

**SCRIPPS CAN HELP YOU BUILD
MORE EFFECTIVE REACH.**

SURG

SCRIPPS UNDUPLICATED REACH GENERATOR

SCRIPPS HELPS REACH MORE POTENTIAL CUSTOMERS.

300 P25-54 GRP'S ON:



37.8%
REACH



SCRIPPS HELPS REACH MORE POTENTIAL CUSTOMERS.

300 P25-54 GRP'S ON:



SCRIPPS HELPS BALANCE YOUR DELIVERY.

300 P25-54 GRP'S ON:



Avg.
Frequency

HEAVIEST CABLE VIEWERS

13.2

ALL OTHERS

2.4



SCRIPPS HELPS BALANCE YOUR DELIVERY.

300 P25-54 GRP'S ON:



	Avg. Frequency	Avg. Frequency
HEAVY CABLE VIEWERS	13.2	11.6
ALL OTHERS	2.4	4.4

+83%

