

MEDIAPLANNER+ WITH TIMEPLAN

User Manual

2015

MEDIAPLANNER+ WITH TIMEPLAN

User Manual Page 2

INTRODUCTION	3
STARTING MEDIAPLANNER+	3
WIZARDS	3
To Create A New Target Audience	4
Save Own Media.....	7
Rank Mode (Cover, Cost, Difference, Composition).....	8
Single/Multi Schedule Mode.....	11
Cumulative Cover Mode	13
Optimisation Mode	14
TIMEPLAN MODULE	15
Using Timeplan	15
This example shows a 5 week campaign using weekly/monthly magazines	16
Viewing Timeplan curves	17
Another example shows a 8 week campaign using National Dailies.....	17
Another example shows a 12 week campaign using weekly/monthly magazines	18
To Add/Remove Target Audiences	18
To Rename Target Audiences	19
To Select/Deselect Publications.....	19
To Enter Costs For Publications	19
To Save A Cost File or Select a Cost File	20
To Change The Layout Displayed	20
To Sort By A Column.....	20
To Create A Graph Of A Selected Column Of Data.....	20
To Use 'What If'.....	21
Frequency Distribution	21
SAVING, PRINTING, EXPORTING, EMAILING	22
Saving.....	22
Printing.....	23
Exporting.....	24
Emailing.....	25
HOW DO I CREATE A COVER RANK FOR NATIONAL DAILIES?	27
HOW DO I CREATE A SINGLE SCHEDULE PLAN FOR NATIONAL DAILIES?	28
HOW DO I CREATE A MULTI SCHEDULE PLAN FOR NATIONAL DAILIES?	29
HOW DO I OPTIMISE A SCHEDULE TO A SPECIFIC BUDGET?	30
HOW DO I SAVE A PROJECT FILE?	31
HOW DO I PRINT A REPORT?	32
HOW DO I EXPORT A REPORT INTO ANOTHER APPLICATION?	33
GLOSSARY	34

INTRODUCTION

Mediaplanner provides instant evaluation of the effectiveness of press schedules against any number of pre-defined target markets. It can provide analysis on existing schedules based on reach, frequency, audience and cost.

STARTING MEDIAPLANNER+

Click on **Mediaplanner+** from the main Telmar screen and you will see the box below which gives you a choice of **Wizards** to use or **Expert Mode** for more experienced users.



WIZARDS

The Wizards take you through the steps to create a rank, single, multi, cumulative cover and optimisation analysis.

Rank Mode allows you to rank your publications by coverage, cost or composition against a given target audience(s).

Single Schedule Mode allows you to view a single target audience with or without costs.

Multi Schedule Mode gives you the option of viewing multiple target audiences with more than one schedule at a time. This wizard is identical to the single schedule mode.

Cumulative Cover Mode uses a multi schedule to calculate the coverage build for each schedule shown in 000's and/or %'s.

Optimisation Mode enables you to quickly find the optimum schedule against either a budget or coverage target.

Time Schedule Mode allows you to plan seasonal campaigns in order to ensure that the desired coverage and frequency is achieved within the campaign period.

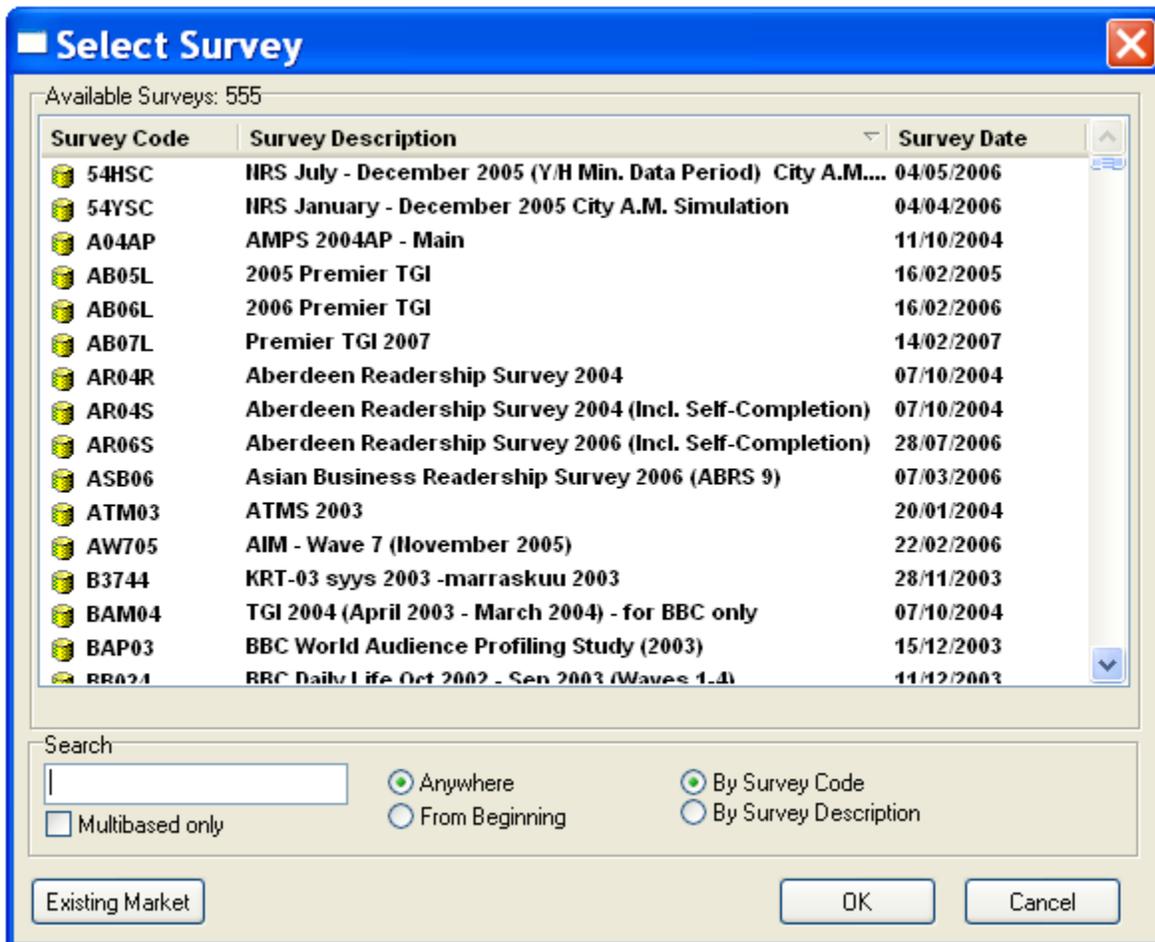
To Create A New Target Audience

If you are using one of the Wizards and the target audience you wish to use is not already listed and you wish to create a new target audience, click on the **New Target** button.



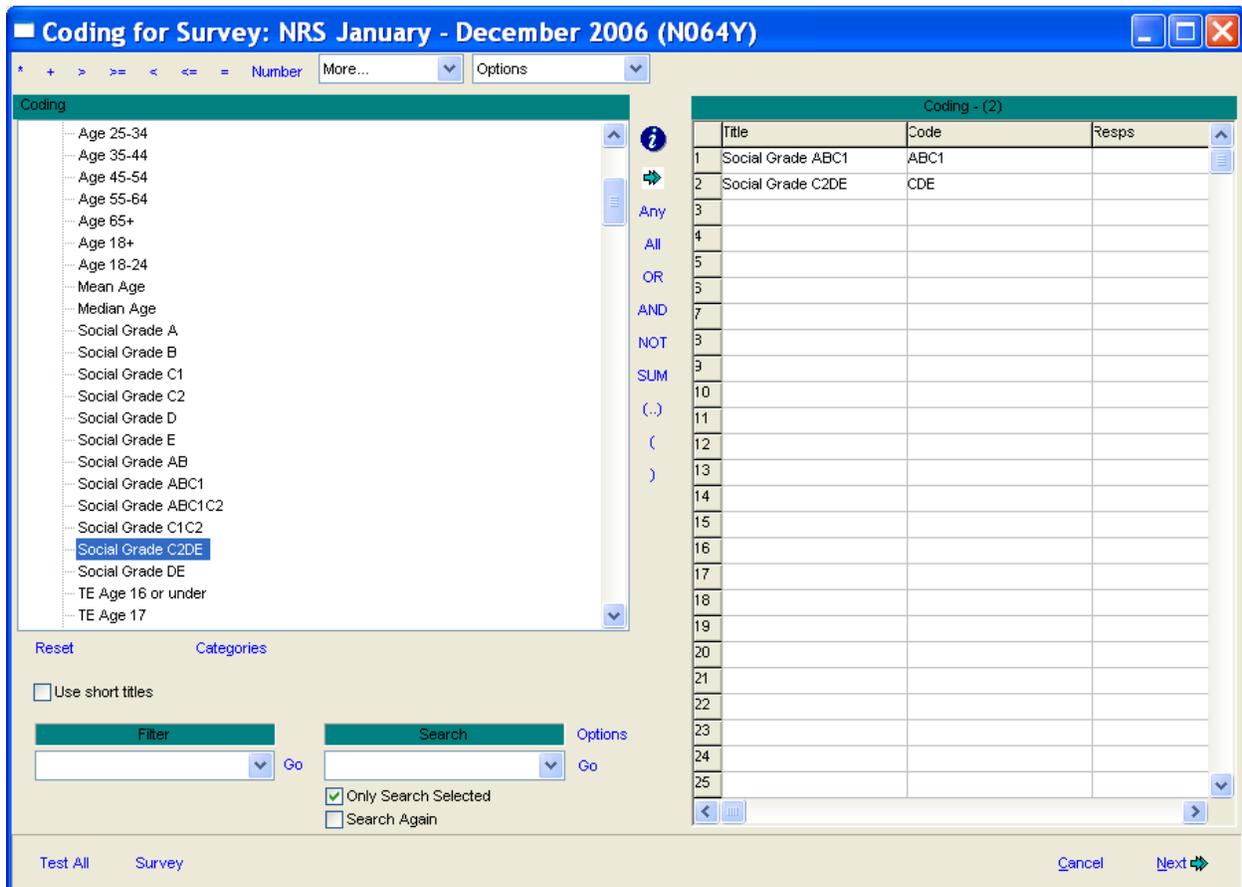
If you are in a schedule and you wish to create a new target audience to add to the schedule, click on the Target button on the toolbar and then click on the **New Target** button.

The **Select Survey** screen is displayed:---



To filter the list of surveys, enter **NRS** in the **Search** box, then click on the **By Survey Description** option and only those surveys with **NRS** in the description will be displayed. Select the survey you wish to use, then click on **OK**.

