

ADplus™ User Manual 2018

If you have any questions, please contact your Telmar client service representative or email AccountServices@Telmar.com.

New York
212-725-3000

Chicago
312-840-8563

Dallas
214-973-5920

Los Angeles
310-575-4880

Toronto
416-487-2111

What's a Media Vehicle and Definition of a Use in ADplus™?

ADplus™ supports the use of at least 25 different media vehicle types, each of which carries with it certain assumptions and definitions to maximize utilization and attain best results. Each media type produces a unique reach build based on the user's entry of the basic required data.

For example, Local and National TV and Radio vehicles are assumed to be spots in individual specific television or radio Programs. To build Reach, the model further assumes a wide dispersion of these spots, known as a "Scatter Package".

For TV (also known as Broadcast TV), and Cable TV, they each contain 3 vehicle types, Network (national), Local, and Spot. While computationally Local and Spot will produce the same results given the same data entry, they are by definition different. Local is considered planning or buying of a schedule by a local advertiser. Spot is considered the planning or buying of a local schedule by a national advertiser (also known as National Spot). There use is however only contingent upon your preference of labeling.

For Print media (Magazines, Newspapers, Supplements, and Business Press), the vehicle is considered to be an insertion in a specific issue of the respective publication. Therefore, 2 Uses in *Better Homes and Gardens* means that you are placing an ad in 2 separate issues of that magazine.

Some media types such as Directories, email, Direct Mail, Specialty, Text and Mobile are Event driven. Each Use of these media types is considered a specific Event. If you have a campaign that sends email or Text messages to a base of potential prospects, each mailing is considered a separate Event. Therefore, if you send an email message this week and another one next week, these are considered 2 Uses of the medium.

For on-line media types like Internet, Social Media, and Web, a Use is based on a Daily Impressions Goal. Since you can't or don't ever have enough money to buy an ad on every page of Facebook all the time, your Use would be the targeted Impressions you wish to buy for any given day. Therefore, 2 Uses of Facebook means you are going to buy those targeted impressions on each of 2 separate days. The Cost you would enter is the cost for those impressions on each day. As you will be getting actual schedule reach as opposed to site reach, you would enter each vehicle's daily Audience goal when creating the vehicle, and the total number of daily Impressions when you are entering the schedule. If you were buying Google.com, you might buy, and therefore enter, 1,000,000 impressions per day as the Audience rather than the billions of available daily impressions on the site. If you were then going to buy 10 days' worth, you would enter 10,000,000 as the schedule Impressions.

Out-of-home media is based on total Daily Eyes-On-Audience of the set of Posters, Bulletins, or other forms of outdoor advertising you plan to buy. If you are buying a monthly showing, you would enter 30 Uses (as each Use is a day). Cinema advertising is based on weekly usage and is associated with theater traffic counts. As a Use is a Week, you would enter 4 Uses if you were buying a 4-week Cinema campaign.

Media Vehicle Types - Input Summary

The table below summarizes the inputs necessary for each of the media vehicle types currently supported. Note that the Uses column may be entered as Uses, GRPs, or Impressions. Likewise, the Cost per Use column may be entered as Cost per Use, Cost per Thousand, or Cost per Point.

Media Vehicle Type	Average Rating	Uses	Cost per use	Use Definition
Business press	per insertion	# insertions	per insertion	A Use is per issue
Cable TV (local)	per spot	# spots	per spot	A Use is considered a Spot in a Program
Cable TV (network)	per spot	# spots	per spot	A Use is considered a Spot in a Program
Cable TV (spot)	per spot	# spots	per spot	A Use is considered a Spot in a Program
Cinema	weekly traffic	# weeks	per week	A Use is based on Weekly Target Traffic (Traffic/Pop)
Direct mail	per event	# events	per event	A Use is a single mailing
Directories	per event	# events	per event	A Use is an ad in a single Directory
email	per event	# events	per event	A Use is a single mailing
Internet	imps goal per day	# days	per day	A Use is a Daily Impression Goal (Imps/Pop)
Magazines	per insertion	# insertions	per insertion	A Use is per issue
Mobile	per event	# events	per event	A Use is per Mobile execution
Newspapers (local)	per insertion	# insertions	per insertion	A use is per issue
Newspapers (national)	per insertion	# insertions	per insertion	A use is per issue
Out-of-home	daily eyes on imps	# days	per day	A Use is the daily Eyes On Imps/Pop
Radio (local)	per spot	# spots	per spot	A Use is considered a Spot in a Program
Radio (network)	per spot	# spots	per spot	A Use is considered a Spot in a Program
Radio (spot)	per spot	# spots	per spot	A Use is considered a Spot in a Program
Social media	imps goal per day	# days	per day	A Use is a Daily Impression Goal (Imps/Pop)
Specialty	per event	# events	per event	A Use is per Specialty event
Supplements	per insertion	# insertions	per insertion	A use is per issue
Text	per event	# events	per event	A Use is per Texting event
TV (local)	per spot	# spots	per spot	A Use is considered a Spot in a Program
TV (network)	per spot	# spots	per spot	A Use is considered a Spot in a Program
TV (spot)	per spot	# spots	per spot	A Use is considered a Spot in a Program
Web	imps goal per day	# days	per day	A Use is a Daily Impression Goal (Imps/Pop)

