

CMC Market Analyzer an xViewMedia solution

CCNA – Publishing Distributors

Help and User Guide V1.2

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Introduction

Objective

This solution is designed to help you identify a target market and determine which distribution options most effectively meet the needs of the media buying opportunity. The tool combines demographic/socio-economic data with circulation distribution-based areas to present strategic information to describe how to meet target markets on a local, regional and national level.

Key Features

Make a query against multiple databases, tables, and fields.

Find the specific geographic areas for each individual newspaper.

Find the specific circulation or distribution area for each newspaper/carrier.

Generate various reports based on your search results.

View an SVG map of Distribution Areas for individual publications

User Guide Overview

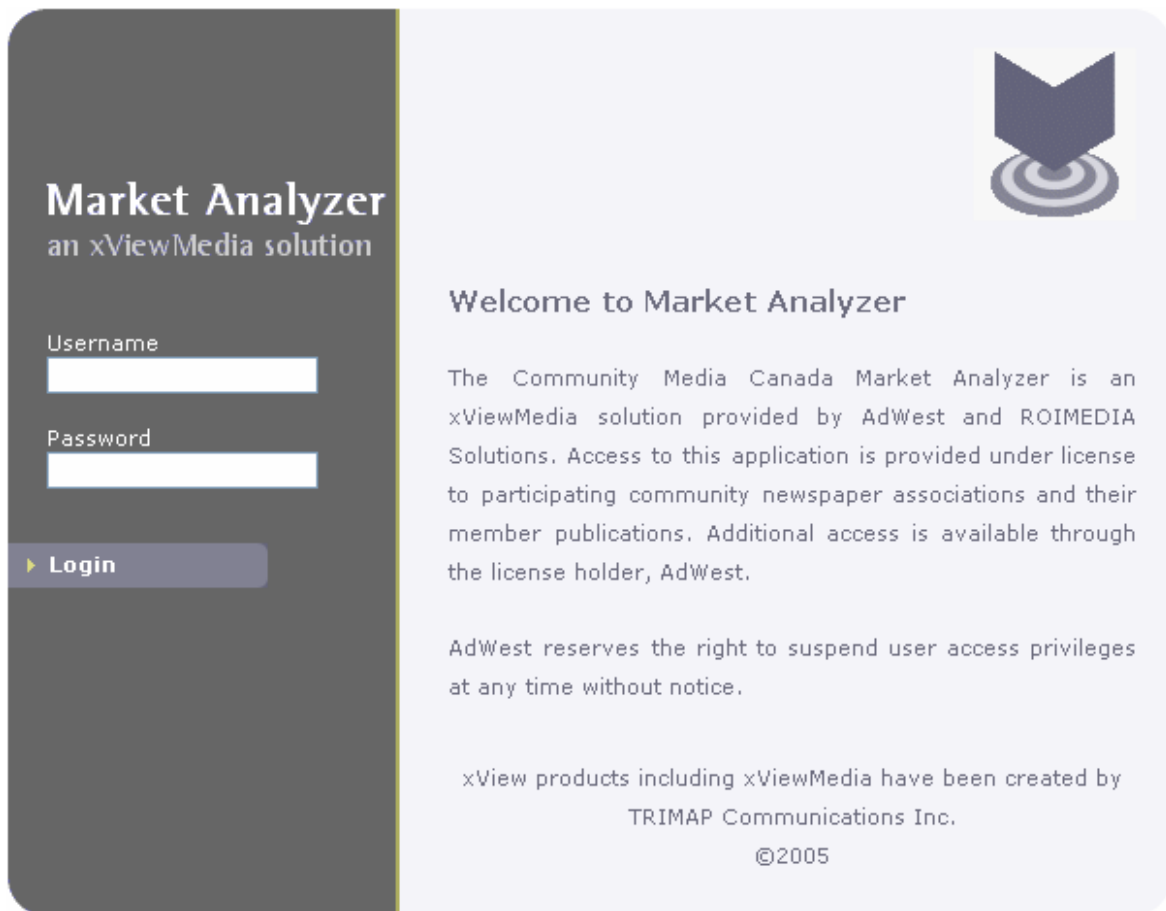
This document outlines the functionalities included in the Market Analyzer. After reading this manual, you should be able to perform advanced queries across multiple databases, and generate various standard reports for detailed distribution area analysis.

Getting started

User Authentication

The login page authenticates the user prior to accessing the Market Analyzer application. To start the application, you must point your web browsers to the specific URL

<http://mail.trimap.com/ccna/templates/app/screens/Login.jsp>. The following login screen will be presented.



Market Analyzer
an xViewMedia solution

Username

Password

▶ Login

Welcome to Market Analyzer

The Community Media Canada Market Analyzer is an xViewMedia solution provided by AdWest and ROIMEDIA Solutions. Access to this application is provided under license to participating community newspaper associations and their member publications. Additional access is available through the license holder, AdWest.

AdWest reserves the right to suspend user access privileges at any time without notice.

xView products including xViewMedia have been created by
TRIMAP Communications Inc.
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Figure 1.0 - Login Page

After you have entered a valid username and password, you will be presented with the homepage.

! Usernames and passwords are case sensitive.

