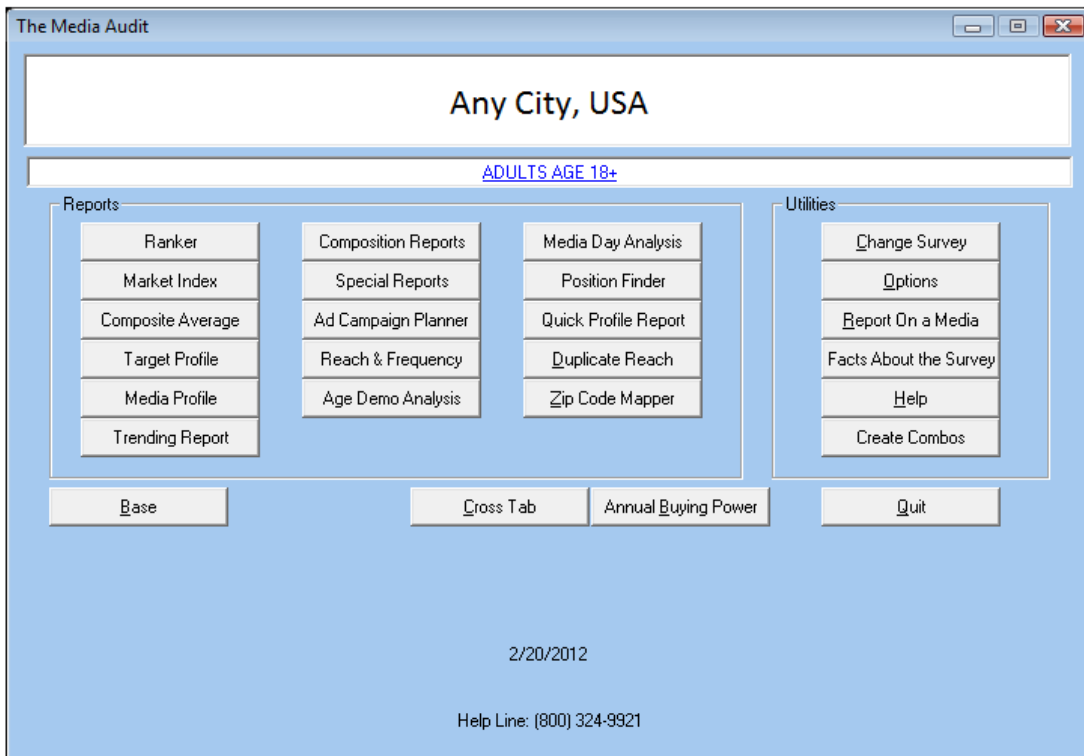


The Media Audit



Official
Software Guide

The Media Audit is a Syndicated Service of International Demographics, Inc.
Customer Support: 800.324.9921

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Summary of Reports

Ranker	Ranks media by rating or index against a single target. Rank by cume rating, most often rating, cume index or most often index. Within Ranker is the Media Buy/Plan report, that displays persons, rating, composition and index for both cume and most often audiences. The Media Buy/Plan report also includes a "conversion ratio", which is defined as the % of the cume audience that is also in the most often audience.
Market Index	Demonstrates media efficiency at reaching a target audience. Choose one target with multiple media or one media with multiple targets. Can be sorted by any column. <i>Multiple Media/Single Target:</i> Compares media audience composition to the market composition, ranking media from highest to lowest index. <i>Multiple Targets/Single Media:</i> Provides audience composition and market index for a single medium and an unlimited number of targets. Can be sorted by index to show a media's strengths or propensities compared to the market.
Composite Average	Ranks any number of media on up to five targets and provides an average cume rating or index for the five targets.
Target Profile	Creates quick demographic profile of a single target. Provides pie charts or stacked bar graphs which show the market penetration, age, gender, ethnicity, income and education for the target.
Media Profile	Creates a quick demographic profile of a single media. Provides pie charts or stacked bar graphs which show age, gender, ethnicity, income and education for the medium. The Target Analysis option graphically demonstrates what percentage of a medium's audience falls into a selected target group.
Trending Report	Choose up to ten different report periods to trend a media or target audience. Trend cume or most often ratings or persons.
Composition Report	Ranks and/or sorts any target characteristics alphabetically, or by rating or index against one or two media. Can be used to create a custom "prospect list". <i>Single Media Report:</i> Profiles a single medium on an unlimited number of targets. <i>Double Media Comparison Report:</i> Profiles two media on an unlimited number of targets. <i>Multi-Media Comparison Report:</i> Profiles up to five media on an unlimited number of targets. <i>Comparison to Market Total:</i> Profiles a single medium on an unlimited number of targets. Compares media persons, composition, and index to overall market. <i>Arbitron Single Media Composition Report:</i> Profiles a single medium on an unlimited number of targets and adjusts audience estimate to most the recent Arbitron 18+ ratings (available for Arbitron subscribers only)
Special Reports	<i>Target Market Profile:</i> Demographic profile of a single target with comparison to the market.

Summary of Reports—continued

	<p><i>Generic Media Profile:</i> Demonstrates the general media habits of a single target.</p> <p><i>Target vs. Media Profile (+/- % bar):</i> Side-by-side comparison of a single medium and a single target and graphs the difference for each.</p>
Special Reports Cont.	<p><i>Target vs. Media Profile (% Bar):</i> Side-by-side comparison of a single medium and a single target and graphs the percent for each</p> <p><i>Media vs. Media Profile (% Bar):</i> Compares the demographic profile of two media side-by-side.</p>
Ad Campaign Planner	<p>Graphically displays the combined net reach of a target audience offered by different media combinations. Ad Campaign Planner also has three sub reports:</p> <p><i>Ad Campaign Planner:</i> Displays the cumulative net reach of a target audience offered by single media combinations of different media genres.</p> <p><i>Combo Builder:</i> Displays the net reach of a target audience offered by different media combinations. Use this report instead of an Ad Campaign Planner if you want to compare the net reach of <i>multiple different</i> media combinations.</p> <p><i>Re-Orderable Combo Builder:</i> Report is similar to Combo Builder application but user may select the order in which the selected media will appear</p>
Reach and Frequency	<p>Interactive program that analyzes the reach and frequency delivery and cost efficiency of a specific schedule. Factors in cost, GRP's (gross rating points) and number of ads or spots. Allows user to adjust or change variables for optimum output.</p> <p><i>Regular Reach and Frequency:</i> Used to calculate reach and frequency for radio, TV and newspaper</p> <p><i>Single Media Website Reach and Frequency:</i> Used to calculate reach and frequency for a specific single media web site</p> <p><i>Multiple Media Website Reach and Frequency:</i> Used to compare reach and frequency between multiple web sites</p>
Age Demo Analysis	<p>Compares a single media and a single target for a selected age group. Demonstrates how closely a single media and single target match based on age cell distribution (chart or graph format)</p>
Media Day Analysis	<p>Shows the average number of minutes per day that a single target spends with radio, television, newspaper, outdoor and websites, compared to the average for that market.</p> <p><i>Media Day Analysis:</i> Provides breakout of time spent with all media where broadcast, satellite and cable viewing is combined under the "TV" label</p> <p><i>Media Day Analysis/TV Breakout:</i> Provides breakout of time spent with all media where TV is broken out separately for broadcast, satellite, and cable viewing</p> <p><i>Media Day Analysis/TV Only Breakout:</i> Provides breakout of time spent with TV by broadcast, satellite, and cable viewing without showing other media</p>

Summary of Reports—continued

Position Finder	Displays how a single medium ranks among a set group of competitors for any or all targets. The report provides the selected medium's rating or index and shows where it ranks among the selected pool of media. Can be sorted by any column
Quick Profile Report	Simple one-page reports that profile either a media or a target. Reports are similar to Target and Media Profile reports but offer greater depth of information and include advanced graphic customization such as customized text, footers and logos <i>Media Quick Profile Report:</i> Creates an instant profile of a media <i>Target Quick Profile Report:</i> Creates an instant profile of a target
Duplicate Reach Report	A graphic report that displays the amount of audience duplication that exists between two different media.
Zip Code Mapper	A mapping program that allows you to produce a map of a local market, shading those zip codes where a media's audience lives. Similar zip code maps can be produced for target audience groups and laid over a media zip code map to demonstrate a given media's strength in reaching any target audience.
Annual Buying Power	The Annual Consumer Buying Power Report is the next evolution in translating visitors, readers, or viewers into consumers as it provides total buying power of your audience by defining the number of local consumers for hundreds of specific goods and services, average dollars spent per year on these goods and services, and total dollars spent locally on these goods and services. This report is an optional service available in all of The Media Audit markets <i>Ranker Report:</i> Ranks buying power for an unlimited number of media for a single consumer category <i>Composition Report:</i> Demonstrates buying power of a single media against an unlimited number of consumer categories <i>Cross Tab Report:</i> Provides in-depth buying power of a single media against an unlimited number of consumer categories
Cross Tab	In-depth profile of any target in the data. Can be sorted by target persons or index <i>Cross Tab Reports:</i> Displays an in-depth profile of a single target or media <i>Double Target Reports:</i> Provides an in-depth comparison of two targets or media <i>Multiple Target Reports:</i> Provides an in-depth comparison of up to targets or media <i>Zip Code Reports:</i> Provides zip code analysis for a single target or media <i>Age Reports:</i> Provides average age information for an unlimited number of targets or media <i>Income Reports:</i> Provides average or median income information for an unlimited number of targets or media <i>Home Value Report:</i> Provides number of home owners, average home value and total home value for an unlimited number of targets or media

Which report or data should I use?

To analyze web site information?

Make sure you access a survey with an "IN" at the end of the name. For example, DET209IN refers to the Detroit (DET) market, and the survey was conducted in the second quarter of 2009 (209). The "IN" designates that web sites are included in the data file (IN stands for Internet).

To show how my web site adds reach to a buy?

Try using Ad Campaign Planner or Combo Builder Report (a sub-report within Ad Campaign Planner program)

To demonstrate the cumulative net reach of a combination of media?

Try using Ad Campaign Planner, Combo Builder (a sub-report within Ad Campaign Planner), Duplicate Reach or Reach and Frequency.

To show how my audience "matches" a target?

Try using Media Profile (Target Analysis), Special Reports (Target vs. Media Profile), Age Demo Analysis, or Composite Average Reports.

To develop a "prospect list" of clients for my media vehicle?

Try using Composition Reports, Market Index (Multiple Target/Single Media) or Position Finder.

To compare my media to another?

Try using Ranker, Market Index, Composition Report (Double Media Comparison Report), Position Finder, Special Reports (Media vs. Media), or Composite Average Report.

To develop a customer or target audience profile?

Try using Target Profile, Special Reports (Target Profile) or Cross Tab.

To profile my medium?

Try using Media Profile, Media Quick Profile, Composition Reports, or refer to the Printed Report (Audience Profile Section).

To trend a media or target audience over time?