What's a Rating in ADplus™?

Simply put, a Rating is the Audience of a media vehicle expressed as a percentage of the Target Audience (Population). For ADplus™, this is true regardless of whether the particular media vehicle type requires the entry for a Spot, an Event, or Impression Goals. All entries for Rating must be for the same selected Target Audience (Population), wherever it is in the world. If you have selected Adults 18+ in the Total US, then all your rating estimates must be based on the ADplus™ estimate of 228,510,000 people (or the population you manually entered).

For broadcast type media, you may enter a rating comprised of the average full duration program rating, an average commercial minute rating within the program, or an average quarter hour rating within the Program. Do not use what is known as Program Total Audience Ratings, as they represent a Cume (unduplicated) value over some period of the Program's total duration rather than an average value.

For Print media, the Rating would be based on the Average Issue Audience against the Target. If all you have available is Circulation, you must first convert the Circulation (which is based on the number of copies distributed) to, in this case, the number of Adults that will be exposed to the issue. This requires an estimate of the number of Readers per Copy (RPC), which will vary by magazine from under 1.5 to more than 11. For US Newspapers, there are approximately 2.2 Adult Readers per Copy.

For the Audience calculation for Adults, you would use Circulation * RPC.

For Rating entry, you would compute (Audience / 228,510,000) * 100

Sample – How to Calculate a Print Target Rating

1	Adults 18+ Population	228,510,000.0							
2	Target Population	151,000,000.0	0.660802591						
3	Print Circulation	900,000.0							
4	Readers Per Copy (RPC)	2.2	1,980,000.0						
5	Target Readership (Audience)	1,308,389.1	1,308,389.1						
6	Target Print Rating (%)	0.866	0.866						

Business Press sometimes presents a challenge, as most of these publications are very vertical in nature (i.e. telecom industry, music industry). If you are told that the publication is read by 25% of the industry, you must first know what the population is for that industry. If the particular industry has 2,000,000 people, then the readership (Audience) is 500,000, or a Rating of approximately 0.2 $((500,000 / 2,285,000) * 100)$.

Remember, that for on-line media types, your Impressions Goal (Audience) may be entered, or you may enter it as a percentage of the Target Audience (Population). Therefore, if you plan to buy 1 million daily impressions on Facebook, you may enter the 1,000,000 as the Audience, or you may enter this as a Rating of approximately 0.4 $((1,000,000 / 2,285,100) * 100)$. Also be cognizant that on-line media measurement may be Cookie based instead of actual people based. While measurement companies and on-line ad server companies employ sophisticated algorithms to impute people measurement, always make sure that your data entry correctly matches your Target Audience (Population).

Likewise, for Out-of-home media, your Audience would be the total daily impressions. To enter as a Rating, it would be the Audience as a percentage of the Target Audience (Population). Therefore, if you buy a set of 100 30-sheet posters, you would make one vehicle entry to include the sum of all the Eyes-On Daily Impressions for all 100 posters as a percentage of the Target Audience (Population).

Cinema advertising is based on weekly theater traffic counts generally available from the local or national theater operators or representatives. If you were buying a monthly Cinema plan, you would normally enter 4 Uses.