This will take you to the coding screen:

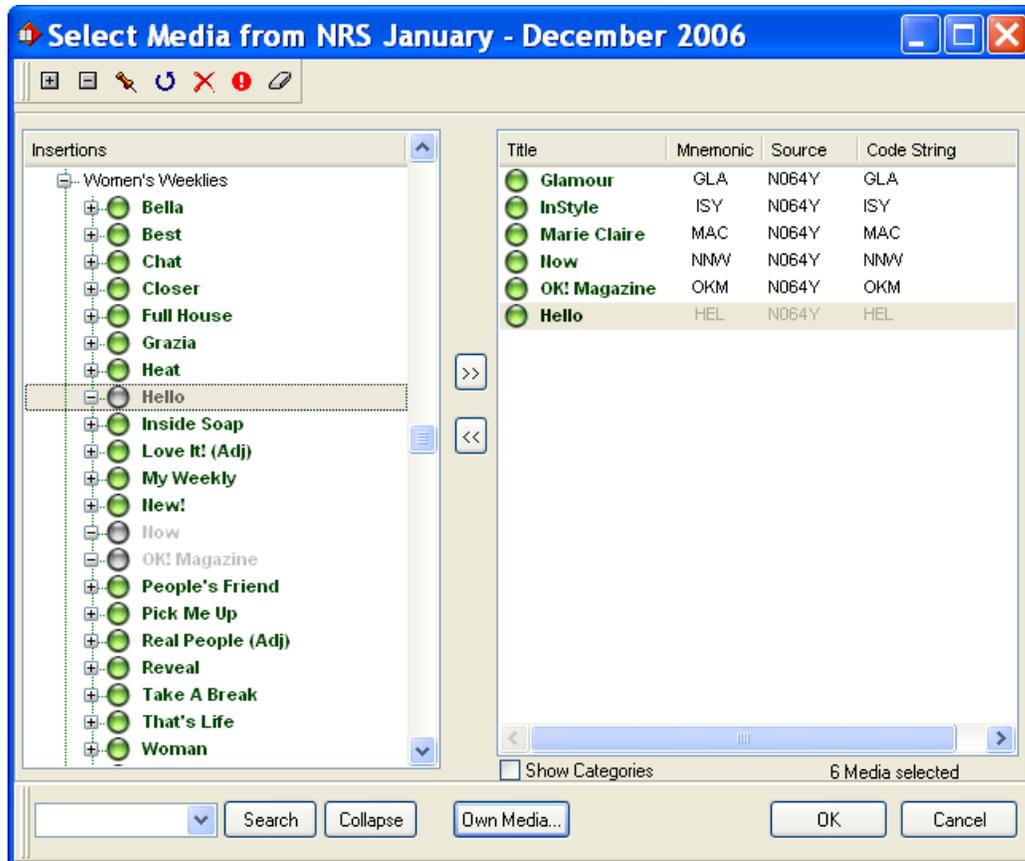


Select the coding for the target audiences you wish to set up, then click on **Next**.

In this example, we have chosen to use **ABC1** and **C2DE** as two separate target audiences. Highlight the two codes, then click on  - the coding moves to the coding grid on the right hand side. Then click on **Next**.

N.B. The other buttons you usually use to create combinations of demographic groups for your audiences (**ANY**, **ALL**, **AND**, **OR** and **NOT**) are also shown in the bar between the code sections and the coding grid and can be used in the usual way.

Next, the **Select Media** screen shows the **Available Media** sections in the selected survey - open a publications section and/or sub-section and double click to select a title or click on a title, then click on the **>>** button and it will move to the box on the right hand side. To move a title back, click on the **Title**, then click on the **<<** button.

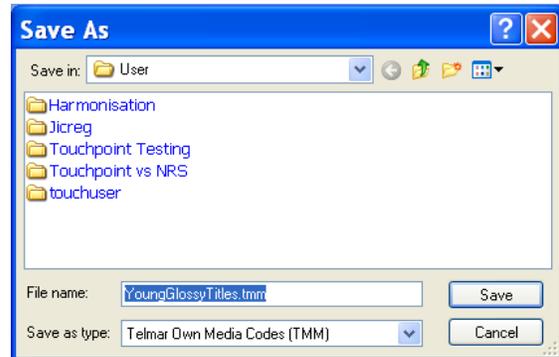


Select your titles, then click on **OK**.

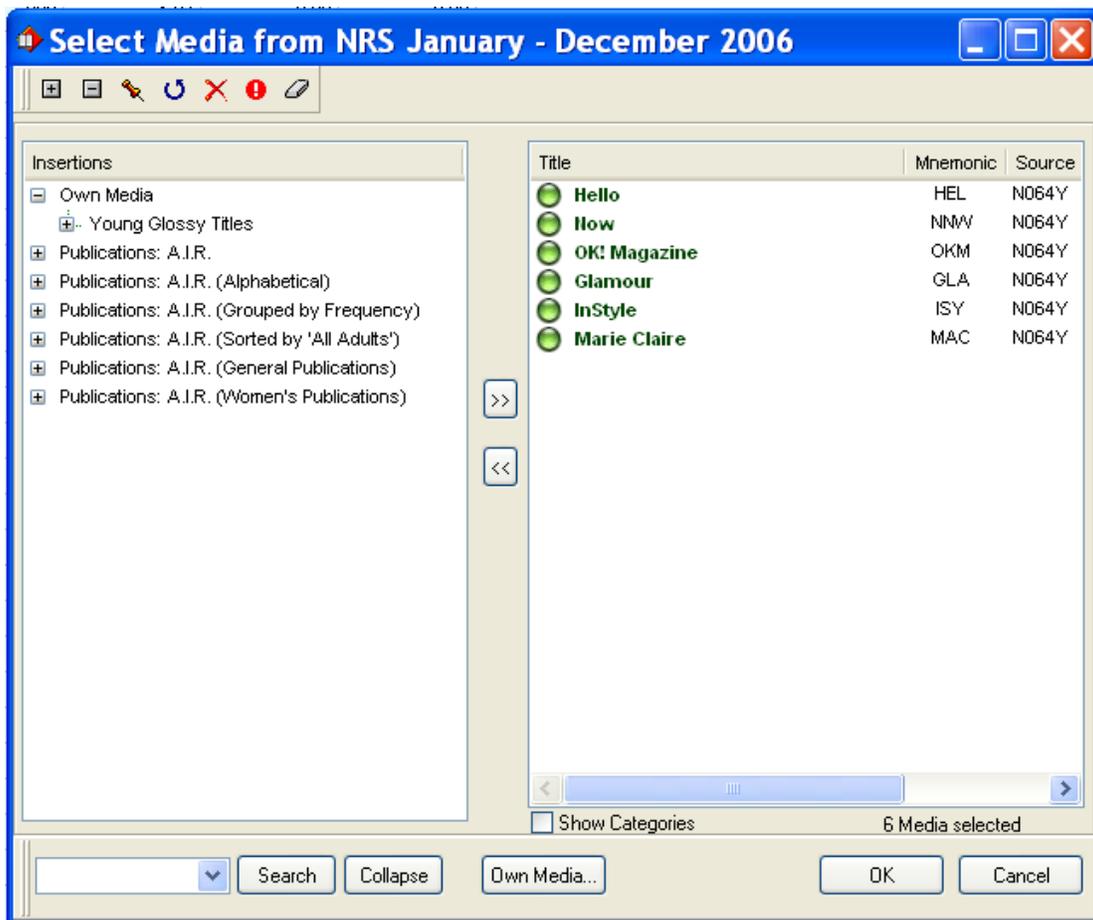
If you regularly use the same titles, you may wish to save the selection as an **Own Media** file - see below.

Save Own Media

Select the titles as shown above, then click on **Own Media...** and select **Save Own Media** and enter a name for the titles in the **Own Media Description**, then click on **OK**. Another window will appear containing the same name, click on **Save** - this is saved into your default Telmar folder.



Own Media codes are shown in the **Select Media** screen on the left hand side under **Own Media** - double click to open the section and any own media codes that have been set up will be shown in the list - titles from these lists can be selected as normal.

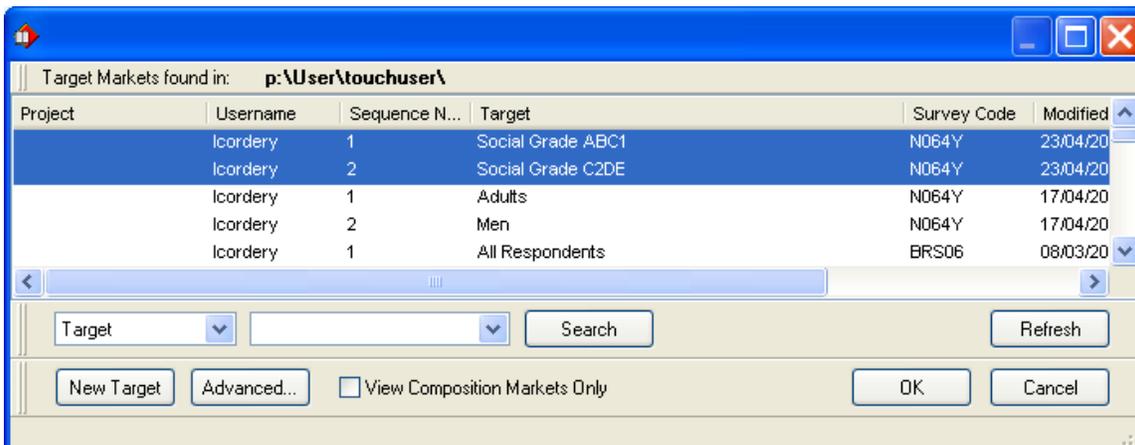


Rank Mode (Cover, Cost, Difference, Composition)

It is possible to rank your publications by coverage, cost or composition against a given target audience(s). You can either select the **Rank wizard** when you first open Mediaplanner or click on the Rank button in the toolbar.

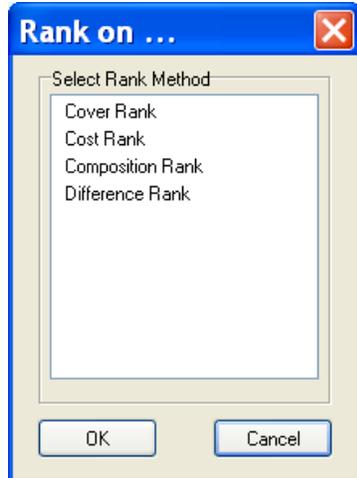


Select a demographic group by highlighting the file name you require and click on **OK**.



Select a demographic group by highlighting the file name you require and click on **OK**.

