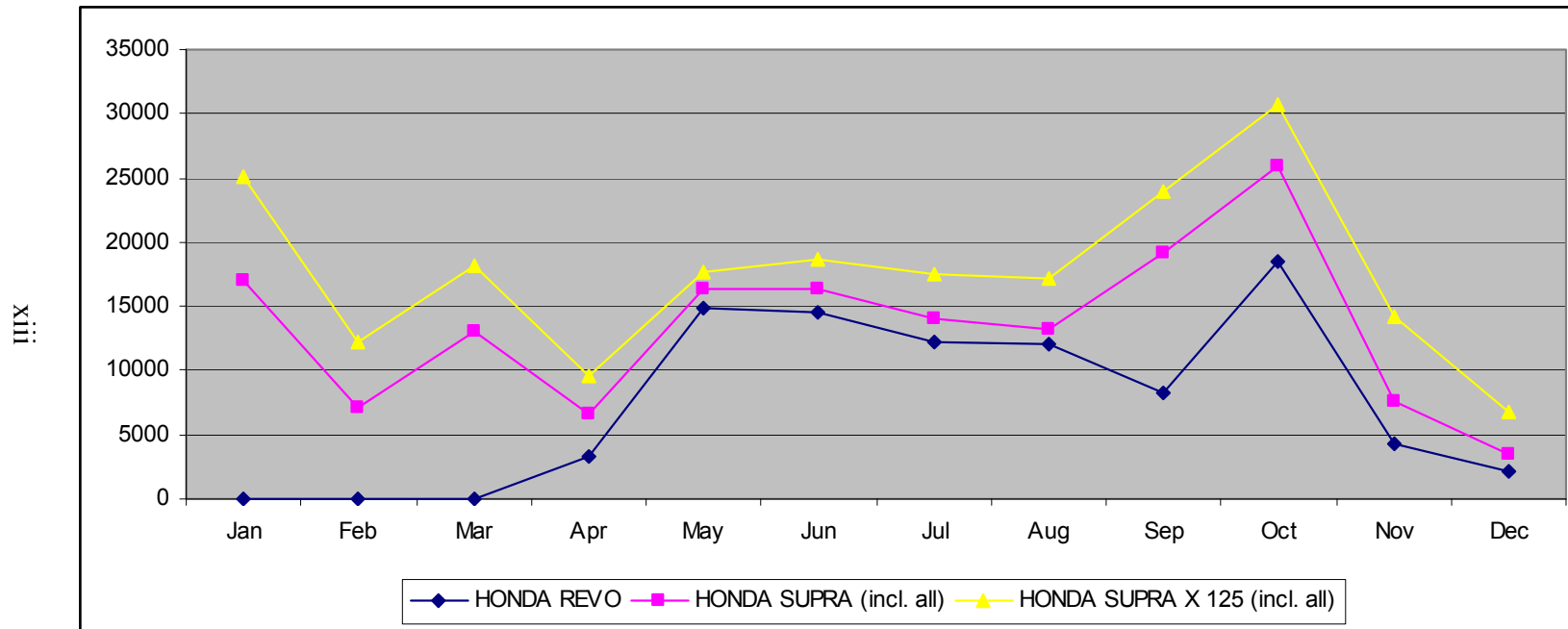
BRAND	2006					2007				
	TV	NPP	MAG	TOTAL	SOE to Category	TV	NPP	MAG	TOTAL	SOE to Category
YAMAHA	25,534	57,574	1,349	<b>84,456</b>	7%	39,696	64,356	3,164	<b>107,216</b>	8%
HONDA	6,717	98,603		<b>105,320</b>	8%	5,047	87,245		<b>92,291</b>	7%
SUZUKI	9,294	59,148	1,351	<b>69,793</b>	5%	22,910	46,538	4,105	<b>73,553</b>	6%
KAWASAKI		10,639	8	<b>10,647</b>	1%	1,719	8,220	8	<b>9,947</b>	1%
TVS		34		<b>34</b>	0%		481	5	<b>486</b>	0%
BAJAJ		224		<b>224</b>	0%		278		<b>278</b>	0%
<b>Total</b>	<b>41,545</b>	<b>226,222</b>	<b>2,707</b>	<b>270,474</b>	<b>21%</b>	<b>69,372</b>	<b>207,116</b>	<b>7,283</b>	<b>283,771</b>	<b>22%</b>
<b>Total Category</b>	<b>575,098</b>	<b>700,110</b>	<b>11,840</b>	<b>1,287,048</b>		<b>678,737</b>	<b>617,474</b>	<b>18,500</b>	<b>1,314,712</b>	

