

SAMPLE PLAN DESIGN TABLE

Advertising Sales Plan Annual Revenue Targets and Target Awards

The tables that follow summarize the target annual advertising sales and sales plan awards at selected levels of achievement against target.

Annual Revenue Targets and Target Awards

Annual Rev Tgts and Target Awards	Top Sales Exec (36)					EVP, Ad Sales (80010.5)					SVP, Ad Sales (80011)				
	n	25 th	50 th	Mean	75 th	n	25 th	50 th	Mean	75 th	n	25 th	50 th	Mean	75 th
All Plans															
Tgt Sales - Team (in \$MM)															
Tgt Sales - Indiv (in \$MM)															
Sales Incentive Plans															
Tgt Sales - Team (in \$MM)															
Tgt Sales - Indiv (in \$MM)															
% of base @ 90% of tgt															
% of base @ 100% of tgt															
% of base @ 105% of tgt															
% of base @ 110% of tgt															
Commission Plans															
Tgt Sales - Team (in \$MM)															
Tgt Sales - Indiv (in \$MM)															
Comm rate @ 90% of tgt															
Comm rate @ 100% of tgt															
Comm rate @ 105% of tgt															
Comm rate @ 110% of tgt															

Annual Rev Tgts and Target Awards	VP, Ad Sales (80012)					Dir, Ad Sales (80014)					Sr Mgr, Ad Sales (80015)				
	n	25 th	50 th	Mean	75 th	n	25 th	50 th	Mean	75 th	n	25 th	50 th	Mean	75 th
All Plans															
Tgt Sales - Team (in \$MM)															
Tgt Sales - Indiv (in \$MM)															
Sales Incentive Plans															
Tgt Sales - Team (in \$MM)															
Tgt Sales - Indiv (in \$MM)															
% of base @ 90% of tgt															
% of base @ 100% of tgt															
% of base @ 105% of tgt															
% of base @ 110% of tgt															
Commission Plans															
Tgt Sales - Team (in \$MM)															
Tgt Sales - Indiv (in \$MM)															
Comm rate @ 90% of tgt															
Comm rate @ 100% of tgt															
Comm rate @ 105% of tgt															
Comm rate @ 110% of tgt															

Annual Revenue Targets and Target Awards

Annual Rev Tgts and Target Awards	Mgr, Ad Sales (80016)					Advanced Acct Exec (80023)					Sr Acct Exec (80024)				
	n	25 th	50 th	Mean	75 th	n	25 th	50 th	Mean	75 th	n	25 th	50 th	Mean	75 th
All Plans															
Tgt Sales - Team (in \$MM)															
Tgt Sales - Indiv (in \$MM)															
Sales Incentive Plans															
Tgt Sales - Team (in \$MM)															
Tgt Sales - Indiv (in \$MM)															
% of base @ 90% of tgt															
% of base @ 100% of tgt															
% of base @ 105% of tgt															
% of base @ 110% of tgt															
Commission Plans															
Tgt Sales - Team (in \$MM)															
Tgt Sales - Indiv (in \$MM)															
Comm rate @ 90% of tgt															
Comm rate @ 100% of tgt															
Comm rate @ 105% of tgt															
Comm rate @ 110% of tgt															

Annual Rev Tgts and Target Awards	Acct Exec (80025)					Assoc Acct Exec (80026)				
	n	25 th	50 th	Mean	75 th	n	25 th	50 th	Mean	75 th
All Plans										
Tgt Sales - Team (in \$MM)										
Tgt Sales - Indiv (in \$MM)										
Sales Incentive Plans										
Tgt Sales - Team (in \$MM)										
Tgt Sales - Indiv (in \$MM)										
% of base @ 90% of tgt										
% of base @ 100% of tgt										
% of base @ 105% of tgt										
% of base @ 110% of tgt										
Commission Plans										
Tgt Sales - Team (in \$MM)										
Tgt Sales - Indiv (in \$MM)										
Comm rate @ 90% of tgt										
Comm rate @ 100% of tgt										
Comm rate @ 105% of tgt										
Comm rate @ 110% of tgt										