Try using Trending Report.

To demonstrate the reach potential of my media?

Try using Ad Campaign Planner, Combo Builder or Reach and Frequency.

To show how all the components of my schedule reach the target?

Try using Ranker, Ad Campaign Planner, Combo Builder or Reach and Frequency.

To prove my media type should be included on a buy?

Try using Special Reports (Generic Media) or Media Day Analysis.

To review the media habits of a client or prospect?

Try using Special Reports (Generic Media), Cross Tab or Media Day Analysis.

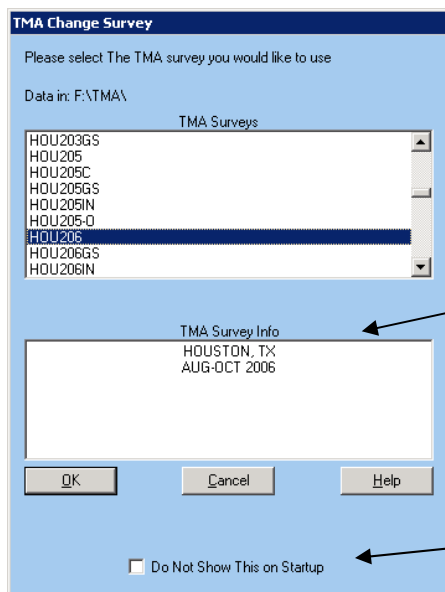
To determine the consumer spending power of my audience?

Try using Annual Buying Power (report available for premium subscribers only)

Utilities—change survey and other options

Changing the Survey Data

When you open The Media Audit application for the first time, you will be prompted to select a survey before proceeding with the application. Once you make a selection, you will be taken to the main menu. To change surveys from The Media Audit main menu, follow these instructions: On The Media Audit main menu, click on “Change Survey”. Highlight the survey you wish to access. Before you click OK, you will see the survey details in the “Survey Info” window. The survey details include the market name, survey period and year in which the survey was conducted. If the highlighted survey is the survey you wish to use, click OK.



Different Surveys in TMA folder

Survey Info provides you with market, survey period and year for highlighted survey. Will also display footnotes for special surveys.

Note: By clicking on this item, the Change Survey will not appear when launching the program each and every time.

Options:

Use default image for logo, Select new logo image, or Disable logo images (see next page for example)

Get Survey from Another Folder

To locate data that is in another location other than the default folder, click on “Get Survey From Another Folder” under the Options button on the main menu. Double click on the drive and then folders until the desired folder is found. Highlight the survey you wish to access in the folder and click OK. Note the change will be permanent and subsequent launches of The Media Audit program will automatically go to the new folder for data.

Utilities—customizing print outs with custom logos

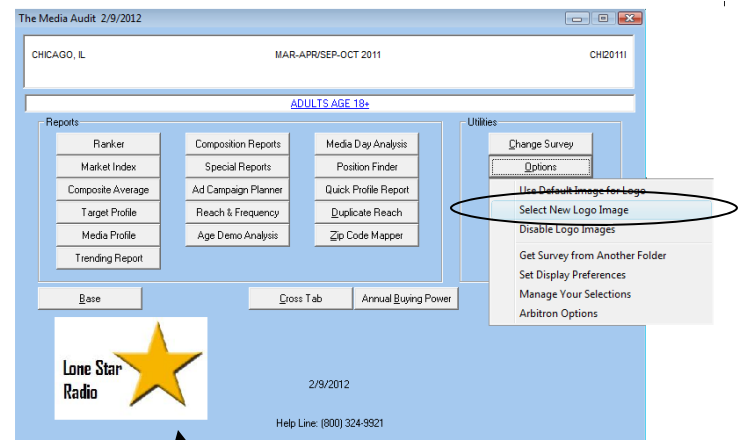
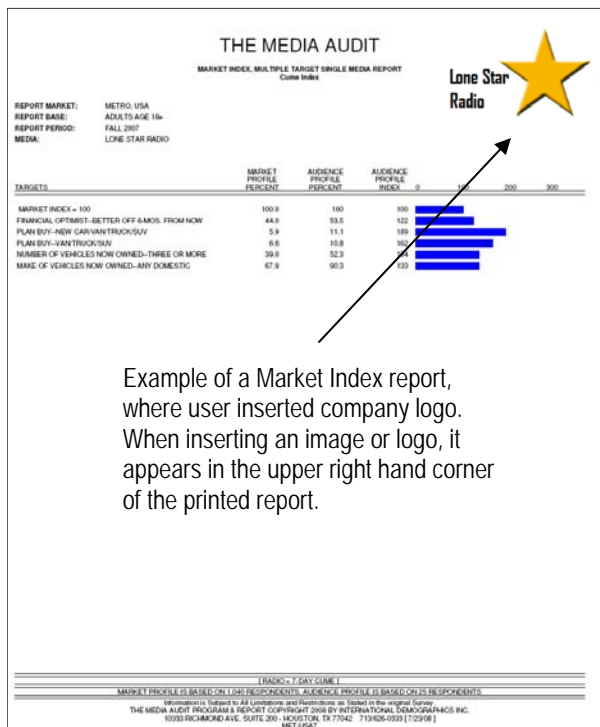
Options:

Use default image for logo, Select new logo image, or Disable logo images

This feature allows you to select the default image or an image of your choice that will appear on the main menu AND in select printed reports. In many cases, users may wish to use a company logo to further customize a printed report.

1. To select a new image, click on Options/Select New Logo Images
2. In the Open dialogue box, click on the drive and then folders until the desired image file is found.
3. Highlight the file, and click Open. Your new image will appear in the lower left hand side of the Main Menu.
4. To disable this feature, click on Options/Disable Logo Images.
5. To use the default image (usually a photo of your market) already provided in the software, click on Options/Use Default Image for Logo. You can also temporarily change this option from within select reports under "Options".

Examples of print outs with custom logo inserted are below:



Utilities—change survey and other options

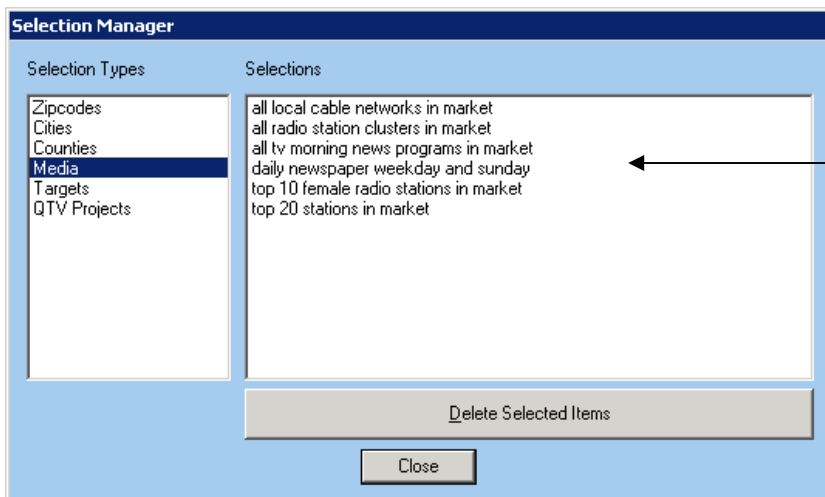
Set Display Preferences

This allows you to include or remove the sample size information from reports, or change graph default from 2D to 3D. You can also select “Show Gridlines” on reports for easier viewing on the screen. Grids will not show on print outs. By selecting “Show respondent base column”, respondent base values can be turned on or off for select reports that support this feature. You can also include non-radio media in Arbitron Reports by selecting “Show non-radio media in Arbitron Reports (select reports).”

Manage your Selections

Under Options, the Manage your Selections feature allows you to view or delete your saved selections, which include groupings of zip codes, cities (national survey only), counties, media, and targets that you may have saved as a set within the application. To view or delete saved sets, follow these directions:

1. Click on Options on the Main Menu.
2. Under Options, click on “Manage Your Selections”.
3. An example of the Selection Manager Window for “Media” Selection Types is below.
4. In this example, the user has created several media sets for frequently used reports.
5. To delete a set, highlight the selection you wish to remove and click on “Delete Selected Items”.



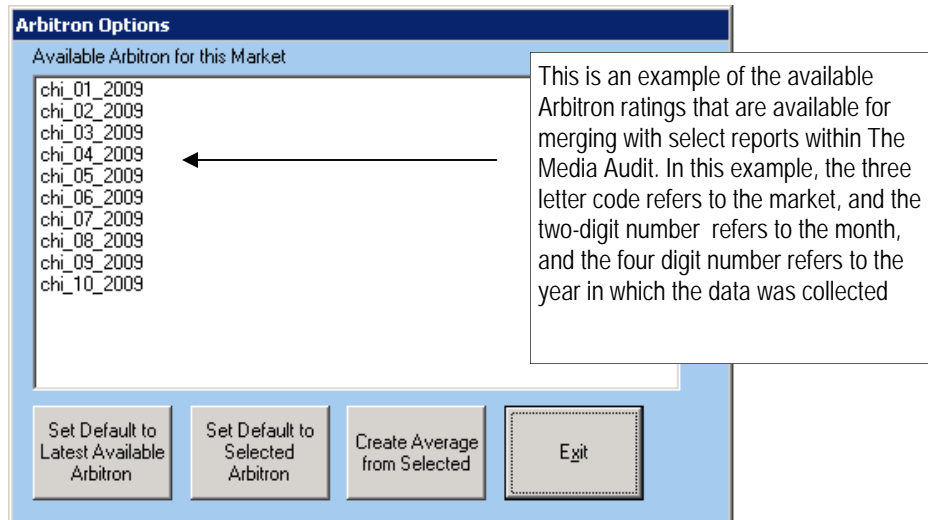
In this example, the user has created several media sets that are used for creating frequently used reports, such as Ranker reports in which the media belonging to these sets would be compared.

If the user had selected Zipcodes, a list of saved items will appear in the selections window.

Utilities—change survey and other options

Arbitron Options

This allows you to apply Arbitron 18+ radio ratings to select reports within The Media Audit (this feature is only available to Arbitron subscribers). The screenshot below illustrates the different Arbitron data that may be available for the Chicago market and the different options:



Options:

1. **Set Default to Latest Available Arbitron**—by selecting this option, all Arbitron adjusted reports generated within The Media Audit would automatically reflect the most current data that has been loaded into The Media Audit program.
2. **Set Default to Selected Arbitron**—by selecting this option, all Arbitron adjusted reports generated within The Media Audit would automatically reflect the data as selected by the user.
3. **Create Average from Selected**—by selecting this option, the user may combine multiple months of data that will averaged and automatically applied to select Arbitron adjusted reports within The Media Audit.