Event driven media may require some special thought when trying to establish the Audience or a Rating. If you want to send a direct mail piece to 10% of all adults, the Rating would be 10. However, if you want to send a Text message to 10% of adult iPhone users, you first have to know how many iPhones are out there relative to the total population (and how many of them belong to adults). If 25% of adults have iPhones, and you want to send to 10% of them, the Rating you would enter into ADplus™ is 2.5 $(.25 * 10)$.

Mobile advertising to an in-game app is a further narrowing down and would also require that you know how many of the iPhone users have the app.

The rating for direct mail would be the mailing list size against the target audience, divided by the target audience size, results times 100. The rating “per event” would pertain to the rating of each mailing.

In all cases, mathematically, a Rating is equal to the Average Audience (or goaled daily Impressions) divided by the Target Audience (Population) times 100.

Target Audience (Population) and Other Equivalence

If you have audiences or impressions for a given medium that do not reflect the Target Audience (Population) you selected, you must either get the correct data, or you must first equivalence the values to the selected population. You may also have information for a given media type that does not match the required input type.

This may be a straightforward re-calculation of your data so that it is representative of the correct population or media parameter, or may entail some more elaborate means or require additional audience composition information to accomplish. In some cases, you may need to make certain assumptions that may not necessarily be true, or you may simply not have enough information to proceed.

Here are some of the traditionally encountered mismatches. Because these may require additional data or advanced media concepts, the scope of this document does not provide suggested solutions.

- I only have target GRPs for a group of spot markets, but am buying a national campaign
- I have Household ratings but my target is A18+
- I have Household impressions but my target is A18+
- I only have target GRPs for TV
- I only have a rating against a cable universe
- I only have monthly Internet site page views

The Role of Weights in ADplus™: Background on Weights

Telmar's ADplus™ multi-media planning application optionally allows users to weight results to provide further insights into schedule delivery in terms of likely message delivery or effects, in addition to overall vehicle or media delivery.

The use of weights is optional because published research has shown that planners typically do not use them because of the lack of data, clients that do not require this level of analysis, and the additional time and effort required justifying the weights used, among other reasons.

Planners who do not use weights typically rely on vehicle or schedule delivery metrics, and often refer to these as opportunities-to-see (OTS) advertisements. OTS represents the upper bound on potential message delivery because it is well understood and documented that not everyone that receives a publication, for example, opens it and turns to every page, or turns to the page containing a particular advertisement. And publishers often argue that it is up to advertising message creative to leverage the full potential of the OTS that their publications provide. Nevertheless, OTS is useful for understanding potential total schedule delivery, and comparing alternative schedules using this metric as the basis of coverage and efficiency.

Those who choose to use weights can do so for a number of reasons, depending on the target audience, communication goals, product or service life cycle, marketing funnel metrics, competitive media and messages, among many other potential variables. Different marketing and advertising circumstances typically would require different weights for a given vehicle or media type.

At a broad level, planners may want to estimate potential advertisement or message exposures within overall OTS. They could do so using available normative data, such as print recognition scores, TV attentiveness data, digital message visibility percentages, out-of-home visibility adjustment indices, and the proportion of advertising mail opened, for example.

Such normative data can be obtained from a number of sources, including media and advertising industry suppliers, public sources, and internal research and tracking studies. These might pertain to various demographic groups, media types, product categories, and particular advertisement types, sizes and lengths, use of color, position within publications and commercial pods, outdoor facing characteristics along various road types, and so on.

Examples of companies that provide metrics that can be used for ADplus™ message weights:

- *Gallup & Robinson (print and broadcast)*
- *GfK MRI AdMeasure (print)*
- *Harvey Research Organization (print)*
- *Newspaper Association of America (newspaper)*
- *Nielsen (television)*
- *Readex (print)*
- *Simmons Market Research Bureau (television)*

Weight Delivery: Schedule/Vehicle versus Message

Schedule/Vehicle – Opportunity-to-see (OTS) or be exposed to ads is the most common meaning and refers to exposures by the media vehicle or group of vehicles carrying advertisements, e.g. a publication (*Vanity Fair Magazine*), a TV program (*Wheel of Fortune*). OTS is useful for understanding potential total schedule delivery, and comparing alternative schedules using this metric as a basis of coverage and efficiency.

