

How to create a reach curve graph using Microsoft Excel

Telmar's Reach & Frequency planning tools provides you with the perfect results for creating a multimedia reach % curve using Microsoft Excel's, Scatter Graph charting feature.

Step 1: Using any Telmar Reach & Frequency (R&F) planning tool, run multiple schedules

- Using any Telmar R&F planning tool, create multiple schedules.
 - Note: Each schedule must have incremental GRP or Spots in order to build the reach curve line.*
- Write down the total GRPs or Spots and Reach % results for each schedule
 - Schedule 1 = **100 GRPs 34.9 Reach %**
 - Schedule 2 = **200 GRPs 41.3 Reach %**
 - Schedule 3 = **300 GRPs 43.9 Reach %**
 - Schedule 4 = **400 GRPs 45.4 Reach %**
 - Continue to build the schedules until desired level

Generic Schedule - Untitled						
Sort		Market: NEW YORK-MET				Input:
100.0		Sweep: PPM Nov 2014				Multi-
Top 3 stations		Target: Adults 25-54				
		Pop (00): 79598				
Daypart	GRPs	Actual GRPs	Spots	Reach %	Freq	CPP \$
Mon-Fri 6-10AM	100.0	100.0	202.3	19.2	5.2	0.1
Mon-Fri 10AM-3PM	100.0	100.0	157.6	25.4	3.9	0.1
Mon-Fri 3-7PM	100.0	100.0	163.9	26.1	3.8	0.1
al						
Totals	Spots	Reach %	Freq	GRPs	Actual GRPs	Impressions (00)
Week Total: Top 3 stations	523.8	43.9	6.8	300.0	300.0	238825

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Step 2: Importing the R&F results into Microsoft Excel to create the graph

- Open a new workbook Microsoft Excel
- Create a simple table that contains 2 columns: “GRPs or Spots” and “Reach %” with the data collected from the Telmar R&F planning tool.

Note: You can view multiple Media Types by including additional columns of reach % values by media (e.g. TV and Radio).

- Go to the “Insert” tab, now use the mouse to highlight the table including column titles.
- Select “Scatter” from the Charts section. Use the drop down arrow to select the “Scatter with Straight Lines and Markers” chart.
- The reach curve graph is generated within the workbook.
- Click on the chart to open the Chart toolbar to view “Chart Layout”, “Charts Format” and “Chart Design/Styles” in order to customize the graph.