There are 4 different types of rank methods you can use:-



Cover Rank - sorts by **Readership '000**

Cost Rank - sorts by **CPT AIR** (Cost per Thousand Average Issue Readership)

Composition Rank - sorts by **Composition %**

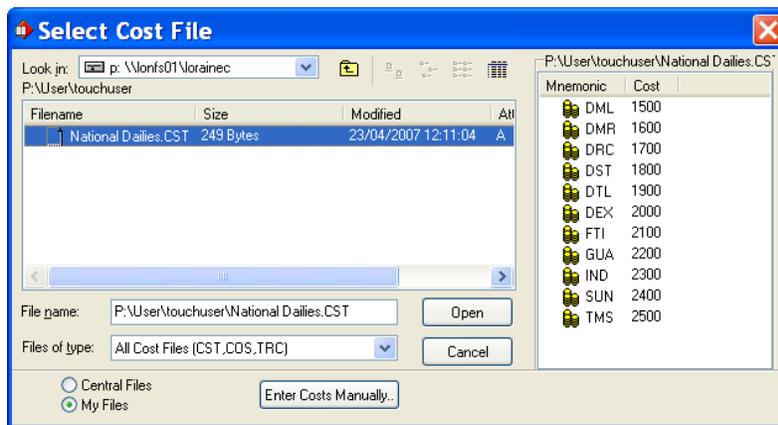
Difference Rank - if you have more than one target audience, this displays the **difference between the two target audiences** both in '000 and as a %

See examples shown below:-

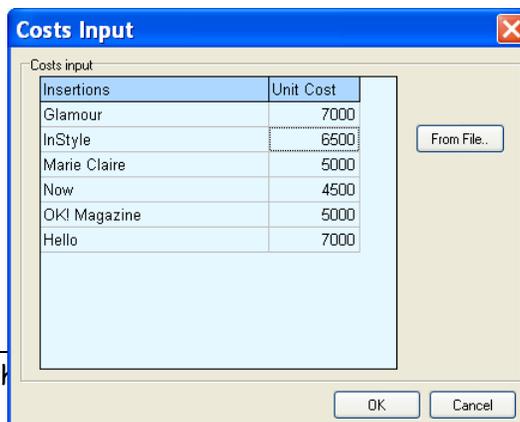
Click on the **Rank** button, then click on **Cover Rank**, then click on **OK**. The **Cover Rank** is displayed:-

Target	Social Grade C2DE					
Survey	NRS January - December 2006					
Weight	Population Weight					
Display	Cover Rank					
Social Grade ABC1 Social Grade C2DE						
	Cover		Readership	Readership	%	Composition
	Rank	Insertions	[000]	%	Composition	Index
	1	OK! Magazine	1062	4.89	42.37	94
	2	Hello	817	3.76	38.86	86
	3	Now	519	2.39	43.04	96
	4	Marie Claire	339	1.56	26.98	60
	5	Glamour	299	1.38	24.61	55
	6	InStyle	81	0.37	24.19	54

Click on the **Rank** button, then click on **Cost Rank**, then click on **OK**. A **Select Cost File** window will appear asking you to choose a cost file (these are followed by .cst). Select the file name, then click on **Open**.



If you do not already have a previously saved cost file you will have to manually enter the cost. To do this, click on the **Enter Costs Manually** button.



The **Cost Rank** is displayed:-

Target	Social Grade C2DE					
Survey	NRS January - December 2006					
Weight	Population Weight					
Display	Cost Rank					
		Social Grade ABC1	Social Grade C2DE			
Rank	Insertions	Readership [000]	Readership %	Unit Cost	CPT	
1	OK! Magazine	1062	4.89	5,000.00	4.71	
2	Hello	817	3.76	7,000.00	8.57	
3	Now	519	2.39	4,500.00	8.67	
4	Marie Claire	339	1.56	5,000.00	14.75	
5	Glamour	299	1.38	7,000.00	23.42	
6	InStyle	81	0.37	6,500.00	80.30	

To save the costs click on the **Costs** button on the toolbar. A **Save Costs** window will appear click on the **Save Costs** button, type in a file name and click on **Save**.

Click on the **Rank** button, then click on **Composition Rank**, then click on **OK**. The **Composition Rank** is displayed:-

Target	Social Grade C2DE						Populat
Survey	NRS January - December 2006						Sample
Weight	Population Weight						Comp.
Display	Composition Rank						
		Social Grade ABC1	Social Grade C2DE				
Rank	Insertions	Readership [000]	Readership %	Unit Cost	CPT	Composition	Index
1	Now	519	2.39	4,500.00	8.67	43.04	96
2	OK! Magazine	1062	4.89	5,000.00	4.71	42.37	94
3	Hello	817	3.76	7,000.00	8.57	38.86	86
4	Marie Claire	339	1.56	5,000.00	14.75	26.98	60
5	Glamour	299	1.38	7,000.00	23.42	24.61	55
6	InStyle	81	0.37	6,500.00	80.30	24.19	54

Click on the **Rank** button, then click on **Difference Rank**, then click on **OK**. The **Difference Rank** is displayed:-

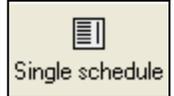
Target	Social Grade C2DE						Populat
Survey	NRS January - December 2006						Sample
Weight	Population Weight						Comp.
Display	Difference Rank						
		Social Grade C2DE	Social Grade ABC1				
Rank	Insertions	(1) Social Grade C2DE Readership [000]	(2) Social Grade ABC1 Readership [000]	Difference Readership [000]	Difference Readership %		
1	InStyle	80	254	+175	+219.47		
2	Glamour	298	909	+611	+204.80		
3	Marie Claire	338	908	+570	+168.64		
4	Hello	811	1275	+464	+57.19		
5	OK! Magazine	1062	1431	+369	+34.73		
6	Now	518	679	+161	+30.96		

For further
Copyright

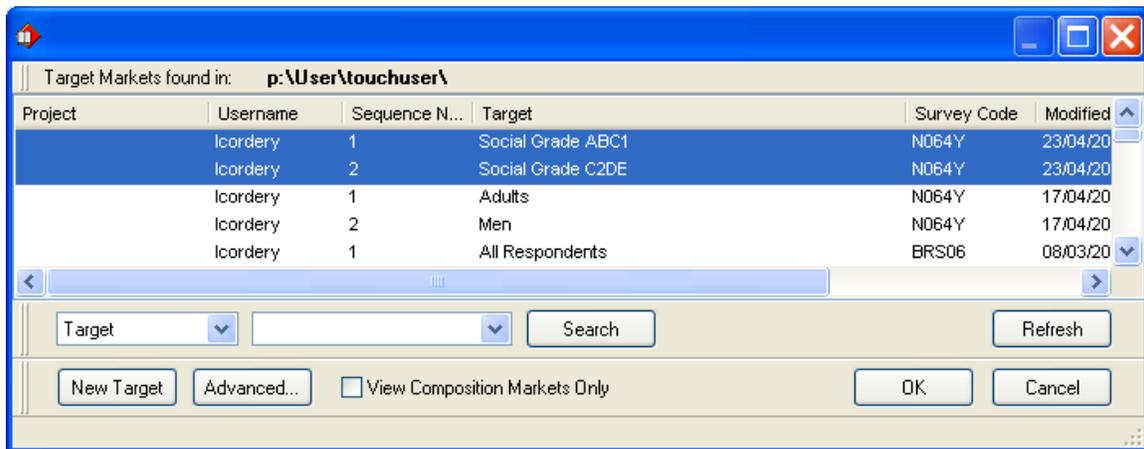


Single/Multi Schedule Mode

Single Schedule allows you to view a single target audience with or without costs. Multi Schedule gives you the option of viewing multiple target audiences with more than one schedule at a time. You can select the **Single Schedule** or **Multi Schedule wizard** when you first open Mediaplanner or click their button in the toolbar.



Select a demographic group by highlighting the file name, then click on **OK**.



You are then asked: **'Would you like to use costs?'**

Choose one of the three options - click **File** to load costs from file - click **Manual** to enter costs manually - click **Cancel** to not use costs at this time.



If you choose **File** to load costs from file, the **Select Cost File** window showing any saved cost files - click on a file, then click on **Open**.

If you choose **Manual** to enter costs manually, the **Costs Input** window appears - enter the costs against each title in the Unit Cost column, then click on **OK**.

MEDIAPLANNER+ WITH TIMEPLAN

The **Single Schedule** is shown below:-

Target	Social Grade C2DE	Populat				
Survey	NRS January - December 2006	Sample				
Weight	Population Weight	Comp.				
Display	Single Schedule					
Social Grade ABC1 Social Grade C2DE						
	Insertions	Readership [000]	Readership %	CPT	Unit Cost	% Composition
Now	0	519	2.39	8.67	4,500.00	43.04
OK! Magazine	0	1062	4.89	4.71	5,000.00	42.37
Hello	0	817	3.76	8.57	7,000.00	38.86
Marie Claire	0	339	1.56	14.75	5,000.00	26.98
Glamour	0	299	1.38	23.42	7,000.00	24.61
InStyle	0	81	0.37	80.30	6,500.00	24.19

The **Multi Schedule** is shown below, for each schedule you get a new insertion column in the schedule window and totals in Total Window at the bottom of the screen.:-

Target	Social Grade C2DE	Population	21,699 (000) (45.0% of Comp Base)						
Survey	NRS January - December 2006	Sample Size	15,529						
Weight	Population Weight	Comp. Target	All						
Display	Multi Schedule								
Social Grade ABC1 Social Grade C2DE									
	1	2	3	4	Readership [000]	Readership %	CPT	Unit Cost	% Composition
Now	1	2	3	4	519	2.39	8.67	4,500.00	43.04
OK! Magazine	1	2	3	4	1062	4.89	4.71	5,000.00	42.37
Hello	1	2	3	4	817	3.76	8.57	7,000.00	38.86
Marie Claire	1	2	3	4	339	1.56	14.75	5,000.00	26.98
Glamour	1	2	3	4	299	1.38	23.42	7,000.00	24.61
InStyle	1	2	3	4	81	0.37	80.30	6,500.00	24.19

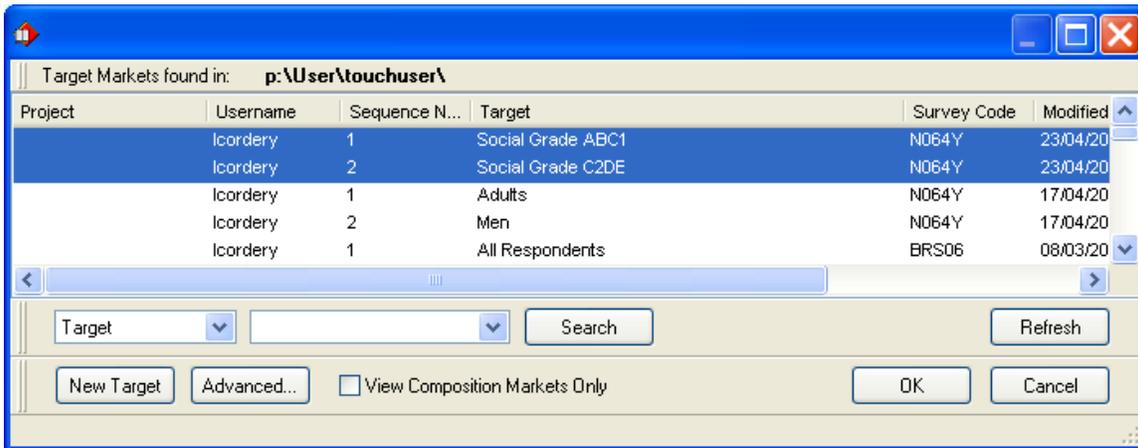
	Total Uses	Reach [000]	Reach %	Total Impacts [000]	Avg. Frequency	Total Cost
1 Insertions	6	2040	9.40	3116	1.53	35,000.00
2 Schedule	12	2698	12.44	6233	2.31	70,000.00
3 Schedule	18	3280	15.11	9349	2.85	105,000.00
4 Schedule	24	3724	17.16	12466	3.35	140,000.00

Cumulative Cover Mode

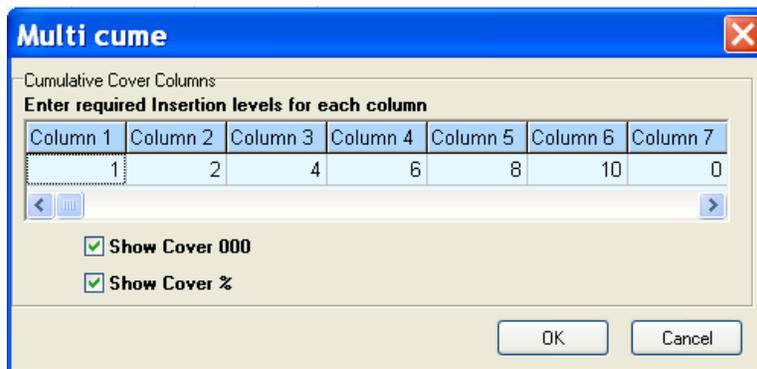
You can select the **Cumulative Cover** mode when you first open Mediaplanner or click the button in the toolbar.