Message - refers to the exposure to or probability to actually see the ad or message delivered by a vehicle or group of vehicles in a schedule, e.g. ad size, color, spot length, outdoor facing, ad position.

Schedule Un-Weighted at 100%

RESULTS: MAGAZINES

Women 18-34 36,129,000
 Population Base Source: MRI 2015 DOUBLEBASE STUDY
 Women 18-34

Summary

	<u>Schedule</u>	<u>Message</u>
Reach 1+ (%)	28.9%	28.9%
Reach 1+ (000)	10,452.1	10,452.1
Reach 3+ (%)	14.9%	14.9%
Reach 3+ (000)	5,386.2	5,386.2
Gross rating points (GRPs)	86.1	86.1
Gross impressions (000s)	31,118.8	31,118.8
Average frequency (f)	3.0	3.0
Total schedule cost	3,131,586	3,131,586
Cost-per-thousand impressions (CPM)	100.63	100.63
Cost-per-rating point (CPP)	36,358	36,358
Cost-per-net reach point (CPRP)	108,247	108,247
Cost-per-response (CPR)	0.30	0.30

Details

<u>Vehicle List (5)</u>	<u>Rating</u>	<u>GRPs</u>	<u>Ad Cost</u>	<u>CPM-MSG</u>	<u>Ads</u>	<u>Total Cost</u>	<u>Weight</u>
Automobile	0.88	4.4	115,000	361.81	5	575,000	100.00
Autoweek	0.29	0.9	35,318	342.93	3	105,954	100.00
In Style	10.16	50.8	191,040	52.04	5	955,200	100.00
Marie Claire	3.92	15.7	161,410	113.94	4	645,640	100.00
Real Simple	3.60	14.4	212,448	163.45	4	849,792	100.00
Totals:		86.1		100.63	21	3,131,586	100.00

Frequency Distributions

f	<u>Schedule</u>				<u>Message</u>			
	<u>f (%)</u>	<u>f+ (%)</u>	<u>f (000)</u>	<u>f+ (000)</u>	<u>f (%)</u>	<u>f+ (%)</u>	<u>f (000)</u>	<u>f+ (000)</u>
0	71.1	100.0	25,676.9	36,129.0	71.1	100.0	25,676.9	36,129.0
1	7.9	28.9	2,846.9	10,452.1	7.9	28.9	2,846.9	10,452.1
2	6.1	21.1	2,219.0	7,605.2	6.1	21.1	2,219.0	7,605.2
3	5.0	14.9	1,794.1	5,386.2	5.0	14.9	1,794.1	5,386.2
4	4.1	9.9	1,483.5	3,592.0	4.1	9.9	1,483.5	3,592.0
5	3.0	5.8	1,077.4	2,108.5	3.0	5.8	1,077.4	2,108.5
6	1.4	2.9	504.1	1,031.1	1.4	2.9	504.1	1,031.1
7	0.8	1.5	274.3	526.9	0.8	1.5	274.3	526.9
8	0.4	0.7	146.5	252.6	0.4	0.7	146.5	252.6
9	0.2	0.3	69.0	106.1	0.2	0.3	69.0	106.1
10+	0.1	0.1	37.0	37.0	0.1	0.1	37.0	37.0
20+	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Schedule Weighted at 50%

RESULTS: MAGAZINES

Women 18-34 36,129,000
 Population Base Source: MRI 2015 DOUBLEBASE STUDY
 Women 18-34

Summary

	Schedule	Message
Reach 1+ (%)	28.9%	20.0%
Reach 1+ (000)	10,452.1	7,228.2
Reach 3+ (%)	14.9%	3.9%
Reach 3+ (000)	5,386.2	1,403.5
Gross rating points (GRPs)	86.1	43.1
Gross impressions (000s)	31,118.8	15,559.4
Average frequency (f)	3.0	2.2
Total schedule cost	3,131,586	3,131,586
Cost-per-thousand impressions (CPM)	100.63	201.27
Cost-per-rating point (CPP)	36,358	72,716
Cost-per-net reach point (CPRP)	108,247	156,528
Cost-per-response (CPR)	0.30	0.43