Getting into the main application

Home Navigation Bar

After clicking on the “Login” button (along with a valid username and password), the home page for the Market Analyzer will be presented. As illustrated below, the home page consists of a navigation bar that allows you to access various components of the application.

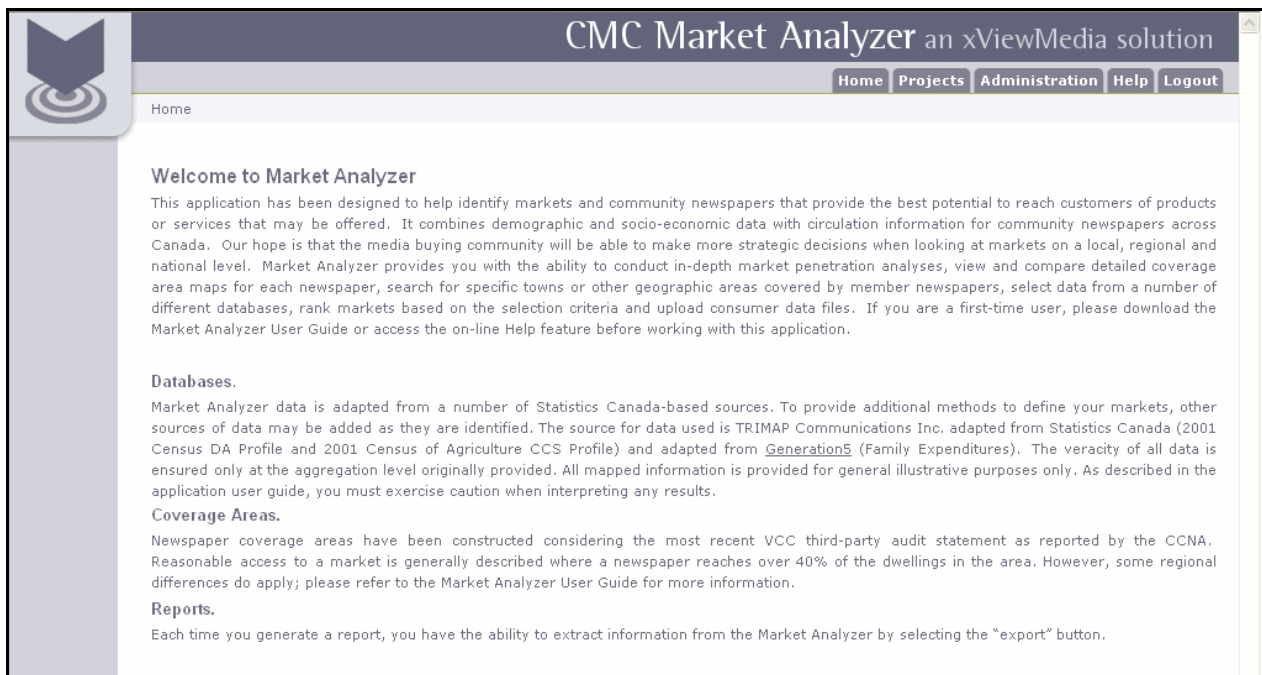


Figure 1.1 - Home Page

Selecting specific links from the navigation bar moves you to different parts of the applications.

Home redirects you to the home page (the screen above).

Projects used to view a list of existing projects, or when creating a new project.

Administration used to change current password.

Help will provide the user with a user guide manual.

Logout is used to logout and end the current session.

! If the application is left unattended, system timeout occurs every 30 minutes and requires new login

The Market Analyzer is a dynamic website that sometimes requires you to navigate in a specific page order. Please do not use the Back button.

Creating a new Project

Project Management

Once the Project Link has been selected, the user will be given the ability to create a New project by clicking the button on the left hand side of the screen. Existing projects created with the user authentications provided can be extracted from the application by entering the Project Name or Description in the appropriate field.

! Only those projects created with your user authentication can be searched.



Figure 2.0 - Project Management

The project management screen consists of the field headings "Project Name, Description, and Creation date." You can perform one of the following actions from the project management screen using one of the three available button or icons.

New - allows you to create a new project, where you must define a project name and description

Details - opens the selected project, and displays the contents of the project.

Delete – deletes the selected project with a confirmation message.

Using the New button


Selecting the “**New**” button will present you with the following screen, which allows you to create a new project. Simply enter the project’s name into the input field, and also provide a description. On click of the “Save” button will save the project to the database.



Figure 2.1 – New Project

! *Project name and Description fields are mandatory. You must complete both fields.*

Using the Details button

The “**Details**” icon , allows you to view the details of a specific project. In the following example, we have selected the project with name “Income” from the projects list. The details screen displays the creation, last modified date and a description for the selected project. Three new buttons, Databases, Categories, and Geography, are also presented, which are used to help define your search criteria.