Utilities—report on a media

Report on a Media

By using this feature, your media will be highlighted in red (default unless you change it to another color) in many of The Media Audit reports. This enables your media to stand out among a list of other media. Here are some other things that will occur if you activate this function:

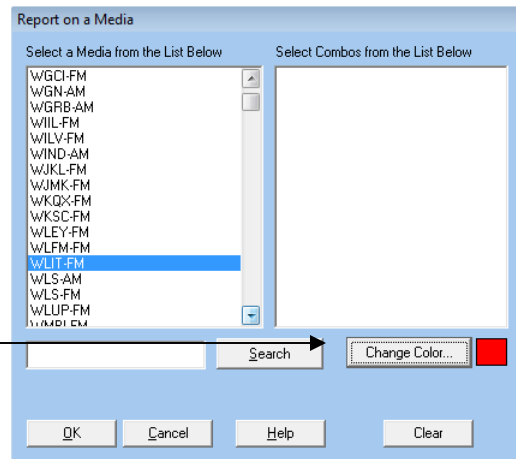
1. When you are in a media selection screen, your media will automatically appear in your chosen color in on-screen reports and in color printouts. Your media will also appear in your chosen color and will be centered in the media selection window so that you do not need to search or scroll to find your media each time you are creating a report.
2. When you are in a target selection screen, you will see your media rating and index beside each target for “quick reference”. You can also choose to display the cume or most often rating and index as well as choose among adults 18+ (Total), male or a female base.

How to Activate or Turn off Report on a Media Function

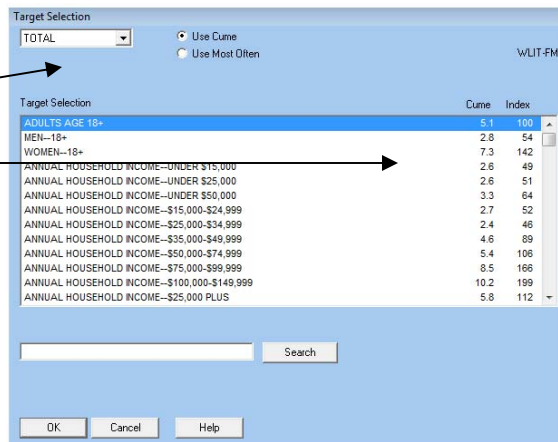
1. Click on “Report on a Media” from the main menu. Scroll down or search to find your media and highlight it. Click OK. You may now create a report from within the TMA software. To turn off this feature, select the “clear” button.

This radio station is being selected in “Report on a Media”

Click on “change color” if you prefer that your media is highlighted in another color other than the default red.



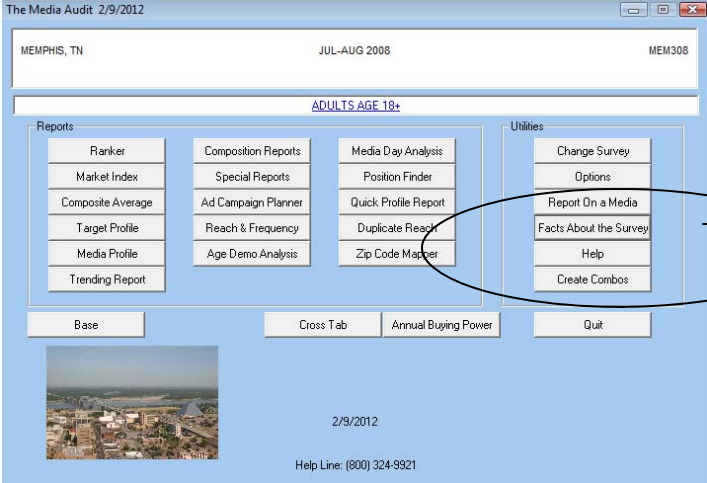
By activating Report on a Media, you can now see the rating and index associated with each target in the Target Selection window. The user can also change the view from adults 18+ to male or female and from cume to most often.



Utilities—facts about this survey and help

Facts About the Survey

You can familiarize yourself with how your market's study was conducted by accessing "Facts About this Survey" (for surveys older than spring 2009) or "eReports/Facts" (surveys from spring 2009 and forward) from the main menu. Under "Facts About this Survey" or "eReports/Facts", you will find different options which include Facts About this Survey, and Sample Completion Information Methodology & Definitions.



The screenshot shows the 'The Media Audit' software interface. At the top, the header displays 'MEMPHIS, TN', 'JUL-AUG 2008', and 'MEM308'. Below the header, there are several menu categories: 'Reports' (Ranker, Market Index, Composite Average, Target Profile, Media Profile, Trending Report), 'Composition Reports' (Special Reports, Ad Campaign Planner, Reach & Frequency, Age Demo Analysis), 'Media Day Analysis' (Position Finder, Quick Profile Report, Duplicate Reach, Zip Code Mapper), and 'Utilities' (Change Survey, Options, Report On a Media, Facts About the Survey, Help, Create Combos). A callout box points to the header information, stating: 'Information in the header refers to the Market, Survey Period (or in some cases, combined surveys), and the specific Name of the survey/data file.' Another callout box points to the 'Facts About the Survey' option in the Utilities menu, stating: 'Newer surveys will display this under an eReports/Facts Button on the Main menu'. A third callout box points to the 'Facts About the Survey' option in the Utilities menu, showing a list of options: 'Facts About the Survey', 'Sample Completion Information', 'Methodology & Definitions', and 'Printed Report -- MEM308'. A fourth callout box points to the 'Facts About the Survey' option in the Utilities menu, showing a list of options: 'Facts About the Survey', 'eReport -- MEM309', and 'eReport -- MEM309IN'.

Facts About this Survey

When you click on "Facts About this Survey" from the main menu, and again from the sub-menu, you will get a one-page, market specific summary of the methodology and sample information used for this survey. See next page for an example of this report.

Sample Completion Information

This report provides you with market specific details on the sample for that report period. See next page for an example of this report.

Methodology and Definitions

This is a two page report that provides a complete overview of methodology and definitions used in the reports.

Printed Report

For surveys older than spring 2009, The Media Audit printed report is available in electronic format by clicking on "Printed Report" under the "Facts About this Survey". For internet subscribers, you will see a separate listing for the Internet printed report. For newer surveys, the printed report is available by clicking on eReports/Facts on the main menu and then eReports. Both the Sample Completion Information and Methodology and Definitions will also be included in the eReport.

Help

By clicking on "Help" from the main menu, this will launch a PDF version of this training manual. By clicking on the "Help" or "?" button from within The Media Audit software, this will launch a PDF version of the training manual specific to the application you are using.


Quit—The last button under Utilities on the main menu is "Quit". This exits the program.

Utilities—facts about this survey and sample completion information

Example of Facts About the Survey Page

Page Includes:

- Media measured in TMA
- Interviewing Methodology
- How Respondents are Selected
- Survey Area
- Sample Size
- Dates of Interviews
- Margin of Error



The Media Audit
BALTIMORE, MD
November - December, 2004 Survey

THE MEDIA AUDIT is a syndicated, local market, multimedia, qualitative audience survey covering radio, radio dayparts, television channels viewed in total and by dayparts, television newcast viewing, cable TV channel viewing, daily newspapers and other local and regional print publications. Measurement of exposure to other media includes outdoor billboards, direct mail, and local market internet web sites. Ten different types of local market media are measured. In addition to media exposure information, **The Media Audit** covers an extensive array of demographic, socioeconomic and consumer shopping information. This consumer information can be used to analyze the quality of each media audience as well as define the composition of each consumer-shopping category covered in the survey.

INTERVIEWING METHODOLOGY: All interviews are conducted by telephone—five days a week, Tuesday through Saturday, during the day and evening. A minimum of six call attempts are made to reach each designated respondent in an effort to include in the survey those people who are frequently away from home.

SAMPLING METHODOLOGY: A random-digit-dialing sample selection process is used to select telephone households to be surveyed. This sample selection methodology insures that all telephone households, both those with listed and those with unlisted phone numbers, have an equal opportunity of being included in the survey sample.

RESPONDENT SELECTION: One person age 18+ in each survey household is selected at random to be interviewed for this study. The adult 18 years or older with the most recent birthday is used to achieve random selection.

SURVEY AREA: Telephone numbers for the Baltimore survey area were drawn at random from all existing telephone exchanges in Anne Arundel, Baltimore, Baltimore City, Carroll, Harford, Howard and Queen Anne's counties, Maryland.

SAMPLE SIZE: Interviews were completed with 1041 adults age 18 or older for this report.

INTERVIEWING DATES: October 30, 2004 through December 11, 2004.

ACCURACY OF DATA IN REPORT: At a 95% confidence level, percentages based on total respondents in this report have a maximum accuracy range of plus or minus 3 percentage points.

SOFTWARE: **THE MEDIA AUDIT** data is available in **THE MEDIA AUDIT** software and in these third-party programs: *Orbita*, *Tasscan*, *IMS*, *Telemark*, *Marketron*, and *New Age Media Services*.

THE MEDIA AUDIT is a syndicated service of International Demographics.

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Telephone: (800) 324-9921 - Fax: (713) 652-1412 - Email: TLA@TheMediaAudit.com

Example of Sample Completion Information

Page Includes:

- Distribution of males and females in study by age group
- Distribution of adults in study by ethnicity
- Distribution of adults in study by family size
- Distribution of adults in study by county
- Telephone Sample Return Information
- Special Station activity

