

How to create and use “Packages” in Media360

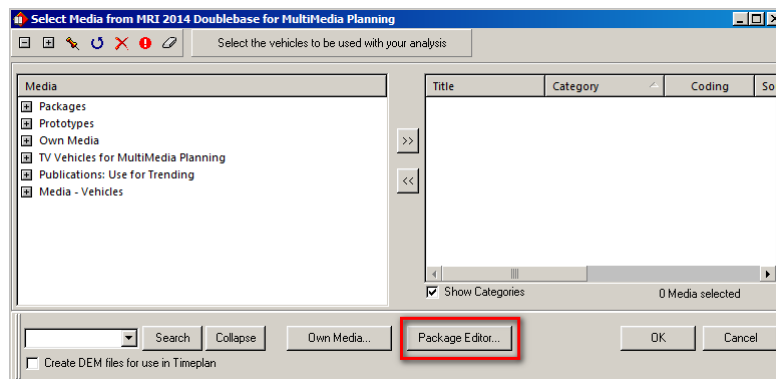
Packages are a way of grouping media vehicles together as a packaged group buy. The Package Editor can be launched from the new “Package Editor” button on the media selection screen. Existing packages will appear in the vehicle tree under a Package node and can be added to schedules and used as normal media vehicles. Packages are treated as a single use media vehicle. Double clicking a package in the vehicle planning screen will display the package details.

Step 1: Starting Media360

1. At the eTelmar home page - Open Media360, Click “Single Schedule” and Click “New Target”.
2. Select your desired “Survey” and Click “OK”.
3. Create your target by using the standard coding method. Click “Next” to proceed to the next media screen.
4. If additional media is needed, select your individual media by using the standard media selection method.

Step 2: Creating a new Package

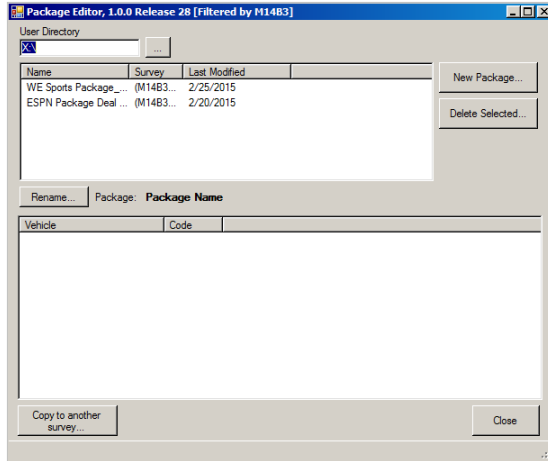
5. To create a package, Click “Package Editor”.



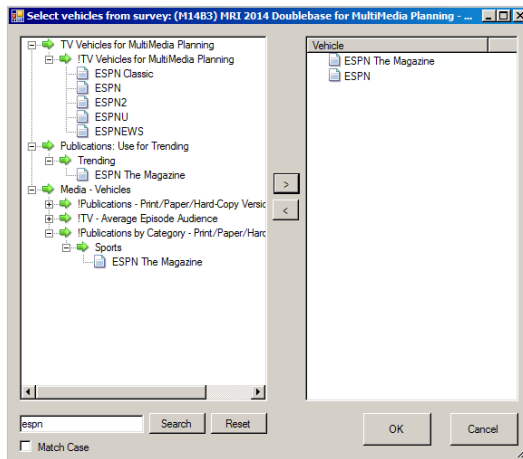
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- Click "New Package".

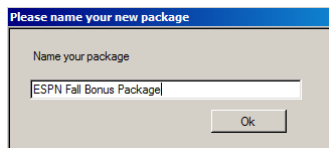


- Select the desired vehicles to be included in your package. Click "OK" when done.



Note: You can use the Search box to filter for specific media vehicles.

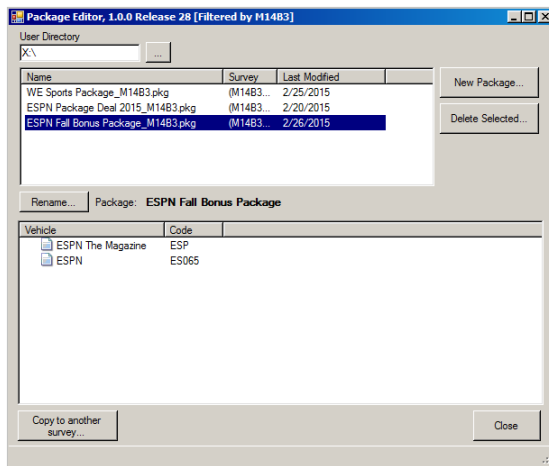
- Give your package a name which will appear in the media schedule screen.