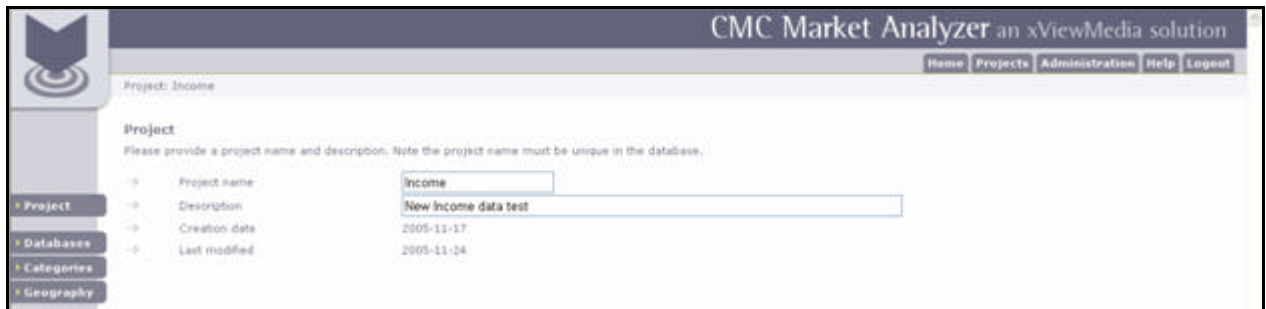



Figure 2.2 - Details for Project


Using the Delete button

The “**Delete**” icon , allows you to delete unnecessary projects from the project list. Simply locate the project that you would like to delete, and click on the corresponding delete button. You will be presented with a confirmation alert message, which will allow you to confirm or cancel your delete action.

! *Deleted projects cannot be retrieved.*

Selecting a Project

Opening a project

To open a specific project, simply click on the corresponding  icon, which is located at the end of each project listed. Once you have selected a project, the details screen is presented (see Figure 2.2). Now using the databases, categories, and geography buttons, you can begin defining your search criteria.

Selecting the Database(s)

Now that you have successfully created a new project, or opened an existing project, you can use the database button to select the relevant databases to be included in your query. Selection of the **"Databases"** button will present you with a list of all of the available databases within the application. To make your selection, simply check off the applicable checkboxes found beside each database name. Once you have completed your database selections, you can proceed to the Categories section where you can continue to define the exact information you need.



Figure 3.0 Database Selections

Using the Details Icon

The details icon from the database screen is used to view the contents of a particular database. Suppose you were interested in the "Income" database, but were unsure about its information. Simply click on the corresponding details icon for located at the end of the line item. On click of the details icon will present you with a pop up window displaying the details for a selected database.

In the following example, the details for the database "Income " are displayed, where the available fields and their descriptions are presented.



The screenshot shows a window titled "CMC Market Analyzer an xViewMedia solution" with a "Close Window" button in the top right. Below the title bar, it states "The database contains the following data:". Underneath, two fields are listed: "Data source" with the value "Gen5 2004 Super Census" and "Database name" with the value "Income". A table follows with two columns: "Field" and "Description". The table lists various income-related fields and their descriptions, such as "GINCX150P" for "\$100,000 - \$149,999 (%)" and "GHHINAVG" for "Average 2000 household income (\$)".

Field	Description
→GINCX150P	\$100,000 - \$149,999 (%)
→GINC100UP	\$100,000 and over (%)
→GINC1530P	\$15,000 - \$29,999 (%)
→GINC150UP	\$150,000 and over (%)
→GINC3045P	\$30,000 - \$44,999 (%)
→GINC3060P	\$30,000 - \$59,999 (%)
→GINC4560P	\$45,000 - \$59,999 (%)
→GINC6075P	\$60,000 - \$74,999 (%)
→GINC6099P	\$60,000 - \$99,999 (%)
→GINC7599P	\$75,000 - \$99,999 (%)
→GINCLT15P	Under \$14,999 (%)
→GINCLT30P	Under \$29,999 (%)
→GINC0000P	Without income (%)
→GHHINAVG	Average 2000 household income (\$)
→GHHINMDN	Median private households income (\$)
→GINCTOT	Total household income groups
→GINCX150	\$100,000 - \$149,999
→GINC100U	\$100,000 and over
→GINC1530	\$15,000 - \$29,999
→GINC150U	\$150,000 and over
→GINC3045	\$30,000 - \$44,999
→GINC3060	\$30,000 - \$59,999
→GINC4560	\$45,000 - \$59,999
→GINC6075	\$60,000 - \$74,999
→GINC6099	\$60,000 - \$99,999
→GINC7599	\$75,000 - \$99,999
→GINCLT15	Under \$14,999
→GINCLT30	Under \$29,999
→GINC0000	Without income

Figure 3.1 - Details of a Database

The details functionality can be useful when making your database selections, when you are unsure as to which databases to include. Simply click on the details icon to get a quick viewing of what each database contains.

Selecting the Categories

Now that you have made your database selections, you can begin your selection of categories. The Categories screen allows you to select the specific fields you are interested in. All database-related categories are presented with checkboxes (see figure below), which are used to determine which fields are to be included into your search result.

By using this page you can select the specific fields you are interested in. Remember, that you are limited to a maximum of 9 different categories. If these are not enough, consider running your search more than once. To select a category, simply check off the applicable box to the left of its name. If you have missed a database, select the "Databases" button, and add the one that you missed and start again.

In the following example, the available categories for the database "Income" are presented.



Figure 3.2 - Categories Selection

! Remember that you are limited to a maximum of 9 different categories' selections.