Select a demographic group by highlighting the file name, then click on **OK**.



The **Cumulative Cover Columns** window appears asking you to enter the required insertion level for each column. Tick the boxes to **Show Cover 000** and **Show Cover %**, then click on **OK**.



The **Cumulative Cover** window will then be displayed:-

Insertions	Insertions	Readership		CPT	Unit		1.Insert		2.Inserts		4.Inserts	
		[000]	%		Cost	Composition	Cume Cov [000]	Cume Cov%	Cume Cov [000]	Cume Cov%	Cume Cov [000]	Cume Cov%
OK! Magazine	0	1062	4.89	4.71	5,000.00	42.37	1062	4.89	1489	6.86	1945	8.97
Now	0	519	2.39	8.67	4,500.00	43.04	519	2.39	688	3.17	860	3.96
Hello	0	817	3.76	8.57	7,000.00	38.86	817	3.76	1204	5.55	1643	7.57
Glamour	0	299	1.38	23.42	7,000.00	24.61	299	1.38	386	1.78	473	2.18
InStyle	0	81	0.37	80.30	6,500.00	24.19	81	0.37	104	0.48	128	0.59
Marie Claire	0	339	1.56	14.75	5,000.00	26.98	339	1.56	460	2.12	587	2.71

You can use Cume Cover to determine the ideal level of insertions to have per publication before cover starts to plateau, i.e. any additional insertions would not provide much greater coverage. For

example, InStyle's cover increases only slightly with each insertion so it wouldn't be useful to have more than one insertion if we were aiming towards C2DE's.

Optimisation Mode

You can select the **Optimisation** mode when you first open Mediaplanner or click the button in the toolbar.



Firstly, select a demographic group by highlighting the file name and clicking on **OK**.

If already in Mediaplanner, make sure that there are **no** insertions placed in any publications, then click on the **Optimise** button on the toolbar. It will ask 'Would you like to use costs?' select either File, Manual or Ignore. The **Minimum** and **Maximum Insertions** columns will be added to the schedule and the **Optimise** dialog box opens up.

NB YOU SHOULD NOT OPTIMISE WHEN YOU ARE IN TIMEPLAN MODE, ONLY IN SINGLE SCHEDULE AND MULTI SCHEDULE MODE.

Insertions	Initial	Min	Max
	Uses	Uses	Uses
OK! Magazine	0	0	12
Now	0	0	12
Hello	0	0	12
Glamour	0	0	3
InStyle	0	0	3
Marie Claire	0	0	3

Optimise

Optimisation parameters

Optimise to a...

Maximise Coverage

Frequency Goal of 3

Stop At...

Budget of 50000

% Reach 0.00

Ratings of 0

Costs...

Target
Social Grade C2DE

Campaign Length 12 Week(s)

Number of results to display 2

GO Close

You can now choose to **Optimise to... Maximise Coverage** or **Frequency Goal** and insert the frequency goal using the arrows, then you can choose to **Stop At... a Budget or % Reach**.

You also have the ability to change the length of your campaign (the default is 12 weeks). This campaign length determines the level of **Maximum Inserts** available in the optimisation. However, the **Maximum Inserts** can be manually changed if the default does not suit your needs.

You can also change the **Number of Results to display**.

Once you have selected all your options, click on the **Go** button. You will be asked if you are sure you wish to **Optimise Now** - click on **Yes**.



Once the optimisation strategy you selected has been achieved, the optimised schedules will be displayed in the **Schedule window** and the results in the **Totals window** of the planning screen.

Insertions	1	2	Readership	Readership	CPT	Unit
	Opt1	Opt2	[000]	%		Cost
OK! Magazine	6	7	1062	4.89	4.71	5,000.00
Now	1	1	519	2.39	8.67	4,500.00
Hello	0	0	817	3.76	8.57	7,000.00
Glamour	1	1	299	1.38	23.42	7,000.00
InStyle	0	0	81	0.37	80.30	6,500.00
Marie Claire	1	1	339	1.56	14.75	5,000.00

	Total Uses	Reach [000]	Reach %	Total Impacts [000]	Avg. Frequency	Total Cost
1 Opt1	9	2693	12.41	7528	2.80	46,500.00
2 Opt2	10	2789	12.85	8589	3.08	51,500.00

TIMEPLAN MODULE

Timeplan is essential for planning seasonal campaigns in order to ensure that the desired coverage and frequency is achieved within the campaign period. We all know that some publications are still being read many weeks or months after their cover date. It is important for agencies and advertisers to know exactly how their anticipated coverage is spread over time, especially for seasonal or coupon advertising. **Timeplan** uses NRS readership accumulation data.

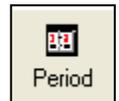
NB, certain features of Mediaplanner should only be used in Single Schedule or Multi Schedule mode. They will not work correctly in Timeplan mode. These include Optimisation and What if.

Using Timeplan

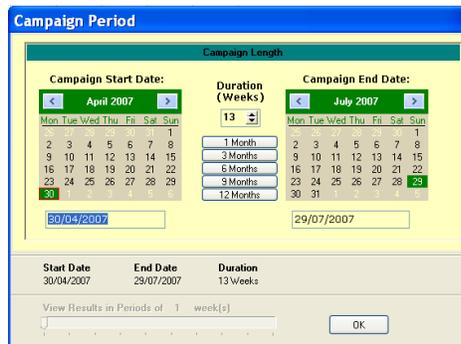
Click on the **Timeplan** button on the toolbar or select Time Schedule when you first open Mediaplanner.



If you are already using Mediaplanner, you **MUST** go back into **Single Schedule mode** before clicking on **Timeplan** in the top toolbar.



The Campaign Period window appears, here you can set the **Campaign Start Date** (default is today's date), **Duration** (13 weeks is the default) and **Campaign End Date**. Click **OK**. If you need to change the period, click on the **Period** button in the toolbar.



MEDIAPLANNER+ WITH TIMEPLAN

User Manual Page 16

This example shows a 5 week campaign using weekly/monthly magazines

Target	Social Grade C2DE					Population	21				
Survey	NRS January - December 2006					Sample Size	15				
Period	30/04/2007 to 29/07/2007 (13 Weeks)					Comp. Target	All				
Display	All Weeks, Schedule 1										
Social Grade C2DE / Social Grade ABC1											
	Readership	Readership	Unit			Apr	May	May	May	May	
	[000]	%	Cost	CPT	Insertions	30	07	14	21	28	
Glamour	298	1.37	0.00	0.00	0	-	0	-	-	-	
InStyle	80	0.37	0.00	0.00	0	0	0	0	0	0	
Marie Claire	338	1.56	0.00	0.00	0	0	-	-	-	0	
How	518	2.39	0.00	0.00	0	0	0	0	0	0	
OK! Magazine	1062	4.89	0.00	0.00	0	0	0	0	0	0	
Hello	811	3.74	0.00	0.00	0	0	0	0	0	0	

Enter your insertions into each week of the schedule against each title - the **Total Uses, Reach [000], Reach %, GRP and Net GRP** are displayed in the **Totals window**.

The **Schedule window** shows the insertions for each week against each title.

Target	Social Grade C2DE					Population	21				
Survey	NRS January - December 2006					Sample Size	15				
Period	30/04/2007 to 29/07/2007 (13 Weeks)					Comp. Target	All				
Display	All Weeks, Schedule 1										
Social Grade C2DE / Social Grade ABC1											
	Readership	Readership	Unit			Apr	May	May	May	May	
	[000]	%	Cost	CPT	Insertions	30	07	14	21	28	
Glamour	298	1.37	0.00	0.00	1	-	1	-	-	-	
InStyle	80	0.37	0.00	0.00	3	1	0	1	1	0	
Marie Claire	338	1.56	0.00	0.00	1	0	-	-	-	1	
How	518	2.39	0.00	0.00	3	1	0	1	0	1	
OK! Magazine	1062	4.89	0.00	0.00	7	2	1	1	2	1	
Hello	811	3.74	0.00	0.00	2	0	0	2	0	0	

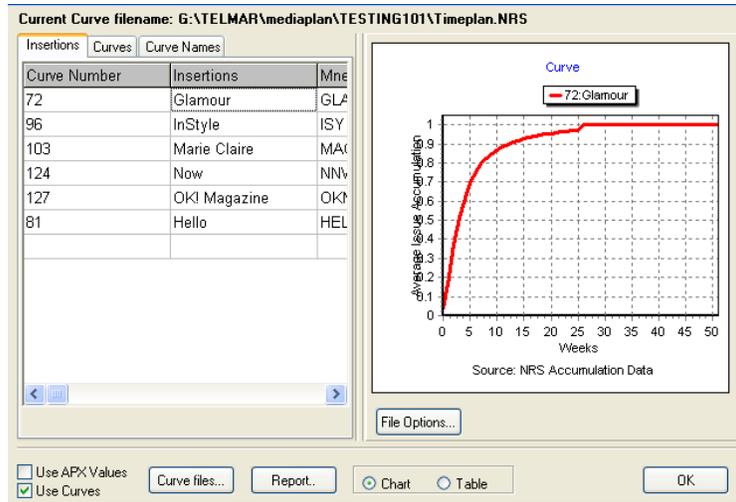
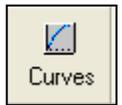
Tip - you can click and drag an insertion from one box to another if you put one in the wrong place!

The **Totals window** shows the coverage for the 5 weeks of the campaign as it comes by week. There could be a difference between the Total Plan Reach in the first column (15.42%) and the reach achieved at the end of the campaign period (13.25%), i.e. coverage can continue to build after the campaign has finished.

Weekly Results	Total	Apr	May	May	May	May
	Plan	30	07	14	21	28
Total Uses	17	4	2	5	3	3
Reach [000]	3347	367	1296	1862	2495	2874
Reach %	15.42	1.69	5.97	8.58	11.50	13.25
GRP	52.92	7.29	12.28	22.87	31.88	40.00
Net GRP	-	7.29	4.99	10.59	9.01	8.13

Viewing Timeplan curves

You may wish to view the curve for each title - click on the **Curves** button on the toolbar, then click on the publication title to see their graph.



Another example shows a 8 week campaign using National Dailies

The **Schedule** window shows the insertions for each week against each title.

