## User Manual

2015



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# 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.

What	do you want to do ?	X
	Pank	
	Ballk	
с С С	<u>Multi Schedule</u>	
a	Cumulative Cover	
N.	<u>Optimisation</u>	
$\leq$	Time Schedule	
	Open an Existing File	
	<u>E</u> xpert Mode	
	Evà	
Don	't show this dialog again Project	

# 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.



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**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:---

Select Survey						
Available Surveys: 5	555					
Survey Code	Survey Description	Survey Date				
😝 54HSC	NRS July - December 2005 (Y/H Min. Data Period) City A.M	. 04/05/2006				
😝 54YSC	NRS January - December 2005 City A.M. Simulation	04/04/2006				
😝 A04AP	AMPS 2004AP - Main	11/10/2004				
B AB05L	2005 Premier TGI	16/02/2005				
B AB06L	2006 Premier TGI	16/02/2006				
😝 AB07L	Premier TGI 2007	14/02/2007				
😝 AR04R	Aberdeen Readership Survey 2004	07/10/2004				
😝 AR04S	Aberdeen Readership Survey 2004 (Incl. Self-Completion)	07/10/2004				
B AR06S	Aberdeen Readership Survey 2006 (Incl. Self-Completion)	28/07/2006				
B ASB06	Asian Business Readership Survey 2006 (ABRS 9)	07/03/2006				
😝 ATM03	ATMS 2003	20/01/2004				
😝 AW705	AIM - Wave 7 (November 2005)	22/02/2006				
😝 B3744	KRT-03 syys 2003 -marraskuu 2003	28/11/2003				
BAM04	TGI 2004 (April 2003 - March 2004) - for BBC only	07/10/2004				
BAP03	BBC World Audience Profiling Study (2003)	15/12/2003				
🚘 RR02/I	BBC Daily Life Oct 2002 - Sen 2003 (Waves 1.4)	11/12/2003				
Search						
	<ul> <li>Anywhere</li> <li>By Survey Code</li> </ul>					
Multibased only	<ul> <li>From Beginning</li> <li>By Survey Description</li> </ul>	otion				
Existing Market	ОК	Cancel				

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:

Coding for Survey: NRS January - Decemi	ber 200	)6 (N	064Y)			
+ > >= < <= = Number More 💙 Options		*				
ing				Coding - (2)		
Age 25-34	~	6	Title	Code	Resps	-
Age 35-44		•	1 Social Grade ABC1	ABC1		_
- Age 45-54		4>	2 Social Grade C2DE	CDE		
Age 55-64		0.000	2			
Age 65+		Arry				
- Age 18+		All	<u>+</u>			
Age 18-24		OP	5			
Mean Age		ON	3			
Median Age		AND	7			
Social Grade A		NOT	3			
Social Grade B		1401				
Social Grade C1		SUM				
Social Grade C2		0	10			
Social Grade D		()	11			
Social Grade E		- C	12			
Social Grade AB		5	13			
Social Grade ABC1		1.1	14			
Social Grade ABC1C2			15			
Social Grade C1C2			13			
Social Grade C2DE			16			
Social Grade DE			17			
TE Age 16 or under	_		18			
- TE Age 17	*		19			
eset Categories			20			
			21			
Use short titles			20			
			22			
Filter Search	Options		23			
V Go	V Go		24			
			25			
Only Search Selected			2	1	I	5
Search Again						

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  $\xrightarrow{>>}$  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  $\xrightarrow{<<}$  button.

🕈 Select Media from NRS January - December 2006 📃 🗖 🔀						
🗉 🖻 🍬 🗳 🗙 😝 🖉						
Insertions		Title	Mnemonic	Source	Code String	
i⇔ - Women's Weeklies i⇔ - O Bella i⊕ - O Best		<ul> <li>Glamour</li> <li>InStyle</li> <li>Marie Claire</li> </ul>	GLA ISY MAC	N064Y N064Y N064Y	GLA ISY MAC	
Closer		Now	NNW OKM	N064Y N064Y		
Grazia	>>	<b>O</b> neno	1 Hada	10041	T Hada	
Inside Soap     Love It! (Adj)     My Weekly	<<					
in- ● Hew! In- ● How In- ● OK! Magazine						
<ul> <li>People's Friend</li> <li>Pick Me Up</li> <li>Real People (Adj)</li> </ul>						
Reveal     Reveal     Take A Break     That's Life     Woman		<			>	
Search Collapse	Own	Show Categories		61 OK	Media selected Cancel	