Selecting the Geography

The selection of Geography process allows you to define geographical regions to be included into your query. Simply click on the applicable checkboxes for the relevant provinces. For example, if you are looking for data for CCNA newspapers in Alberta, simply check the box next to 'Alberta.' The results will be then be shown individually for the coverage area of each AWNA member newspaper. Your search will only return results that have met your search criteria. If you do not specify any provinces, your query will return all records for all geographical regions.




The screenshot displays the 'Geography' selection page in the CMC Market Analyzer. The page title is 'Zero in on your Market(s)'. Below the title, there is a paragraph of instructions: 'Using this page, you can define your target geography and determine the type of distribution that will be used to reach your target market. Under the Distribution Filter heading, you can select from a number of choices including Newspapers or groups of newspapers that have been aggregated into Zones. You can also limit your target market to those distributions that cover a specific province, include a community, include an FSA (Forward Sortation Area) or cover any part of a target area defined by a list of DAs. Selecting the icon located within this page will generate a list of available choices for the specific search field. Once you have identified the target Geography, click the Results button on the left hand side of the screen.'

The interface includes several sections with checkboxes and input fields:

- Distribution filter:** A dropdown menu for 'Type' and a text input field for 'Name' with a selection icon.
- Province as covered by part of any distribution:** A list of provinces with checkboxes: Manitoba, New Brunswick, Newfoundland, Nova Scotia, Ontario, Prince Edward Island, Saskatchewan, Alberta (checked), and NT/NU/YK.
- Primary province:** A list of provinces with checkboxes: Manitoba, New Brunswick, Newfoundland, Nova Scotia, Ontario, Prince Edward Island, Saskatchewan, Alberta, and NT/NU/YK.
- City or Town:** A text input field with a selection icon.
- Canada Post FSA (Forward Sortation Area):** A text input field with a selection icon.
- Upload DA's:** A text input field, a 'Browse...' button, and an 'Upload' button.


A small note at the bottom left states: '*If DA's have been selected'

Figure 3.3 – Geography Selection

There are three separate input fields, which can be used to further refine your search criteria. The field "City or Town" can be used to determine which member newspaper(s) circulate into that town and the data that pertains to the coverage area of that newspaper(s). Suppose you wanted a results set for the city of Athabasca, this can be accomplished using the corresponding icon  located on the right of the field heading is used to aid your selection of a city or town.

First, enter the city or town name to include the desired location in your criteria and click the Result button. The newspaper(s) with circulation into Athabasca will appear along with the data that pertains to the entire coverage of the newspaper.

The field "**Canada Post FSA**" is used to perform a search based on postal codes. Simply enter the first three letters of a postal code that you are interested in into the input field to include it into your search criteria.

The field "**Distribution filter**" is used to perform a search based on a specific CCNA member newspaper, Zone, Trade area, and/or Route. The icon  located on the right of the input field is used to view a list of all CCNA member newspapers, Zones, Trade areas, and/or Routes. To select a specific CCNA member newspaper, simply locate the newspaper name that you are interested in, and click on the underlined link to populate the input field.

Uploading of DA's (Distribution Area)

Suppose you want to include specific distribution areas to your search criteria. Using the upload process, you can upload a DA file (filter) by locating the new file using the Browse button, and clicking on the "Upload" button. You will be presented with a pop up window displaying the status of your upload process.

In the following figure, the file "testblocks.csv" has been selected for uploading. To complete the upload process, simply click on the "Upload" button.