MARKET INFORMATION					TELEPHONE SAMPLE RETURN																																																																																														
Market: Nashville, TN					Numbers dialed: 13749																																																																																														
Survey Dates: January 14, 2005 - February 24, 2005					<table border="1"> <tr><td>Unanswered phone</td><td>5556</td><td>(43.3)</td></tr> <tr><td>Business/government phone</td><td>1515</td><td>(11.7)</td></tr> <tr><td>Construction</td><td>550</td><td>(4.4)</td></tr> <tr><td>Commercial area</td><td>540</td><td>(4.1)</td></tr> <tr><td>Operator/ANS message</td><td>523</td><td>(4.1)</td></tr> <tr><td>No answering machine/answered</td><td>510</td><td>(4.0)</td></tr> <tr><td>Operator busy</td><td>321</td><td>(2.6)</td></tr> <tr><td>No answering machine/unanswered</td><td>1534</td><td>(12.2)</td></tr> <tr><td>Number not qualified</td><td>5321</td><td>(41.4)</td></tr> <tr><td>Display numbers (N)</td><td>430</td><td>(3.5)</td></tr> </table>					Unanswered phone	5556	(43.3)	Business/government phone	1515	(11.7)	Construction	550	(4.4)	Commercial area	540	(4.1)	Operator/ANS message	523	(4.1)	No answering machine/answered	510	(4.0)	Operator busy	321	(2.6)	No answering machine/unanswered	1534	(12.2)	Number not qualified	5321	(41.4)	Display numbers (N)	430	(3.5)																																																												
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POPULATION INFORMATION					<table border="1"> <tr><td>Male</td><td>194</td><td>(19.0)</td></tr> <tr><td>Female</td><td>847</td><td>(85.0)</td></tr> <tr><td>Non-resident not available</td><td>1314</td><td>(12.9)</td></tr> <tr><td>Language barrier</td><td>1390</td><td>(13.7)</td></tr> <tr><td>Cellular only</td><td>220</td><td>(2.2)</td></tr> <tr><td>Refused to be interviewed</td><td>121</td><td>(1.2)</td></tr> <tr><td>Mail survey method</td><td>1425</td><td>(14.2)</td></tr> <tr><td>Special survey method</td><td>879</td><td>(8.7)</td></tr> <tr><td>Qualified respondents/Interview</td><td>141</td><td>(1.4)</td></tr> <tr><td>Qualified respondents/Interview</td><td>343</td><td>(3.5)</td></tr> <tr><td>No answering machine/unanswered</td><td>1511</td><td>(14.9)</td></tr> <tr><td>Non-completed interviews</td><td>1234</td><td>(12.3)</td></tr> <tr><td>Completed interviews (N)</td><td>1041</td><td>(10.4)</td></tr> <tr><td>Response rate (RR)</td><td>244</td><td>(2.4)</td></tr> </table>					Male	194	(19.0)	Female	847	(85.0)	Non-resident not available	1314	(12.9)	Language barrier	1390	(13.7)	Cellular only	220	(2.2)	Refused to be interviewed	121	(1.2)	Mail survey method	1425	(14.2)	Special survey method	879	(8.7)	Qualified respondents/Interview	141	(1.4)	Qualified respondents/Interview	343	(3.5)	No answering machine/unanswered	1511	(14.9)	Non-completed interviews	1234	(12.3)	Completed interviews (N)	1041	(10.4)	Response rate (RR)	244	(2.4)																																																
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Response rate (RR)	244	(2.4)																																																																																																	
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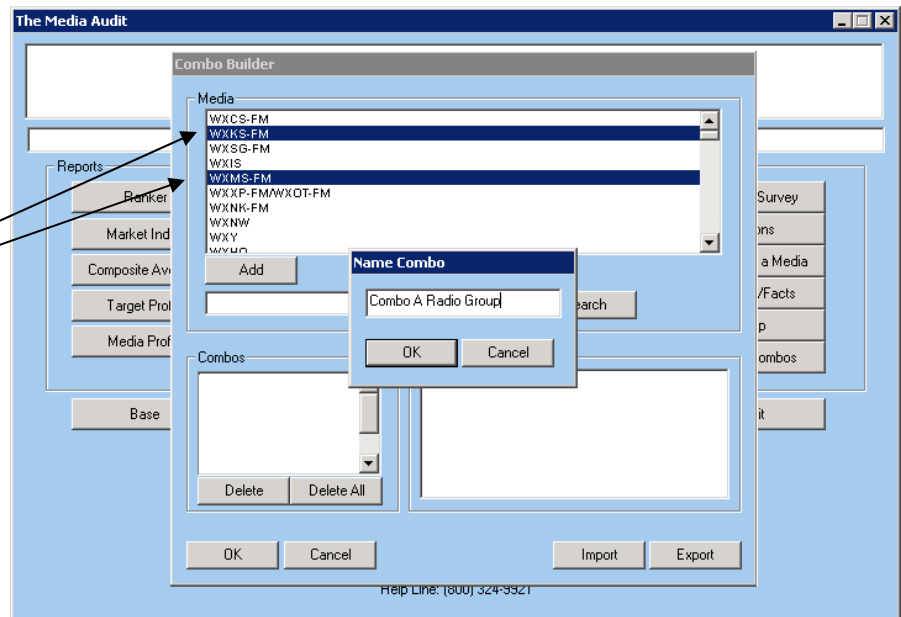
Utilities—create combos

How to use the “Create Combos” Feature

This feature within The Media Audit allows the user to create frequently used media combinations for reports, using a convenient name chosen by the user. As a result, media within each “combo” will be netted together, rather than compared. Once a user creates multiple media combinations, these can be compared against one another. An example of a media combination would be a combination of radio stations that are frequently bought or sold together. A media buyer or radio sales representative may want to create multiple media “combos” and then compare them.

1. Under Utilities on the Main Menu, select the “Create Combos” button. The Combo Builder media selection window will appear.
2. Within the Combo Builder Media Selection window, select the media you wish to include in a “combo”. You can do this by either scrolling through the media list or using the “Search” feature. Use the CTRL key to make multiple selections. Once you have finished selecting the media for your “combo”, click the “add” button. A window will appear, prompting you to name the combo. Provide a name for the combo and click OK when finished.
3. The newly created combo will appear in the “Combos” window.
4. To view or confirm that your selected media are included in your combo, highlight the combo you created and the media within the combo will be listed in the “Media in Combo” window.
5. Click OK when finished creating your media combinations.
6. All media combos will be displayed in the Media Selection screen in the User Defined Combos window.
7. Note when creating a report with a user defined combo, the on-screen and printed report will identify the components of the combo.
8. To import your newly created combo into another survey, simply highlight the combo you created and click Export. Locate the drive and folder in which you want to save the combo and click “Open”. The file can now be imported into another survey by opening up the new survey, clicking on Create Combos from the Main Menu, clicking on Import, locating the saved combo and then clicking “Open”.
9. Note that not all reports within The Media Audit software will provide the option of selecting user defined combos.

By selecting these media and clicking on “Add”, you will then name your combo. In this example, a two-radio station combo has been created. The newly created combo can now be accessed through the media selection screen under “User Defined Combos”.



Tips and Tricks—selecting media and targets

Media and Target Selection Screens

Before you begin working with The Media Audit software, you should become familiar with the report toolbars and how to navigate through them. The most common screens that you will interact with will be the Media and Target Selection screens as well as the toolbar. A sample of the Media Selection screen is below.

Selecting Multiple Items from a List

When selecting multiple media or targets from a list, hold down the “CTRL” key and click on the item(s) you wish to highlight. (Each report has different limitations as to how many media or targets you can select).

Clearing Previously Selected Media or Targets

If you are in a Media or Target Selection screen and you wish to remove all previously selected items, click on the “Clear All” button in the bottom right hand corner of the screen. Now you may begin selecting your items.

Deleting a Single Media or Target without Losing Other Selected Items

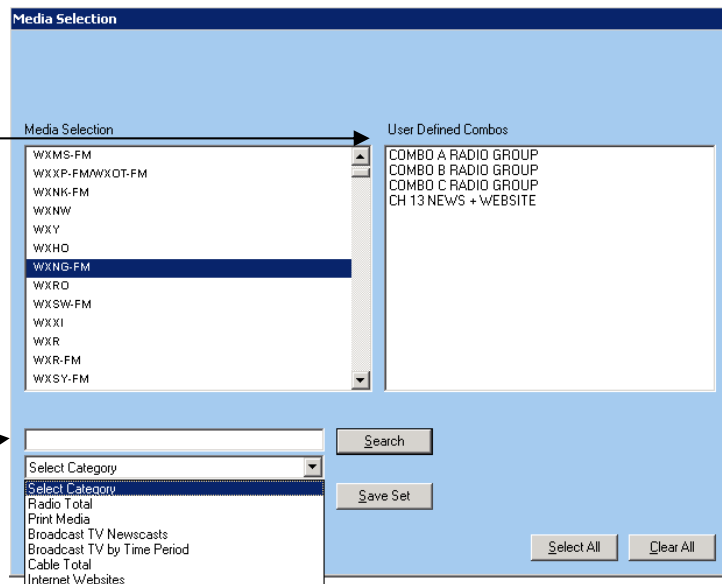
If you wish to delete a single media or target without losing other selected items, click on the highlighted item while holding down the “CTRL” key. This will de-select the item and keep remaining items highlighted.

The user Defined Combos section allows user to select frequently used media combinations for reports. Media within each combo are netted together in reports.

This is an example of a Media Selection Screen. Hold down the “CTRL” key to select multiple items from the list with your mouse.

Search Field

Select Media by Category



Select Category

The TMA software provides a quick search option that enables users to quickly find and select related media.

Save Set

This feature allows users to save a grouping of media or target selections used frequently in reports. The media will be compared rather than combined (netted). See next page for examples.

User Defined Combos

This feature allows users to select a grouping of media used frequently in reports. The media within each combo will be combined (netted) in all reports rather than compared. See previous page on how to create combos.

Tips and Tricks—saving groups of media or targets for frequently used reports

How to Save Groups of Media or Targets using “Save Set”

This feature enables users to save grouped media as a set for use in reports where the user frequently selects the same media for comparison each time. Once a group is saved as a set, the user can quickly create a report by selecting the saved set, rather than having to re-select the individual media each time a report is created. It is also possible to save a set of targets for a report that supports multiple target selection.

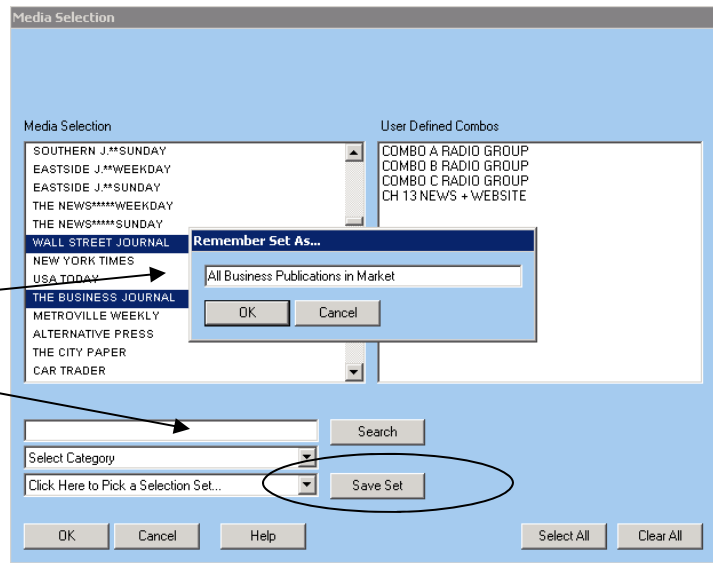
How to Create and Save a Media Set

In order to save a group of media, you must be in a report that allows you to select more than one medium. This includes the following reports: Ranker, Multiple Media/Single Target Index, and Composite Average Reports, Ad Campaign Planner and Reach and Frequency.

1. At the Media Selection Screen, select the media you wish to include in your saved set. Hold down the CTRL key while making your selections.
2. After you have selected all of your media, click on the “Save Set” button. A pop-up window will appear, prompting you to name your new set.
3. Note: This feature is also supported within the Target Selection Screen as well.

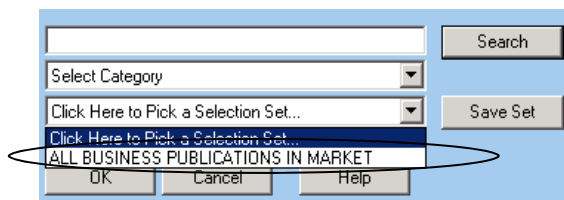
This is an example of a user selecting multiple publications to be included in a saved set

After clicking “Save Set”, the user is prompted to name the new set.