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 Description	Save As
Enter a description by which you can identify your group of media	Save in: Diser        Harmonisation       Icreg       Touchpoint Testing       Touchpoint vs NRS       touchuser
Young Glossy Titles	
OK Cancel	File name:     YoungGlossyTitles.tmm     Save       Save as type:     Telmar Own Media Codes (TMM)     Cancer

**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.

🕈 Select Media from NRS January - December 2006 🛛 📃 🗖 🔀							
🗉 🖻 🍬 🗳 🗙 😝 🖉							
Insertions <ul> <li>Own Media</li> <li>Young Glossy Titles</li> </ul> Publications: A.J.R. <ul> <li>Publications: A.J.R. (Alphabetical)</li> <li>Publications: A.J.R. (Grouped by Frequency)</li> <li>Publications: A.J.R. (Sorted by 'All Adults')</li> <li>Publications: A.J.R. (General Publications)</li> <li>Publications: A.J.R. (Women's Publications)</li> </ul>	~	Title Hello Now OK! Magazine Glamour InStyle Marie Claire	Mnemonic HEL NNW OKM GLA ISY MAC	Source N064Y N064Y N064Y N064Y N064Y			
		Show Categories	6 Media selectr	ed			
Search Collapse	Own	Media	ок с	ancel			



# 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**.

۵					
📗 Target Markets found in	n <b>p:\User\</b>	touchuser\			
Project L	Jsername	Sequence N	Target	Survey Code	Modified 🔨
lc	cordery	1	Social Grade ABC1	N064Y	23/04/20
lc	cordery	2	Social Grade C2DE	N064Y	23/04/20
lo	cordery	1	Adults	N064Y	17/04/20
lo	cordery	2	Men	N064Y	17/04/20
lo	cordery	1	All Respondents	BRS06	08/03/20 🔽
<					>
Target 💌	/		Search		Refresh
New Target Ad	Ivanced [	View Composi	ition Markets Only	ОК	Cancel

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:-



Targ	get Social Grade C2DE								
Surv	Survey NRS January - December 2006								
Wei	Neight Population Weight								
Disp	Display Cover Rank								
s	iocial Gra	ade 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			4.50	ne no	60			
	-	Marie Claire	339	1.56	20.30	00			
	5	Marie Claire Glamour	299	1.56	28.50	55			

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

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**.

Select	Cost File			×
Look in: 📼	p: \\lonfs01\lorainec	V 🗈 💵 🐾	D-D- D-D-	P:\User\touchuser\National Dailies.CS
P:\User\touch	nuser		D-D-	Mnemonic Cost
Filename	Size	Modified	At	🔒 DML 1500
Nation	al Dailies CST 249 Butes	23/04/2007 12:11	1·04 A	🔒 DMR 1600
- Hotor		201011200112.1		🛱 DRC 1700
				🔓 DST 1800
				🙀 DTL 1900
				🔓 DEX 2000
				🔓 FTI 2100
				🔓 GUA 2200
<			>	🔓 IND 2300
				🔓 SUN 2400
File <u>n</u> ame:	P:\User\touchuser\National Dai	ilies.CST	Open	🙀 TMS 2500
Files of <u>t</u> ype:	All Cost Files (CST,COS,TRC)	· · · · · · · · · · · · · · · · · · ·	Cancel	
◯ Cen ⊙ My F	tral Files Enter	Costs Manually.		

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.

	Costs Input			
	Costs input			
	Insertions	Unit Cost		
	Glamour	7000		
	InStyle	6500	From File	
	Marie Claire	5000		
	Now	4500		
	OK! Magazine	5000		
	Hello	7000		
For further assistance call th Copyright © 2015 By Telmar		ОК	Cancel	telma
17 5				the FUTURE of

**Media Planning** 

The Cost Rank is displayed:-

Targ Sum Weig Dier	rrget     Social Grade C2DE       urvey     NRS January - December 2006       leight     Population Weight       isplay     Cost Rank						
يە. ا	Social Grade ABC1 Social Grade C2DE						
	Cost		Readership Readership Unit				
	Rank	Insertions	[000]	%	Cost	СРТ	
	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:-