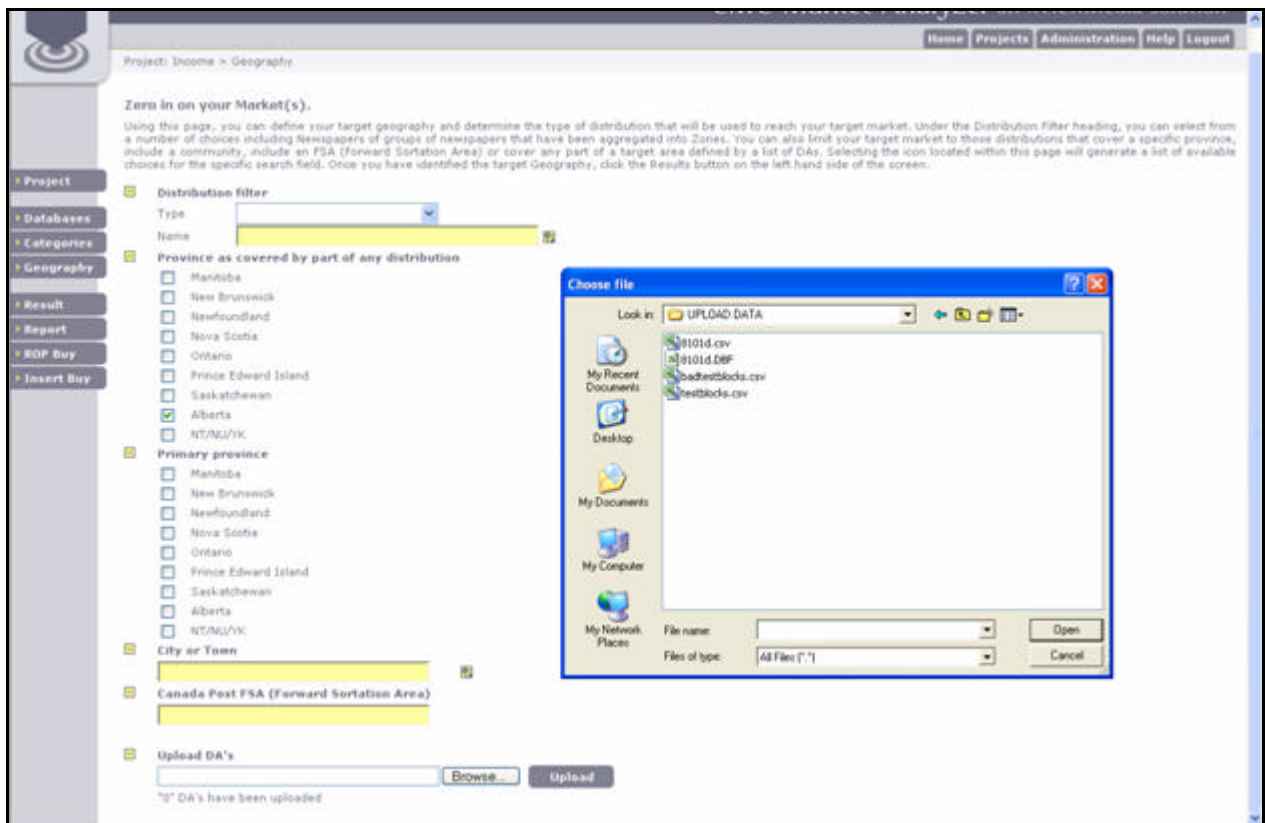


Figure 3.4 – Upload DA

The following figure displays the pop up window after a successful upload. In this example, 2000 DA blocks has been successfully uploaded. Now you can use the "Close Window" link to close the pop up window, and perform your search.



Figure 3.5 – Successful Upload

Reasons for Failed Upload

The Upload process can fail for various reasons.

- Your file contains a Non-Existent DA block
- You are trying to upload the same DA block twice (within file)
- You have a corrupt file.

In the event that your upload attempt failed, you will be presented with the following error screen containing a list of failed DA blocks. At this point, you can try to manually correct your DA file, and try the upload process again.



Figure 3.6 – Failed Upload

Generating a Search Result

Now that you have finished defining your search criteria, you can click on the **“Result”** button to return a search results. The search result displays a list of all of the publications that have met your search criteria. The categories (fields) that you have selected from the categories section are also displayed in your search results.

In the following search results screen, all publication names, and the categories **“NBROILER, NBFCOWS and NOTHLIV”** are displayed.

The screenshot shows the CMC Market Analyzer interface. The main content area displays a table of search results for publications in Alberta. The table has columns for CS, MAP, NEWSPAPER/MARKET NAME, and several market categories: GNC1500, GNC1000, GNC150, GNC7599, GNC6099, and GNC6075. The results list various newspapers such as 'Midlet Pipestone Flyer, Alberta', '0101, Alberta', '0020, Alberta', etc., along with their corresponding values for each market category.

CS	MAP	NEWSPAPER/MARKET NAME	GNC1500	GNC1000	GNC150	GNC7599	GNC6099	GNC6075
->		Midlet Pipestone Flyer, Alberta	288	1,738	1,243	1,917	3,853	1,774
->		0101, Alberta	545	3,363	2,475	4,268	9,685	4,645
->		0020, Alberta	1,115	5,466	4,244	8,554	13,665	6,376
->		0030, Alberta	117	943	663	1,443	3,026	1,424
->		0040, Alberta	9	264	215	461	975	401
->		0045, Alberta	165	1,303	949	1,962	4,244	1,961
->		0060, Alberta	180	1,119	751	1,647	3,779	1,803
->		0070, Alberta	32,435	91,896	59,013	65,566	120,974	55,274
->		0080, Alberta	1,787	9,027	6,921	9,784	18,723	8,764
->		0100, Alberta	15,885	59,437	43,043	56,135	106,264	49,918
->		0101, Alberta	2,656	9,416	6,867	9,931	11,083	5,021
->		0161, Alberta	549	3,176	2,560	3,422	6,709	3,221
->		0171, Alberta	990	4,873	3,710	5,592	10,654	4,876
->		0141, Alberta	542	3,846	3,033	5,238	10,222	4,719
->		00111, Alberta	146	932	672	1,330	3,070	1,550
->		07130, Alberta	54	905	714	1,381	3,586	1,762
->		07170, Alberta	427	2,286	1,643	2,595	5,696	2,816
->		00010, Alberta	74	506	353	713	1,538	759
->		00020, Alberta	415	2,330	1,740	2,908	6,177	3,145
->		00030, Alberta	115	1,061	797	1,685	3,653	1,828
->		00040, Alberta	20	266	191	472	1,024	428
->		00045, Alberta	273	1,887	1,365	2,412	5,263	2,456
->		00060, Alberta	161	1,259	968	1,815	4,263	2,060
->		00070, Alberta	411	1,543	1,096	1,669	3,335	1,679
->		00071, Alberta	5,155	14,127	8,767	10,091	19,294	8,091
->		00080, Alberta	1,738	8,716	6,675	9,403	18,060	8,445
->		00101, Alberta	415	2,079	1,902	3,087	6,079	3,175

Figure 4.0 – Search Result

You can click on any of the field headings to sort your results set. Clicking once will sort your records in ascending order. Clicking twice will sort in descending order.