3. Name your new set and click OK.
4. To select the newly created saved set for future reports, click on the pull down menu next to the “Save Set” button.
5. Note that you can remove your saved sets any time using the “Manage Your Selections” feature under Main Menu/Options.

The newly created set will appear in the drop down menu here.



Tips and Tricks—custom views for selecting items for your report

Select Category

This feature appears in the Media Selection Window and provides a short-cut to quickly viewing and selecting media to be included in a report. Here are some common uses for the feature:

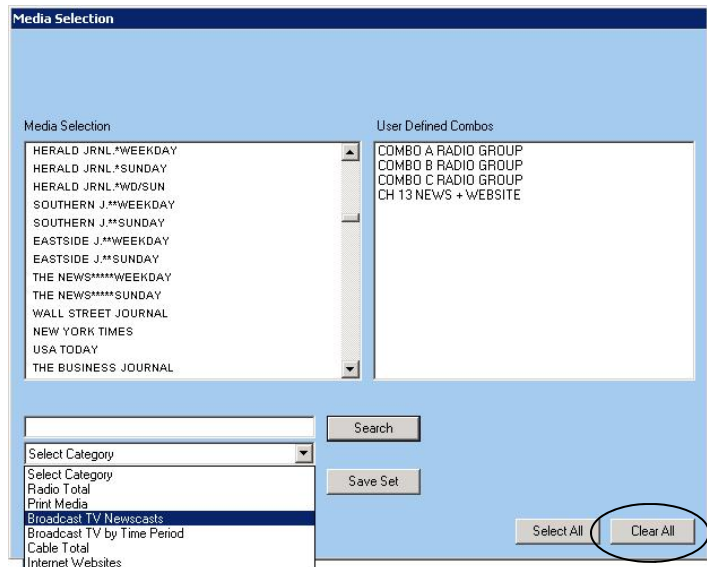
1. A user is interested in quickly finding and selecting items associated with a general media category, such as radio, print, TV newscasts, Broadcast TV by time period, cable networks and internet web sites.

How to use the Select Category Feature

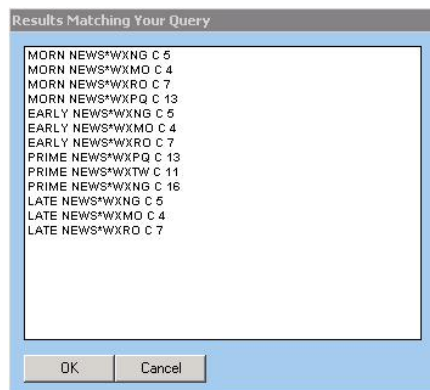
A simple and quick way to find and select media in a general category would be:

1. At the Media Selection window, it is recommended to click "Clear All" to begin. This eliminates any previously selected media from the report that is being created. If the "Clear All" option is not available, then simply make a selection from the media list.
2. Click on "Select Category" button. When the drop down menu appears, select the general media category.
3. From the Results Window, select your media (hold down the CTRL key for multiple selections) and click OK.
4. Proceed in producing your report.

This is an example of a user selecting all Broadcast TV Newscasts from a general media category list.



A "Results Matching Your Query" list will appear, allowing the user to quickly select from the media category list and display the report. This saves time by eliminating the need to find the media selections from a longer list of media.

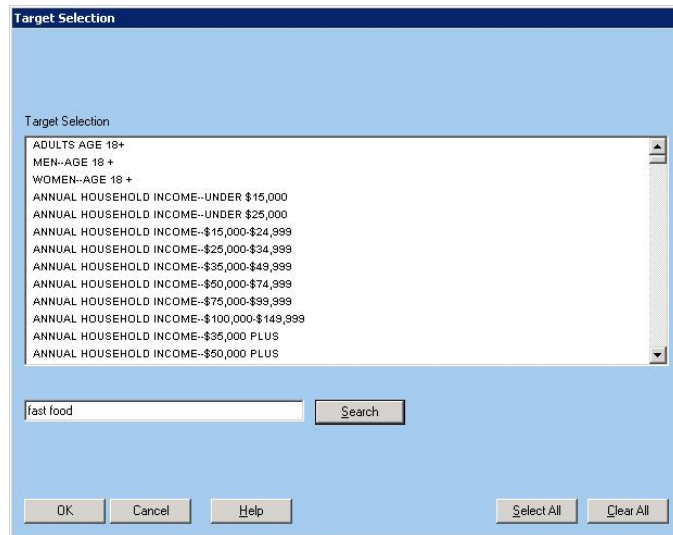


Tips and Tricks—how to search

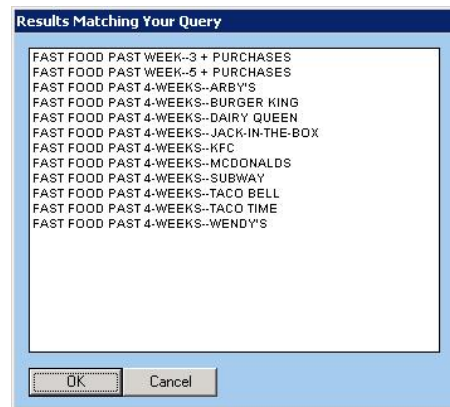
How to use Search

Both the media and target selection screens have a search feature to help you quickly locate an item in the list. You can type in the complete name or you can also type in a partial name. Once you type in your search word, click “Search” and a window will pop up with all results matching your query. Highlight the item(s) from the “Results Matching your Query” window and click OK. You can continue to click on additional items (with the “CTRL” key held down) or click OK again to view your report.

This is an example of a user looking for all items pertaining to fast food



This is an example of all results matching the query for "fast food".



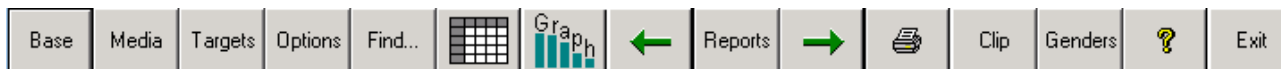
Additional Search Tips

If you do a search and the result comes up empty, try another word. For example, try replacing grocery with “supermarket”. You may also try to type in a partial word such as “cell” instead of “cellular”, or “Wal” instead of “Wal-Mart”.

Tips and Tricks—the toolbar

Standard Toolbar

This is an example of a standard toolbar within the TMA software. Not all buttons will appear in every program. For an explanation of the buttons on the Cross Tab toolbar, see the section on how to use Cross Tabs.



Base

By clicking on this button, you can change the base to any qualitative target, zip code, cluster of zip codes, county or cluster of counties. Refer to the section on how to use the Respondent Based software for more information on working with bases.

Media

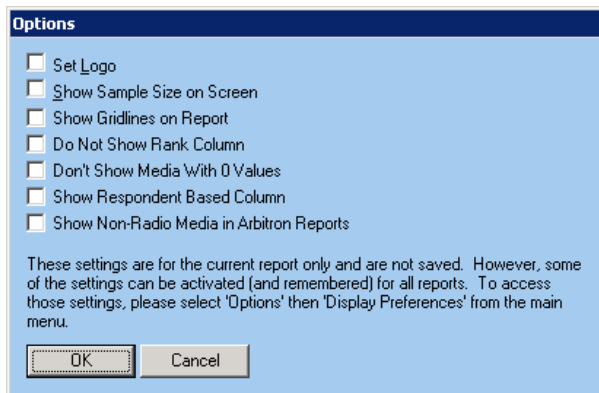
This allows the user to choose from a list of media.

Targets

This allows the user to choose from a list of targets.

Options

Here you can modify how the report will appear on screen and when printed. Options available vary by report. Below is an example of what you can modify:



Find...

Allows user to quickly find text in a displayed report.



Default View (Plain Report)

This is the Default View for your report and appears like a spread sheet.



Graph View

This changes the data from the Default View to a graph. Here, you can customize the look of the graph.

Tips and Tricks—the toolbar

Standard Toolbar Continued



Previous Report



Shows previous report.

Reports

Lets you choose from a list of reports. The list varies, depending on which program you are using.

Next Report



Shows next report.

Print



Prints the current report.

Clip

Clips the data or graph for pasting into other programs.

Genders

Applies an additional restriction (male or female) to the base.

Help



Depending on where you are in The Media Audit, it will launch some or all pages of this manual in a PDF format.

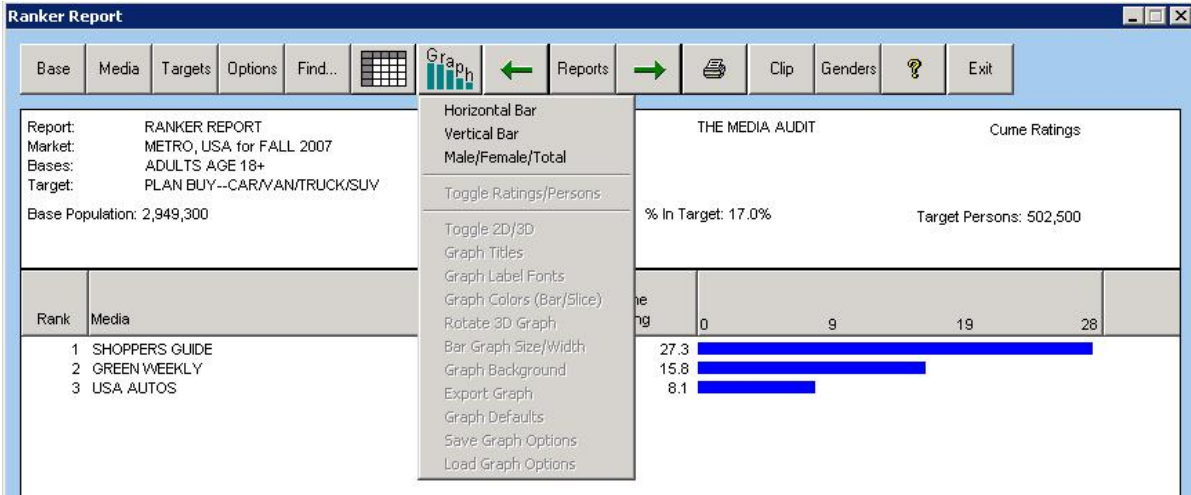
Exit

Exits the report.