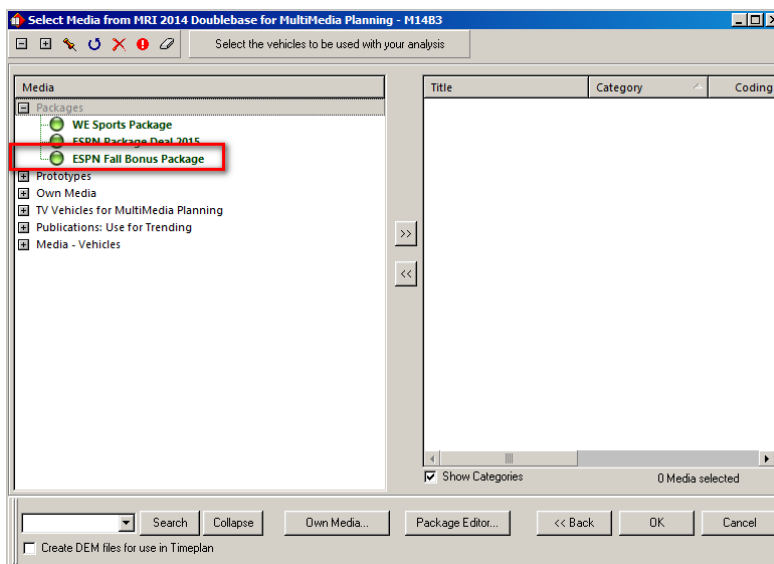
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- Click "OK" to return back to the Package Editor screen. You can view your newly created package(s) by highlighting each package.



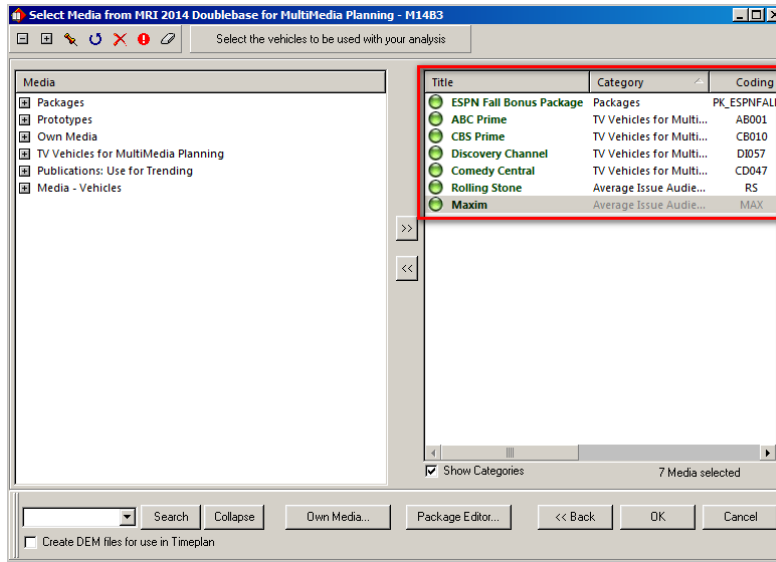
- Click "Close" to return the main media selection window. The newly created package is now available for selection.



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11. Double Click "Packages" and select your desired package(s) to the selected screen, along with any other media to be included in the schedule.



Note: Existing packages will appear in the vehicle tree under a "Packages" node and can be used with any schedule within the same survey being used for analysis.