Viewing Distribution Areas of Publication(s)

Data can also be generated for a specific participating newspaper. Using the same steps outlined in the City or Town search, type in the name of newspaper you wish to view and click the map icon. Populate the field by clicking the appropriate link. Click the Result button generate data for the coverage area of that specific newspaper. The following displays the Distribution Area for the newspaper "Emerson Southeast Journal".

Please note in the following map, the dataset for a category is displayed. In this example, the dataset for "Beef cows" are mapped on to the distribution area of the newspaper.

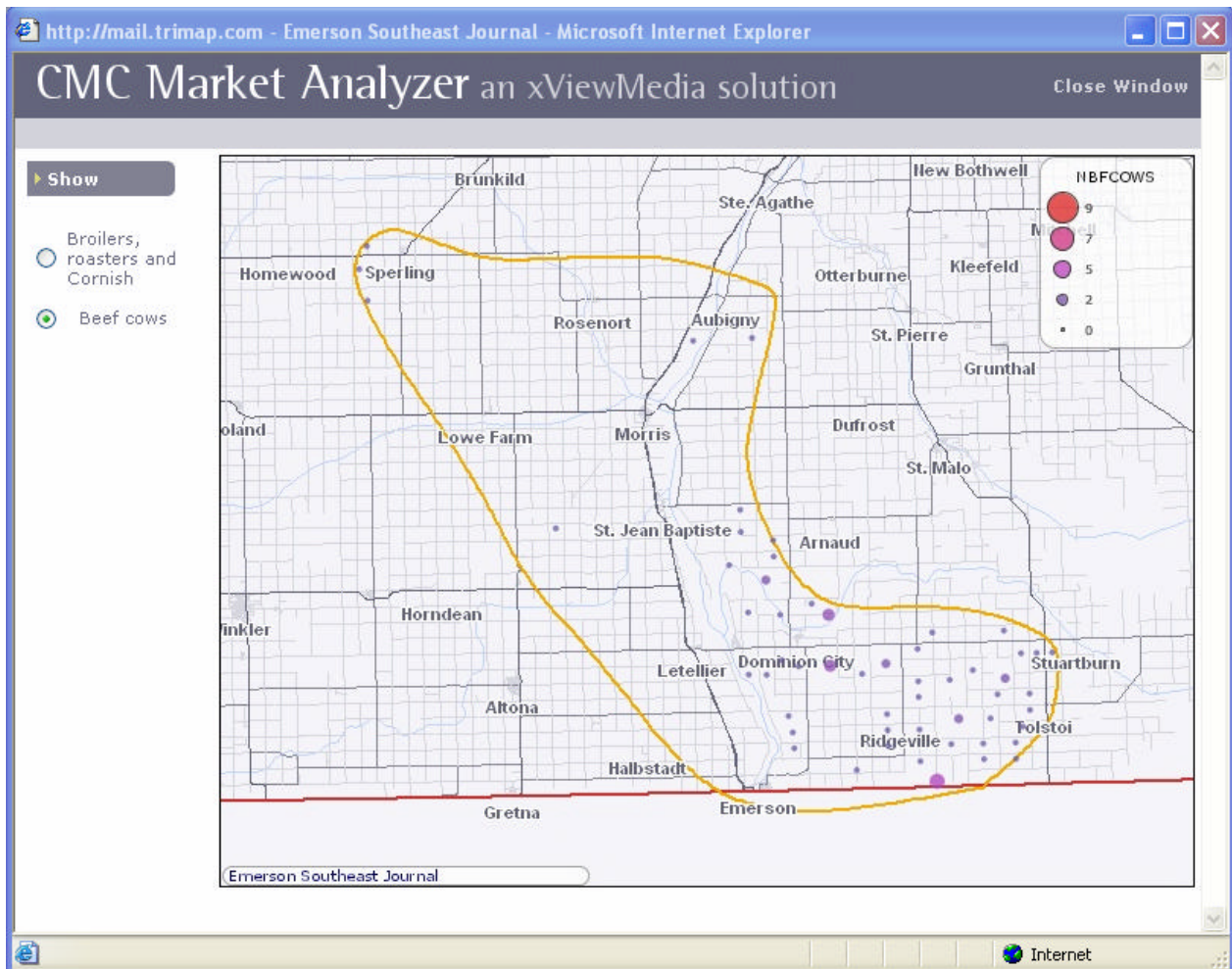


Figure 4.1 – Distribution Area (Map)

! Select any one of the radio buttons and click the "Show" button to view additional datasets based on your categories.

Viewing the Cut Sheet

Suppose you wanted more information about a specific newspaper. You can view the "Cut Sheet" which consists of various publication-related information such as "Rates, Circulation, Specifications, and Market/Demographic info" to help you determine market analysis.

To view a cut sheet for a specific newspaper, simply click on the corresponding "CS" icon located at the end of each publication. In the following example, the publication "Altona Red River Valley Echo" was selected.

