

# Telmar How to...

## **Create a Print Accumulation Report in TimePlanMRI**

Telmar's TimePlanMRI is a weekly audience accumulation system for print vehicles. TimePlanMRI performs week-by-week audience accumulation analysis for print campaigns based on insertions in specific issues.

There are two parts to creating this report. The first part is creating the target file with the publications that will be included in the report. This target file has a file extension of .DEM, and is created within Telmar's Media360 application.

### Part 1: Creating a .DEM file using Media360



1. Start the Media360 application, and choose "Single Schedule."

Vhat do y	you want to do ?	×
	<u>B</u> ank	
	Single Schedule	
S	Multi Schedule	
2	<u>C</u> umulative Reach	
Z6	<u>O</u> ptimization	
$\geq$	Time Schedule	
	Open an Existing File	
	Expert Mode	
	Exit	
🗖 Don	't show this dialog again	

2. On the next screen, choose the button for "New Target". The surveys available to you will load and display.

Target Markets found in: x:\		
farget Filename Target	Survey Code	Modified
1W25-44_M132Y.D W25-44	M132Y	10/16/2013 11:35:26 Al
1W25-44_M132Y.D W25-44	M132Y	10/16/2013 11:35:26 A
1W25-54_M132Y.D W25-54	M132Y	10/16/2013 11:35:24 A
1W25-54_M132Y.D W25-54	M132Y	10/16/2013 11:35:24 A
1W25-44_M122Y.D W25-44	M122Y	10/10/2013 2:14:46 PM
1Wamen - Gender Women - Gender	M122Y	10/10/2013 2:14:46 PM
1W25-54_M122Y.D W25-54	M122Y	10/10/2013 2:14:46 PM
1W25-44_M122Y.D W25-44	M122Y	8/27/2013 7:43:28 AM
1W18+_M122Y DEU W18+	M122Y	8/27/2013 7:38:18 AM
1W25-54_M122Y.D W25-54	M122Y	8/27/2013 7:38:12 AM
1W35-54 HHI \$75k+ W35-54 HHI \$75k+	M122Y	6/13/2013 8:20:40 AM
135-44 - Age - Res 35-44 - Age - Respondent or 45-54 - Age - Respondent	M122Y	6/13/2013 8:20:38 AM
		•
Target Search		Refresh
New Target Advanced T View Composition Markets Only	10	Cancel

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3. Choose the MRI survey that you would like to work with. This example will use MRI 2013 Doublebase.



4. Click the OK button to continue to the next screen. On this screen you will code the target demographic that will be used for the TimePlanMRI report.



Note: To keep the titles short, check off the box for "Use Short Titles."

- 5. When you have completed the target, click on the Next button to go to the next screen.
- 6. Now you are ready to choose the publications.

Media	-		Title	Coding	Sc
E Computers	-		😑 Every Day with Rachael Ray	ERR	M1
🖨 Epicurean			😑 Food & Wine	IFVV	M1
😑 Bon Appetit		_	😑 Food Network Magazine	FNM	M1
😑 Cooking with Paula Deen		>>			
😑 Eating Well		_			
Every Day with Rachael Ray		11			
💮 Food & Wine					
Food Network Magazine					
Fishing/Hunting					
Fraternal					
💼 General Editoral					
Health			Chan Calendaria		
Tiodali					

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Note: You must also check off the box in the lower left, "Create DEM files for use in TimePlan." This is the most important part of this process.

7. Click the OK button to tabulate the data and create the DEM file.

Once the data screen appears in Media360, you can simply exit the Media360 application. The DEM files have been created automatically and are saved on the eTelmar cloud under your login number. You have now completed part one of the exercise.

#### Part 2: Creating a TimePlan Schedule Report in TimePlanMRI



- 8. Start the TimePlanMRI application.
- 9. Choose the "Do It Myself" Option.

Welcome to Tim	eplan2000	×
Ope	n an Existing Campaign+	
	Do it Yourself	
	Exit	

10. Using the navigation menu at the top of the screen, choose "Target Market."



Name	Size	Modified	Attrib	Target Desc 18-49 Survey Desc * MBI 2013 DOUBL
118-49_M132Y.DEM	274 Bytes	10/16/2013 3:1	Α -	Popn 133715.5
118-49_M132Y.DEU	1,308 Bytes	10/16/2013 3:1	A	Resps 25802
Comp118-49_M132Y.DEM	222 Bytes	10/16/2013 3:1	A	No. Items 3
Comp118-49_M132Y.DEU	1,219 Bytes	10/16/2013 3:1	A	Mnem Name
Comp1W25-44_M132Y.DEU	1,789 Bytes	10/16/2013 11:	A	EPP Every Day with Pachael
1W25-44_M132Y.DEM	493 Bytes	10/16/2013 11:	A	Du/ Evely Day With Hachael
1W25-44_M132Y.DEU	1,874 Bytes	10/16/2013 11:	A	Food & wine
Comp1W/25-44_M132Y DEM	468 Rules	10/16/2013 11	Å Þ	Prod Network Magazine
ile name: X:\\118-49_M132Y	.DEM		Open	

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- 11. Sort by the date modified so that the most recent files will appear at the top. Make sure to select the DEM file and not the DEU file.
- 12. Click Open. The next screen displayed will allow you to remove any pubs that you do not want to be included in the analysis. Click OK.