Tar; Sur Wei Disj	get vey ght blay iocial Gra	Social Grade C2I NRS January - D Population Weigh Composition Ran ade ABC1 Social Grade	DE ecember 2006 rt k C2DE					Populat Sample Comp.
	Compo		Readership	Readership	Unit		%	Composition
	Rank	Insertions	[000]	%	Cost	СРТ	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:-

Та	rget	Social Grade C2	DE			I	
Su	rvey	NRS January - D	ecember 2006			:	
We	eight	Population Weigl	nt				
Dis	splay	Difference Rank					
	Social G	ade C2DE Social Grade	ABC1				
	Differ	e	(1) Social Grade C2DE	(2) Social Grade ABC1	Difference	Difference	
	Rank	Insertions	Readership [000]	Readership [000]	Readership [000]	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	
urth	5	OK! Magazine	1062	1431	+369	+34.73	
viaht	6	Now	518	679	+161	+30.96	

the FUTURE of Media Planning 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.



III Multi Schedule

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

•					
] Target Markets fo	ound in: p: <b>\Us</b> o	er\touchuser\			
Project	Username	Sequence N	Target	Survey Code	e 🕴 Modified 🔼
	lcordery	1	Social Grade ABC1	N064Y	23/04/20
	lcordery	2	Social Grade C2DE	N064Y	23/04/20
	lcordery	1	Adults	N064Y	17/04/20
	lcordery	2	Men	N064Y	17/04/20
	lcordery	1	All Respondents	BRS06	08/03/20 🔽
<					>
Target	×		Search		Refresh
New Target	Advanced	View Compo	sition Markets Only	ОК	Cancel
					.::

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.

Cost	S
৾	Would you like to use costs ? Click FILE to load costs from file. Click MANUAL to enter costs manually. Click IGNORE to not use costs at this time.
	File Manual Ignore

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**.



The Single Schedule is shown below:-

Tar Sur Wei Disi	get Social Grade C2 vey NRS January - D ght Population Weigh Jav Sindle Schedule	DE ecember 2006 nt					Populat Sample Comp.
J	ocial Grade ABC1 Social Grade	C2DE					
			Readership	Readership		Unit	%
	Insertions	Insertions	[000]	%	СРТ	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.:-

Tar	get Social Grade C2	DE					Popula	ntion 21	,699 (000) (45.0	)% of Comp Base	
Sur	vey NRS January - [	ecember 2006)					Sampl	Sample Size 15,529			
Wei	ight Population Weig	ht					Comp	Comp. Target All			
Dis	play Multi Schedule										
E	Social Grade ABC1 Social Grade	C2DE									
		1	2	3	4	Readership	Readership		Unit	%	
	Insertions	Insertions	Schedule	Schedule	Schedule	[000]	%	СРТ	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	Total Reach Reach		Total	Avg.	Total
	Uses	[000]	%	Impacts [000]	Frequency	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**.

٠					
] Target Markets four	nd in: p: <b>\Use</b>	r\touchuser\			
Project	Username	Sequence N	Target	Survey Code	Modified 🔨
	lcordery	1	Social Grade ABC1	N064Y	23/04/20
	loordery	2	Social Grade C2DE	N064Y	23/04/20
	lcordery	1	Adults	N064Y	17/04/20
	loordery	2	Men	N064Y	17/04/20
	loordery	1	All Respondents	BRS06	08/03/20 🔽
<					>
Target	▼		Search	F	Refresh
New Target	Advanced	View Composi	ition Markets Only	ОК	Cancel
					.::

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**.

Multi cu	me						×
-Cumulative Co Enter requir	over Columns red Insertion	levels for e	ach column	1			_
Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7	
1	2	4	6	8	10	0	
<						>	
🗹 S	how Cover (	000					
🗹 S	how Cover %	2					
					ОК	Cancel	

The Cumulative Cover window will then be displayed:-

	Social Grade ABC1 Social Grade	C2DE											
			Readership	Readership		Unit	%	1.insert	1.insert	2.Inserts	2.Inserts	4.Inserts	4.Inserts
	Insertions	Insertions	[000]	%	CPT	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	.78	473	2.18
Γ	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



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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.

	Initial	Min	Max		
Insertions	Uses	Uses	Uses	primise	
OK! Magazine	0	0	12	Optimisation parameters	
Now	0	0	12	Optimise to a Target	_
Hello	0	0	12	Maximise Coverage	
Glamour	0	0	3	○ Frequency Goal of 3	
InStyle	0	0	3	n	
Marie Claire	0	0	3	Stop At	
				O Budget of 50000 Number of country to divide the 2	1
				O % Reach 0.00	1
				O Ratings of 0	
				Costs	
				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 Insertions** 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**.

