# RadioMax Digital Quick User Guide



Copyright ©2014 Telmar Group Inc., all rights reserved

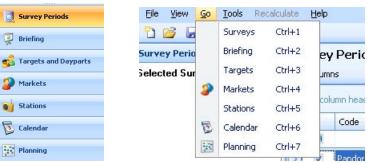


#### Introduction

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

	Colum	ns			
Dra	g a col	umn header here to group by	that column		
		Code	Survey period	Date Start 🛛 👻	Date End
8					
>	V	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
	1	Pandora October 2013	Triton Digital	9/12/2013	10/10/2013
		Pandora September 2013	Triton Digital	8/15/2013	9/12/2013
	1	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
	127	Pandora April 2013	Triton Digital	3/28/2013	4/25/2013

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



# Briefing

- Briefing tabs
  - o General: Plan Summary, Campaign Objectives and Campaign Period
  - o Spotlength: Displays spot length options
- General tab
  - o Plan Summary and Campaign Objectives
    - Fill in this sections to identify your plan. This will only appear on your printed/exported report cover page
  - o 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
  - o Allows the user to add/delete spots lengths to the rotation.
  - o For Pandora, only use the default spot length :30

lan Summary			Campaign Objective	es		
Client Agency Manner Maccount Execu Nate Nate Status Comment	tive		Budget Reach GRPs Effective Reach Avg. Spotlength	0 a	at frequency of	
Campaign per	iod					
Campaign per Start date	iod 6/24/2014 • End date 7/21/:	2014 <b>•</b> No.	of weeks 4 🛟			
		2014 • No. July, 2014	of weeks 4 \$	August, 2014		

• 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

Τa	arget	s and Dayparts
	New ta	arget 🛛 🛅 Columns
T d	argets	Dayparts
	lser Def	ined 💌
		Target
9		
	🖃 Use	er Defined
>	V	* Adults 21+
	V	* men 18-49
	🖃 Sta	ndard
		Boys 12-17
		Boys 6-11

- 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).

User Defined	
🔽 * Women 18-49	
-) Standard	Delete target Rename target
🔲 Boys 12-17	Honamo cargoe
🔲 Boys 6-11	

- 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

Τá	arge	ets and Dayparts	
T	) Colu	Imns	
T	argets	s Dayparts	
	s	Daypart	
7			
>		MON-FRI 6AM-10AM	
		MON-FRI 10AM-3PM	
		MON-FRI 3PM-7PM	
		MON-FRI 7PM-MID	
		MON-FRI 6AM-7PM	

• 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.

Markets «	Markets	
New York-Metro	Target Women 35-44 👻 📋 Columns Select A	411
Los Angeles-Metro	Market	📍 Population 💌
Chicago-Metro		
30000 -	New York-Metro	1,300,900
2500	Los Angeles-Metro	925,900
25000	Chicago-Metro	653,900
s 20000 -	San Francisco-Metro	525,700
20000	Dallas-Ft. Worth-Metro	483,100
	Houston-Galveston-Metro	438,600
	Atlanta-Metro	411,100
å 10000	Washington DC-Metro	404,600
5000	Philadelphia-Metro	341,200
	Boston-Metro	315,800
O └── <mark>────────────────────────</mark> ────	Miami-Ft. Lauderdale-Hollywood-Metro	302,800
Women 35-44 * Adults 21+	Detroit-Metro	298,400
	Seattle-Tacoma-Metro	285,600

• 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)

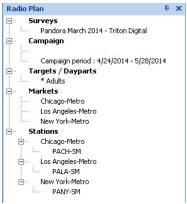
<ul> <li>User can sort the stations in the screen by any daypart column (</li> </ul>	.g. AQH%, Re	each %)
--	--------------	---------

Stations «	Stations			
W.Reach 👻	E Daypart MON-FRI 6AM-10AM - Target * A	dults 21+	- Filter ALL	•
695,004 697,484 700,000 600,000	Columns			
500,000	Station	AQH% 👻 AQH	W.Reach % W.Reach	Time listened Share %
400,000				
300,000	Market: Chicago-Metro (Stations=1) [Sample 0, Population 62     PACH-SM	0.5 % 30,763	6.3 % 393,660	0 1:33 100.0 %
200,000 -	Market: Los Angeles-Metro (Stations=1) [Sample 0, Population]	n 8703900]		
100,000	PALA-SM	0.6 % 55,807	8.0 % 695,004	¥ 1:36 100.0 %
100,000	Market: New York-Metro (Stations=1) [Sample 0, Population 1	12716500]		
PACH-SM	PANY-SM	0.4 % 50,074	5.5 % 697,484	1:26 100.0 %
PACH PALA				