Zampaign										Target Source Popula	tion	18-49 MRI 2013 DOUBLEBASE STUDY [M 133716 (000s) Sample 25802		1132Y)		
View 🗸 Insertion Editor, Plan by On Sale Dates (Reach from Cume Start Date)																
Publication	Insertions	Audience	Unit	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	
			Cost	14	21	28	04	11	18	25	02	09	16	23	30	
Every Day with Rachael Ray	0	3861	0					0								
Food & Wine	0	4274	0					0								
Food Network Magazine	0	6737	0	0	0	0	0	0	0	0	0	0	0	0	0	
Weekly Results			Print	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	
			Plan	14	21	28	04	11	18	25	02	09	16	23	30	
Weekly Reach %				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Cume Reach %			0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Weekly GRP				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

- 13. The TimePlanMRI schedule screen will be displayed onscreen.
- 14. As you place the insertions in the On Sale dates, you will see the Weekly reach, and the Cume Reach at the bottom of the screen.

Note: If you would like to take into account reach prior to the On Sale Date, make sure that you have the selection dot on "Reach Commencing with Cume Start Date" from the View drop-down menu.

Campaign Period 14 Oct 2013 -to- 05 Jan 2014 i	12 Week	s)								Target Source Populat	tion	18-49 MRI 2013 E 133716 (0	OUBLEBAS 00s) Sam	E STUDY (M ple 25802	4132Y]
View -						Ins	ertion Edi	tor, Plan I	by On Sale	e Dates (R	each fron	n Cume Sta	art Date)		
P 🗸 Show Cover	ience	Unit	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	
✓ Show Cell Hints		Cost	14	21	28	04	11	18	25	02	09	16	23	30	
E • Plan by OnSale date	3861	0					1								
F Plan by Cover Date	4274	0				ſ	1								
F Reach Commencing with OnSale date	6737	0	0	0	0	0	1	0	0	0	0	0	0	0	
<ul> <li>Reach Commencing with Cume Start Date</li> </ul>															
Weekly Results		Print	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	
		Plan	14	21	28	04	11	18	25	02	09	16	23	30	
Weekly Reach %			0.00	0.00	0.63	1.70	1.64	0.89	0.78	0.60	0.68	0.55	0.42	0.27	
Curne Reach %		9.34	0.00	0.00	0.63	2.30	3.82	4.60	5.27	5.77	6.32	6.76	7.09	7.29	
Weekly GRP			0.00	0.00	0.63	1.75	1.68	0.91	0.79	0.61	0.69	0.55	0.42	0.27	

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#### Using MRI's optional accumulation curves

Accumulation (and r&f) are both the products of big math equations, but "best-matching" the demo should give you more accurate data, since we know (via the fact that MRI collects magazine and demo data from a single source respondent pool) that certain groups use media differently than others. So if the client target is more like a defined demo than total adult pop, the closest defined demo curve should be used.

	Target Market	Pubs	Period	Layout	Costs	Reports	Curves
--	---------------	------	--------	--------	-------	---------	--------

15. To change the default curve file of Aduts 18+ to something different, click on the Curves menu at the top of the white navigation bar.

Assign Publications a reach curve	
Curve filename: T:\Telmar\PRD_TimeplanMRI01\MRI 2013	3 Doublebase/MRI 2013 Doublebase Adults.nct
Curve Number         Publication           163         Every Day with Rachael Ray           60         Food & Wine           156         Food Network Magazine           Pubs         Curves           Curves         Curve Names	0 1 2 3 4 5 6 7 8 9 9 10 11 12 13 14 15 • • • • • • • • • • • • • • • • • • •
Use APX Values Use Curves Curve Files Report. Open Default Curve file.	C Chart © Table OK Cancel
Open Curve File	
Save As Set As Default	
Restore Industry Default	

16. The next screen will list the most recent Surveys available. Here you must pick one that corresponds to the survey you are working with. Highlight the correct one, and click the OK button.

Curve Type to load
MRI 2019 Doublebase Accumulation MRI 2013 Spring Accumulation Cu- MRI 2012 Fall Accumulation Cur- MRI 2012 Doublebase Accumulation MRI 2012 Spring Accumulation Cur MRI 2011 Fall Accumulation Cur MRI 2011 Spring Accumulation Cur MRI 2010 Fall Accumulation Cur
ОК

17. A window will appear, that will list all of the curve files provided by MRI. Choose one that is closest to the Target demo you are working on. Click OK.



