

Banks		SOV-E		SYNCHRONIZE Media		
May 09						
Brands / Clients	Spend		Airtime		# of Spots	
	Rs.	%	Airtime	%	Count	%
Bank Alfalah	20,116,280	44%	35,224	42%	1,897	33%
First Woman Bank	512,460	1%	420	0%	14	0%
Habib Bank Limited	9,656,786	21%	17,068	20%	905	16%
Kasb Bank	5,340,330	12%	7,030	8%	703	12%
Muslim Commercial Bank	6,835,000	15%	13,680	16%	1,368	24%
National Bank of Pakistan	46,000	0%	522	1%	66	1%
RBS	100,000	0%	200	0%	20	0%
United Bank Limited	3,603,256	8%	10,437	12%	825	14%
<b>Total</b>	<b>46,210,112</b>	<b>100%</b>	<b>84,581</b>	<b>100%</b>	<b>5,798</b>	<b>100%</b>

Share Of Spend