Source: STARCOM-Adquest 2008

Lampiran I: Media Expenditure Corporate

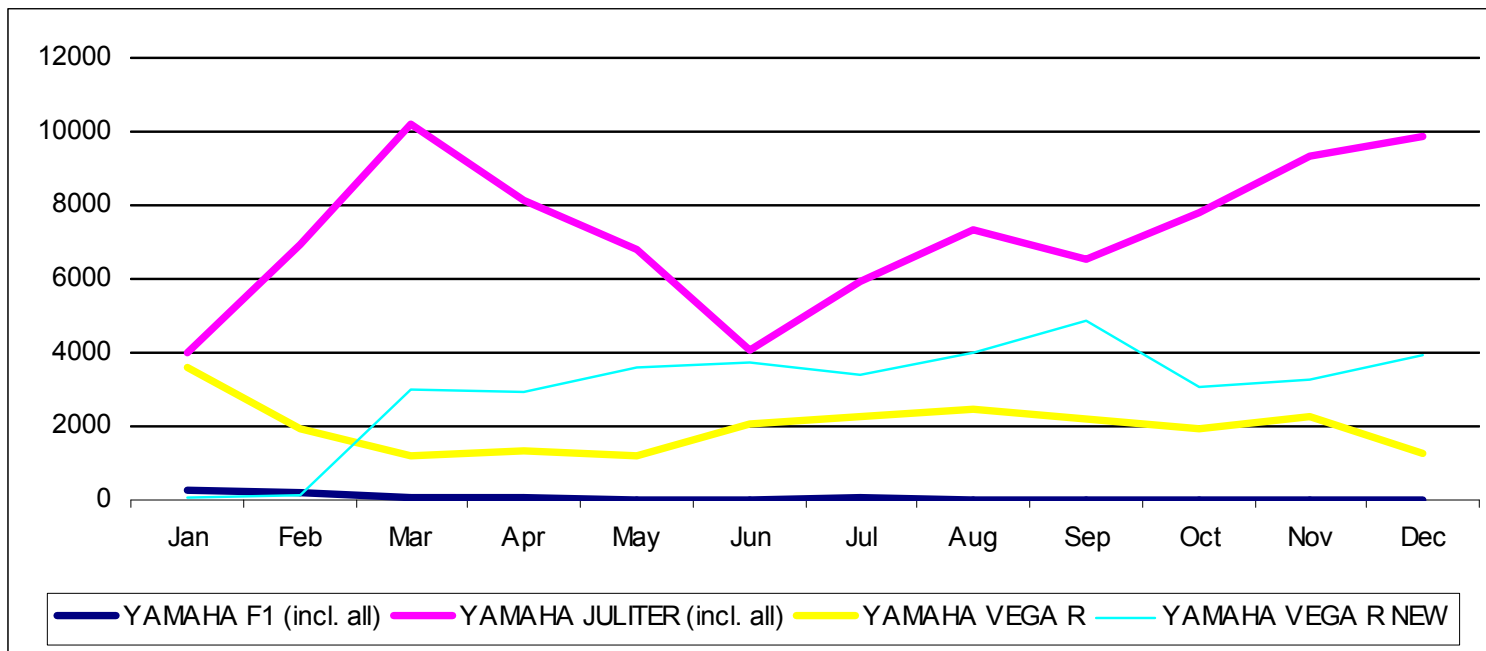
XII:

# Campaign Seasonality HONDA, TV & Print 2008



Source: STARCOM-Adquest 2008

# Campaign Seasonality YAMAHA, TV & Print



Source: STARCOM-Adquest 2008

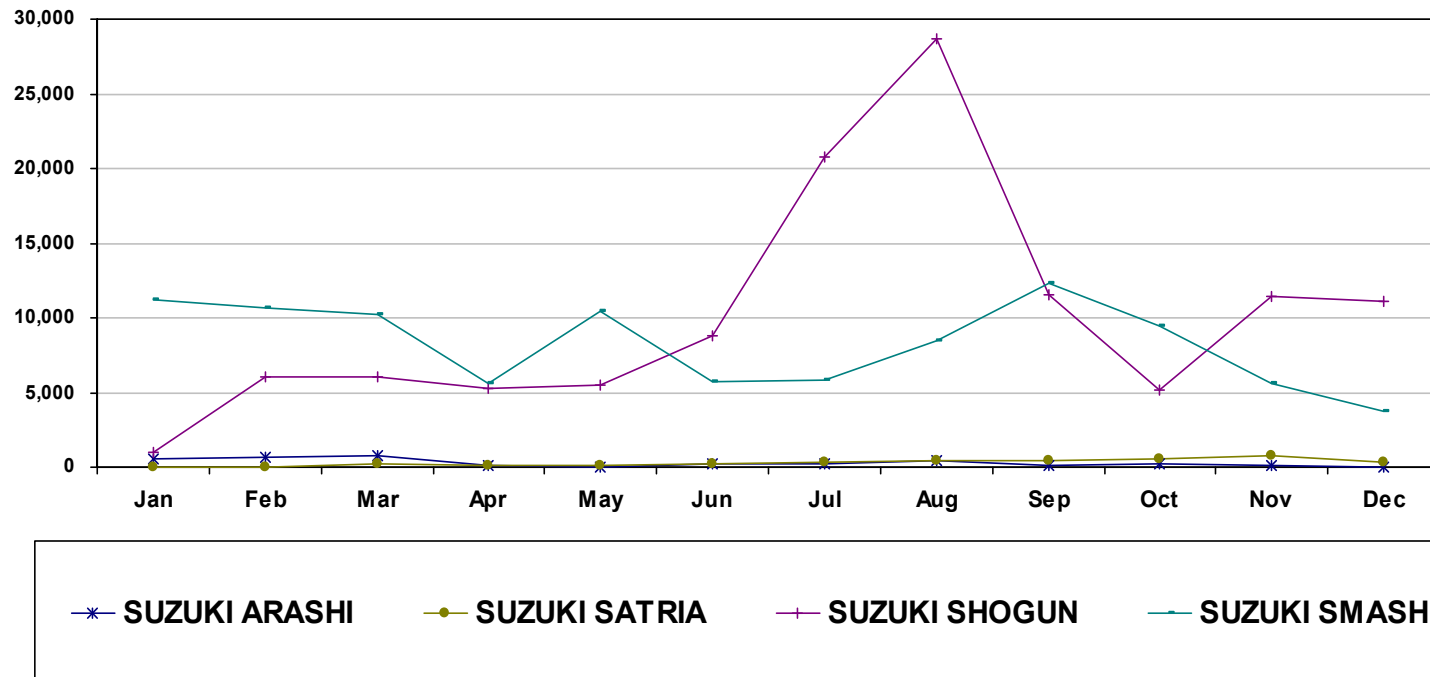
Lampiran III: Campaign Yamaha 2008

XIV

# Campaign Seasonality SUZUKI, TV & Print

in Rp. Million

XV

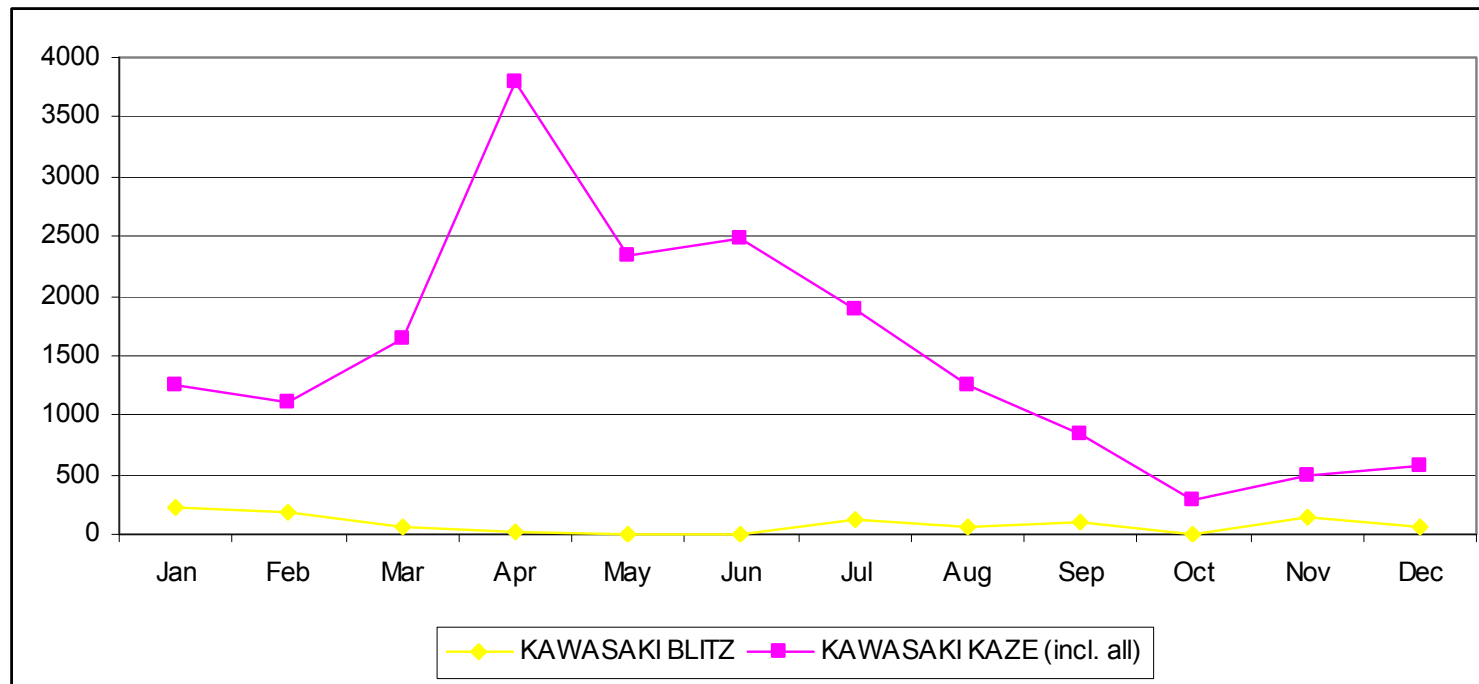


Source: STARCOM-Adquest 2008

Lampiran IV: Campaign Suzuki 2008