Altona Red River Valley Echo
ComBase
8C
TABLOID
Readership data available for this market

Publisher: Rick Reimer
Phone: 204-324-5001
Fax: 204-324-1402
Date generated: 01/31/2006

RATES	MARKET/DEMOGRAPHIC INFORMATION	
Gross Line Rate Per agate line : \$0.96	TOP 5 INDUSTRIES	PEOPLE
Color Charge 1 - \$114.00 2 - \$228.00 3 - \$316.00 Process - \$316.00	Agriculture, forestry, fishing and hunting 24% Manufacturing 13% Health care and social assistance 10% Retail trade 8% Educational services 6%	Marital Status Single 2,733 Married 6,202 Separated 101 Widowed 699 Divorced 262
Position Charge 15.00% of ad cost	(Numbers represent percentage of population that work in the newspaper areas labour force.)	Household Structure H/W Family with Child 1,781 H/W No Child 1,290 Avg. #Persons per Household 3
Inserts Insert Charge \$0.075 (net). Inserts required: 6,625. Finished size: no larger than 8" x 10-1/2"; Surcharge for oversize, overweight flyers.	PROFILE Total Population 13,466 Total Number Households 4,868 Average Household Income (\$) 46,940	Family Structure (Married) No children 1,290 1 Child 376 2 Children 646 3 Plus Children 583
CIRCULATION	Population by Age 0-14 3,077 15-24 1,717 25-34 1,238 35-44 1,751 45-64 2,080 65 & over 1,582	EMPLOYMENT/EDUCATION
Audit Date: 2005-04-01 Audit Basis: VC Paid Circulation: 135 Controlled: 6,488 Circulation: Total Circulation: 6,623	CONSUMER SPENDING 2004	Employment in Labour Force Unemployed 3% Employed 96%
SPECIFICATIONS	Food (\$) 29,906,000 Shelter (\$) 47,000,000 Household Operations (\$) 11,577,000 Household Furnishings & Equipment (\$) 6,400,000 Clothing (\$) 10,149,000 Transportation (\$) 34,206,000 Health Care (\$) 6,579,000 Personal Care (\$) 3,271,000 Recreation (\$) 14,326,000 Reading Materials & Other Printed Matter (\$) 1,038,000 Education (\$) 3,397,000 Tobacco Products & Alcoholic Beverages (\$) 4,932,000	Education Population 15+ 8,891 Less that Grade 9 2,054 Grade 9 - 12 3,513 Other University 1,254 Trade Certificates 897 University Degree 618
8 Column Tabloid. Friday Pub. Column Width 7p0; Page Depth: 176 agates. Publishers Rights Reserved. Reservation & closing: Monday 4pm previous.	BUSINESS EXPENDITURES Available upon request.	HOUSING Total Number of Dwellings 4,877 Single Detached 4,185 Owned Dwellings 3,773 Rented Dwellings 935
MAIN COMMUNITIES only top 14 displayed		AGRICULTURAL DATA
Altona 2,463 Morris 985 Emerson 395 Gretna 330 St. Jean Baptiste 288 Dominion City 250 Lowe Farm 250 Rosenort 250 Blues Coulee 160		Total Farm Count 787 Acres Under Cultivation 521,290 Total Farms Receipts (\$) 166,418,812 Total Expenses (\$) 139,672,000 Livestock & Poultry Market Value (\$) 39,105,101 Fertilizer Purchases (\$) 15,350,000

Figure 4.2 – Cut Sheet for Publication

Generating Reports

There are four types of reports that you can generate. Standard Rank Report, Standard Indexing Report, Top 50 Rank Report, and Top 50 Index Report. You can make your selection using the drop down list box labelled "Report Selection". Once you have made your report selection, click on the "Go" button to generate your report.

Standard Rank Report

The "Standard Rank Report" consists of the field heading "Publication Name" and all of the relevant categories that you pre-defined in the categories section. The standard ranking is used to view publication distribution reports based on your selected fields and their ranking. You can use the weighting tool to further enhance your reports, by defining the weights for each category. The weighting tool allows you to place more rank importance to any individual field.

You can sort on any one of the available fields by clicking on the field heading. Clicking once will sort your records in ascending order. Clicking twice will re-sort in descending order.

Suppose you want to limit your report to include only the distributors' that you are interested in. Simply click on the checkboxes for the desired distributor(s), and click on the "Go" button. You should be presented with a new result containing only the distributors that you specified.

CMC Market Analyzer an xViewMedia solution

Project: Income > Report

Use standard reports to analyze data defining your target market.