• 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

					-)				
Ma	arkel	t	*	Spots	Apr 24	May 1	May 8	May 15	May 22
Θ	Chio	tago-Metro		12	4	0	4	0	4
	St	ation							
	Θ	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
Θ	Los	Angeles-Metro		19	4	5	0	5	5
	St	ation					-		1
	Θ	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
Θ	Nev	v York-Metro		20	7	5	0	0	8
	St	ation	*					-	
	Θ	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
  - o 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

argets:	* Adults	👻 Week: Tota	l (5 weeks) 👻 👖	Columns 🕶 😽	Receiculate V	Veel	< view			
ichedu	le 1									
1arket	Station									
Day	part description	Days	Time	Spot. Len.	Discount %		Spots per	Spots	GRPs	AQH
-										
ΞM	larket: Chicago-Metro									
6	Station: PACH-SM									
	MON-FRI 6AM-10AM	MON-FRI	6AM-10AM	30		0	0	6	3.9	
	MON-FRI 10AM-3PM	MON-FRI	10AM-3PM	30		0	0	6	6.3	
								12	10.3	60,
1 [								12	10.3	60,
ΞM	larket: Los Angeles-Metro									
6	Station: PALA-SM									
	MON-FRI 6AM-10AM	MON-FRI	6AM-10AM	30		0	0	4	3.3	
	MON-FRI 10AM-3PM	MON-FRI	10AM-3PM	30		0	0	15	19.3	
								19	22.6	
ĪĒ								19	22.6	118
ΞM	larket: New York-Metro					_				
6	Station: PANY-SM									
	MON-FRI 6AM-10AM	MON-FRI	6AM-10AM	30		0	0	15	7.4	
1	MON-FRI 10AM-3PM	MON-FRI	10AM-3PM	30		0	0	5	4.4	
								20	11.8	84,
I	L							20	11.8	84,
						_				- 313
	III									
				Total Cost	Discount		Spots per	Spots	GRP's	AC
* Adu	ults				0	0	(	51	14.3	-



### Print Preview and Exporting

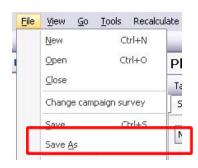
- From Planning screen go to the File menu and then select Campaign Flighting
- The **Preview** window of the campaign opens, displaying details from the planning gird and summary grid.
  - o Within this **Preview** window, go to the **File** menu, click on **Export Document** and then select XLS file 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
  - 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.

New	Ctrl+N		Elle View Background			-		
<u>O</u> pen	Ctrl+0	Ы		י או איז			<mark>22</mark> ș	
⊆lose		Ta						
Change cam	paign survey	S						
193000	ch lu c		-	Survey Name :	Pandora May 21	)	Campaign :	
<u>S</u> ave	Ctrl+S	Ep.		Description : Advertiser :	Triton Digital		Week : Period :	
Save As				Advertiser : Brand :			Period :	
5010 [[5		_		Target :	Women 25-34	_		
Open Cost F	ile		-	ruger.	Women 25 51			
Save Cost F				Campaign Flighting			_	
Save Cust P	lie As	T		Day part description	Days	Time	Spot. Len.	
Print	Ctrl+P			Market: Chicago-Metro				
Conc	Cuttr	-	ts	Station: PACH-SM				
Print Preview	V			MON-FRI 6AM-10AM	MON-FRI	6AM-10AM	30	
				Station - PACH-SM Total :				
Campaign Fl	ighting			Market - Chicago-Metro Total : Market: Los Angeles-Metro		-		
-				Station: PALA-SM				
Daypart Rep	port			MON-FRI 6AM-10AM	MON-FRI	6AM-10AM	30	
-				Station - PALA-SM Total :	-10141141	OPEN LOWIN		
Export DAU				Market - Los Angeles-Metro Total:				



## 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

File	⊻iew	<u>G</u> o	<u>T</u> ools	Recalculate
	New		C	trl+N
	<u>O</u> pen		C	trl+0 P
	⊆lose			т
	Chang	e cam	paign su	rvey
	<u>S</u> ave		C	trl+S
	Save <u>A</u>	<u>l</u> s		
	Open	Cost F	ile	
	Save (	Cost F	ile As	5
	Print		C	itrl+P
	Print P	re <u>v</u> iev	v	
	Campa	aign Fl	ighting	
	Daypa	rt Rep	ort	
L	Export	DAU		
	E <u>x</u> it			-