# RadioMax Digital

Quick User Guide

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the FUTURE of
Media Planning

Introduction

RadioMax Digital is a Telmar Application that allows you to plan multiple Pandora Market Digital Radio campaigns, including Reach & Frequency results. RadioMax Digital results can be exported to Telmar ADplus for mixing with other Telmar planning tools.

Getting Started

● Open the RadioMax Digital application from the eTelmar home page from **One Stop** or by accessing the **Applications**, *Radio Folder*.

● Use the navigation pane on the lower left side to easily guide you through each step in building your Reach & Frequency plan, or use the **Go** menu
   o Surveys, Briefing, Target and Dayparts, Markets, Stations, Calendar & Planning
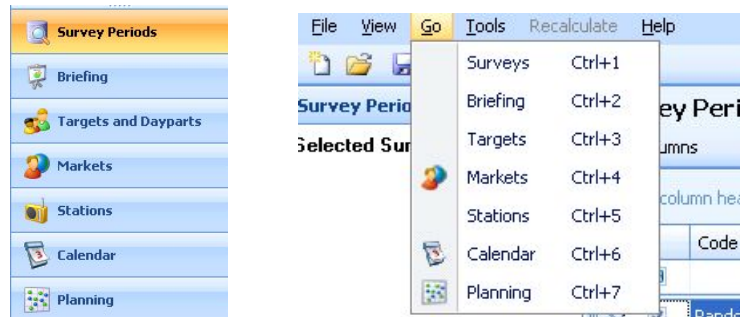
Survey Periods

● Displays the current list of Pandora monthly surveys available
● Default sort order is alphabetical by **Code**. To sort by **Date Start**, click the column title
● Please note, you can only select one survey period at a time
● Check the box for the desired Pandora survey month

	Code	Survey period	Date Start	Date End
☑	Pandora March 2014	Triton Digital	2/27/2014	3/26/2014
☐	Pandora February 2014	Triton Digital	1/30/2014	2/26/2014
☐	Pandora January 2014	Triton Digital	1/2/2014	1/29/2014
☐	Pandora Holiday 2013	Triton Digital	12/5/2013	1/2/2014
☐	Pandora December 2013	Triton Digital	11/7/2013	12/5/2013
☐	Pandora November 2013	Triton Digital	10/10/2013	11/7/2013
☐	Pandora October 2013	Triton Digital	9/12/2013	10/10/2013
☐	Pandora September 2013	Triton Digital	8/15/2013	9/12/2013
☐	Pandora August 2013	Triton Digital	7/18/2013	8/15/2013
☐	Pandora July 2013	Triton Digital	6/20/2013	7/18/2013
☐	Pandora June 2013	Triton Digital	5/23/2013	6/20/2013
☐	Pandora May 2013	Triton Digital	4/25/2013	5/23/2013
☐	Pandora April 2013	Triton Digital	3/28/2013	4/25/2013

● Click **Briefing** in navigation bar to move forward

Briefing

- Briefing tabs
  - General: Plan Summary, Campaign Objectives and Campaign Period
  - Spotlength: Displays spot length options

- General tab
  - Plan Summary and Campaign Objectives
    - Fill in this sections to identify your plan. This will only appear on your printed/exported report cover page
  - Campaign period
    - Select the campaign period by highlighting within the calendar
      - Click on the desired start date in the calendar for week 1
      - Click and drag to select multiple weeks, or
    - Enter dates in calendar field or use the drop down arrow
    - In the **No. of weeks** box, use the arrows to add/delete weeks

- Spotlength tab
  - Allows the user to add/delete spots lengths to the rotation.
  - For Pandora, only use the default spot length :30


- Click **Targets and Dayparts** in the navigation bar to move forward

Targets and Dayparts

- Targets tab
  - o Select a target from the **Standard** target list, or choose to select multiple standard or custom targets and toggle between them within the media schedule
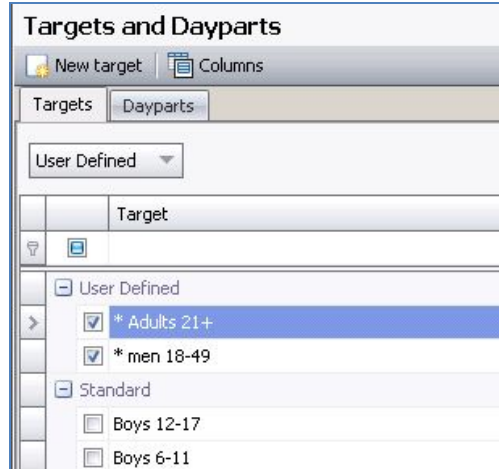