12. Click "OK" to return to the schedule input screen.

Target	Adults 18-34	Population	71,742 (000) (80.5% of Comp Base)
Survey	MRI 2014 Doublebase for MultiMedia Planning	Sample Size	11,694
Weight	Population Weight	Comp. Target	All
Display	Single Schedule		
Calc Method	Formula Based, Tru Cume R&F method		

Media	Uses	GRP	Audience [000]	Audience %	Reach %	Avg Frequency	Reach [000]	Gross Impr [000]	Unit Cost	Total Cost	CPM
1 Comedy Central	0	0.00	180	0.25	0.00	0.00	0	0	0.00	0.00	0.00
2 Rolling Stone	0	0.00	6,220	8.67	0.00	0.00	0	0	0.00	0.00	0.00
3 Maxim	0	0.00	4,360	6.08	0.00	0.00	0	0	0.00	0.00	0.00
4 Discovery Channel	0	0.00	118	0.16	0.00	0.00	0	0	0.00	0.00	0.00
5 ABC Prime	0	0.00	1,662	2.32	0.00	0.00	0	0	0.00	0.00	0.00
6 CBS Prime	0	0.00	1,857	2.59	0.00	0.00	0	0	0.00	0.00	0.00
7 ESPN Fall Bonus Package	-	0.00	0	0.00	0.00	0.00	0	0	0.00	0.00	0.00

	Total Uses	GRP	Reach %	Avg Frequency	Effective Reach % (3+)	Reach [000]	Gross Impr [000]	Total Cost	CPM
Total	1	0.00	0.00	0.00	100.00	0	0	0.00	0.00
Cable TV	0	0.00	0.00	0.00	0.00	0	0	0.00	-
Magazines	0	0.00	0.00	0.00	0.00	0	0	0.00	-
Network TV	0	0.00	0.00	0.00	0.00	0	0	0.00	-
Undefined	0	0.00	0.00	0.00	0.00	0	0	0.00	-

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Step 3: Using a new Package in a schedule analysis.

Target	Adults 18-34	Population	71,742 (000) (30.5% of Comp Base)
Survey	MRI 2014 Doublebase for MultiMedia Planning	Sample Size	11,694
Weight	Population Weight	Comp. Target	All
Display	Single Schedule		
Calc Method	Formula Based, Tru Cume R&F method		

Adults 18-34												
Media	Uses	GRP	Audience [000]	Audience %	Reach %	Avg Frequency	Reach [000]	Gross Impr [000]	Unit Cost	Total Cost	CPM	
1 Comedy Central	0	0.00	180	0.25	0.00	0.00	0	0	0.00	0.00	0.00	
2 Rolling Stone	0	0.00	6,220	8.67	0.00	0.00	0	0	0.00	0.00	0.00	
3 Maxim	0	0.00	4,360	6.08	0.00	0.00	0	0	0.00	0.00	0.00	
4 Discovery Channel	0	0.00	118	0.16	0.00	0.00	0	0	0.00	0.00	0.00	
5 ABC Prime	0	0.00	1,662	2.32	0.00	0.00	0	0	0.00	0.00	0.00	
6 CBS Prime	0	0.00	1,857	2.59	0.00	0.00	0	0	0.00	0.00	0.00	
7 ESPN Fall Bonus Package	-	0.00	0	0.00	0.00	0.00	0	0	0.00	0.00	0.00	

All Schedules												
	Total Uses	GRP	Reach %	Avg Frequency	Effective Reach % (3+)	Reach [000]	Gross Impr [000]	Total Cost	CPM			
Total	1	0.00	0.00	0.00	100.00	0	0	0.00	0.00			
Cable TV	0	0.00	0.00	0.00	0.00	0	0	0.00	-			
Magazines	0	0.00	0.00	0.00	0.00	0	0	0.00	-			
Network TV	0	0.00	0.00	0.00	0.00	0	0	0.00	-			
Undefined	0	0.00	0.00	0.00	0.00	0	0	0.00	-			

1. Double Click the "Title" of the Package within the schedule screen to launch the Package Editor screen. This is where the specific package schedule is edited.

Package Editor												
Package: ESPN Fall Bonus Package												
	Uses	GRP	Audience [000]	Audience %	Reach %	Avg Frequency	Reach [000]	Gross Impr [000]	Unit Cost	Total Cost	CPM	
ESPN The Magazine	0	0.00	7,349	10.24	0.00	0.00	0	0	0.00	0.00	0.00	
ESPN	0	0.00	179	0.25	0.00	0.00	0	0	0.00	0.00	0.00	

Mediatype: All Done

2. Input the Insertions/Spots/GRP's levels that make up this specific package.

Package Editor												
Package: ESPN Fall Bonus Package												
	Uses	GRP	Audience [000]	Audience %	Reach %	Avg Frequency	Reach [000]	Gross Impr [000]	Unit Cost	Total Cost	CPM	
ESPN The Magazine	1	10.24	7,349	10.24	10.24	1.00	7,349	7,349	300,000.00	300,000.00	40.82	
ESPN	24	5.98	179	0.25	5.14	1.16	3,687	4,287	1,000.00	24,000.00	5.60	

Mediatype: All Done

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- Click "Done" to return to the main schedule screen.