Details

Vehicle List (5)	Rating	GRPs	Ad Cost	CPM-MSG	Ads	Total Cost	Weight
Automobile	0.88	4.4	115,000	723.62	5	575,000	50.00
Autoweek	0.29	0.9	35,318	685.86	3	105,954	50.00
In Style	10.16	50.8	191,040	104.08	5	955,200	50.00
Marie Claire	3.92	15.7	161,410	227.88	4	645,640	50.00
Real Simple	3.60	14.4	212,448	326.90	4	849,792	50.00
Totals:		86.1		201.27	21	3,131,586	50.00

Frequency Distributions

f	Schedule				Message			
	f (%)	f+ (%)	f (000)	f+ (000)	f (%)	f+ (%)	f (000)	f+ (000)
0	71.1	100.0	25,676.9	36,129.0	80.0	100.0	28,900.8	36,129.0
1	7.9	28.9	2,846.9	10,452.1	10.7	20.0	3,864.2	7,228.2
2	6.1	21.1	2,219.0	7,605.2	5.4	9.3	1,960.4	3,363.9
3	5.0	14.9	1,794.1	5,386.2	2.5	3.9	886.3	1,403.5
4	4.1	9.9	1,483.5	3,592.0	1.0	1.4	353.3	517.2
5	3.0	5.8	1,077.4	2,108.5	0.3	0.5	118.5	163.9
6	1.4	2.9	504.1	1,031.1	0.1	0.1	33.6	45.4
7	0.8	1.5	274.3	526.9	0.0	0.0	9.0	11.8
8	0.4	0.7	146.5	252.6	0.0	0.0	2.2	2.8
9	0.2	0.3	69.0	106.1	0.0	0.0	0.5	0.6
10+	0.1	0.1	37.0	37.0	0.0	0.0	0.1	0.1
20+	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Frequency Distribution Results

- f – is exact frequency level of exposure
- f(%) – is the Reach at that exact frequency level of exposure
- f+(%) – is the combined Reach at the 1+, 2+, 3+, etc. levels of exposure
- f(000) – is the Reach at that exact frequency level of exposure in thousands
- f+ (000) – is the Reach at the 1+, 2+, 3+, etc. levels of exposure in thousands

To show the Frequency Distribution report - Click on the Display menu item and select REPORT DISTRIBUTIONS (No). It changes to (Yes) and now the Frequency Distribution chart will appear (page 2).

Common Ways to use ADplus™

Import media plan files into ADplus™ to mix

- Telmar (.dau files): generated from other Telmar applications such as TV Plan, Radio Planner, Media Planner and TOPS 4 TAB.
- comScore (.csv or .xls files): generated from a comScore web report

How to Create media plan files in ADplus™ to mix

- Full Mode: This option is specifically for media with a given audience rating
- Quick Mode: Minimal information required to use this mode

Combine or mix different media plan files to generate a multi-media total plan results

- Mix media plans imported into, or created within, ADplus™

Create a Quick Mix plan file (multi-media plan) by category to generate total plan results

- Minimal information required to use this mode

Import Media Plan Files into ADplus™ to mix

The user can import two types for files into ADplus™, Telmar files and comScore files.

Telmar (.dau) files

1. From the File menu select Media Plans (*.dau).
 - a. A dialog window of saved files will open from the user login X: Drive directory. To select files on the corporate O: Drive directory, use the arrow to pull down the directory list, then select O: Drive.
2. To select a plan to import, click on the file name to highlight plan.
 - a. To select multiple files, use the Ctrl key to highlight and select individual files
3. Click Open button at the bottom of dialog window
4. Selected files will populate the workspace area

comScore (.csv or .xls) files

1. comScore report should be located on your computer hard drive or C: Drive
2. From the File menu, select Import, then from the drop down list select either Web/Online (*.csv) or Web/Online (*.csv)
 - a. A dialog window of saved files will open from your login X: Drive directory. To select files on the corporate C: Drive directory, use the arrow to pull down the directory list, then select C: Drive.
3. To select plan to import, click on file name to highlight plan.
4. Click Open button at the bottom of dialog window

5. A new dialog window will open, Optionally Rescale Imported Web/Online Data.
 - a. Verify Maintain imported web plan ratings, GRPs, reach and frequency within newly selected target box is checked
 - b. Within the Enter Desired Target Audience field, the user has the option to customize the target audience title or leave default title as defined by comScore. This title will appear on the ADplus™ report.
 - c. Click OK
6. Selected files will populate the workspace area

