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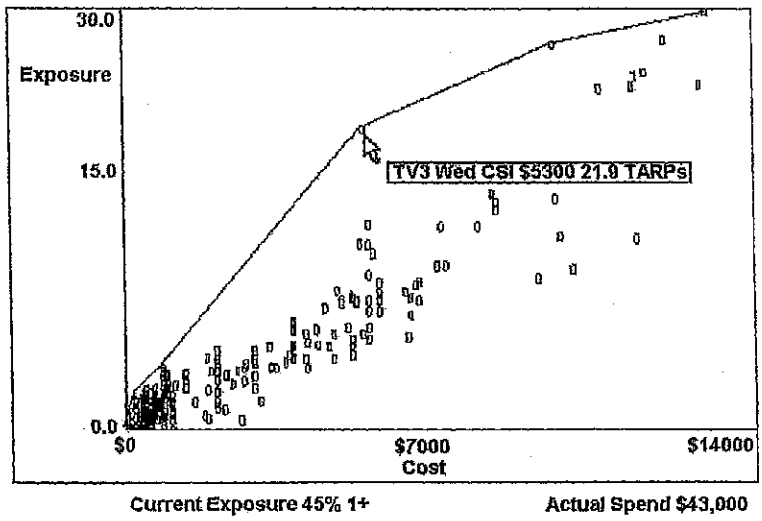
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(54) Title: METHOD AND APPARATUS FOR MEDIA BUYING



(57) Abstract: A computer-implemented method for graphically displaying media buying options (4) is disclosed. In one embodiment, the method includes receiving a cost attribute and an exposure attribute for each media buying option and displaying a plot (1) of available media buying options (4), wherein the media buying options (4) are plotted against a first axis (1B) corresponding to said cost attribute and a second axis (1A) corresponding to said exposure attribute. In another embodiment the method includes calculating or retrieving from memory two or three attributes of each media buying option (4) to be displayed and graphically plotting in a plot (1) each media buying option (4) against said two or three attributes, wherein at least one of said attributes is an exposure attribute and updating the plot when a variable affecting the value of the exposure attribute of one or more media buying options (4) is changed.

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