# Campaign Seasonality KAWAZAKI, TV & Print

xvi



Source: STARCOM-Adquest 2008

Lampiran V: Campaign Kawazaki 2008



Helm dalam kondisi biasa



Helm saat fluorescent menyala

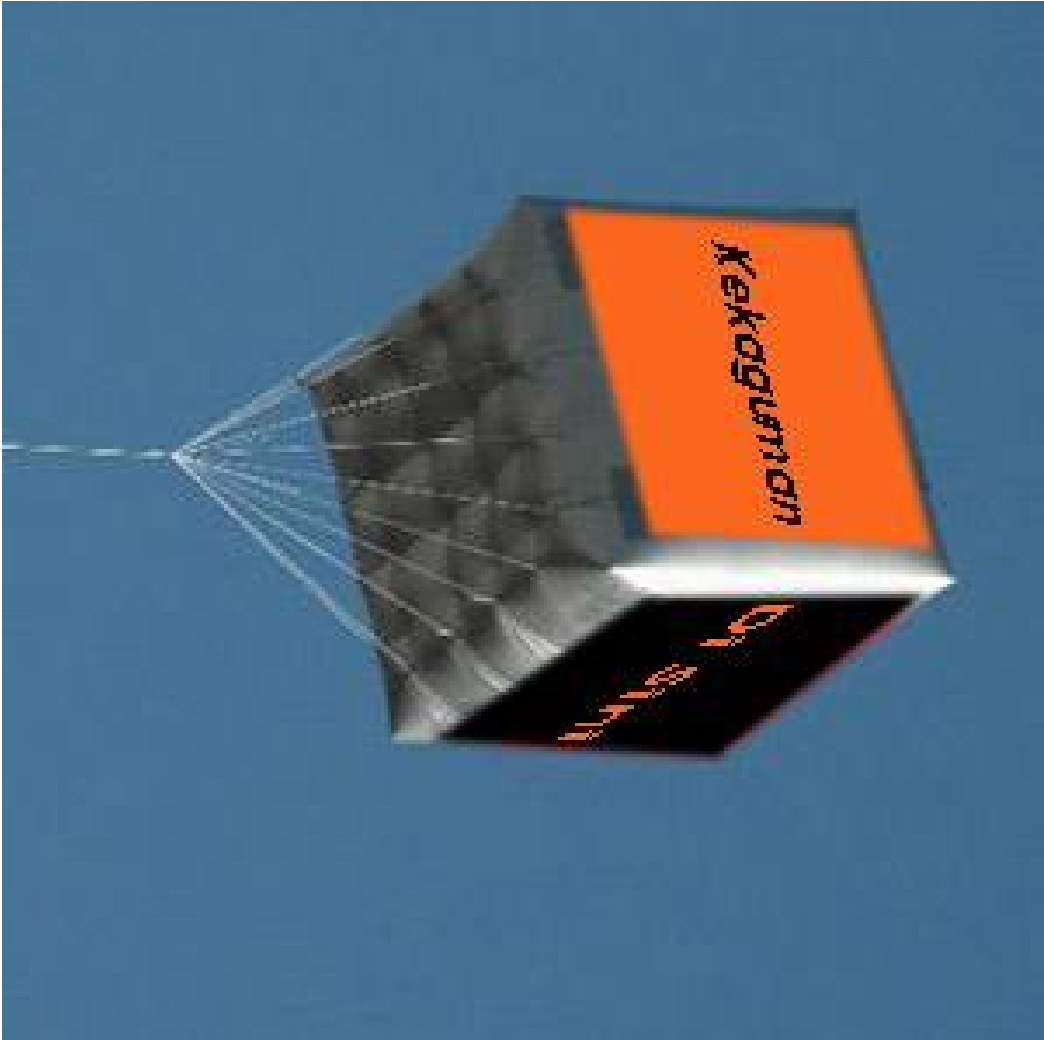
Lampiran VII: Jacket Fluorescent





Lampiran VIII: Billboard





# Media Plan TV Q1 & Q2

CLIENT : TVS Motor Company  
 BRAND : TVS Neo  
 PERIODE : JANUARI - MARET 2010  
 VERSION/DURATION : WOW 30"