How to Create Media Files in ADplus™ to mix

Plan New (Full Mode)

1. From the Plan menu select New
 - a. The *ADplus™ Data Entry* screen will appear. This is where the user enters details for the media plan. REQUIRED means that is field must be entered in order to produce calculations.
2. Enter details in customizable fields
 - a. BY – User name (Kimberly Barrett)
 - b. FOR – Client or Brand X (Purina Cat Chow – Chicken Flavor Launch)
 - c. WHEN – Time frame (FY2016: April '16-March'17)
 - d. TARGET AUDIENCE LABEL - Demo (Adults 18-49 Nielsen) **REQUIRED**
 - e. TARGET AUDIENCE SIZE – Actual number, no commas (131970000) **REQUIRED**
3. In the *Media Categories* box, Magazine is the default Media Category. To select other media, click the arrow to open the drop down list. Scroll down to select closest media category, click on name to highlight selection. *The media entry details field will change based on the media categories selected.*
 - a. Create media plans: **Magazine, Business Press, National Newspaper, News Supplement, Local Newspaper, Direct Mail, Cinema Directories, Specialty and Custom Media.** User must populate the following fields:
 - i. Vehicle label – Name of publication (*People, Us Weekly, Good Housekeeping*)
 - ii. Rating – Demo rating number or coverage % (22.87, 8.6, 7.56)
 - iii. Uses - # of insertions per vehicle
 - iv. Unit cost – no commas (250000)

- v. Add the next publication to the grid until complete
- vi. Click Results, to generate report
- vii. Message box appears asking user to save the plan created. Select Yes or No
 1. Yes – Save file as “Mag_Launch_Opt2” on user X: Drive. File is then sent to the Memory Workspace area. File appears as Magazine under Media Type and “Mag_Launch_Opt2” is listed under File Name
 2. No - File is then sent to the Memory Workspace area. File appears as Magazine under Media Type and NOT SAVED is listed under File Name. User can save this file later by selecting SAVE AS from the File menu
 3. Plan can now be printed, exported or mixed
- b. Create media plans: **Spot TV, Network TV and Cable TV**. Enter data by Program Name Entry
User must populate the following fields:
 - i. Program Name Entry–
 1. Program Name (ABC Prime, MTV Daytime, Housewives of New York, Super Bowl Pre-game, CBS 6:00A – 10:00A, The People’s Court)
 2. Rating – Demo rating number by program or station (ABC Prime - 2.5)
 3. Enter GRPs (Gross Rating Point), then automatically calculates number of uses (number of spots) and vice versa. Enter Uses (number of Spots), then automatically calculate GRPs. (ABC Prime GRPs = 125 entered, calculates to 50 uses)
 4. Enter CPP (Cost per point), then automatically calculates unit cost and vice versa. Enter unit cost, then automatically calculates the CPP. (ABC Prime CPP = 3000 entered, calculates to 7500 unit cost. $CPP \times Rating = Unit\ Cost$)
 5. Add the next station or program to the grid until complete
 6. Click Results, to generate report.
 7. Message box appears asking user to save the plan created. Select Yes or No

c. Create media plans: **Spot TV and Network TV only**. Enter data by Daypart Selection Entry.

User must populate the following fields:

i. Daypart Selection–

1. Daypart – Select by clicking in field to generate drop down menu (Early Morning, Daytime, Early Fringe, Early News, Prime Access, Prime, Late News, Late Fringe, Weekend Sports, Weekend Kids)
2. Rating – Demo rating number by program or station (Daytime - 2.5)
3. Enter GRPs (Gross Rating Point), then automatically calculates number of uses (number of spots) and vice versa. Enter Uses (number of Spots), then automatically calculate GRPs. (Daytime GRPs = 200 entered, calculates to 80 uses)
4. Enter CPP (Cost per point), then automatically calculates unit cost and vice versa. Enter unit cost, then automatically calculates the CPP. (Daytime CPP = 500 entered, calculates to 1250 unit cost. CPP x Rating = Unit Cost)
5. Add the next station or program to the grid until complete
6. Click Results, to generate report.
7. Message box appears asking user to save the plan created. Select Yes or No

d. Create media plans: **Spot Radio and Network Radio**. User must populate the following fields:

- i. Network/Program – Name (Ryan Seacrest, WBBM-FM 6:00A-10:00A)
- ii. Daypart – Select from the drop down menu.

