

**Advertiser:** The Football Pools & Spot The Ball  
**Month:** November - December  
**Start Date/Duration:** 2 Months  
**Proposal Date:** 06/10/2017  
**Copy Deadline:** 6 days prior to campaign live date

Sky AdSmart Attributes	Geo Targeting Location	Household Universe	Average Frequency (Weight)	Impressions	CPT " 30"	Budget	Estimated 1+ Reach
Men 25+ who subscribe to Sky Sports	L Postcode	24,777	8	157,525	£39.22	£6,178	79%

**Note:**

Universe Size and CPT are approximate at the time of costing and subject to change.  
 Proposals are only valid for 3 months from the date first provided.  
 Each line on the above proposal is based on ONE commercial/ ONE clock. If you have multiple pieces of copy we would need to re-plan these costs.  
 We only charge for impressions delivered when 75% of the advert has been viewed.  
 Minimum spend of £3,000 per campaign. Budget does not include VAT.

**Household Universe** = Number of Households that fit the target audience within the designated area. Each household has an average of 2.6 adults across the UK so you can safely double the household universe to get viewers

**Average Frequency** = The average number of times each household will view the advert from the target audience, the advert is only played out when the target is watching, content matches and there are no clashes with other advertisers of the same kind. Only when the advert is played 75% or more of the way through does this count as a view. If they fast forward, turn over, switch off or have not interacted with the box 30 minutes prior it is not classed a view. All boxes report back accurate view figures every night.

**Impressions** = The number of views your campaign will receive as a minimum, any over delivery is not charged but under delivery would generate a credit to the customer.

**CPT 30"** = Cost per thousand household views for a 30 second advert

**Budget** = What this campaign would cost, clients normally set a budget that determines all other aspects of the campaign.

**Estimated 1+ Reach** = What percentage of the target households we estimate we can reach over time period quoted, you can extend the time to increase reach.

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Men 25+ who subscribe to Sky Sports	Knowsley, Liverpool, Sefton and West Lancs Local Authority Areas	30,404	8	193,300	£38.46	£7,434	79%

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Men 25+ who subscribe to Sky Sports	Liverpool & Birkenhead Metropolitan Area	84,082	8	534,570	£32.87	£17,571	79%

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