PLAN																					
PROGRAM	Dur.	Day	TIME	Total Spot	RATE (Rp)	GROSS COST (Rp)	NETT COST (Rp)	Januari				Februari				Maret				TVR	GRP
								10	17	24	31	7	14	21	28	7	14	21	28		
<b>RCTI</b>																					
<b>PAID</b>																					
THE MASTER	30	Sun-Sat	20.00-00.00	18	20,000,000	360,000,000	288,000,000	2	1	2	1	2	1	2	1	2	1	2	1	4.7	84
OB SHIFT 2	30	Sun-Sat	15.30-16.00	6	20,000,000	120,000,000	96,000,000		1		1		1		1		1		1	4.7	28
DAHSYAT	30	Sun-Sat	08.30-09.30	12	12,000,000	144,000,000	115,200,000	1	1	1	1	1	1	1	1	1	1	1	1	2.0	24
SERGAP	30	Sun-Sat	12.30-13.00	6	12,000,000	72,000,000	57,600,000	1		1		1		1		1		1		2.0	12
<b>BONUS</b>																					
SIAPA LEBIH BERANI	30	Mon-Fri	07.30-09.30	12	12,000,000		144,000,000	1	1	1	1	1	1	1	1	1	1	1	1	1.4	17
BOMBASTIS	30	Mon-Fri	13.00-14.30	18	12,000,000		216,000,000	1	2	1	2	1	2	1	2	1	2	1	2	1.9	34
<b>RCTI Summary</b>																					
						Gross Cost	Nett Cost														
				42		696,000,000	556,800,000														148
						Avail Bonus	Taken Bonus														
				30		330,600,000	360,000,000														51
				72														Total GRPs -->	198		
<b>SCTV</b>																					
<b>PAID</b>																					
LIPUTAN 6	30	Sun-Sat	17.00-17.30	18	20,000,000	360,000,000	288,000,000	2	1	1	2	1	2	1	2	1	2	1	2	4.1	74
MELATI UNTUK MARVEL	30	Sun-Sat	20.00-21.30	12	20,000,000	240,000,000	192,000,000	1	1	1	1	1	1	1	1	1	1	1	1	3.2	39
<b>BONUS</b>																					
GALA KELUARGA	30	Mon-Fri	10.00-12.00	14	12,000,000		168,000,000	1	2	1	1	1	2	1	1	1	1	1	1	1.6	22
PLAYLIST	30	Mon-Fri	14.00-16.00	6	14,000,000		84,000,000		1		1		1		1		1		1	2.4	14
INBOX	30	Mon-Fri	07.30-09.30	6	12,000,000		72,000,000	1		1		1		1		1		1		1.7	10
<b>SCTV Summary</b>																					
						Gross Cost	Nett Cost														
				30		600,000,000	480,000,000														113
						Avail Bonus	Taken Bonus														
				26		330,000,000	324,000,000														46
				56														Total GRPs -->	159		
<b>IVM</b>																					
<b>PAID</b>																					
HALO POLISI	30	Mon-Fri	08.30-09.30	18	20,000,000	360,000,000	288,000,000	2	1	2	1	2	1	2	1	2	1	2	1	5.0	89
FOKUS SIANG	30	Mon-Fri	12.00-12.30	12	18,000,000	216,000,000	172,800,000	1	1	1	1	1	1	1	1	1	1	1	1	2.6	32
<b>BONUS</b>																					
PATROLI	30	Mon-Fri	11.30-12.00	18	10,000,000		180,000,000	1	2	1	2	1	2	1	2	1	2	1	2	1.4	26
FOKUS PAGI	30	Mon-Fri	06.00-07.00	18	10,000,000		180,000,000	2	1	2	1	2	1	2	1	2	1	2	1	1.1	20
HAPPY SONG	30	Mon-Fri	13.00-15.00	12	12,000,000		144,000,000	1	1	1	1	1	1	1	1	1	1	1	1	1.0	12
MAMAH& AA'	30	Sun-Sat	05.00-06.00	-	4,000,000		-													0.9	-
<b>IVM Summary</b>																					
						Gross Cost	Nett Cost														
				30		576,000,000	460,800,000														121
						Avail Bonus	Taken Bonus														
				48		518,400,000	504,000,000														58
				78														Total GRPs -->	178		
<b>TRANS TV</b>																					
<b>PAID</b>																					
SUAMI-SUAMI TAKUT	30	Mon-Fri	18.00-19.00	6	20,000,000	120,000,000	86,400,000		1		1		1		1		1		1	5.9	35
BIOSKOP INDONESIA	30	Mon-Fri	14.00-16.00	6	12,000,000	72,000,000	51,840,000	1		1		1		1		1		1		2.8	17
REPORTASE SORE	30	Mon-Sat	17.00-17.30	12	38,000,000	456,000,000	328,320,000	1	1	1	1	1	1	1	1	1	1	1	1	10.3	123
<b>BONUS</b>																					
MISSING LYRIC	15	Fri	12.30-13.00	8	6,000,000		48,000,000	1	1		1	1		1	1		1	1		1.4	11
KULINER PILIHAN	15	Sat	07.30-08.00	5	6,000,000		30,000,000		1			1		1		1		1	1	1.4	7
GULA-GULA	15	Sat	08.00-08.30	6	6,000,000		36,000,000	1		1		1		1		1		1		1.7	10
<b>TRANS TV Summary</b>																					
						Gross Cost	Nett Cost														
				24		648,000,000	466,560,000														175
						Avail Bonus	Taken Bonus														
				55		388,800,000	272,400,000														60
				79														Total GRPs -->	235		
<b>TRANS 7</b>																					
<b>PAID</b>																					
SPORT 7	30	Sun-Sat	06.00-06.30	18	10,000,000	180,000,000	72,000,000	2	1	2	1	2	1	2	1	2	1	2	1	2.0	36
60 MINUTES	30	Sun-Sat	10.30-11.30	12	12,000,000	144,000,000	57,600,000	1	1	1	1	1	1	1	1	1	1	1	1	2.2	27
TUKUL JALAN-JALAN	30	Mon-Fri	22.00-23.00	-	8,000,000	-	-													1.5	-
<b>BONUS</b>																					
NGELENONG NYOK	30	Mon-Fri	09.00-10.00	14	8,000,000		112,000,000	1	1	1	2	1	1	1	1	1	2	1	1	0.9	13
REDAKSI SIANG	30	Sun-Sat	11.30-12.00	12	8,000,000		96,000,000	1	1	1	1	1	1	1	1	1	1	1	1	0.8	9
<b>TRANS 7 Summary</b>																					
						Gross Cost	Nett Cost														
				30		324,000,000	129,600,000														63
						Avail Bonus	Taken Bonus														
				26		210,600,000	208,000,000														22
				56														Total GRPs -->	85		
<b>ALL STATION</b>																					
						Gross Cost	Nett Cost														
				156		2,844,000,000	2,093,760,000														619
						Avail Bonus	Taken Bonus														
				185		1,778,400,000	1,668,400,000														237
				341		Total Spot													Total GRPs -->	856	