Media	Uses	GRP	Audience [000]	Audience %	Reach %	Avg Frequency	Reach [000]	Gross Impr [000]	Unit Cost	Total Cost	CPM
1 Comedy Central	0	0.00	180	0.25	0.00	0.00	0	0	0.00	0.00	0.00
2 Rolling Stone	0	0.00	6,220	8.67	0.00	0.00	0	0	0.00	0.00	0.00
3 Maxim	0	0.00	4,360	6.08	0.00	0.00	0	0	0.00	0.00	0.00
4 Discovery Channel	0	0.00	118	0.16	0.00	0.00	0	0	0.00	0.00	0.00
5 ABC Prime	0	0.00	1,662	2.32	0.00	0.00	0	0	0.00	0.00	0.00
6 CBS Prime	0	0.00	1,857	2.59	0.00	0.00	0	0	0.00	0.00	0.00
7 ESPN Fall Bonus Package	-	16.22	11,815	16.47	14.42	1.12	10,346	11,636	324,000.00	324,000.00	27.42

Total	Uses	GRP	Reach %	Avg Frequency	Effective Reach % (3+)	Reach [000]	Gross Impr [000]	Total Cost	CPM
Total	1	16.22	14.42	1.12	0.22	10,346	11,636	324,000.00	27.84
Cable TV	0	0.00	0.00	0.00	0.00	0	0	0.00	-
Magazines	0	0.00	0.00	0.00	0.00	0	0	0.00	-
Network TV	0	0.00	0.00	0.00	0.00	0	0	0.00	-
Undefined	1	16.22	14.42	1.12	0.22	10,346	11,636	324,000.00	27.84

- Input the Insertions/Spots/GRP's that makes up the rest of the schedule. Include any cost information if needed.

Media	Uses	GRP	Audience [000]	Audience %	Reach %	Avg Frequency	Reach [000]	Gross Impr [000]	Unit Cost	Total Cost	CPM
1 Comedy Central	79	19.79	180	0.25	14.75	1.34	10,578	14,200	1,000.00	79,000.00	5.56
2 Rolling Stone	2	17.34	6,220	8.67	13.42	1.29	9,625	12,440	211,580.00	423,160.00	34.02
3 Maxim	1	6.08	4,360	6.08	6.08	1.00	4,360	4,360	261,505.00	261,505.00	59.98
4 Discovery Channel	121	19.90	118	0.16	12.91	1.54	9,262	14,274	1,000.00	121,000.00	8.48
5 ABC Prime	12	27.79	1,662	2.32	19.54	1.42	14,018	19,940	100,000.00	1,200,000.00	60.18
6 CBS Prime	12	31.07	1,857	2.59	21.25	1.46	15,247	22,289	125,000.00	1,500,000.00	67.30
7 ESPN Fall Bonus Package	-	16.22	11,815	16.47	14.42	1.12	10,346	11,636	324,000.00	324,000.00	27.42

- The resulting schedule reach and frequency totals are calculated and displayed at the bottom of the schedule analysis window.

Total	Uses	GRP	Reach %	Avg Frequency	Effective Reach % (3+)	Reach [000]	Gross Impr [000]	Total Cost	CPM
Total	228	138.19	56.89	2.43	21.59	40,816	99,138	3,908,665.00	39.43
Cable TV	200	39.69	23.82	1.67	3.77	17,086	28,474	200,000.00	7.02
Magazines	3	23.42	17.17	1.36	0.68	12,318	16,800	684,665.00	40.75
Network TV	24	58.86	31.51	1.87	6.93	22,606	42,229	2,700,000.00	63.94
Undefined	1	16.22	14.42	1.12	0.22	10,346	11,636	324,000.00	27.84

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