Confirm	
Optim	nise Now?
Yes	No

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.

Social Grade ABC1 Social Grade C2DE											
		1	2	Readership	Readership		Unit				
	Insertions	Opt1	Opt2	[000]	%	CPT	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				

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	Total	Reach	Reach	Total	Avg.	Total
	Uses	[000]	%	Impacts [000]	Frequency	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.



**ල** Timeplan





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Target	Social Grade C2	2DE							Population	21			
Survey	NRS January - I	December 2006							Sample Siz	ze 15			
Period	30/04/2007 to 2	9/07/2007 (13 We	eks)						Comp. Tar	get All			
Display	All Weeks, Sch	All Weeks, Schedule 1											
Social Grade C2	Social Grade C2DE Social Grade ABC1												
	Readership	Readership	Unit	Apr	May	May	May	May					
	[000]	%	Cost	СРТ	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			
Now	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			

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

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 Survey Period Display	Social Grade C2 NRS January - [ 30/04/2007 to 2 All Weeks, Schr	Social Grade C2DE     Population       NRS January - December 2006     Sample Size       30/04/2007 to 29/07/2007 (13 Weeks)     Comp. Target       All Weeks, Schedule 1											
Social Grade C2	Social Grade C2DE Social Grade ABC1												
	Readership	Readership	Unit	Apr	May	May	May	May					
	[000]	%	Cost	СРТ	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			
Now	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 cumes 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	Арг	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							Рор	ulation	26487	26487 (000) (55.0% of Comp Base)			
Survey	NRS January - Dece	ember 2006						San	nple Size	22547	22047			
Period	30/04/2007 to 24/06	V2007 (8 VVeeks)						Cor	np. Farget	All				
Display	All Weeks, Schedul	e1												
Social Grade ABC	1 Social Grade C2	DE												
	Readership	Readership	Unit			Apr	May	May	May	May	Jun	Jun	Jun	
	[000]	%	Cost	СРТ	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 cumes 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.



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

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#### 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							Popu	Ilation	26487	(000) (55.0	% of Comp	Base)			
Survey	NRS January	- December 2006	6						Sam	ple Size	22547						
Period	30/04/2007 to	22/07/2007 (12	Weeks)						Com	Comp. Target All							
Display	All Weeks, Sc	hedule 1															
Social Grade AB	C1 Social Grad	de C2DE															
	Readership	Readership	Unit			Apr	May	May	May	May	Jun	Jun	Jun	Jun	Jul	Jul	Jul
	[000]	%	Cost	СРТ	Insertions	30	07	14	21	28	04	11	18	25	02	09	16
NME	326	1.23	0.00	0.00	7	1	2	0	0	0	1	0	0	0	1	1	1
Nuts	597	2.25	0.00	0.00	7	1	0	2	0	1	0	1	0	1	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
FHM	1384	5.22	0.00	0.00	4	1	-	-	-	-	2	-	-	-	1	-	-
FourFourTwo	380	1.43	0.00	0.00	5	2	-	-	-	-	1	-	-	-	2	-	-
Q 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 cumes 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	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.

	Wei	ght Population Weigh	ıt	]	
	Disp	olay Single Schedule			
	٦s	ocial Grade C2DE <mark>Social Grade</mark> /	ABC1 /		
For further assistance				Readership	tolmar
Copyright © 2015 By T		Insertions	Insertions	[000]	CIIIai
		Glamour	0	298	the FUTURE of Media Planning
		InStyle	0	80	

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

Targ	get Social Gra	ade C2DE							
Surv	vey NRS Janu	ary - December 2006							
Wei	ght Population	i Weight							
Disp	alay Single Sch	nedule							
Js	ocial Grade ABC1 Social	Rename							
		Remove							
	Insertions	Change Demographic							
	OK! Magazine	Targets							
	Now								
Hello		Target Information							
	Glamour	Filters Properties							
	InStyle	Properties							

## 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**.

Target 🗙	Target	Target	ABC1
Target	Description	Survey	NRS January - December 2006
Target Description		Weight	Population Weight
		Display	Single Schedule
Tab Description	Tab	ABC1 C2DE	
	Description		
OK Cancel			

# 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.

<b></b>	
Media	

₿

Cost

# 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.



enter a file name (**name.cst**) then click on **Save**.