🛃 Current Curve File: T:\Telmar\PRD_TimeplanMR	101\MRI 20	13 Doublet
Look jn: 📧 t: \\etelmar.net\nas\apps\telma 💽 主	₽, °,	# m
T:\\prd_timeplanMRI01\MRI 2013 Doublebase		
Name	Size	Modil 🔺
MRI 2013 Doublebase Adults 18-34.nct	46,308 By	7/8/2
MHI 2013 DOUDIEDASE Adults 39-94.000	46,308 By	7/8/2
MRI 2013 Doublebase Adults 55+.nct	46,308 By	7/8/2
MRI 2013 Doublebase Adults College Grad+.nct	46,308 By	7/8/2
MRI 2013 Doublebase Adults High School.nct	46,308 By	7/8/2
MRI 2013 Doublebase Adults Some College.nct	46,308 By	7/8/2
MRI 2013 Doublebase Adults.nct	46,308 By	7/8/2
MRI 2013 Doublebase Men 18-34.nct	46,308 By	7/8/:
MRI 2013 Doublebase Men 35-54.nct	46,308 By	7/8/2
MRI 2013 Doublebase Men 55+.nct	46,308 By	7/8/2
MRI 2013 Doublebase Men College Grad+.nct	46,308 By	7/8/2
MRI 2013 Doublebase Men High School.nct	46,308 By	7/8/2
MRI 2013 Doublebase Men Some College.nct	46,308 By	7/8/:
NDI 1011 Davidatione Mars and	AC 200 D.	7101
	1	
File name: lebase\MRI 2013 Doublebase Adults 18-34	.nct	<u>O</u> pen
Files of type: Curve Files (NCT)		Cancel

#### 18. Proceed to input the insertions, and the report will calculate accordingly using the new curve.

Campaign Period 14 Oct 2013 -to-12 Jan 2014 (13 Weeks)											Target Source Populat	tion	18-49 MRI 2013 E 133716 (0	OUBLEBAS 00s) San	E STUDY (N iple 25802	#132Y]
View 🕶 Insertion Editor, Plan by On Sale Dates (Reac											leach fron	n Cume Sta	art Date)			
Publication	Insertions	Audience	Unit	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	Jan
			Cost	14	21	28	04	11	18	25	02	09	16	23	30	06
Every Day with Rachael Ray	1	3861	0					1								
Food & Wine	1	4274	0					1								
Food Network Magazine	3	6737	0	0	0	1	0	1	0	1	0	0	0	0	0	0
Weekly Results			Print	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	Jan
			Plan	14	21	28	04	11	18	25	02	09	16	23	30	06
Weekly Reach %				0.30	0.81	1.26	1.95	2.10	1.81	1.73	1.17	1.17	0.92	0.90	0.63	0.66
Curne Reach %			12.65	0.30	1.11	2.32	4.02	5.68	6.90	7.98	8.65	9.28	9.75	10.18	10.46	10.75
Weekly GRP				0.30	0.81	1.30	2.04	2.22	1.91	1.82	1.21	1.21	0.94	0.92	0.64	0.67

#### **Exporting to Excel**

19. Move the mouse so that it is hovering over any of the total section of the TimePlanMRI window, and right mouse click. A small Export menu option will appear.



20. The export dialog will appear. Here you want to click on File. The Save dialog will appear.



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21. The Save As dialog will appear, and will default to your eTelmar cloud drive (X:).



22. Change the drive to the "C\$ on Client." This will allow for you to save the CSV file to your local hard drive. Then use Your own version of Excel to open the CSV file.

Publication	Insertions	Audience	Unit											
			Cost											
Every Day with Rachael Ray	1	3861	0											
Food & Wine	1	4274	0											
Food Network Magazine	3	6737	0											
Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	Jan		
14	21	28	4	11	18	25	2	9	16	23	30	6		
				1										
				1										
0	0	1	0	1	0	1	0	0	0	0	0	0		
Weekly Results	Print	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Dec	Jan
	Plan	14	21	28	4	11	18	25	2	9	16	23	30	6
Weekly Reach %		0.3	0.81	1.26	1.95	2.1	1.81	1.73	1.17	1.17	0.92	0.9	0.63	0.66
Cume Reach %	12.65	0.3	1.11	2.32	4.02	5.68	6.9	7.98	8.65	9.28	9.75	10.18	10.46	10.75
Weekly GRP		0.3	0.81	1.3	2.04	2.22	1.91	1.82	1.21	1.21	0.94	0.92	0.64	0.67

For further information, please call and speak to your account representative or ask for client service.