Target		Social Grade ABC1		Population		26487 (000) (55.0% of Comp Base)							
Survey		NRS January - December 2006		Sample Size		22547							
Period		30/04/2007 to 24/06/2007 (8 Weeks)		Comp. Target		All							
Display		All Weeks, Schedule 1											
Social Grade ABC1		Social Grade C2DE											
	Readership	Readership	Unit			Apr	May	May	May	May	Jun	Jun	Jun
	[000]	%	Cost	CPT	Insertions	30	07	14	21	28	04	11	18
Daily Mail	3389	12.80	0.00	0.00	6	1	0	0	0	2	0	2	1
Daily Mirror	1566	5.91	0.00	0.00	8	1	1	2	1	2	0	0	1
Daily Record	457	1.73	0.00	0.00	8	1	1	0	1	0	2	2	1
Daily Star	491	1.85	0.00	0.00	6	2	1	1	1	0	0	0	1
Daily Telegraph	1846	6.97	0.00	0.00	8	0	2	1	1	0	1	2	1
Daily Express	1036	3.91	0.00	0.00	7	2	1	1	1	0	1	0	1
Financial Times	365	1.38	0.00	0.00	0	0	0	0	0	0	0	0	0
The Guardian	1133	4.28	0.00	0.00	0	0	0	0	0	0	0	0	0
The Independent	669	2.53	0.00	0.00	0	0	0	0	0	0	0	0	0
The Sun	2869	10.83	0.00	0.00	0	0	0	0	0	0	0	0	0
The Times	1546	5.84	0.00	0.00	0	0	0	0	0	0	0	0	0

The **Totals** window shows the coverage for 8 weeks of the campaign as it comes by week. There could be a difference between the Total Plan Reach in the first column (46.53%) and the reach achieved at the end of the campaign (46.49%) i.e. coverage can continue to build after the campaign has finished.

MEDIAPLANNER+ WITH TIMEPLAN

User Manual Page 18

Weekly Results	Total	Apr	May	May	May	May	Jun	Jun	Jun
	Plan	30	07	14	21	28	04	11	18
Total Uses	43	7	6	5	5	4	4	6	6
Reach [000]	12324	6272	8889	9654	10095	11093	11346	11983	12313
Reach %	46.53	23.68	33.56	36.45	38.11	41.88	42.84	45.24	46.49
GRP	232.11	31.96	59.30	83.85	104.22	141.64	155.97	198.95	232.11
Net GRP	-	31.96	27.34	24.56	20.37	37.42	14.33	42.98	33.17

Another example shows a 12 week campaign using weekly/monthly magazines

Enter your insertions into each week of the schedule against each publication.

The **Schedule window** shows the insertions for each week against each publication.

Target	Social Grade ABC1	Population	26487 (000) (55.0% of Comp Base)															
Survey	NRS January - December 2006	Sample Size	22547															
Period	30/04/2007 to 22/07/2007 (12 Weeks)	Comp. Target	All															
Display	All Weeks, Schedule 1																	
Social Grade ABC1 / Social Grade C2DE																		
	Readership	Readership	Unit			Apr	May	May	May	May	May	Jun	Jun	Jun	Jun	Jul	Jul	Jul
	[000]	%	Cost	CPT	Insertions	30	07	14	21	28	04	11	18	25	02	09	16	
HME	326	1.23	0.00	0.00	7	1	2	0	0	0	1	0	0	0	1	1	1	1
Ituts	597	2.25	0.00	0.00	7	1	0	2	0	1	0	1	0	1	0	0	0	1
Zoo Weekly	430	1.63	0.00	0.00	6	1	0	0	2	0	0	0	1	0	0	1	1	1
FHM	1384	5.22	0.00	0.00	4	1	-	-	-	-	2	-	-	-	-	1	-	-
FourFourTwo	380	1.43	0.00	0.00	5	2	-	-	-	-	1	-	-	-	-	2	-	-
O Magazine	542	2.04	0.00	0.00	4	1	-	-	-	-	2	-	-	-	-	1	-	-

The **Totals window** shows the coverage for the 12 weeks of the campaign as it comes by week.

There could be a difference between the Total Plan Reach in the first column (17.55%) and the reach achieved at the end of the campaign period (16.83%), i.e. coverage can continue to build after the campaign has finished.

Weekly Results	Total	Apr	May	May	May	May	May	Jun	Jun	Jun	Jun	Jul	Jul	Jul
	Plan	30	07	14	21	28	04	11	18	25	02	09	16	
Total Uses	33	7	2	2	2	1	6	1	1	1	5	2	3	
Reach [000]	4648	582	1246	1706	2225	2468	2844	3161	3489	3720	3966	4227	4459	
Reach %	17.55	2.20	4.70	6.44	8.40	9.32	10.74	11.94	13.17	14.04	14.98	15.96	16.83	
GRP	70.39	5.26	8.80	13.61	17.74	21.06	25.57	29.95	33.91	38.17	42.88	48.17	55.13	
Net GRP	-	5.26	3.54	4.80	4.13	3.32	4.51	4.39	3.95	4.26	4.71	5.29	6.96	

SCHEDULE FEATURES

To Add/Remove Target Audiences

If you wish to work with more than one target audience created from the same demographic file, click on the **Target** button and highlight the file name you wish to use, then click on **OK**.

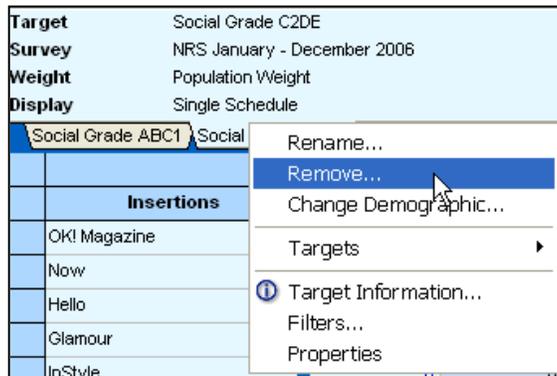
If you are looking at more than one target audience on the screen you can switch from one target to another and view readership figures by clicking on the tab title of the target.

Weight	Population Weight
Display	Single Schedule
Social Grade C2DE / Social Grade ABC1	
Insertions	Readership
	[000]
Glamour	0 298
InStyle	0 80

For further assistance
Copyright © 2015 By T

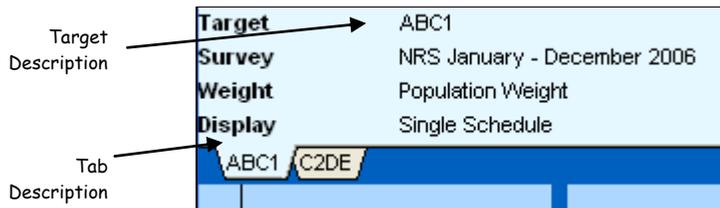
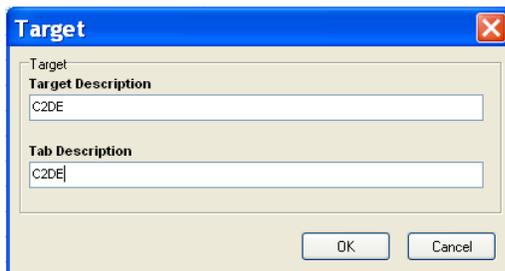
telmar
the FUTURE of
Media Planning

To remove a target, right click on the tab title and select **Remove**.



To Rename Target Audiences

To rename a target audience, right click on the tab title and select **Rename** - enter the new name in the Target Description or Tab Description boxes, then click on **OK**.



To Select/Deselect Publications

If you only want to show some of your publications at any time, click on the **Media** button and move the publication over from the Selected Items window to the Deselected Items window using the arrows.



To Enter Costs For Publications

Click in the **Unit Cost** column beside a publication, then type in the cost and press **Enter**, the cost will be entered in the Unit Cost column for that publication and the **Cost per Thousand** will be calculated automatically. Alternatively, you can click on the **Cost** button and select a cost file, then click on **Open** or click on **Enter Costs Manually** and enter the costs, then click on **OK**. Repeat for each publication.



To Save A Cost File or Select a Cost File

Once you have inserted the unit costs against each publication, you can save these costs in a Cost File for use another time. To save the cost file click on the **Cost** button, then click on **Save Costs**, enter a file name (**name.cst**) then click on **Save**.

Once you have saved a cost file, you can use it again with other Mediaplanner runs. Click on the **Cost** button and select the name of your cost file (**name.cst**) and **Open**. Only the publications that have a cost in the cost file will be inserted in the schedule.

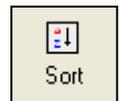
To Change The Layout Displayed

Click on the **Layout** button the screen is divided into **Planning Calculations** and **Result Calculations**. To hide or show headings use the arrow buttons to move the headings across to the right-hand box. The **Up** and **Down** buttons allow you to alter the order of the headings, then click on **OK**.



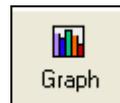
To Sort By A Column

Select the column heading you wish to sort and click on the **Sort** button. By default the column will be sorted in descending order. This can be changed by right-hand clicking on the column and selecting **Sort Ascending**.



To Create A Graph Of A Selected Column Of Data

Click on the heading of the column you wish to graph, then click on the **Graph** button. A graph will be created showing the data in the default graph format. Alternatively, highlight only the publications you wish to graph, then click on the graph button.



To change the graph type click on the vertical bar, horizontal bar, line, pie or area graph icon. To save the graph click on **Options** and **Save As**. You can save the graph as a **metafile (.wmf)**, **enhanced metafile (.enf)** or **bitmap file (.bmp)**.

Alternatively, copy your graph - **copy to clipboard as metafile**, **copy to clipboard as bitmap** and **copy to clipboard as values**. To paste your graph into Excel click on the Edit, Paste menu and the graph will be displayed.

To print a graph, click on the **Options** button and **Print**.



To Use 'What If'

This facility calculates the amount of coverage - achieved and lost - for each publication by adding and subtracting insertion levels, chosen by the user. Click on the **What If...** button in the toolbar or go to **Options, What If...** Type in each column the required insertion levels for each publication.



NB THIS FEATURE DOES NOT WORK PROPERLY IN TIMEPLAN MODE AND SHOULD ONLY BE USED IN SINGLE SCHEDULE OR MULTI SCHEDULE MODE ONLY.

Insertions	Readership		CPT	Unit		%	Insertions	+ 1 Cover	+ 2 Cover
	[000]	%		Cost	Composition				
OK! Magazine	1062	4.89	4.71	5,000.00	42.37	0	4.89	6.86	
Now	519	2.39	8.67	4,500.00	43.04	0	2.39	3.17	
Hello	817	3.76	8.57	7,000.00	38.86	0	3.76	5.55	
Glamour	298	1.38	23.42	7,000.00	24.61	0	1.38	1.78	
InStyle	81	0.37	80.30	6,500.00	24.19	0	0.37	0.48	
Marie Claire	339	1.56	14.75	5,000.00	26.98	0	1.56	2.12	

By adding 1 insertion to Hello the reach will increase by 3.76 %.

Frequency Distribution

The **Frequency Distribution** window shows the frequency with which the target audience is reached by the schedule. To view this window click on the **Options** menu and **Frequency Distribution** or click on the **Frequency** button on the toolbar.