  - o Click the **New Target** button to create a new defined target by combining the demographic age breaks.
    - ▪ Select all targets to combine and then name the new target, Click OK
    - ▪ Custom targets appear with (*) in the **User Defined** section
    - ▪ Custom targets can also be renamed or deleted (right click on target name to launch menu).
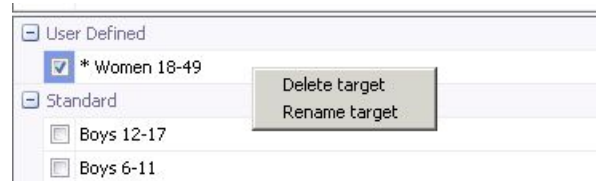
    - ▪ Once targets are created in a Pandora monthly survey, it remains.
   - ▪ Custom targets are not transferable from survey to survey

- Dayparts tab
  - o Select dayparts from the list for the digital schedule
  - o Pandora data does not offer the option to create custom dayparts
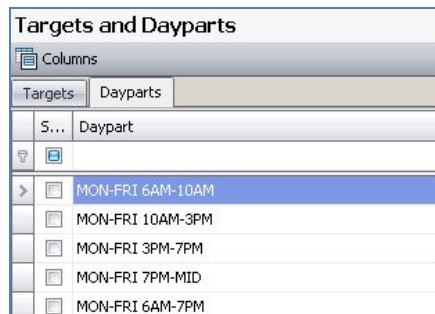
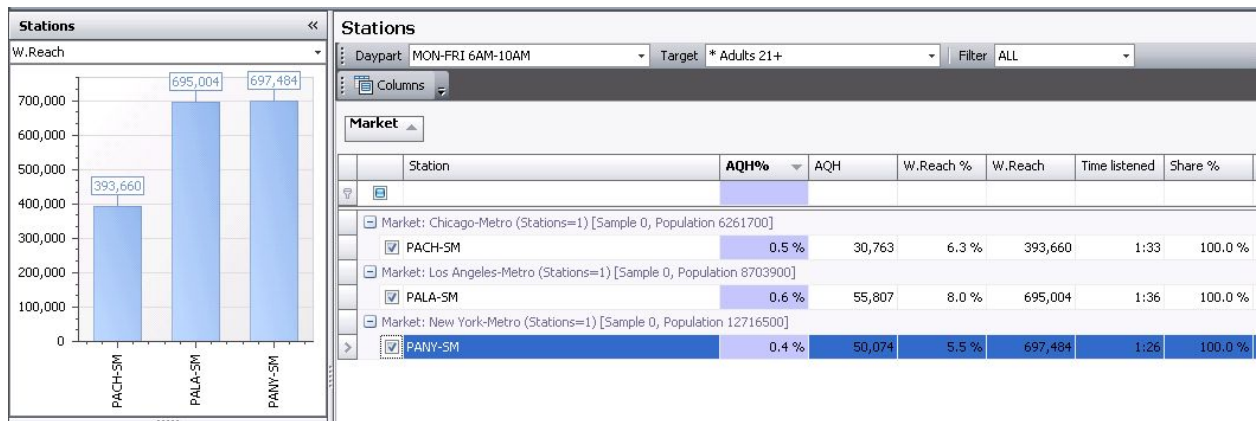- Click **Markets** in the navagation bar to move forward.

Markets

- Use the **Target** drop down menu at the top of the screen to view target populations
  - o The market population figures will adjust accordingly as the user toggles between targets
  - o Default market sort order is alphabetical. To sort markets by population in, click the **Population** column title. (Scroll up if needed)

- Check mark the desired market(s) for the schedule
  - o In the **Planning and Calendar** screen, you will have the ability to customize which market(s) you want displayed

