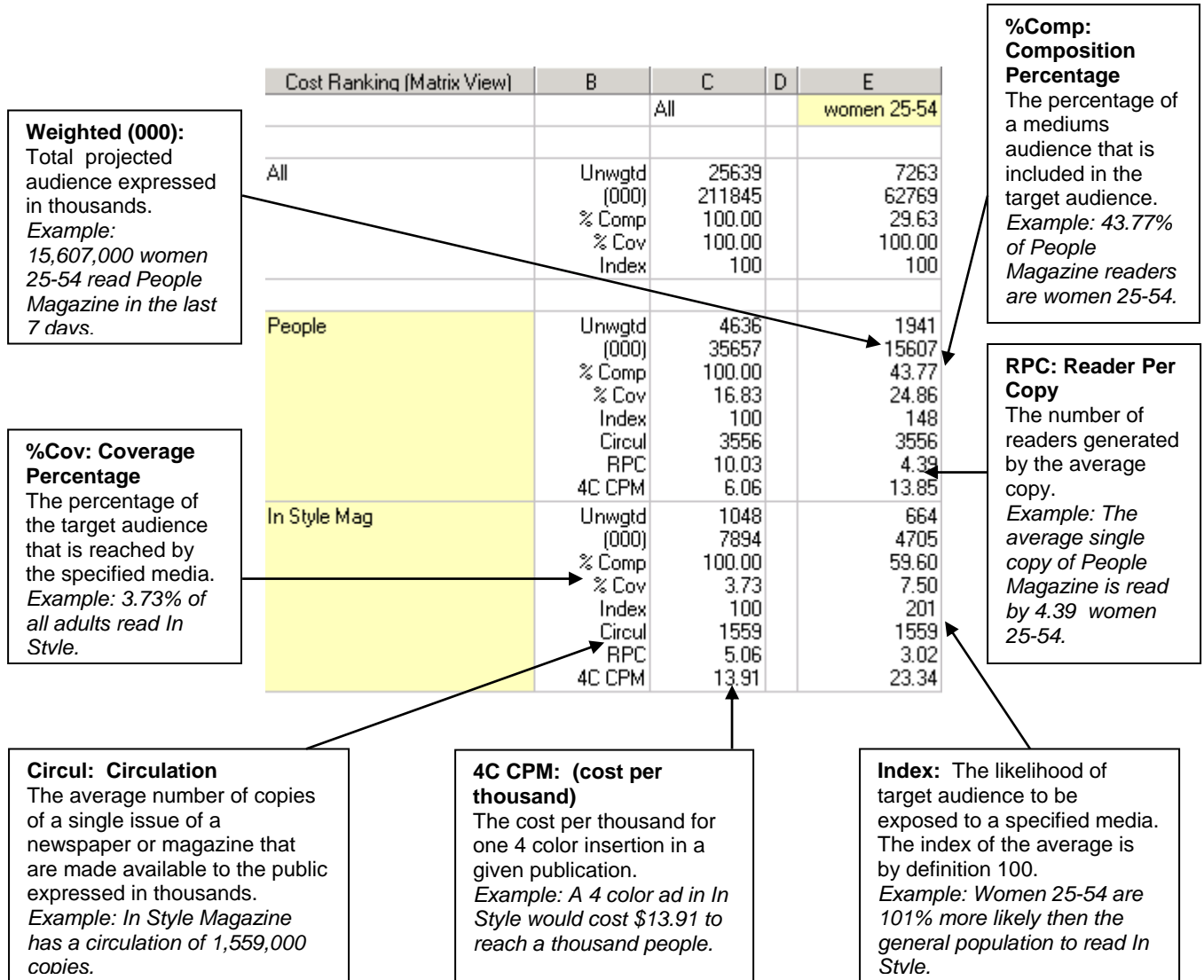


## How to Read an MRI Cost Ranking Report

The Cost Ranking format is a standard research display format that allows multiple variables of related data to be grouped together. Below is a screen capture of a MEMRI Cost Ranking, complete with explanations of key numbers. Please note that all the numbers are based on the 2004 Spring MRI study, and that the projected numbers (000) are expressed in thousands.



### How the Numbers are Derived

<b>%Comp=43.77</b>	The percent calculated by dividing the "(000)" value in the cell by the "(000)" value in the base column= $15607/35657=43.77$
<b>% Cov=3.73</b>	The percent calculated by dividing the "(000)" value in the cell by the "(000)" value in the base row= $7894/211845=3.73$
<b>Index=201</b>	The percent calculated by dividing either the comp% in the cell by the comp% in the base row ( $59.60/29.63$ ) or by dividing the cov% in the cell by the cov% in the base column ( $7.50/3.73$ ). Either calculation generates the same result, because, when the comp% numbers and the cov% number are in expressed in terms of "(000)", the relationship is identical.
<b>RPC=4.39</b>	Calculated by dividing the total audience by the circulation= $7894/1559=5.06$
<b>4C CPM=13.91</b>	Calculated dividing the total 4C cost by the total audience= $109800/7894=13.91$