To Save A Cost File or Select a Cost File

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.

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Sort





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## 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 ot 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.

Js	Social Grade ABC1 Social Grade C2DE								
		Readership	Readership		Unit	%		1	1
	Insertions	[000]	%	СРТ	Cost	Composition	Insertions	+ 1 Cover	+ 2 Cover
	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	3.12
	Hello	817	3.76	8.57	7,000.00	38.86	0	3.76	5.55
	Glamour	299	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 Fincrease 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**.

Frequency

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



Frequency Distribution								
		Exposed	Exp.At	Exp.At		Weighted	Weighted	Weighted
Frequency	Exposed	%	Least [000]	Least %	Weight	Exposed %	Exposed [000]	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
Show freq level to Target Mari			et le ABC1	Sche Inser	dule rtions	Veek Veek 1	*	
Social Grad All Media	Social Grade ABC1 All Media Options 🚇 🗅 Close							

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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

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the File menu and select 'Save As'. Select Wizards Options File Edit View 🗋 New Ctrl+N <u>\_</u> 避 Open Ctrl+O i Schedule Cumulativ 📙 Save Ctrl+S 📙 Save A Project Target 🚺 Page Setup.... Costs Print Template ۲ File Maintenance... ROI Plan Export to ۲ Insertions ÷ Recent 1 🗙 Exit



4

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 ٠
- 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 ٠ 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.

	Save As ?	$\mathbf{X}$
	Save in: 🗁 User 💽 🕝 🥬 📂 🛄 🔻	
	File name:     Women's Titles     Save       Save as type:     Media Project Files (MPF)     Cancel	
<i>Printing</i> You have two choices - button or use the File Print and the Print appears.	Print Ing Options Print Engine 1.0.17.6 Plan Frequency IN-Tiles Plan Frequency Distribution Predice Columns Total Columns Total Uses Readership 1000 Readership 1000 Readership 2 CPT Unit Cost Edit Edit Edit Frequency	click on the <b>Print</b> menu and select <b>Options</b> window
For further assistance cc Copyright © 2015 By Telr	[None]       Headers/Footers       Group Common Mediatypes         Clear       Browse       Only show top 0 ★ Media       Media Types         [Composition Index, Descent]       Plan Information	the FUTURE of Media Planning

Close

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).