It is possible to change the **frequency level** by using the dropdown menu. You can also group frequencies together by clicking **Options, Groups...**

Frequency	Exposed	Exposed %	Exp.At Least [000]	Exp.At Least %	Weight	Weighted Exposed %	Weighted Exposed [000]	Weighted Exp.At Least %
0	20183	76.20	26487	100.0			0	0.0
1	2380	8.99	6304	23.8	1.00	8.99	2380	23.8
2	1067	4.03	3924	14.8	1.00	4.03	1067	14.8
3	642	2.42	2857	10.8	1.00	2.42	642	10.8
4	528	1.99	2215	8.4	1.00	1.99	528	8.4
5+	1688	6.4	1688	6.4	1.00	6.4	391	6.4

The columns available are **Exposed**, **Exposed %**, **Exposed at Least**, **Exposed at Least %**, these are the most used and are defined below using the above example (each publication had 4 insertions). However, there is also **Weight**, **Weighted Exposed %** and **Weighted Exposed At Least %**.

Exposed	2,380,000 ABC1's saw the schedule just once. 642,000 ABC1's saw the schedule just 3 times.
Exposed %	8.99% of ABC1's saw the campaign only once. 2.42% of ABC1's saw the campaign only 3 times.
Exposed at Least	6,304,000 ABC1's saw the campaign once or more. 2,857,000 ABC1's saw the campaign 3 or more times.
Exposed at Least %	23.8% of ABC1's saw the campaign at least once. 10.8% of ABC1's saw the campaign at least 3 times.

To hide certain columns click on the **Columns** button and use the arrows to move the columns across from the **Hidden Columns** to **Shown Columns**.

To switch between multi targets click on the downward pointing arrow of the **Target Market** window to show other targets.

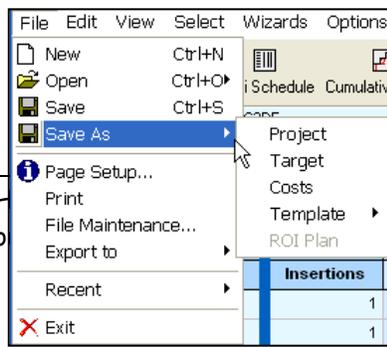
To export click on the export icon, once in the **Export Options** window click on the Export button. The export options are - **direct to application**; **to clipboard** and **to file (.xls)**. See the exporting section of this manual for more details. 

To print click on the Print Icon and select your print options in the **Printing Options** window. Click Print. See the printing section of this manual for more details. 

SAVING, PRINTING, EXPORTING, EMAILING

Saving

To save your report, click on

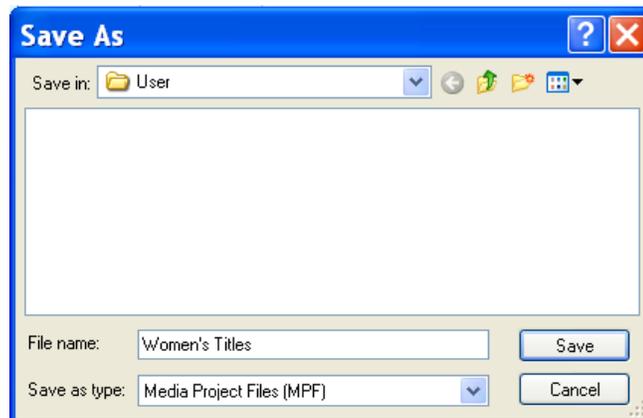


the **File** menu and select '**Save As**'.

You have the choice of four file types depending on what you want to save:

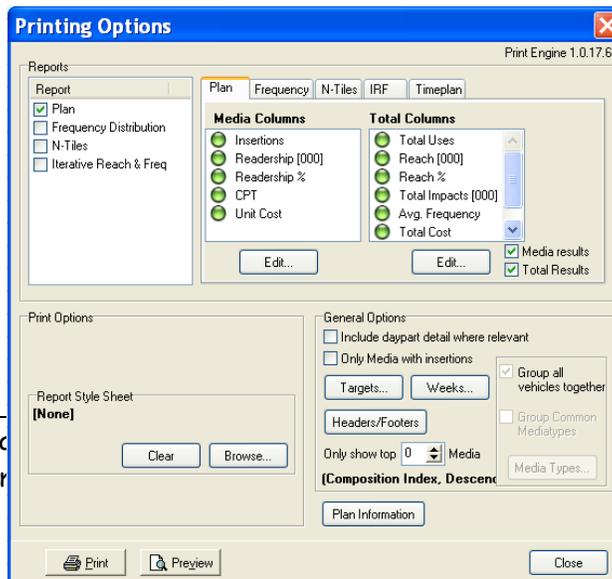
- **Project** (Mediaplanner Project Files .MPF) - A Project file saves the whole plan
- **Target** (Telmar Target Files .Dem, .Deu) - A Target file allows you to change the filename of your target
- **Cost** (Cost file .Cst, Cos, Trc) - this allows you save the costs
- **Template** (Mediaplanner Template .MTF) - If you customise the toolbar layout and want to save it as your new template select this option to save or save ('Save As') as a default. ('As a default').

Select one of the above options and a **Plan Information** window appears inviting you to type information relating to your schedule. If you do not wish to use **Plan Information** click on **OK**. Next a **Save As** window will appear. Type a name in the **File name** box and click on the **Save** button.



Printing

You have two choices - click on the **Print** button or use the **File Print** and the **Print** appears.



click on the **Print** menu and select **Options** window



Within the **Printing Options** window the **Plan** report is printed by default, if you wish to print the **Frequency Distribution** report tick the box on the left hand side. The **Media** and **Total Columns** can be edited before printing each report, click on the **Edit** button and move the headings across from **Hidden Columns** to **Shown Columns** or vice versa.

To add or change the headers and footers click on the **Headers/Footers**. To change the font, Title and to add a logo click on **Preview** and select **Configure**.

Select the **Only Media with insertions** so only those publications with inserts are printed. If you want to only show a top number of publications on your report click on **Only show top x Media**. Click on the **Target** or **Weeks** button to select all or some targets/ weeks for printing.

The **Plan Information** button allows you to display general information that can be printed on reports.

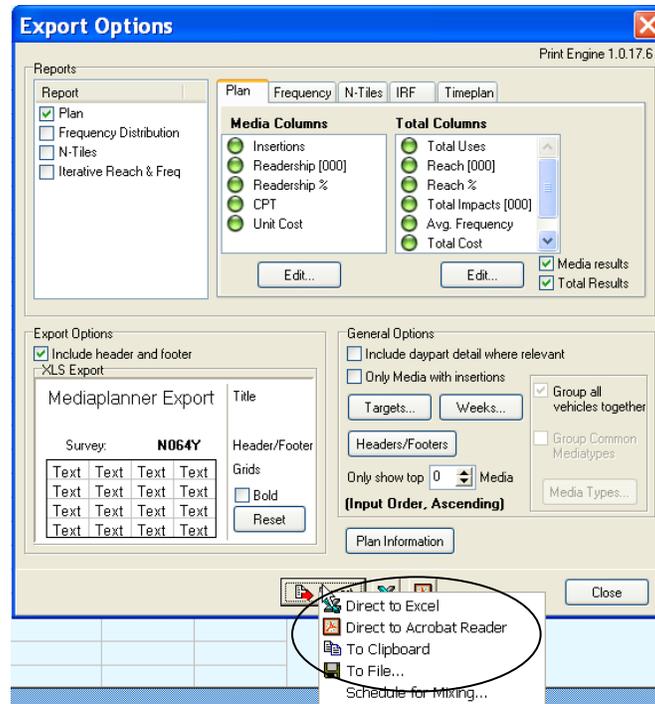
To print click on the **Print** button. To view before printing click on the **Preview** button.

Exporting

If you wish to export your report into Excel select the **Export** button on the toolbar, alternatively, click on the **File** menu and select **Export**.



Within the **Export Options** window click on the **Export** button. The options are - **Direct to application**; **To Clipboard**; and **To File** (.xls).



If you select - **Direct to Excel**, Excel will automatically launch and open the exported file as an Excel spreadsheet.

If you select **Direct to Acrobat Reader**, the report will automatically be exported as a pdf.

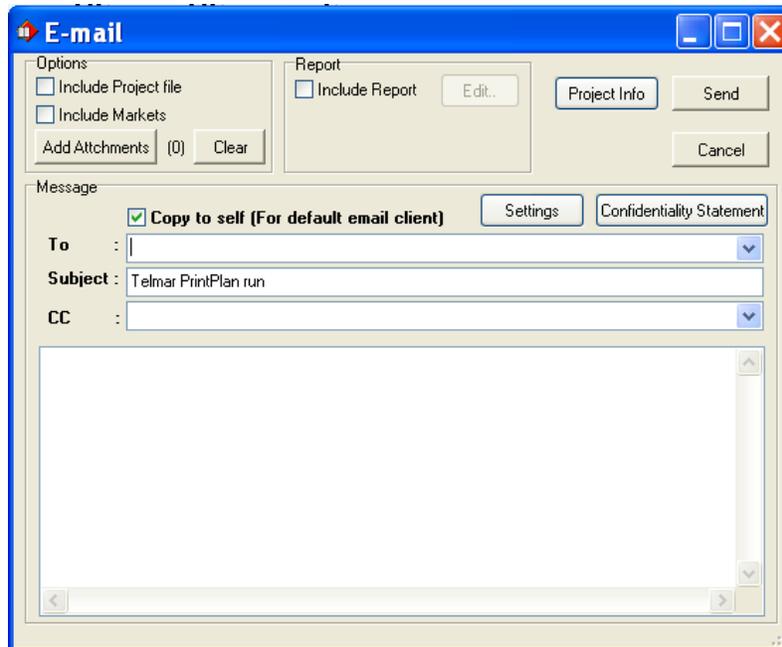
Alternatively, if you select **To Clipboard** a picture will be taken of the Planning screen. Open Excel and click on the **Edit, Paste** menu and your report will be displayed.

If you select **To file** you will be asked to give your Microsoft Excel file (xls) a name, type a name in the box and click on **Save**. Once in Excel click on the **File, Open** menu, select your file and click on **Open**.

Emailing

You may be set up to email your report, to do this click on the **Email** button on the toolbar. You will be presented with the screen below:





You have the option of emailing three file types: the **Project file** (mpf) - this file can only be opened in Mediaplanner; the demographic file(s) (dem, deu); and the **Report file**, this is an Adobe Acrobat (pdf) file.

If you wish to send the Project file and the demographic file(s) with the email tick the two options - **Include Project File**(mpf) and **Include Markets**(Dem,Deu).