- Markets Graph - Within navgation bar the target population (000) Graph apprears when markets are selected.
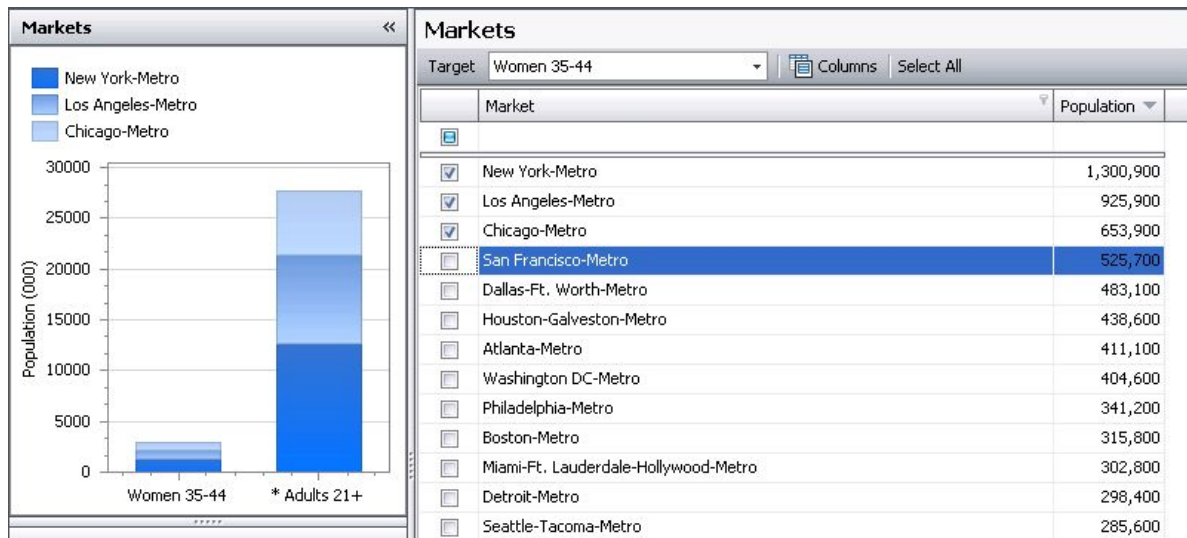
- Click **Stations** in the navigation bar to move forward

Stations

- At the top of the screen, use the drop down menu(s) to view target audience details for the selected daypart

- For each market, click the station to be included in your plan. Each station must be checked.

- Stations Graph - Within navgation bar the target reach (000) Graph apprears when markets stations are selected.

- Click on the **Columns** button to add/remove your column headers. Scroll to the right to see additonal columns (if needed)

- User can sort the stations in the screen by any daypart column (e.g. AQH%, Reach %)

- Click **Calendar** in the navigation bar to move to forward

Radio Plan Pane

- Use the Radio Plan pane to review your Pandora digital planning summary details.
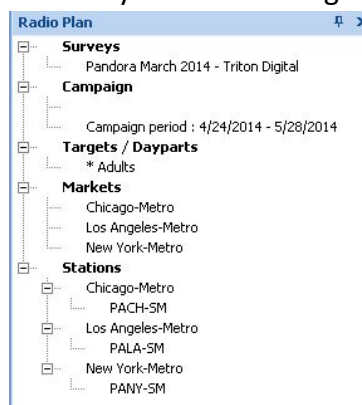
Calendar

- Use the green shaded area to enter the total number of spots by week

Market		Spots	Apr 24	May 1	May 8	May 15	May 22	
Chicago-Metro		12	4	0	4	0	4	
Station								
PACH-SM		12	4	0	4	0	4	
Daypart	Spot Length							
MON-FRI 6AM-10AM	30	6	2	0	2	0	2	
MON-FRI 10AM-3PM	30	6	2	0	2	0	2	
Los Angeles-Metro		19	4	5	0	5	5	
Station								
PALA-SM		19	4	5	0	5	5	
Daypart	Spot Length							
MON-FRI 6AM-10AM	30	4	4	0	0	0	0	
MON-FRI 10AM-3PM	30	15	0	5	0	5	5	
New York-Metro		20	7	5	0	0	8	
Station								
PANY-SM		20	7	5	0	0	8	
Daypart	Spot Length							
MON-FRI 6AM-10AM	30	15	7	0	0	0	8	
MON-FRI 10AM-3PM	30	5	0	5	0	0	0	

- Click **Planning** in the navigation bar to move to forward

Planning

- Planning Grid – Top of the screen. Listing each station details
- Summary Grid – Bottom of the screen. Listing target audience total markets campaign results.

- Use the green shaded area to enter station details within the Planning Grid
  - User can add Cost per Spot, CPP, or CPM (scroll to right of screen)
  - User can also adjust to Spots or GRPs from this screen by week. Review *Impressions* to make sure it matches your desired digital schedule. If adjustments are made in the *Totals (X weeks)* screen view, then RadioMax Digital will spread spot or GRP weight evenly across all weeks.