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Print Engine 1.0.17.6          Report       Plan       Frequency       N-Tiles       IRF       Timeplan         Media Columns       Total Columns       Total Uses       Plan       Frequency Distribution         N-Tiles       Insertions       Total Uses       Plan       Frequency Distribution         N-Tiles       Insertions       Total Uses       Plan       Frequency Distribution         N-Tiles       Insertions       Total Uses       Plan       Plan       Freach (000)         Reach 2       Plan       Freach(000)       Reach 2       Plan       Plan       Freach 2       Plan       Frequency       Plan       Frequency       Plan       Freach 2       Plan       Frequency       Plan       Freach 2       Freach 2       Freach 2       Freach 2       Freach 2	Export Options		×
Plan       Frequency       N-Tiles       IRF       Timeplan         Media Columns       Total Columns       Total Uses       Reach (000)       Reach (000)         N-Tiles       Insertions       Total Uses       Reach (000)       Reach (000)         Readership (2000)       Reach (2000)       Reach (2000)       Reach (2000)         Reach & Frequency       Unit Cost       Total Uses       Total Uses         Unit Cost       Or Total Impacts (000)       Avg. Frequency       Total Results         Edit       Edit       Edit       Y Media results         Export Options       Include header and footer       Include daypart detail where relevant         Mediaplanner Export       Title       Header/Footers       Group all vehicles together         Grids       Bold       Input Order, Ascending)       Media Types	Provide		Print Engine 1.0.17.6
Plan       Frequency Distribution         N Tiles       Insertions         Itractive Reach & Freq       Freadership (200)         P Readership 2       Total Uses         CPT       Total Insertions         Unit Cost       Avg. Frequency         Unit Cost       Avg. Frequency         Edit       Edit         Vinclude header and footer       Include daypat detail where relevant         NLS Expot       Only Media with insertions         Survey.       NO64Y         Text       Text         Text       Text         Peret       Group O	Report	Plan Frequency N-Tiles	IRF Timeplan
N.Tiles       Insertions       Total Uses         Iterative Reach & Freq       Insertions       Total Uses         Readership (000)       Reach (000)       Reach (000)         Areach & Freq       Unit Cost       Reach (200)         Unit Cost       Total Insertions       Total Uses         Unit Cost       Total Insertions       Total Insertions         Unit Cost       Unit Cost       Total Insertions         Edt       Edt       Edt         Export Options       Include header and footer       Include daypart detail where relevant         NLS Export       Title       Include daypart detail where relevant         Survey:       N064Y       Headers/Footers       Group Common Mediatypes         Text Text Text       Bold       Input Order, Ascending)       Media Types	Plan	Media Columns	Total Columns
	<ul> <li>Frequency Distribution</li> <li>N-Tiles</li> <li>Iterative Reach &amp; Freq</li> </ul>	<ul> <li>Insertions</li> <li>Readership (000)</li> <li>Readership %</li> <li>CPT</li> <li>Unit Cost</li> </ul>	Total Uses     Reach (000)     Reach %     Total Impacts (000)     Avg. Frequency
Export Options  Export Options  Mediaplanner Export  Survey: N064Y  Header/Footer  Grids  Only show top  Media  (Include daypart detail where relevant  Only Media with insettions  Group all vehicles together  Group Common Mediatypes  Media  Media		Edit	Total Cost Edit V Media results V Total Results
Export Opions       Carefail Opions         ✓ Include header and footer       Include daypart detail where relevant         Mediaplanner Export       Title         Survey:       N064Y         Text Text Text       Text         Text Text Text       Bold         Input Order, Ascending)       Media Types			
XLS Export       Only Media with insertions         Mediaplanner Export       Title         Survey:       N064Y         Text. Text. Text. Text.       Grids         Only show top 0 \$       Media         Mediaplanner Export       Group all vehicles together         Group Common       Media/upes         Group Common       Media/upes         Media Types       Media Types	Export Uptions	Gener	al Uptions slude davpart detail where relevant
Mediaplanner Export     Title     Targets     Verkicles together verkicles together       Survey:     N064Y     Header/Footer     Headers/Footers     Group Common Mediatypes       Text     Text     Text     Group Common Mediatypes       Text     Text     Text     Media       Text     Text     Text     Media       Text     Text     Text     Reset	XLS Export	Or	ly Media with insertions
Survey:     N064Y     Header/Footer     Group Common       Text     Text     Text     Text	Mediaplanner Export	Title	rgets Weeks Veeks
Text       Text       Text       Text       Text       Text       Bold       Only show top       Image: Comparison of the text       Media	Survey: N064Y	Header/Footer Hea	ders/Footers Group Common Mediatypes
Text Text Text Text Bold [Input Order, Ascending]	Text Text Text Text	Grids Only s	how top 0 🗢 Media
Text Text Text Beset	Text Text Text Text	Bold (Input	t Order, Ascending) Media Types
Plan Information	Text Text Text Text	Reset	Information
Close Close			
Direct to Acrobat Reader		🖉 💹 Direc	t to Acrobat Reader
To Clipboard			lipboard
Charling for Myrng			

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 autimatically 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:





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E-mail		
Options Include Project file Include Markets Add Attchments (0) Cle	Report Include Report Edit. Project	Info Send
Message Copy to se	If (For default email client) Settings Co	onfidentiality Statement
To :   Subject : Telmar PrintPla	100	×
CC :		~
		2
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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						
Surv	Survey NRS January - De		ecember 2006			
Wei	ght	Population Weigh	t			
Disp	olay	Cover Rank				
M	len and A	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?

#### Step 1

From the **Start Up Dialog Box** Click on the **Single Schedule** button.

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#### Step 2

Select a demographic group by highlighting the file name you desire then click on **OK**. Go to **Step 6**.

To create a new demographic Click on **New Target**. Follow all Steps.

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Step 3

Select the survey you wish to use. Click **OK**.

## Û

Step 4

In the coding grid, code up your target(s). Click **Next**.

## Û

Step 5 Select National Dailies, found under Publications A.I.R. (Grouped By Frequency). Click OK.

#### Step 9

Enter inserts into the **Insertions** column to plan.