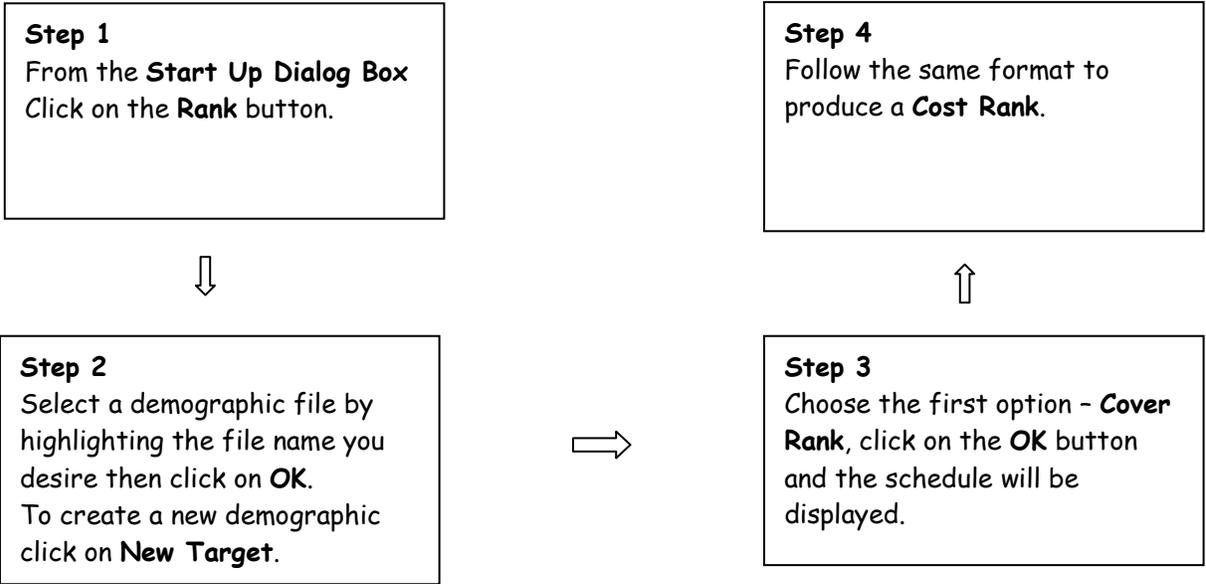
To send the **Report file** click on the **Report** button, this window is identical to the **Printing Options** window, make the necessary changes you wish and click on the **Back to Email** button. By clicking on the **Back to Email** button you are generating the report.

The **Project Info** button will show you the file name and location of your demographic file.

You are advised to always keep the **Copy to Self** option ticked for your own records.

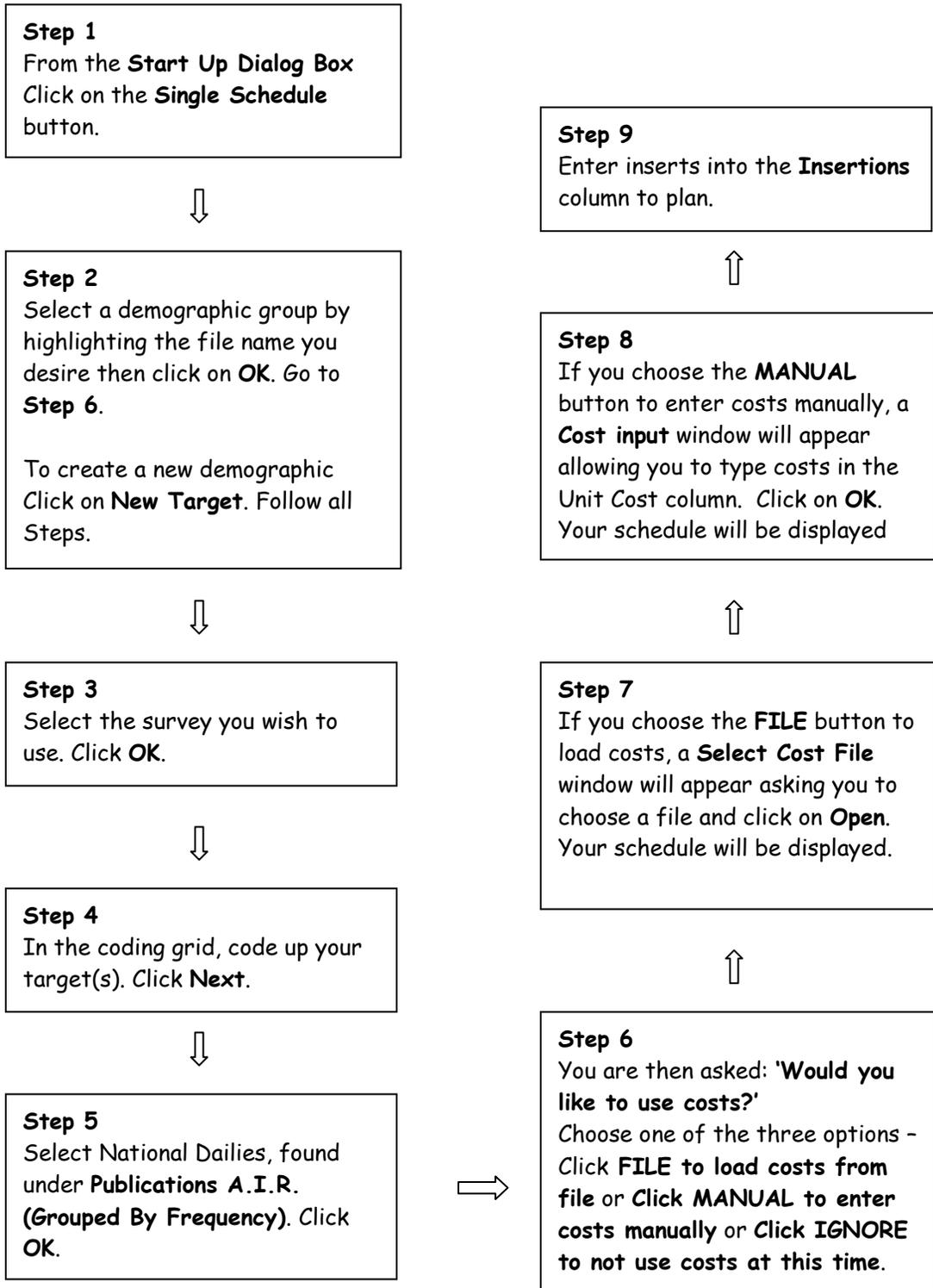
To send your email type the email address in the '**To**' field, the subject description in the '**Subject**' field, and the main text in the large window and click on **Send**.

HOW DO I CREATE A COVER RANK FOR NATIONAL DAILIES?

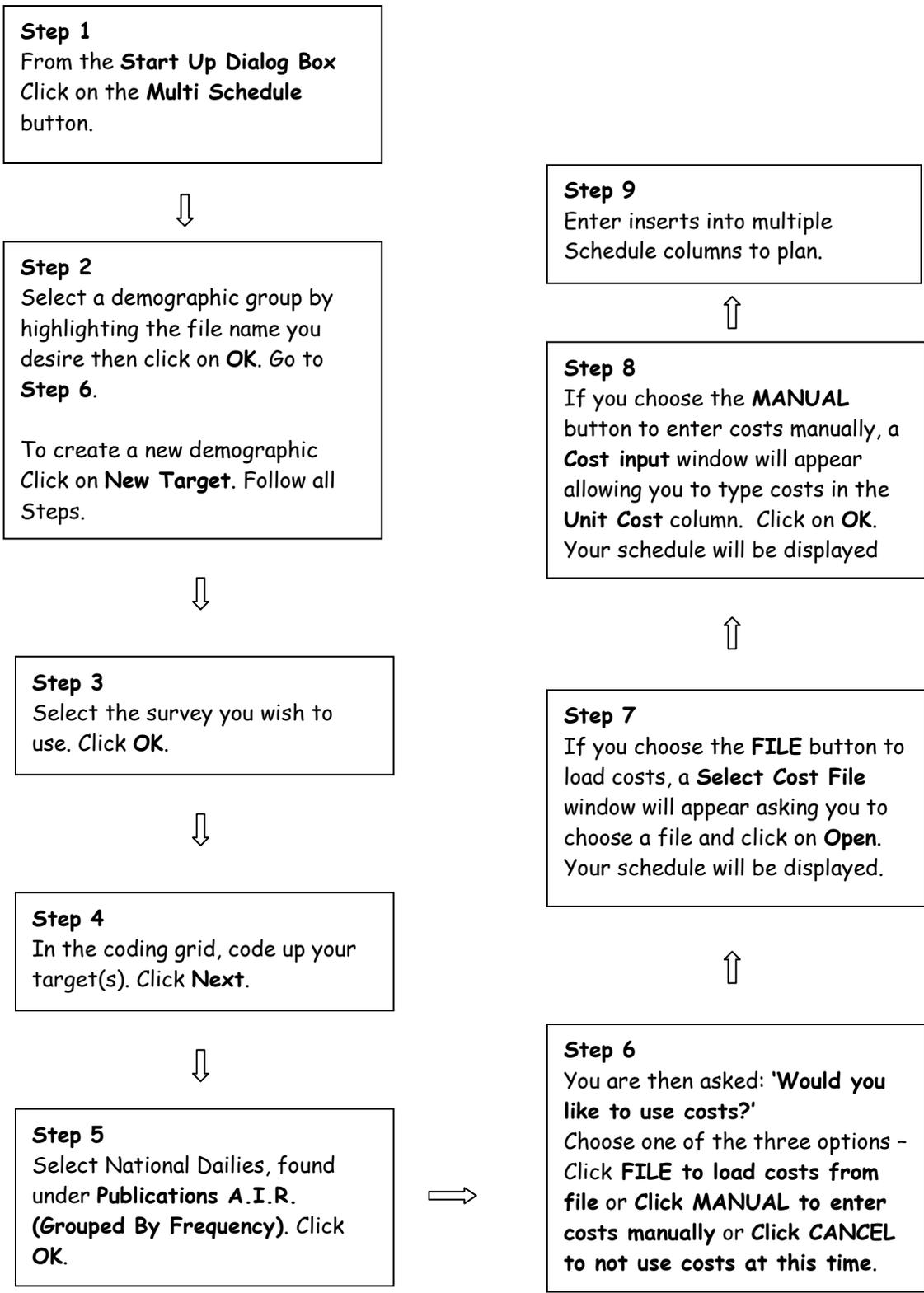


Target	Men and Age 15-24						
Survey	NRS January - December 2006						
Weight	Population Weight						
Display	Cover Rank						
Men and Age 15-24							
	Cover		Readership	Readership	%	Composition	
	Rank	Insertions	[000]	%	Composition	Index	
	1	The Sun	1004	25.79	13.02	161	
	2	Daily Mirror	321	8.24	8.44	104	
	3	Daily Star	273	7.00	17.50	217	
	4	Daily Mail	214	5.48	4.03	50	
	5	The Guardian	129	3.31	10.33	128	
	6	The Times	125	3.20	7.16	89	
	7	Daily Telegraph	100	2.58	4.68	58	
	8	Daily Record	95	2.43	8.00	99	
	9	The Independent	74	1.89	9.65	119	
	10	Daily Express	71	1.83	4.14	51	
	11	Financial Times	23	0.58	5.78	72	