CLIENT : TVS Motor Company  
 BRAND : TVS Neo  
 PERIODE : APRIL-JULI 2010  
 VERSION/DURATION : WOW 15"

PLAN																									
PROGRAM	Dur.	Day	TIME	Total Spot	RATE (Rp)	GROSS COST (Rp)	NETT COST (Rp)	Maret				April				Mei				Juni			TVR	GRP	
								7	14	21	28	4	11	18	25	2	9	16	23	30	6	13			20
<b>RCTI</b>																									
<b>PAID</b>																									
THE MASTER	15	Sun-Sat	20.00-00.00	24	12,000,000	288,000,000	230,400,000	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	6.0	144
OB SHIFT 2	15	Sun-Sat	15.30-16.00	8	12,000,000	96,000,000	76,800,000		1		1		1		1		1		1		1		1	5.4	43
DAHSYAT	15	Sun-Sat	08.30-09.30	16	7,200,000	115,200,000	92,160,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3.4	54
SERGAP	15	Sun-Sat	12.30-13.00	16	7,200,000	115,200,000	92,160,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2.8	45
<b>BONUS</b>																									
SIAPA LEBIH BERANI	15	Mon-Fri	07.30-09.30	16	7,200,000		115,200,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1.4	23
BOMBASTIS	15	Mon-Fri	13.00-14.30	24	7,200,000		172,800,000	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1.9	45
<b>RCTI</b>																									
Gross Cost																									
Nett Cost																									
64																									
Avail Bonus																									
Taken Bonus																									
40																									
291,840,000																									
288,000,000																									
Total GRPs -->																									
68																									
<b>SCTV</b>																									
<b>PAID</b>																									
LIPUTAN 6	15	Sun-Sat	17.00-17.30	24	12,000,000	288,000,000	230,400,000	2	1	1	2	1	2	1	2	1	2	1	2	1	2	1	2	4.1	99
MELATI UNTUK MARVEL	15	Sun-Sat	20.00-21.30	16	12,000,000	192,000,000	153,600,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3.2	52
<b>BONUS</b>																									
GALA KELUARGA	15	Mon-Fri	10.00-12.00	19	7,200,000		136,800,000	1	2	1	1	1	2	1	1	1	1	1	1	1	2	1	1	1.6	30
PLAYLIST	15	Mon-Fri	14.00-16.00	8	8,400,000		67,200,000		1		1		1		1		1		1		1		1	2.4	19
INBOX	15	Mon-Fri	07.30-09.30	8	7,200,000		57,600,000	1		1		1		1		1		1		1		1		1.7	13
<b>SCTV</b>																									
Gross Cost																									
Nett Cost																									
40																									
480,000,000																									
384,000,000																									
Avail Bonus																									
Taken Bonus																									
35																									
264,000,000																									
261,600,000																									
Total GRPs -->																									
62																									
<b>IVM</b>																									
<b>PAID</b>																									
HALO POLISI	15	Mon-Fri	08.30-09.30	24	12,000,000	288,000,000	230,400,000	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	6.0	144
FOKUS SIANG	15	Mon-Fri	12.00-12.30	8	10,800,000	86,400,000	69,120,000	1		1		1		1		1		1		1		1		4.2	34
<b>BONUS</b>																									
PATROLI	15	Mon-Fri	11.30-12.00	24	6,000,000		144,000,000	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1.4	34
FOKUS PAGI	15	Mon-Sat	09.30-11.30	24	6,000,000		144,000,000	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	1.1	27
HAPPY SONG	15	Mon-Fri	13.00-15.00	16	7,200,000		115,200,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1.0	16
MAMAH& AA'	15	Sun-Sat	05.00-06.00	-	2,400,000		-																	0.9	-
<b>IVM</b>																									
Gross Cost																									
Nett Cost																									
32																									
374,400,000																									
299,520,000																									
Avail Bonus																									
Taken Bonus																									
64																									
336,960,000																									
403,200,000																									
Total GRPs -->																									
77																									
<b>TRANS</b>																									
<b>PAID</b>																									
SUAMI-SUAMI TAKUT	15	Mon-Fri	18.00-19.00	8	12,000,000	96,000,000	69,120,000		1		1		1		1		1		1		1		1	5.9	47
BIOSKOP INDONESIA	15	Mon-Fri	14.00-16.00	8	7,200,000	57,600,000	41,472,000	1		1		1		1		1		1		1		1		2.8	22
REPORTASE SORE	15	Mon-Sat	17.00-17.30	16	22,800,000	364,800,000	262,656,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	10.3	164
<b>BONUS</b>																									
MISSING LYRIC	15	Fri	12.30-13.00	11	6,000,000		66,000,000	1	1		1	1		1	1		1	1		1	1		1	1.4	15
KULINER PILIHAN	15	Sat	07.30-08.00	7	6,000,000		42,000,000		1			1		1		1		1		1		1		1.4	10
GULA-GULA	15	Sat	08.00-08.30	8	6,000,000		48,000,000	1		1		1		1		1		1		1		1		1.7	14
<b>TRANS TV</b>																									
Gross Cost																									
Nett Cost																									
32																									
518,400,000																									
373,248,000																									
Avail Bonus																									
Taken Bonus																									
74																									
311,040,000																									
367,200,000																									
Total GRPs -->																									
81																									
<b>TRANS 7</b>																									
<b>PAID</b>																									
SPORT 7	15	Sun-Sat	06.00-06.30	16	6,000,000	96,000,000	38,400,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2.0	32
60 MINUTES	15	Sun-Sat	10.30-11.30	16	7,200,000	115,200,000	46,080,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2.2	36
TUKUL JALAN-JALAN	15	Mon-Fri	22.00-23.00	-	4,800,000		-																	1.5	-
<b>BONUS</b>																									
NGELENONG NYOK	15	Mon-Fri	09.00-10.00	18	4,800,000		86,400,000	1	1	1	2	1	1	1	1	2	1	1	1	1	1	1	1	0.9	17
REDAKSI SIANG	15	Sun-Sat	11.30-12.00	16	4,800,000		76,800,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0.8	12
<b>TRANS 7</b>																									
Gross Cost																									
Nett Cost																									
32																									
211,200,000																									
84,480,000																									
Avail Bonus																									
Taken Bonus																									
34																									
137,280,000																									
163,200,000																									
Total GRPs -->																									
68																									
<b>ALL STATION</b>																									
Gross Cost																									
Nett Cost																									
200																									
2,198,400,000																									
1,632,768,000																									
Avail Bonus																									
Taken Bonus																									
247																									
1,341,120,000																									
1,483,200,000																									
Total Spot																									
Total GRPs -->																									
1,232																									

