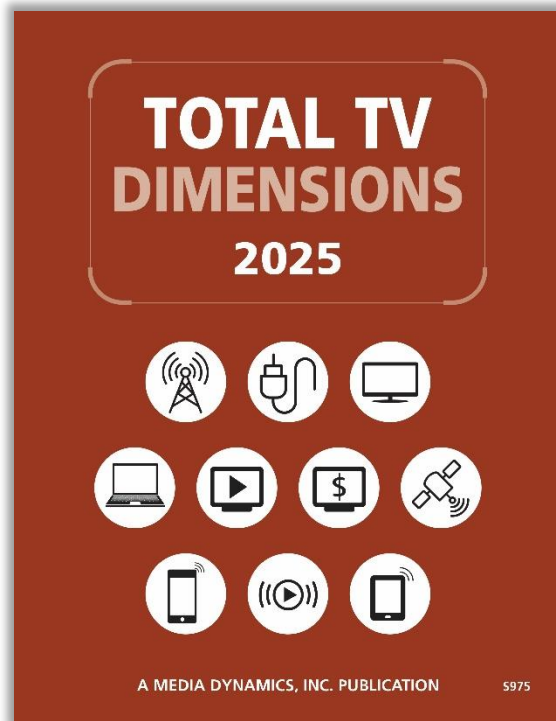


JUST RELEASED



Total TV Dimensions covers all aspects of TV's performance that's of interest to advertisers, ad agencies and TV time sellers. In addition to the basics like growth in penetration, rise of alternative forms of TV, time spent, reach and frequency patterns, CPMs, etc., it covers audience engagement, viewer attentiveness, cross platform comparisons, evidence of ad impact, and many other subjects that subscribers will want to know more about.

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