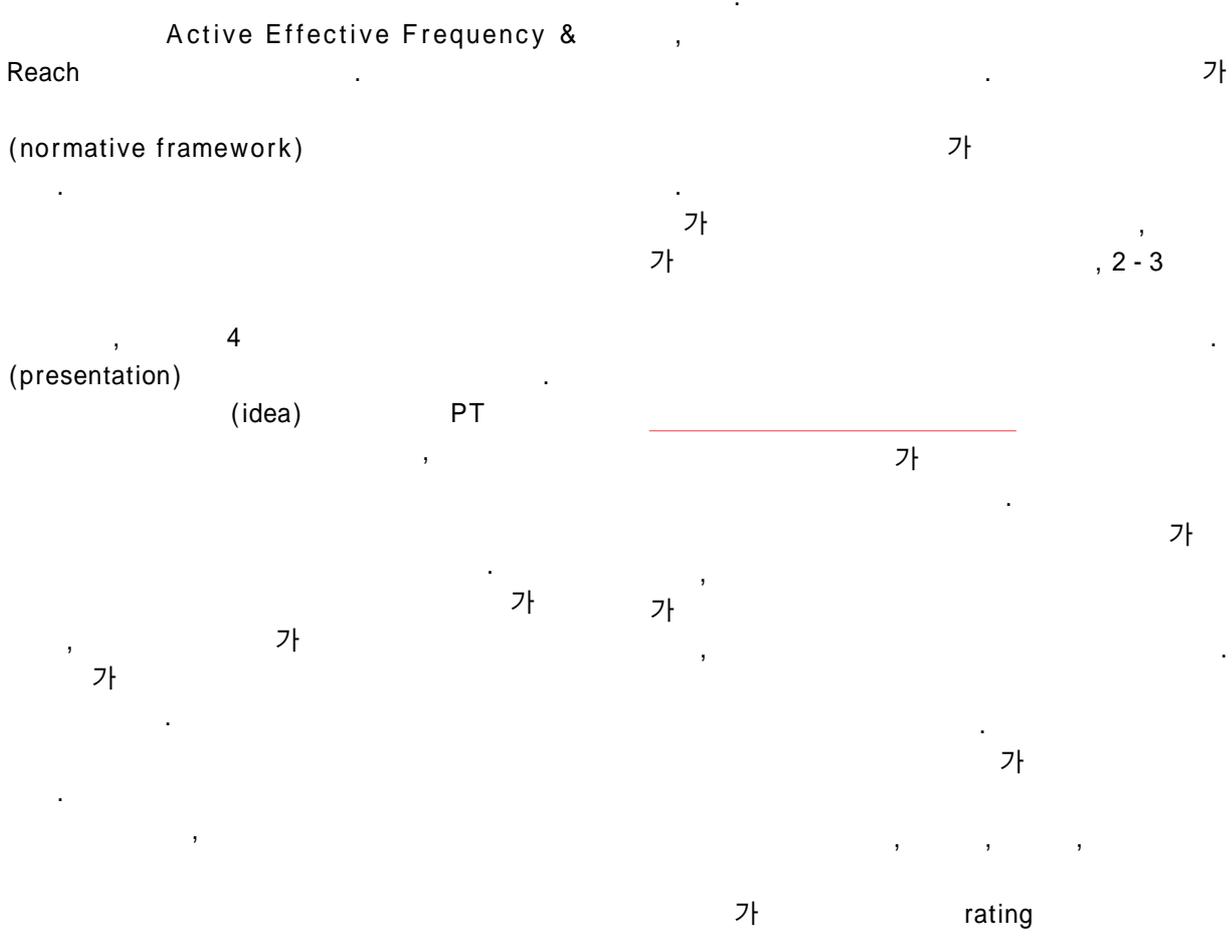


	1.	(paradigm)	2.	/
	3.	Normative Framework	4.	5.

5 「 ’ 」 .

/



< 1>

	가?
Rating 가 (weight)	() () Message/Vehicle Ratio (self-pair rating) (cross-pair rating) (color) 가
	(schedule)
(Media Model)	(media mix) (tool) (tool)
(Time Frame)	2-3
(Carry-over, Decay Rate)	target 가
(Tracking Study Results)	

1 3 6
가
self - pair rating
cross - pair rating
(clutter)
, 3 3
가
4 1
(carry - over rate)
2 (wear - out rate)
, 3
6