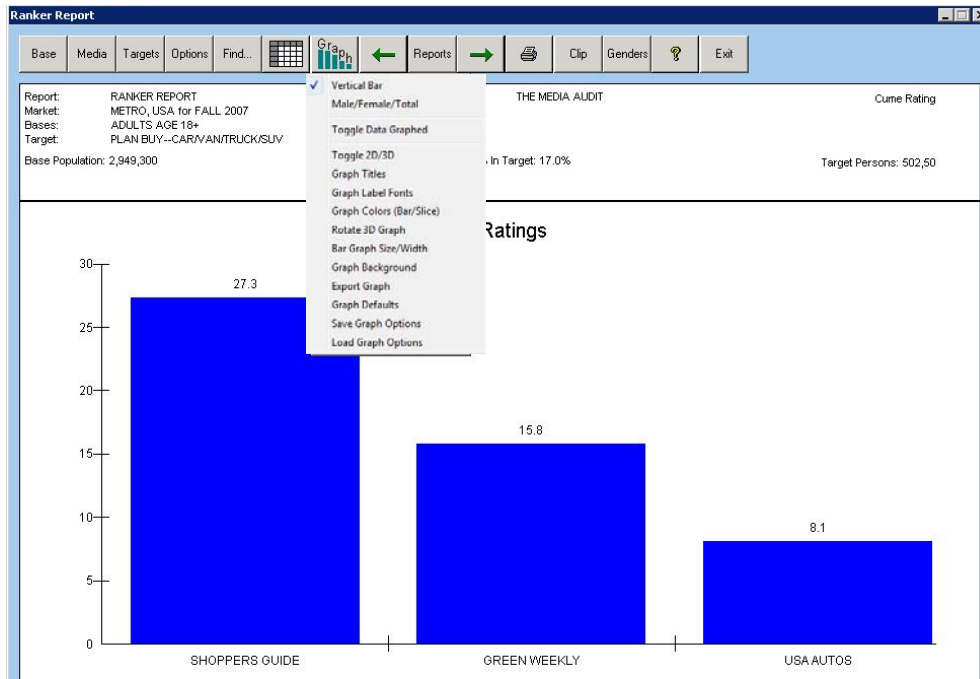
Presentations Made Easy—customizing graphs

How to Graph a Report

Once you have selected the media and target(s) and your report is displayed, click on the GRAPH button. A list of graph types will appear at the top of the menu. Select the type of graph you want from the list of available options (options will vary by report).



A standard graph will appear, such as the one below. To customize the graph further, click on the GRAPH button again. Choose from the list of options to enhance the look of the graph.



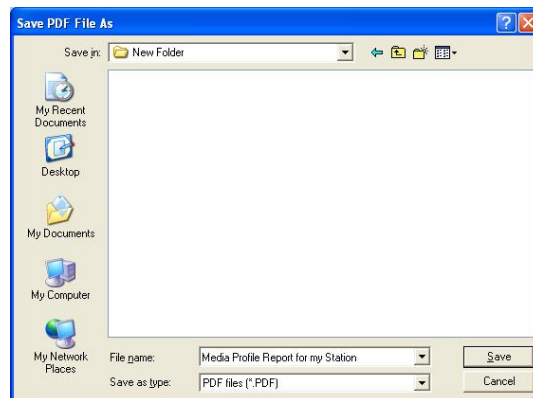
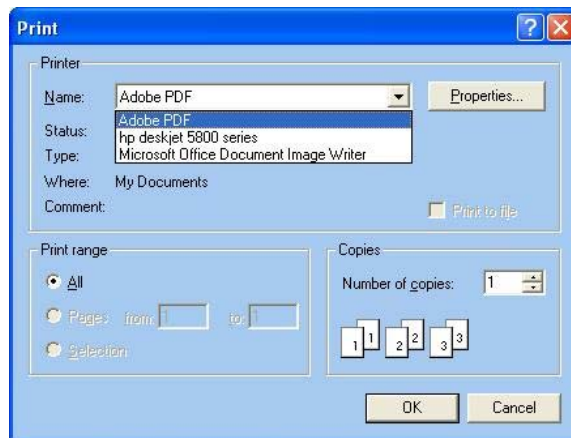
This is an example of a Vertical Bar graph in a Ranker Report.

Presentations Made Easy—creating PDF files of your reports

How to Create a PDF of Your Report

One of the most common formats for sharing electronic files via email is PDF. Saving TMA reports in PDF format will save you time by allowing you to create frequently used reports or reports that you wish to email. If you have PDF creation software, you can easily create a PDF file from The Media Audit software. Follow the steps below to create a PDF of your report:

1. Create the report you want to export into a PDF format. Click on the Printer icon to display your printer dialog box.
2. In the printer dialog box, select the PDF Option that is installed on your computer from the list of printers. Select OK.
3. A “Save PDF file As” dialog box will pop up. Name your file and select the location where you want to save and click OK when finished.
4. Your PDF Creation Software will create the PDF. Note that the PDF generated will be that of the printed report, not the report that is visible on the screen.
5. Note that the example below pertains to the Adobe PDF program. If you are using another program, the process may be different.



If you do not see Adobe PDF from the list of Printers, you may not have PDF Creation Software installed on your computer. To purchase Adobe Acrobat, you can visit www.adobe.com. (PDF creation can also be done utilizing several free tools found on the web.)

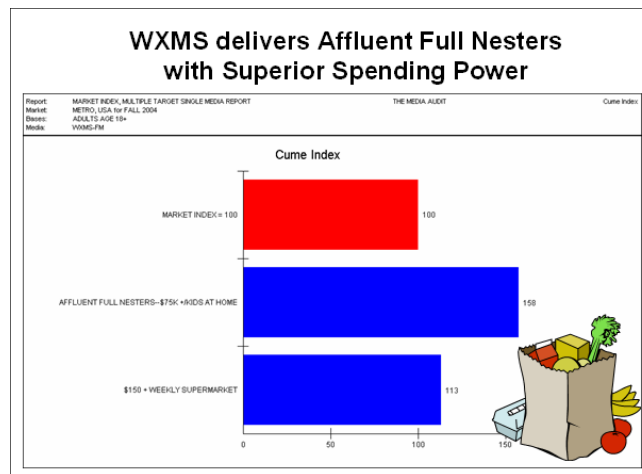
Presentations Made Easy—using clip and paste to export into other programs

How to Export Text and Graphics Using Clip and Paste

The Clip feature allows you several options for copying and pasting your graph or report.

1. Once your report is viewable, click on the CLIP button on the toolbar.
2. If you have a report (and not a graph) in view, a pull down menu will appear with five options (including Export to Excel, which is explained on the next page). Select between the first four options and the item will be copied to your clip board. Note that text clips are not allowed if you are trying to clip a graph; in the case of a graph, the program will automatically clip the item exactly as you see it on the screen.
3. Next, open the program and document where you want to paste the report.
4. In the document, click Edit/Paste. The report will appear in your document.
5. Make necessary adjustments to enhance your presentation such as resizing or moving the graph.

Helpful tip: CLIP also allows you to clip only those items you have selected in the text report (this is not an option in graph mode). You may make selections by highlighting rows while holding down the CTRL key simultaneously. Only those items that you have selected in the report will be included in the clip (excludes Screen Capture option). This feature is designed to eliminate the need to go back and remove an item from the list before clipping the report.



The above example illustrates the common use of exporting TMA graphs into a PowerPoint presentation along with logos, photos or clip art.

How to Clip as Text for Copying data into a Spreadsheet (Option not available in all reports)

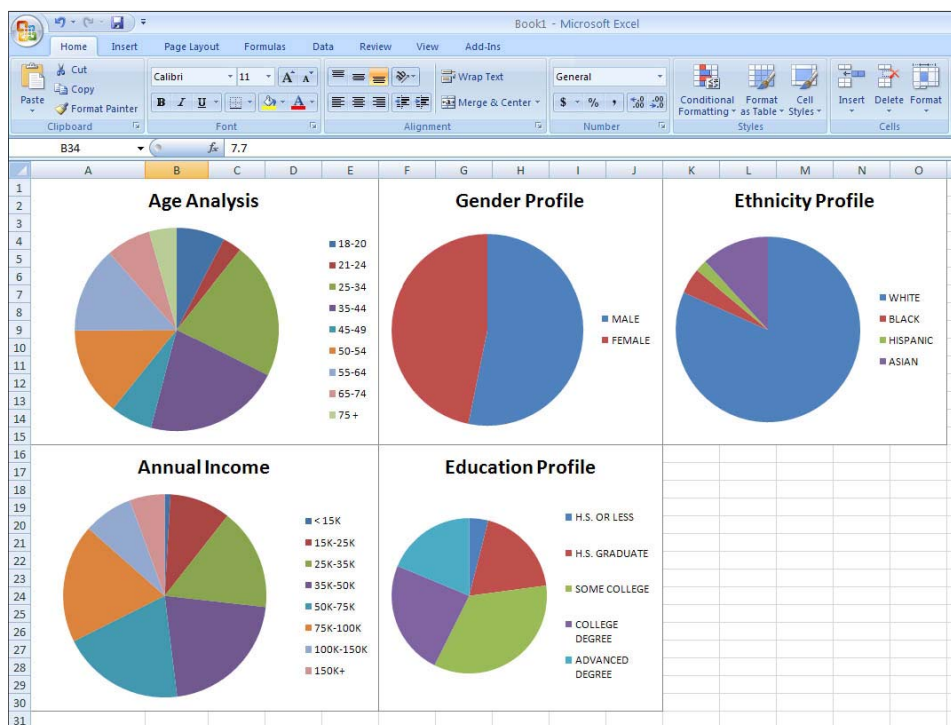
1. Create the report that you wish to export into your spreadsheet. Once the report is viewable in default view, click on the CLIP button on the toolbar. **You must be in default view and not graph view to export data into a spreadsheet.**
2. Select Clip as Text as your clip option.
3. Next, open the spreadsheet program and document where you want to paste the report data.
4. In the document, click Edit/Paste. Each number or label will be entered into its own cell.
5. Make necessary adjustments to enhance your presentation such as changing width of columns or text formatting.

Presentations Made Easy—using clip and paste to export into other programs

How to Export data or graphs into Excel

The Export into Excel feature allows the user greater control over editing the content and overall appearance of a report. To completely export your graph and/or data into Excel, follow these steps (you must have a version of Microsoft Excel installed on your computer in order for this feature to function):

1. Once your report is viewable, click on the Clip/Export to Excel on the toolbar.
2. Your report is now viewable and can be edited from within the Excel program itself.
3. Note that different versions of Excel will have different output and editing features
4. See below for an example of a Media Profile Report that has been exported into Microsoft Excel 2007.