# Media Plan TV Q3 & Q4

CLIENT : TVS Motor Company  
 BRAND : TVS Neo  
 PERIODE : AGUSTUS-SEPTEMBER 2010  
 VERSION/DURATION : FAMOUS 30"

PLAN																			
PROGRAM	Dur.	Day	TIME	Total Spot	GROSS RATE 30s (Rp)	RATE (Rp)	GROSS COST (Rp)	NETT COST (Rp)	Agustus				September				TVR	GRP	
									4	11	18	25	1	8	15	22			
<b>RCTI</b>																			
<b>PAID</b>																			
THE MASTER	30	Sun-Sat	02.00-04.00	12	20,000,000	20,000,000	240,000,000	192,000,000	2	1	2	1	2	1	2	1	8.0	96	
OB SHIFT 2	30	Sun-Sat	19.30-20.30	16	20,000,000	20,000,000	320,000,000	256,000,000	2	2	2	2	2	2	2	2	7.5	120	
DAHSYAT	30	Sun-Sat	08.30-09.30	8	12,000,000	12,000,000	96,000,000	76,800,000	1	1	1	1	1	1	1	1	2.0	16	
SERGAP	30	Sun-Sat	11.00-12.00	8	12,000,000	12,000,000	96,000,000	76,800,000	1	1	1	1	1	1	1	1	2.0	16	
<b>BONUS</b>																			
SIAPA LEBIH BERANI	30	Mon-Fri	07.30-09.30	8	12,000,000	12,000,000		96,000,000	1	1	1	1	1	1	1	1	1.4	11	
BOMBASTIS	30	Mon-Fri	13.00-14.30	12	12,000,000	12,000,000		144,000,000	1	2	1	2	1	2	1	2	1.9	23	
<b>RCTI Summary</b>																			
							Gross Cost	Nett Cost											
							44	752,000,000	601,600,000										248
							20	Avail Bonus	Taken Bonus										
							64	357,200,000	240,000,000										34
							<-- Total Spot							Total GRPs -->					282
<b>SCTV</b>																			
<b>PAID</b>																			
LIPUTAN 6	30	Sun-Sat	17.00-17.30	16	20,000,000	20,000,000	320,000,000	256,000,000	2	2	2	2	2	2	2	2	8.0	128	
MELATI UNTUK MARVEL	30	Sun-Sat	19.00-20.00	16	20,000,000	20,000,000	320,000,000	256,000,000	2	2	2	2	2	2	2	2	4.1	66	
TERLANJUR CINTA	30	Sun-Sat	20.00-21.30	16	20,000,000	20,000,000	320,000,000	256,000,000	2	2	2	2	2	2	2	2	5.0	80	
<b>BONUS</b>																			
GALA KELUARGA	30	Mon-Fri	10.00-12.00	10	12,000,000	12,000,000		120,000,000	1	2	1	1	1	2	1	1	1.6	16	
PLAYLIST	30	Mon-Fri	14.00-16.00	4	14,000,000	14,000,000		56,000,000		1		1		1		1	2.4	10	
INBOX	30	Mon-Fri	07.30-09.30	4	12,000,000	12,000,000		48,000,000	1		1		1		1		1.7	7	
<b>SCTV Summary</b>																			
							Gross Cost	Nett Cost											
							48	960,000,000	768,000,000										274
							18	Avail Bonus	Taken Bonus										
							66	528,000,000	224,000,000										32
							<-- Total Spot							Total GRPs -->					306
<b>IVM</b>																			
<b>PAID</b>																			
HALO POLISI	30	Mon-Fri	08.30-09.30	12	20,000,000	20,000,000	240,000,000	192,000,000	2	1	2	1	2	1	2	1	8.0	96	
FOKUS SIANG	30	Mon-Fri	12.00-12.30	16	18,000,000	18,000,000	288,000,000	230,400,000	2	2	2	2	2	2	2	2	9.4	150	
<b>BONUS</b>																			
PATROLI	30	Mon-Fri	11.30-12.00	12	10,000,000	10,000,000		120,000,000	1	2	1	2	1	2	1	2	1.4	17	
FOKUS PAGI	30	Mon-Sat	06.00-07.00	12	10,000,000	10,000,000		120,000,000	2	1	2	1	2	1	2	1	1.1	14	
HAPPY SONG	30	Mon-Fri	13.00-15.00	8	12,000,000	12,000,000		96,000,000	1	1	1	1	1	1	1	1	1.0	8	
MAMAH& AA'	30	Sun-Sat	05.00-06.00	-	4,000,000	4,000,000		-									0.9	-	
<b>IVM Summary</b>																			
							Gross Cost	Nett Cost											
							28	528,000,000	422,400,000										246
							32	Avail Bonus	Taken Bonus										
							60	475,200,000	336,000,000										38
							<-- Total Spot							Total GRPs -->					285
<b>TRANS TV</b>																			
<b>PAID</b>																			
SUAMI-SUAMI TAKUT	30	Mon-Fri	18.00-19.00	4	20,000,000	20,000,000	80,000,000	57,600,000		1		1		1		1	12.0	48	
BIOSKOP INDONESIA	30	Mon-Fri	14.00-16.00	4	12,000,000	12,000,000	48,000,000	34,560,000	1		1		1		1		4.0	16	
REPORTASE SORE	30	Mon-Sat	17.00-17.30	8	38,000,000	38,000,000	304,000,000	218,880,000	1	1	1	1	1	1	1	1	10.3	82	
CAKRAWALA IMAN	30	Mon-Fri	06.00-07.00	13	20,000,000	20,000,000	260,000,000	187,200,000	2	2	1	2	1	2	1	2	5.9	76	
<b>BONUS</b>																			
MISSING LYRIC	15	Fri	12.30-13.00	6	10,000,000	6,000,000		36,000,000	1	1		1		1		1	1.4	8	
KULINER PILIHAN	15	Sat	07.30-08.00	3	10,000,000	6,000,000		18,000,000		1		1		1		1	1.4	4	
GULA-GULA	15	Sat	08.00-08.30	4	10,000,000	6,000,000		24,000,000	1		1		1		1		1.7	7	
<b>TRANS TV Summary</b>																			
							Gross Cost	Nett Cost											
							29	692,000,000	498,240,000										222
							37	Avail Bonus	Taken Bonus										
							66	415,200,000	183,600,000										40
							<-- Total Spot							Total GRPs -->					263
<b>TRANS 7</b>																			
<b>PAID</b>																			
SPORT 7	30	Sun-Sat	06.00-06.30	12	10,000,000	10,000,000	120,000,000	48,000,000	2	1	2	1	2	1	2	1	2.0	24	
60 MINUTES	30	Sun-Sat	10.30-11.30	8	12,000,000	12,000,000	96,000,000	38,400,000	1	1	1	1	1	1	1	1	2.2	18	
TUKUL JALAN-JALAN	30	Mon-Fri	22.00-23.00	-	8,000,000	8,000,000	-	-									1.5	-	
<b>BONUS</b>																			
NGELENONG NYOK	30	Mon-Fri	09.00-10.00	9	8,000,000	8,000,000		72,000,000	1	1	1	2	1	1	1	1	0.9	8	
REDAKSI SIANG	30	Sun-Sat	11.30-12.00	8	8,000,000	8,000,000		64,000,000	1	1	1	1	1	1	1	1	0.8	6	
<b>TRANS 7 Summary</b>																			
							Gross Cost	Nett Cost											
							20	216,000,000	86,400,000										42
							17	Avail Bonus	Taken Bonus										
							37	140,400,000	136,000,000										14
							<-- Total Spot							Total GRPs -->					56
<b>ALL STATION</b>																			
							Gross Cost	Nett Cost											
							169	3,148,000,000	2,376,640,000										###
							124	Avail Bonus	Taken Bonus										
							293	1,916,000,000	1,119,600,000										159
							<-- Total Spot							Total GRPs -->					###

