



# MACRO REGIONS

As well as selling TV airtime nationally at a network level, ITV Breakfast is also able to offer various macro combinations to regional advertisers.

<u>Sales area name:</u>	<u>Macros included:</u>
ITV Breakfast (ITVB)	All
ITVB	London, South, North, Central, Scotland, Ulster
ITVB Great Britain	London, South, North, Central, Scotland
ITVB England and Wales	London, South, North, Central
ITVB Little Britain	South, North, Central
ITVB London	London
ITVB South	South
ITVB North	North
ITVB Central	Central
ITVB Scotland	Scotland
ITVB Ulster	Ulster
CITV Breakfast (was GMTV2)	Network only