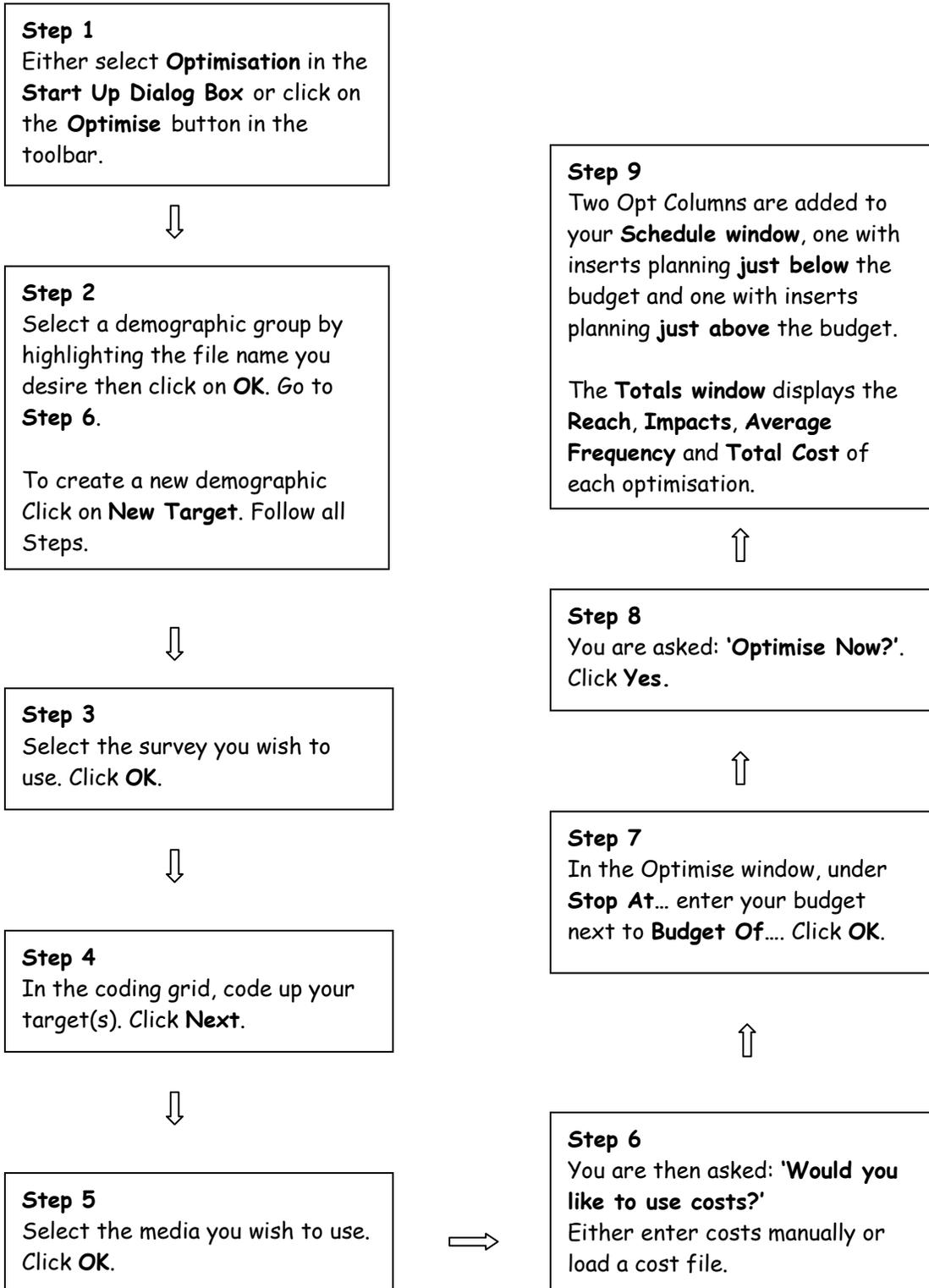
HOW DO I CREATE A SINGLE SCHEDULE PLAN FOR NATIONAL DAILIES?



HOW DO I CREATE A MULTI SCHEDULE PLAN FOR NATIONAL DAILIES?



HOW DO I OPTIMISE A SCHEDULE TO A SPECIFIC BUDGET?



HOW DO I SAVE A PROJECT FILE?

Step 1

To save your schedule, click on the **File** menu and select **Save As, Project**.



Step 2

You are invited to type information relating to your schedule in the **Plan Information** window.

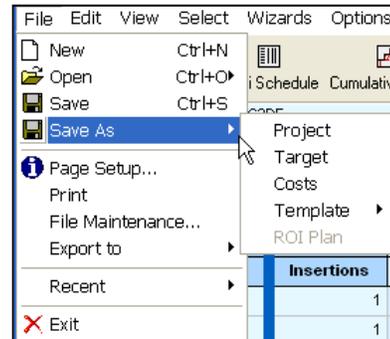
You can skip this by clicking **OK**.



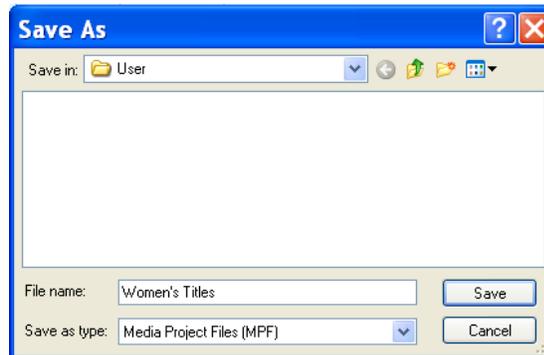
Step 3

A **Save As** window will appear asking you to give your Project a name. Type a name in the **File name** box and click on **Save**.

The file will be given the extension - **.MPF** (**Mediaplanner Project Files**).



Step 1



Step 3

HOW DO I PRINT A REPORT?

Step 1

To print click on the **Print** button on the toolbar, or alternatively use the **File** menu and select **Print**.



Step 2

If you wish to print the **Frequency Distribution** report, tick the box.



Step 3

The **Media** and **Total Columns** can be edited before printing each report, click on the **Edit** button and move the headings across.



Step 4

To add or alter headers and footers click on the **Headers/Footers** button, by default the headers/footers are given a border and grid lines. To use different font settings click on **Font**.

You can also add a logo by clicking **Logo** and browsing for it.

Step 8

The **Plan Information** button allows you to display general information that can be printed on reports. To view the report before printing click on the **Preview** button, to print click on the **Print** button



Step 8

Click on the **Target** button to select all or some targets for printing.



Step 7

If you want to only show a top number of publications on your report click on **Only show top x Media**.



Step 6

To print only the publications with insertions tick the **Only Media with insertions** box.



HOW DO I EXPORT A REPORT INTO ANOTHER APPLICATION?

Step 1

To export your report into **Excel** select the **Export** button on the toolbar, alternatively click on the **File** menu and select the **Export To** button and click **XLS/PDF/CSV....**



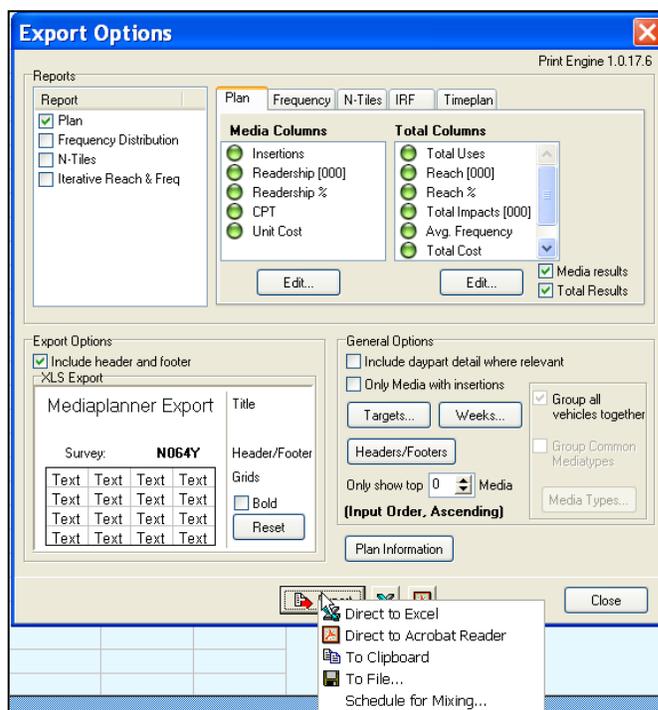
Step 2

Within the **Export Options** window click on the **Export** button. The options are - **Direct to Excel**; **To clipboard**; and **To file (.xls)**.



Step 3

Exporting - **Direct to Excel** automatically loads the report into **Excel**. If you select - **To clipboard** you will have to open **Excel** and paste the report in. Alternatively, choosing - **To file** opens a window asking you to save your report as a xls file giving it a name.



GLOSSARY

Term	Explanation
Readership (000)	The number of people in a target audience who have seen a single (or average) issue of a publication, shown in units of 1000.
% Readership	The number of people within a target audience who have seen a publication expressed as a percentage of that target audience.
Reach (000)	The number of people in the target audience (shown in units of 1000) exposed to a schedule at least once.
Reach (%)	The number of people exposed to the schedule at least once, shown as a percentage of the target audience.
Unit Cost	The cost of one insertion in a publication
Insertion	The number of advertisements placed in a publication
Total Cost	The number of insertions times the unit cost
Avg Frequency	The average number of times each person is exposed to the schedule
Total Impacts (000)	The total number of exposures of a target audience to a schedule regardless of the number of times one person is exposed. The sum of all the publications' Cum OTS.
Total GRPs	Total Gross Rating Points. The sum of the ratings for a schedule. It is calculated by dividing Total Impacts by the Population of the Target Market x 100
Net GRPs	The sum of the ratings for an individual week of a schedule (within Timeplan)
CPT	The cost of reaching 1,000 different people in the target audience.
Composition Index	An index showing how likely someone in a target audience is to have seen a publication. Calculated by dividing the percentage of a publication's readership who are within the target audience by the percentage of the composition base who are in the target audience, multiplied by 100.
Composition Audience (000)	The number of people in the composition base who been exposed to a single (or average) issue of a publication, show in units of 1000.
% Composition	The number of people within a target audience who have seen a publication, expressed as a percentage of those who have seen it in the composition base (normally the group entered as the Universe).
Cum % Coverage	The number of people who will see at least one of a number of insertions expressed as a percentage of the target audience.

MEDIAPLANNER+ WITH TIMEPLAN

User Manual Page 35

Term	Explanation
Cum Coverage 000	If multiple insertions are placed in a publication this will show the number of people in a target audience (shown in units of 1000) who will see at least one of these.
CPT Net Coverage	The cost of exposing 1000 people in a target audience to a schedule at least once.
APX %	The % of the average page exposed.
CPT APX	The total number of exposures + APX factor switched on, divided by the cost of reaching 1000 people. <u>Unit cost</u> = CPT (Cost per 1000) APX APX Impacts
CPT AIR	The cost of reaching 1000 people average issue readership: <u>Unit Cost</u> = CPT A.I.R A.I.R
Adjustment Factors	The readership of a publication will be adjusted by the figure entered here.
Impact Factors	This factor allows you to account for qualitative values of different ads in the same schedule (for example page size or B&W / Colour).
Solus Reach %	This gives you the % of solus readers of the publication
Media Code	A 3 letter mnemonic, unique to each publication, by which Mediaplanner can recognise it.
Input Order	A ranking figure showing the order in which the publications were selected.
Population	The number of people in the target population
Sample	The number of respondents which the population figure is based upon
Exp. At Least %	The percentage of the target audience exposed to a schedule at each frequency level or higher.
Exposed %	The percentage of the target audience exposed to a schedule at each frequency level and no more.
Weight	This column shows the weight for a given frequency level in the frequency distribution window.
Weight Exposed %	The percentage of the target audience exposed to each frequency level and no more.
Effective Delivery (x+)	The percentage of different people in the target audience exposed to the media schedule at a specified frequency level.