

| Question | Kondisi Sekarang | | | | | Harapan Advertiser | | | | |
|--|------------------|---|---|---|----|--------------------|---|---|---|----|
| | Brk | K | C | B | SB | Brk | K | C | B | SB |
| 2. Penilaian terhadap Harga Spot Iklan SCTV : | | | | | | | | | | |
| Harga iklan dibandingkan dengan stasiun TV lain | | | | | | | | | | |
| Pemberian discount | | | | | | | | | | |
| Progma Paket Iklan | | | | | | | | | | |
| Kestabilan harga | | | | | | | | | | |
| | | | | | | | | | | |
| 3. Penilaian terhadap Promosi : | | | | | | | | | | |
| Pelayanan order iklan | | | | | | | | | | |
| Pelayanan materi iklan | | | | | | | | | | |
| Promosi program yang dilakukan oleh AE | | | | | | | | | | |
| Frekuensi kunjungan AE | | | | | | | | | | |
| Garansi iklan tidak tayang | | | | | | | | | | |
| | | | | | | | | | | |
| 4. Penilaian terhadap Distribusi : | | | | | | | | | | |
| Lokasi kantor SCTV | | | | | | | | | | |
| Coverage area SCTV | | | | | | | | | | |
| Segmentasi pemirsa | | | | | | | | | | |

Keterangan :

Brk = Buruk; K = Kurang; Ckp = Cukup; B = Baik; SB = Sangat Baik

Atas bantuan dan kerjasama Bapak/ Ibu, saya ucapkan banyak terima kasih.

Salam,

Fery Coenrad Javlean

Mhs. MM Univ. Indonusa Esa Unggul

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