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#### Step 8

If you choose the **MANUAL** button to enter costs manually, a **Cost input** window will appear allowing you to type costs in the Unit Cost column. Click on **OK**. Your schedule will be displayed

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#### Step 7

If you choose the **FILE** button to load costs, a **Select Cost File** window will appear asking you to choose a file and click on **Open**. Your schedule will be displayed.

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#### Step 6

You are then asked: 'Would you like to use costs?' Choose one of the three options -Click FILE to load costs from file or Click MANUAL to enter costs manually or Click IGNORE to not use costs at this time.



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

#### Step 1

From the **Start Up Dialog Box** Click on the **Multi Schedule** button.

## Û

#### Step 2

Select a demographic group by highlighting the file name you desire then click on **OK**. Go to **Step 6**.

To create a new demographic Click on **New Target**. Follow all Steps.

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Step 3 Select the survey you wish to use. Click OK.

## Û

**Step 4** In the coding grid, code up your target(s). Click **Next**.

## Ŷ

Step 5 Select National Dailies, found under Publications A.I.R. (Grouped By Frequency). Click OK.



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#### Step 9

Enter inserts into multiple Schedule columns to plan.

# Step 8

If you choose the **MANUAL** button to enter costs manually, a **Cost input** window will appear allowing you to type costs in the **Unit Cost** column. Click on **OK**. Your schedule will be displayed

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Step 7

If you choose the **FILE** button to load costs, a **Select Cost File** window will appear asking you to choose a file and click on **Open**. Your schedule will be displayed.

## Û

#### Step 6

You are then asked: 'Would you like to use costs?' Choose one of the three options -Click FILE to load costs from file or Click MANUAL to enter costs manually or Click CANCEL to not use costs at this time.



# HOW DO I OPTIMISE A SCHEDULE TO A SPECIFIC BUDGET?

Step 1

Either select **Optimisation** in the **Start Up Dialog Box** or click on the **Optimise** button in the toolbar.

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#### Step 2

Select a demographic group by highlighting the file name you desire then click on **OK**. Go to **Step 6**.

To create a new demographic Click on **New Target**. Follow all Steps.

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Step 3 Select the survey you wish to use. Click OK.

## Û

**Step 4** In the coding grid, code up your target(s). Click **Next**.

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**Step 5** Select the media you wish to use. Click **OK**.

#### Step 9

Two Opt Columns are added to your **Schedule window**, one with inserts planning **just below** the budget and one with inserts planning **just above** the budget.

The Totals window displays the Reach, Impacts, Average Frequency and Total Cost of each optimisation.

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Step 8 You are asked: 'Optimise Now?'. Click Yes.

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Step 7

In the Optimise window, under **Stop At**... enter your budget next to **Budget Of**.... Click **OK**.

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#### Step 6

You are then asked: 'Would you like to use costs?' Either enter costs manually or load a cost file.



# HOW DO I SAVE A PROJECT FILE?

Step 1

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

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#### 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).



File Edit View

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📕 Save As

Print

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Insertions

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Project

Target

Costs

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Step 1

<u>Step 3</u>



# 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**.

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#### Step 2

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

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#### Step 3

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

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#### 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

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**Step 8** Click on the **Target** button to select all or some targets for printing.

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#### Step 7

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

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#### 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....

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#### Step 2

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

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#### 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.

Export Options			×
Peperte			Print Engine 1.0.17.6
Report	Plan Frequency	N-Tiles IRF Timeplan	
Plan	Media Columns	Total Columns	
N-Tiles	<ul> <li>Insertions</li> <li>Readership (000</li> <li>Readership %</li> <li>CPT</li> <li>Unit Cost</li> </ul>	<ul> <li>Total Uses</li> <li>Reach [000]</li> <li>Reach %</li> <li>Total Impacts [000</li> <li>Avg. Frequency</li> <li>Total Cost</li> </ul>	
	Edit	Edit	<ul> <li>Media results</li> <li>Total Results</li> </ul>
Export Options Include header and footer XLS Export Mediaplanner Export	Title	General Options Include daypart detail where re Only Media with insertions Targets Weeks	elevant Group all vehicles together
Survey: N064Y	Header/Footer Grids	Headers/Footers	Group Common Mediatypes
Text Tex		Unly show top U 文 Media (Input Order, Ascending)	Media Types
		Plan Information	
		Direct to Excel	Close
	*	Direct to Acrobat Reader	
		To Clipboard	
		To File	
		Schedule for Mixing	



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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 × 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.

# GLOSSARY



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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.