Daypart	Day	Time
ROS	M-Su	6A-Midnight (Run of Station)
MFM	M-F	6A-10A (AM/Morning Drive)
MFH	M-F	10A-3P (Mid-Day)
MFE	M-F	3P-7P (PM/Afternoon Drive)
MFN	M-F	7P-Midnight (Evening/Night)
SAM	Saturday	6A-10A (AM/Morning Drive)
SAH	Saturday	10A-3P (Mid-Day)
SAE	Saturday	3P-7P (PM/Afternoon Drive)
SAN	Saturday	7P-Midnight (Evening/Night)
SUM	Sunday	6A-10A (AM/Morning Drive)
SUH	Sunday	10A-3P (Mid-Day)
SUE	Sunday	3P-7P (PM/Afternoon Drive)
SUN	Sunday	7P-Midnight (Evening/Night)

1.

- iii. Rating – Average Quarter Hour Demo rating number by daypart, program or station (WBBM-FM – 5.0)
 - iv. Cume – Weekly Cume rating number by daypart (WBBM-FM – 10.7)
 - v. Uses - # of spots
 - vi. Unit cost – cost per spot, no commas (200) – Optional to populate
 - vii. Add the next station or program to the grid until complete
 - viii. Click Results, to generate report.
 - ix. Message box appears asking user to save the plan created. Select Yes or No
- e. Create media plan: **Outdoor**. Please note, unlike the other media categories, Outdoor is entered as the total schedule. User can not add multiple lines to create an Outdoor schedule. User must populate the following fields:
- i. Outdoor Plant – Name (Clear Channel Chicago)
 - ii. Reach % – of demo (7.4)
 - iii. Freq # – number of times demo is exposed (13.2)
 - iv. Total cost – no commas (2000)
 - v. Total days of this showing – Enter actual number of days (28)
 - vi. Click Results, to generate report.
 - vii. Message box appears asking user to save the plan created. Select Yes or No
- f. Create media plan: **Custom Media, Web, Video, Mobile/text, Key Words, Social Media, Banner, Email, Gaming, Pop-Ups**. User must populate the following fields:
- i. Digital Vehicle Label – Name (Google.com)
 - ii. Daily Rating – of demo (0.17)
 - iii. CPM – Cost Per Thousand (25.00)
 - iv. Days – number of days in campaign (365)
 - v. Total impression Goal – Enter impressions for the campaign (225000)
 - vi. Click Results, to generate report.
 - vii. Message box appears asking user to save the plan created. Select Yes or No

Quick Plan (Quick Mode)

1. From the Plan menu select New
 - a. The *ADplus™ Data Entry* screen will appear. This is where the user enters total details for the media plan. REQUIRED means that is field must be entered in order to produce calculations.
2. Enter details in customizable fields:
 - a. BY – User name (Kimberly Barrett)
 - b. FOR – Client or Brand X (Purina Cat Chow – Chicken Flavor Launch)
 - c. WHEN – Time frame (FY2016: April '16-March'17)
 - d. TARGET AUDIENCE LABEL - Demo (Adults 18-49 Nielsen) **REQUIRED**
 - e. TARGET AUDIENCE SIZE – Actual number, no commas (131970000) **REQUIRED**
3. Select and click the Quick button to change the data entry screen from *Full* mode to *Quick* mode.
 - a. *Quick* mode allows the users to enter to total schedule, unlike in Plan/New, *Full* mode which requires more media details to generate results.
4. Message box will appear asking user to confirm they want to switch to Quick mode. Click OK
5. In the *Media Categories* box, Magazine is the default Media Category. To select other media, click the arrow to open the drop down list. Scroll down to select closest media category, to select, click on name to highlight selection.
6. User must populate the following in *Quick Plan Entry* fields:
 - a. GRPs – total number of gross rating points (85)
 - b. Reach % – total of demo (23.4)
 - c. Uses # - number of spots or days for the total schedule (30). Feature can be turn off by unchecking Input Uses to have ADplus™ automatically calculate
 - d. Frequency # – number of times demo is exposed (3.5)
 - e. Cost – total schedule cost, no commas (5000000)
 - g. Click Results, to generate report.
 - h. Message box appears asking which frequency distribution estimate to use, ADplus™ or user defined.
 - i. Yes – User defined frequency
 - ii. No – ADplus™ defined frequency

- i. Message box appears asking user to save the plan created. Select Yes or No
- j. Plan can now be printed or exported

Combine Media to Generate Multi-Media Plan Results

Now that the user has created several media plans, it's now time to combine or mix the plans in ADplus™ to generate a multi-media delivery report for the total schedule. Please note media plans for mixing must be visible in the workspace area (e.g. Rows 1 – 10).