Presentations Made Easy—customizing graphs

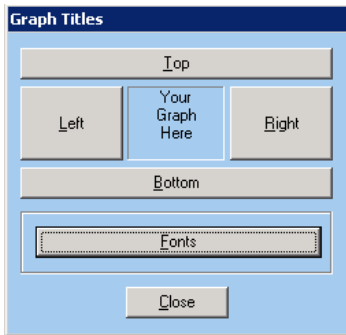
How to Change the Look of Your Graph

If you would like to further modify the look of your graphs from within The Media Audit software, click on the GRAPH button to accomplish the following:

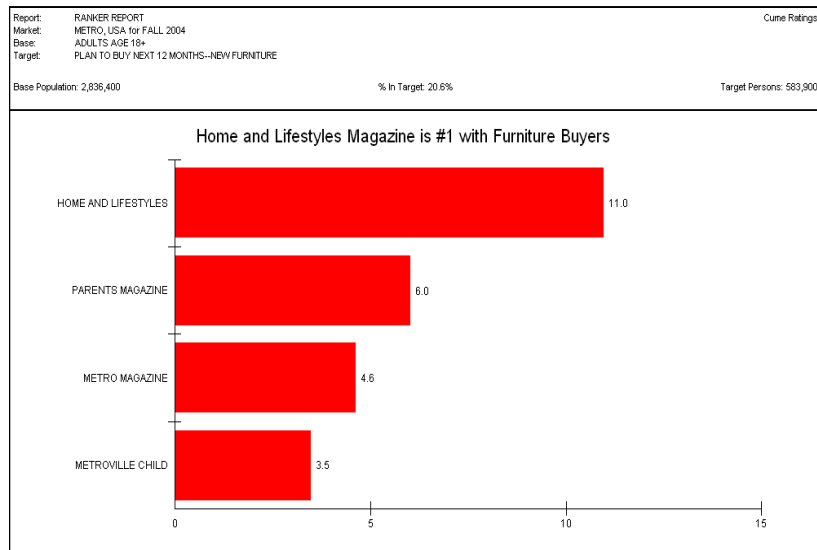
- Toggle Data Graphed: Allows you to toggle between different graphs that display different metrics that are available for that report
- Toggle 2D/3D: Changes view from 2 dimension to 3 dimension
- Graph Titles: Allows you to change or add titles to top, bottom, left or right of the graph. You can also choose to frame the titles
- Graph Label Fonts: Change the size, font or color of graph labels.
- Graph Colors: Change the color and pattern for each bar or slice.
- Rotate 3D Graph: Changes depth and rotation of 3D graphs (only appears when in 3D view).
- Bar Graph Size/Width: Adjust width of bars in graph
- Graph Background: Changes the color or frame of the graph area.
- Export Graph: Allows you to save graph as a bitmap for future use.
- Graph Defaults: Returns graph to standard TMA settings.
- Save/Load Graph Options: Allows you to save and access customized graph settings.

Changing/Adding Graph Titles

The Media Audit software uses default titles such as “Cume Ratings” or “Cume Index”, etc. If you wish to change the title of a graph, you can do so by clicking on the GRAPH button and selecting “Graph Titles”. Here, you can edit the title, style or font of the graph, as well as change the position of the title relative to the graph.



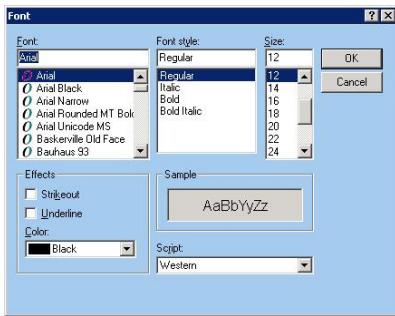
By clicking on “Graph Titles” under the GRAPH button, you can rename your graph title as well as change the position of the title to the top, left, right or bottom of the graph.



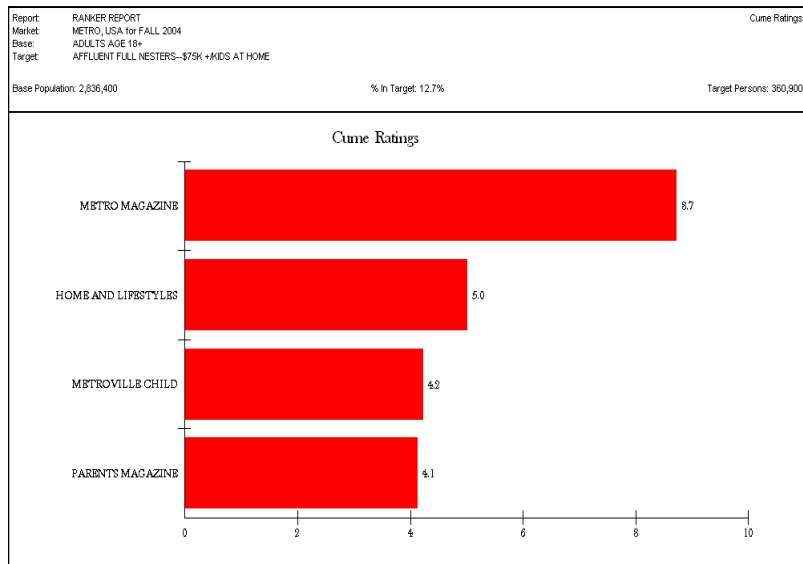
Presentations Made Easy—rotating 3D graphs and changing graph titles

Changing the Graph Font, Size and Style

You can modify the graph font, size and style by clicking on the GRAPH button and choosing “Graph Label Fonts”. Below is an example of a graph that has been modified to include a different font and style from the default font and style.



By clicking on “Graph Label Fonts”, you can change the font, style and size of the labels on your graph. You can also change the color of your labels.

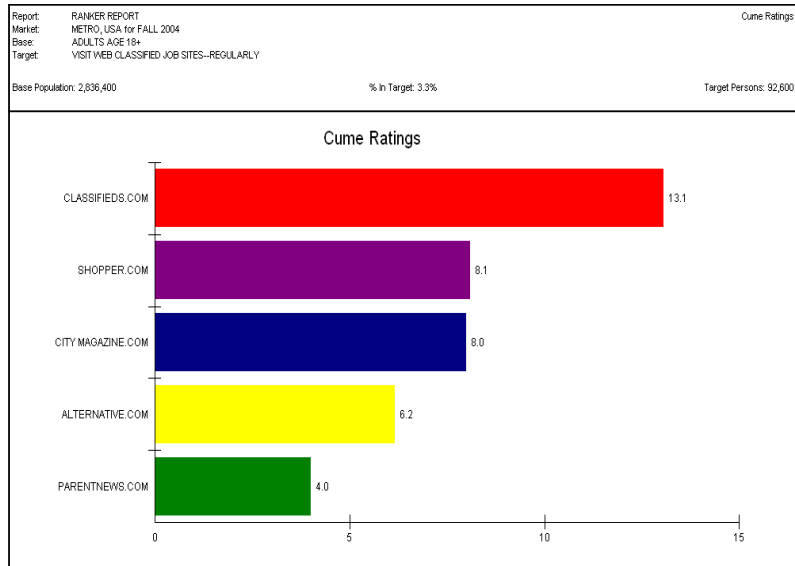


Changing Graph Colors

You can change the colors of graphs by first clicking on the GRAPH button and choosing “Graph Colors Bar/ Slice”. Here, you can change the colors and patterns on each or all of the bars in your graph. This will enable you to modify a graph where one or more media stand out from the rest.



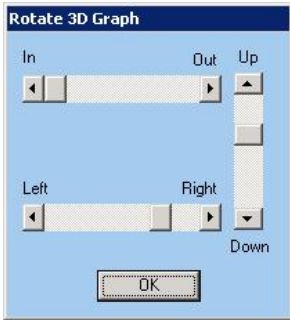
By clicking on “Graph Colors Bar/Slice” under the GRAPH button, you can change the colors of one or all of the bars in your chart.



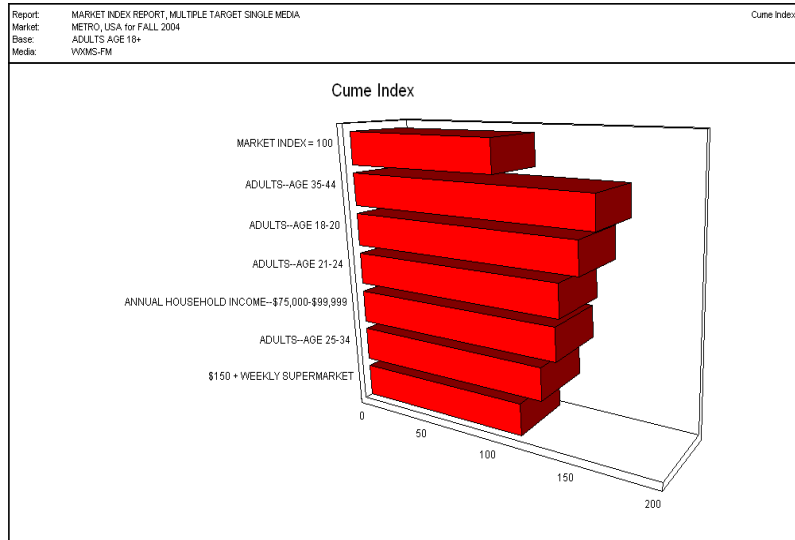
Presentations Made Easy—changing colors and backgrounds

Rotating 3D Graphs

You can modify the look and angle of your 3D graphs by first clicking on the GRAPH button and choosing "Toggle 2D/3D" to change the graph from 2D to 3D. When your 3D graph is in view, click on the GRAPH button again and choose "Rotate 3D Graph".

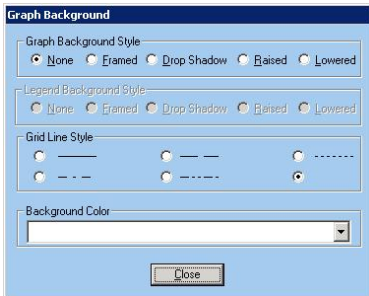


By clicking on "Rotate 3D Graph" under the GRAPH button, you can slide the scroll bars (see above illustration) to change the angle of your 3D graph.

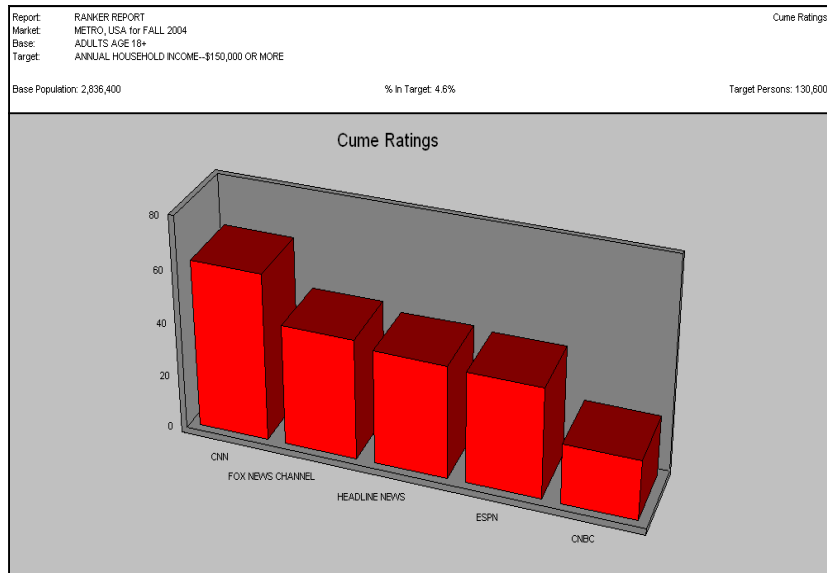


Changing Graph Backgrounds

The default background for TMA graphs is white. If you wish to change the color and pattern of the background, click on the GRAPH button and choose "Graph Background".