CLIENT : TVS Motor Company  
 BRAND : TVS Neo  
 PERIODE : OKTOBER-DESEMBER 2010  
 VERSION/DURATION : FAMOUS 30"

PLAN																							
PROGRAM	Dur.	Day	TIME	Total Spot	GROSS RATE (Rp)	RATE (Rp)	GROSS COST (Rp)	NETT COST (Rp)	Januari				Februari				Maret				TVR	GRP	
									4	11	18	25	1	8	15	22	1	8	15	22			30
<b>RCTI</b>																							
<b>PAID</b>																							
THE MASTER	15	Sun-Sat	20.30-22.00	18	20,000,000	12,000,000	216,000,000	172,800,000	2	1	2	1	2	1	2	1	2	1	2	1	9.0	162	
OB SHIFT 2	15	Sun-Sat	19.30-20.30	6	20,000,000	12,000,000	72,000,000	57,600,000		1		1		1		1		1		1	6.2	37	
DAHSYAT	15	Sun-Sat	08.30-09.30	6	12,000,000	7,200,000	43,200,000	34,560,000		1		1		1		1		1		1	3.2	19	
SERGAP	15	Sun-Sat	11.00-12.00	6	12,000,000	7,200,000	43,200,000	34,560,000	1		1		1		1		1		1		4.1	25	
<b>BONUS</b>																							
SIAPA LEBIH BERANI	15	Mon-Fri	07.30-09.30	12	12,000,000	7,200,000		86,400,000	1	1	1	1	1	1	1	1	1	1	1	1	1.4	17	
BOMBASTIS	15	Mon-Fri	13.00-14.30	18	12,000,000	7,200,000		129,600,000	1	2	1	2	1	2	1	2	1	2	1	2	1.9	34	
<b>RCTI Summary</b>																							
								Gross Cost													Nett Cost		
								36													374,400,000	299,520,000	
																					Avail Bonus	Taken Bonus	
								30													177,840,000	216,000,000	
								66	<-- Total Spot												Total GRPs -->		294
<b>SCTV</b>																							
<b>PAID</b>																							
LIPUTAN 6	15	Sun-Sat	19.00-20.00	18	20,000,000	12,000,000	216,000,000	172,800,000	2	1	1	2	1	2	1	2	1	2	1	2	8.4	151	
MELATI UNTUK MARVEL	15	Sun-Sat	19.00-20.00	-	20,000,000	12,000,000	-	-													4.1	-	
TERLANJUR CINTA	15	Sun-Sat	20.00-21.30	12	20,000,000	12,000,000	144,000,000	115,200,000	1	1	1	1	1	1	1	1	1	1	1	1	6.3	76	
<b>BONUS</b>																							
GALA KELUARGA	15	Mon-Fri	10.00-12.00	14	12,000,000	7,200,000		100,800,000	1	2	1	1	1	2	1	1	1	1	1	1	1.6	22	
PLAYLIST	15	Mon-Fri	14.00-16.00	6	14,000,000	8,400,000		50,400,000		1		1		1		1		1		1	2.4	14	
INBOX	15	Mon-Fri	07.30-09.30	6	12,000,000	7,200,000		43,200,000	1		1		1		1		1		1		1.7	10	
<b>SCTV Summary</b>																							
								Gross Cost													Nett Cost		
								30													360,000,000	288,000,000	
																					Avail Bonus	Taken Bonus	
								26													198,000,000	194,400,000	
								56	<-- Total Spot												Total GRPs -->		273
<b>IVM</b>																							
<b>PAID</b>																							
HALO POLISI	15	Mon-Fri	08.30-09.30	18	20,000,000	12,000,000	216,000,000	172,800,000	2	1	2	1	2	1	2	1	2	1	2	1	5.0	89	
FOKUS SIANG	15	Mon-Fri	12.00-12.30	12	18,000,000	10,800,000	129,600,000	103,680,000	1	1	1	1	1	1	1	1	1	1	1	1	2.6	32	
<b>BONUS</b>																							
PATROLI	15	Mon-Fri	11.30-12.00	18	10,000,000	6,000,000		108,000,000	1	2	1	2	1	2	1	2	1	2	1	2	1.4	26	
FOKUS PAGI	15	Mon-Sat	09.30-11.30	18	10,000,000	6,000,000		108,000,000	2	1	2	1	2	1	2	1	2	1	2	1	1.1	20	
HAPPY SONG	15	Mon-Fri	13.00-15.00	12	12,000,000	7,200,000		86,400,000	1	1	1	1	1	1	1	1	1	1	1	1	1.0	12	
MAMAH& AA'	15	Sun-Sat	05.00-06.00	-	4,000,000	2,400,000		-													0.9	-	
<b>IVM Summary</b>																							
								Gross Cost													Nett Cost		
								30													345,600,000	276,480,000	
																					Avail Bonus	Taken Bonus	
								48													311,040,000	302,400,000	
								78	<-- Total Spot												Total GRPs -->		178
<b>TRANS</b>																							
<b>PAID</b>																							
SUAMI-SUAMI TAKUT	15	Mon-Fri	18.00-19.00	6	20,000,000	12,000,000	72,000,000	51,840,000		1		1		1		1		1		1	5.9	35	
BIOSKOP INDONESIA	15	Mon-Fri	14.00-16.00	6	12,000,000	7,200,000	43,200,000	31,104,000	1		1		1		1		1		1		2.8	17	
REPORTASE SORE	15	Mon-Sat	17.00-17.30	12	38,000,000	22,800,000	273,600,000	196,992,000	1	1	1	1	1	1	1	1	1	1	1	1	10.3	123	
RELIGI	15	Wed	20.00-21.00	-	20,000,000	20,000,000	-	-													5.9	-	
<b>BONUS</b>																							
MISSING LYRIC	15	Fri	12.30-13.00	8	10,000,000	6,000,000		48,000,000	1	1		1	1	1	1		1	1	1		1.4	11	
KULINER PILIHAN	15	Sat	07.30-08.00	5	10,000,000	6,000,000		30,000,000	1	1		1	1	1	1		1	1	1		1.4	7	
GULA-GULA	15	Sat	08.00-08.30	6	10,000,000	6,000,000		36,000,000	1		1		1		1		1		1		1.7	10	
<b>TRANS TV Summary</b>																							
								Gross Cost													Nett Cost		
								24													388,800,000	279,936,000	
																					Avail Bonus	Taken Bonus	
								55													233,280,000	272,400,000	
								79	<-- Total Spot												Total GRPs -->		235
<b>TRANS 7</b>																							
<b>PAID</b>																							
SPORT 7	15	Sun-Sat	06.00-06.30	18	10,000,000	6,000,000	108,000,000	43,200,000	2	1	2	1	2	1	2	1	2	1	2	1	2.0	36	
60 MINUTES	15	Sun-Sat	10.30-11.30	12	12,000,000	7,200,000	86,400,000	34,560,000	1	1	1	1	1	1	1	1	1	1	1	1	2.2	27	
TUKUL JALAN-JALAN	15	Mon-Fri	22.00-23.00	-	8,000,000	4,800,000	-	-													1.5	-	
<b>BONUS</b>																							
NGELENONG NYOK	15	Mon-Fri	09.00-10.00	14	8,000,000	4,800,000		67,200,000	1	1	1	2	1	1	1	1	2	1	1	1	0.9	13	
REDAKSI SIANG	15	Sun-Sat	11.30-12.00	12	8,000,000	4,800,000		57,600,000	1	1	1	1	1	1	1	1	1	1	1	1	0.8	9	
<b>TRANS 7 Summary</b>																							
								Gross Cost													Nett Cost		
								30													194,400,000	77,760,000	
																					Avail Bonus	Taken Bonus	
								26													126,360,000	124,800,000	
								56	<-- Total Spot												Total GRPs -->		85
<b>ALL STATION</b>																							
								Gross Cost													Nett Cost		
								150													1,663,200,000	#####	
																					Avail Bonus	Taken Bonus	
								185													1,046,520,000	#####	
								335	<-- Total Spot												Total GRPs -->		1,065

## MEDIA PLAN TABLOID TVS NEO 2010

Client : TVS Motor Company  
 Product : TVS Neo  
 Period of Campaign : 8 AGUSTUS - 9 SEPTEMBER 2010

Market	Print Publication	Period	Circulation	Type of Ad Version	Size	Rate	Gross Cost Per Insertion	Februari	Mei	Agustus	Oktober	Total Insertion	Total Gross Cost	Disc	Total Net Cost	Remarks	
								1	1	1	1						
Nationwide	OTOMOTIF	Weekly	626,084	Advertorial	3 x 190 mm FC	67,000	38,190,000	1		1		2	76,380,000	20%	61,104,000		
	MOTORPLUS	Weekly	415,000	Advertorial	3 x 190 mm FC	48,000	27,360,000		1		1	2	54,720,000	20%	43,776,000		
								1	1	1	1	4					
													<b>Total Insertion</b>	<b>4</b>			
													<b>Total Gross Cost</b>	<b>167,675,000</b>			
													<b>Total Discount</b>	<b>62,795,000</b>			
													<b>Total Net Cost</b>	<b>104,880,000</b>			
													<b>Agency Fee on Nett 10.%</b>	<b>10,488,000</b>			
													<b>SUB TOTAL</b>	<b>115,368,000</b>			
													<b>Tax 10 %</b>	<b>11,536,800</b>			
													<b>GRAND TOTAL</b>	<b>126,904,800</b>			