1. From the Mix Menu, click Select Plans
2. Use CTRL key to select each and highlight the names of the media plans to combine (e.g. Web, Magazine and Network TV).
3. Click Results on the display to mix the plans
4. The *Target Choice* dialog box will display. Choose which population base will be used for the calculations. Click OK
5. User will be asked to save the mixed plan. Select Yes or NO
 - a. Yes – Save file as “Brand X Launch” on user X: Drive. New mixed file is then sent to the Memory Workspace area. Each media plan will also be renamed with the same mixed file name, so that all plans that comprise the mixed plan open each time the user opens the saved mixed file. “Brand X Launch” is listed under File Name, for each file – Outdoor, Magazine and Network TV/Cable TV and Mix
 - b. No - File is then sent to the Memory Workspace area. File appears as Mix under Media Type and NOT SAVED is listed under File Name. You can save this file later by selecting SAVE AS from the File menu
6. The Mixed plan can now be printed or exported

Quick Mix Screen - Create Multi-Media plan by Media category

Minimal information is required to use this mode. User only needs to enter the Reach, Frequency or GRPs and the number of uses to calculate the frequency distribution. REQUIRED means that is field must be entered in order to produce calculations.

1. From the Mix menu, select Quick Mix Screen
 - a. Quick Mix Data Entry screen will appear.
2. Enter details in customizable fields
 - a. BY – User name (Kimberly Barrett)
 - b. FOR – Client or Brand X (Purina Cat Chow – Chicken Flavor Launch)
 - c. WHEN – Time frame (FY2016: April '16-March'17)
 - d. TARGET AUDIENCE LABEL - Demo (Adults 18-49 Nielsen) **REQUIRED**
 - e. TARGET AUDIENCE SIZE – Actual number, no commas (131970000) **REQUIRED**
3. Highlight a Media Category. Each category that is clicked on will be added to the *Schedule Data Entry* area below.
4. User must populate the following in *Schedule Data Entry* fields:
 - a. % Reach or Reach (000) – of demo (61.5 or 25000 – no commas).
 - i. Note - Reach audience (000) is calculated automatically when Reach % is entered.
 - b. GRPs or Frequency – If 218.4 GRPs entered, system displays rounded number 218 on screen. Frequency is displayed as two decimal points (3.60)
 - i. Note – When GRPs are entered ADplus calculates the Frequency automatically and vice versa.
 - c. Effective Weight of Media – enter if weighting by media category (50). Default is 100.
 - d. Cost – Optional field. User may enter total schedule cost, no commas (5000000) for CPM/CPT (cost per thousand) calculations to appear on results page
 - e. Ads # - number of spots or insertions
 - f. What If button - captures the R&F and cost relationships among the inputs of the current schedule. Once captured, costs, GRPs, or other inputs can be changed, to see the change in reach if costs are doubled. Also allows users to see the effect of taking money out of one medium and putting it into another. This allows the current data to be extended to other possible scenarios.

- g. Dups button - presents a grid that drives the default amount of duplication percent among media types. These grid values can be increased or decreased based on user data or experience. The default produces random duplication.
 - h. Clear button - simply erases the data in the Quick Mix grid, allowing the user to start a new Quick Mix plan.
5. Click Results
 6. Message box appears asking user to save the plan created. Select Yes or No
 - a. YES - Quick Mix plan is given a .qmd file extension. File is save on User :X drive
 - b. NO – File appears on screen. User can save this file later by selecting SAVE AS from the File menu
 7. The Quick Mix Result report can now be printed or exported
 8. To make changes to the results report, go to the Mix menu and select Quick Mix Screen. The Quick Mix screen will reappear. The user can make any changes and then save those results.