This listing of newspapers are those that deliver to the geographic area you have defined. Each column summarizes data you have used to define your target market. If you are interested in mapping the data for a specific newspaper, select the first icon located on the right side of the page. To look at a predefined summary of data for a specific newspaper, select the second icon located on the right side of the page. You can access several reports to analyze this information by selecting the "REPORT" button. Interested in buying ROP? Select the "ROP BUY" button. To improve the readability of the page, the following short column names are used:

1.0 GNC150U \$150,000 and over
 1.0 GNC100U \$100,000 and over
 1.0 GNCX150 \$100,000 - \$149,999
 1.0 GNC7599 \$75,000 - \$99,999
 1.0 GNC6099 \$60,000 - \$99,999
 1.0 GNC6075 \$60,000 - \$74,999

Report selection:

NEWSPAPER/MARKET NAME	GNC150U	GNC150U (K)	GNC100U	GNC100U (K)	GNCX150	GNCX150 (K)	GNC7599	GNC7599 (K)	GNC6099	GNC6099 (K)	GNC6075	GNC6075 (K)	RANK
<input checked="" type="checkbox"/> Mile Poststone Flyer, Alberta	298	47	1,738	44	1,243	45	1,917	46	3,052	45	1,774	46	273
<input checked="" type="checkbox"/> 8101, Alberta	545	34	3,363	30	2,475	31	4,269	26	9,485	22	4,645	22	165
<input checked="" type="checkbox"/> 8020, Alberta	1,115	21	5,466	21	4,144	21	6,554	17	13,695	17	6,976	18	113
<input checked="" type="checkbox"/> 8030, Alberta	117	75	943	63	663	67	1,643	56	3,026	55	1,424	55	371
<input checked="" type="checkbox"/> 8040, Alberta	9	134	264	113	215	107	461	104	975	103	401	111	672
<input checked="" type="checkbox"/> 8045, Alberta	165	64	1,303	49	949	51	1,962	44	4,244	42	1,961	42	292
<input checked="" type="checkbox"/> 8040, Alberta	189	59	1,119	55	751	60	1,647	51	3,779	47	1,803	45	317
<input checked="" type="checkbox"/> 8070, Alberta	32,435	1	91,896	1	59,013	1	68,544	1	126,974	1	55,274	1	6
<input checked="" type="checkbox"/> 8080, Alberta	1,767	14	9,027	12	6,921	11	9,704	11	16,723	11	9,764	12	71
<input checked="" type="checkbox"/> 8120, Alberta	15,805	4	59,437	4	43,043	4	56,130	4	104,264	4	49,916	4	24
<input checked="" type="checkbox"/> 8131, Alberta	2,404	10	9,416	10	8,847	12	8,931	18	11,093	18	5,001	18	86
<input checked="" type="checkbox"/> 8141, Alberta	545	32	3,176	32	2,560	30	3,422	29	6,709	30	3,221	29	182
<input checked="" type="checkbox"/> 8171, Alberta	990	24	4,873	23	3,710	23	5,592	20	10,654	19	4,876	19	128
<input checked="" type="checkbox"/> 8141, Alberta	542	35	3,046	27	3,033	25	3,238	23	10,222	21	4,719	21	152
<input checked="" type="checkbox"/> 8811, Alberta	144	68	932	64	672	66	1,238	59	3,070	54	1,550	53	364
<input checked="" type="checkbox"/> 87130, Alberta	54	103	905	67	714	63	1,361	57	3,586	50	1,762	47	305
<input checked="" type="checkbox"/> R7170, Alberta	427	38	2,286	39	1,643	39	2,595	37	5,696	34	2,818	34	221
<input checked="" type="checkbox"/> 88016, Alberta	74	95	506	91	353	92	713	80	1,538	81	759	79	518

Figure 5.0 - Standard Rank Report

! For all Standard Ranking Reports, up to seven contributing variables (categories) can be included. For each record, the application will calculate the rank (+) value by adding the ranks of each contributing variable.

Calculating Rank

$$\text{Rank} = R + R1*W1 + R2*W2 \dots Rn*Wn$$

R = field value

W = weight value

Standard Indexing Report

You can view the Standard Indexing Report by selecting "Standard Indexing" from the drop down list box and clicking the "Go" button.

This report can contain up to seven categories (fields). The report will determine the index for each category in the record set by dividing the value for each category by the average value for the category considering all of the records in the record set. For each record, the application will calculate the Index+ by adding the index of each contributing category.

You can sort on any one of the available fields by clicking on the field heading. Clicking once will sort your records in ascending order. Clicking twice will re-sort in descending order.

The screenshot shows the CMC Market Analyzer interface. The main content area contains a table with the following columns: NEWSPAPER/MARKET NAME, GNC1500, GNC1500 (I), GNC1500 (II), GNC1500 (III), GNC1500 (IV), GNC1500 (V), GNC1500 (VI), GNC1500 (VII), GNC1500 (VIII), GNC1500 (IX), GNC1500 (X), GNC1500 (XI), GNC1500 (XII), INDEX+. The table lists various newspapers and their corresponding indexed values across these categories.

Figure 5.1 Standard Indexing Report

! To export contents of your report, simply click the "Export" button. The application will export the contents to Microsoft's Excel program.

Standard Top 50 Ranking

You can view the Standard Top 50 Ranking Report by selecting "Standard Top 50" from the drop down list box and clicking the "Go" button.

This report can contain up to seven categories (fields). The application will determine the rank for each category in the record set, for all non-zero records. Only records where the rank for each category is greater than the median rank will be displayed. Finally, for each record, the application will calculate the

You can sort on any one of the available fields by clicking on the field heading. Clicking once will sort your records in ascending order. Clicking twice will re-sort in descending order.

Standard Top 50 Indexing