TABLE 3

RELATIVE COSTS OF NETWORK AND SPOT FOR REGULAR MAXWELL HOUSE IN FISCAL 1971

	Cost (10 GRPs)	% US TV HH
Day Network	$5,450	100
Day Spot (178 Mkts.)	$7,900	99

Source: CX 441-H

large as Porter believed.[21] The cost disadvantage of spot, identified in case documents, was approximately half that reported by Porter.