- Click within the **Target** window to switch between target audiences results.
- Click within the **Week** window to view individual week or Total (X weeks) results.
- Click on the **Columns** icon to customize your planning and summary grid column headers
- Click on the **Week View** to get a quick view your results by week. Click **Close** to return to previous window
- As you make changes to the planning grid, the word **Recalculate** will usually be yellow (auto calucation) . If the word **Recalculate** turns red, you must click on it to recalculate the schedule manually

Print Preview and Exporting

- From **Planning** screen go to the **File** menu and then select **Campaign Flighting**
- The **Preview** window of the campaign opens, displaying details from the planning gird and summary grid.
  - o Within this **Preview** window, go to the **File** menu, click on **Export Document** and then select XLS file or XLSX file (preferred format).
    - ▪ To minimize formatting, it is suggested the user export the campaign to Excel, versus directly printing the campaign or exporting to PDF
  - o Save the file on the **C: Client drive** (your computer, not the eTelmar cloud)
  - o Click Yes when asked "Do you want to open this file" or No to open file later
  - o If Yes, then Excel opens your schedule for review
  - o When done, Exit Excel by closing the window (Click the X)
  - o Now close the Preview window (Click the X)
- Printing multiple targets
  - o After the first target audience report has been saved and exported, the user <u>must switch targets</u> in the **Planning** screen to show station results (Recalculate if necessary). Then follow the steps of Export again. Save new exported file with new target name.
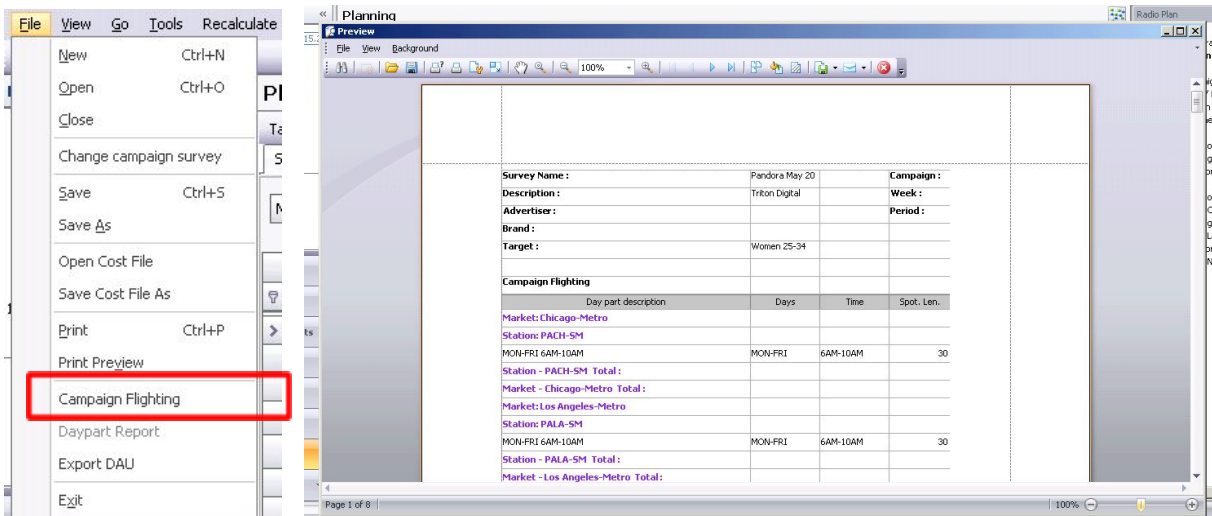
Saving

- To save file to one of the eTelmar cloud drives, go to **File** menu and select **Save As**
  - o   X drive (Individual user)
  - o   O drive (company shared drive)
  - o   R drive (corporate shared drive across multiple offices e.g. LA, Chicago, NY)
- Enter file name, file is saved with a *.cmp extension*
- Click Save
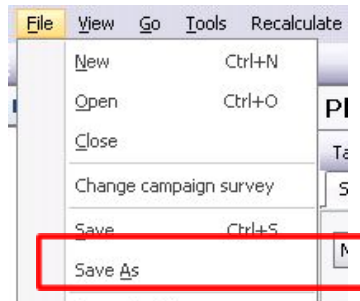
Export Schedule for Mixing

- Go to **File** menu and click **Export DAU** to export your schedule to ADplus for mixing.
- Select an eTelmar cloud (X, O, or R drive)
- Enter file name, file is saved with a *.dau extension*
- Click Save