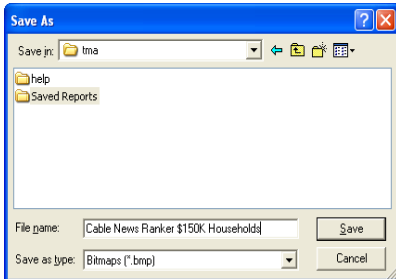
By clicking on "Graph Background" under the GRAPH button, you can change the style and color of the background, and add grids.



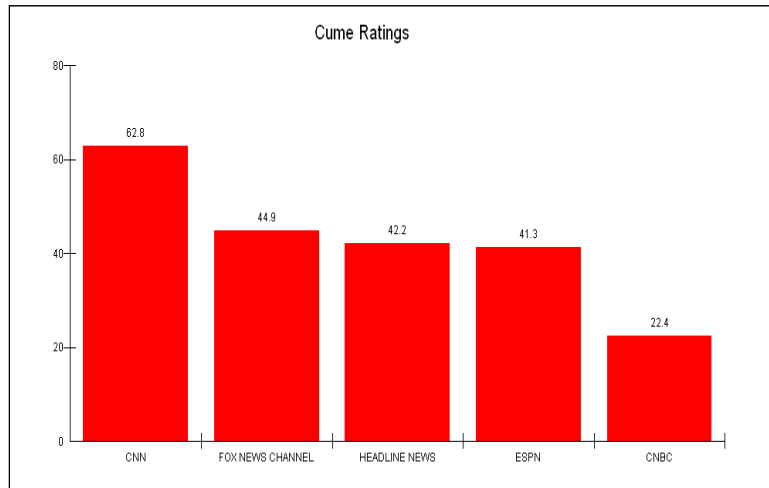
Presentations Made Easy—exporting graphs and accessing them for future use

Exporting Graph Images

Frequently used graphs can be saved in a Bitmap format and can also be exported into other programs. The difference between this feature and using Clip and Paste is that this feature allows you to SAVE the image as a file, and Clip and Paste does not. When your graphed report is in view, click on GRAPH and choose “Export Graph”. In the “Save As” window, name the graph and choose the location before saving. Note that ONLY the graph and graph title will be saved (and not the header information as with the Clip and Paste function).

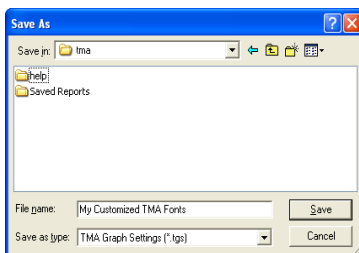


Frequently used graphs can be saved as a bitmap (image) file. They can be retrieved and imported into other programs such as PowerPoint or Word.

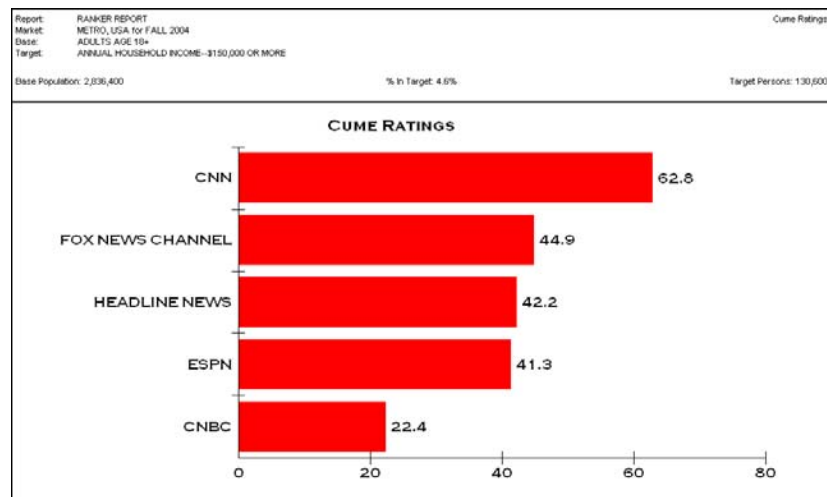


Saving/Loading Graph Options

You can save custom graph settings for future use by using this feature. Once you have customized your graph to your liking and the graph is in view, click on GRAPH and select “Save Graph Options”. Name the file setting and select the location where you want the file. To load for future graphs, simply click “Load Graph Options”, select the location and file where you saved your customizations and the changes will be applied to your existing graph.



The graph to the right is an illustration of a user changing the default settings to a different type font. By clicking on “Save Graph Options” under the GRAPH button, the user can save the customization for future use.



Working with Respondent Based Software in the TMA program

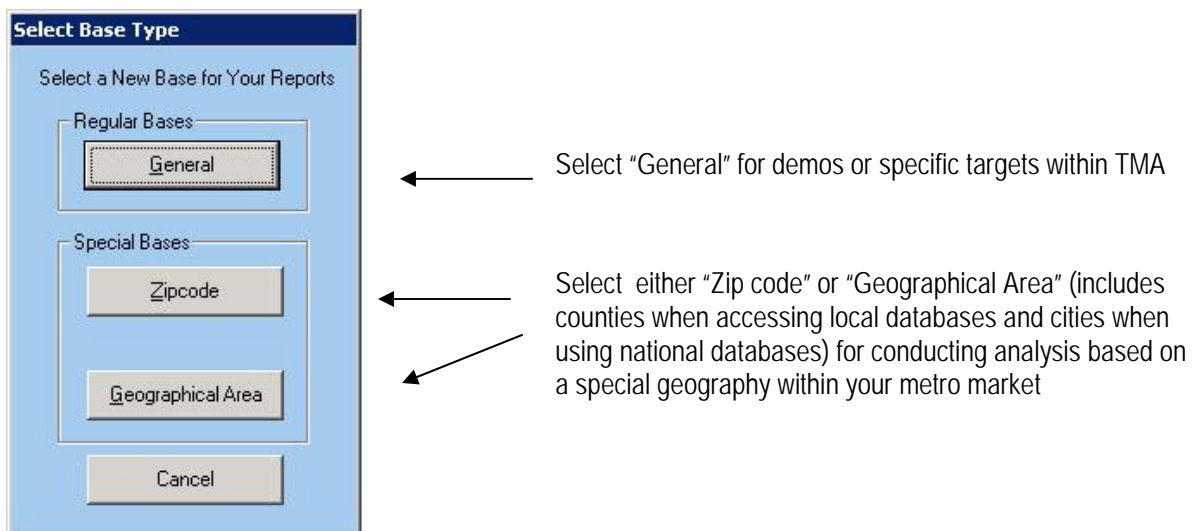
All software issued by The Media Audit is respondent based, offering users a greater ability to filter data. Respondent based software allows users to change the base from adults 18+ to a demo, target, or customized geography that will be used in all report computations. Using and/or logic, you will also be able to combine targets for a more refined base. A more thorough explanation on combining targets can be found in this section.

How to Change the Base in the TMA Program

There are two ways to change the base for your reports in The Media Audit program; from the main menu , or from the report toolbar.

From the Main Menu or Toolbar:

1. Click on the "Base" button.
2. A Select Base Type window will appear, prompting you to select your base from either a list of targets (General), a list of zip codes, or a geographical area (list of counties with in your local metro market).
3. Note that when selecting from the General Category list, you can also select "Find Respondents Not Matching Selections". For example, you could create a report based on adults who are NOT customers of a retail store to identify media habits of prospective new customers.
4. Also note that when selecting from the General Category list, you can select up to two targets to more narrowly refine your base. If you choose two targets, the program will prompt you to choose the AND or OR condition. For example, you could create a report based on adults who earn \$50,000 or more in household income AND/OR are between the ages of 18-49 years. See next page for details.
5. If you are creating a custom geography for your base (Zip Code or Geographical Area option), you will be prompted to save and name your new base. It is optional but recommended for frequently used reports. For example, after selecting "Zipcode" from the Select Base Type screen, you can select a combination of zip codes that represent a retailer's trade area. Then you can name your customized base for accessing and creating future reports.
6. Note: To delete those bases that you created and named, you can do so through the "Manage your Selections" feature under Main Menu/Options.

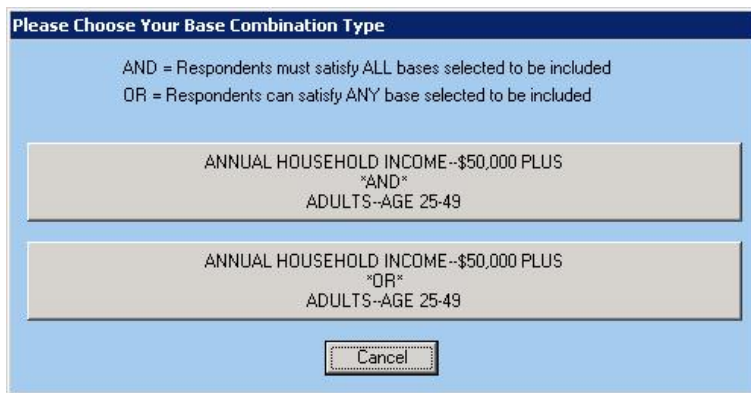


Working with Respondent Based Software in the TMA program

How to Create a General Base using a Combination of Targets

From the Main Menu or Toolbar:

1. Click on the "Base" button on the main menu or from the toolbar.
2. A Select Base Type window will appear, prompting you to select your base from either a list of targets (General), a list of zip codes, or a geographical area (list of counties with in your local metro market).
3. Select the "General" option.
4. While holding your Ctrl key down, select the two targets you wish to combine for your custom base.
5. Click OK.
6. A "Base Combination Type" window will appear, prompting you to choose between AND or OR logic.
7. Note that when making target selections for your base, the Base (or sample size) for each target is listed to the right of each target, so that your sample size criteria can be met
8. Select one of the combination types (and/or) and click OK.
9. Create your report as usual.



If the user selects this option, the subsequent reports created will be based on BOTH criteria.

If the user selects this option, the subsequent reports created will be based on EITHER of the criteria, rather than both.



The base for your reports will appear here as a link. Click the link to display all of the components of the base.

Working with Respondent Based Software—how to read a report

How to Read a Ranker Report Using the Respondent Based Software

Suppose, for example, that McDonald's was planning a media buy for an upcoming Major League Baseball promotion and that likely participants were customers who followed professional baseball. Below is an example where a user created a Ranker Report comparing four local TV stations using a broad TV day part. There are essentially two ways to create a Ranker report using the two criteria mentioned. First, you can change the base for the report to "adults who follow professional baseball on TV" and select "adults who ate at McDonald's in the past 4 weeks" as the Target. Or, a simpler way would be to create a base using a combination of the two targets and leave the Target set to "adults 18+". The Ranker report with the new base applied would look and read like this:

Please Choose Your Base Combination Type

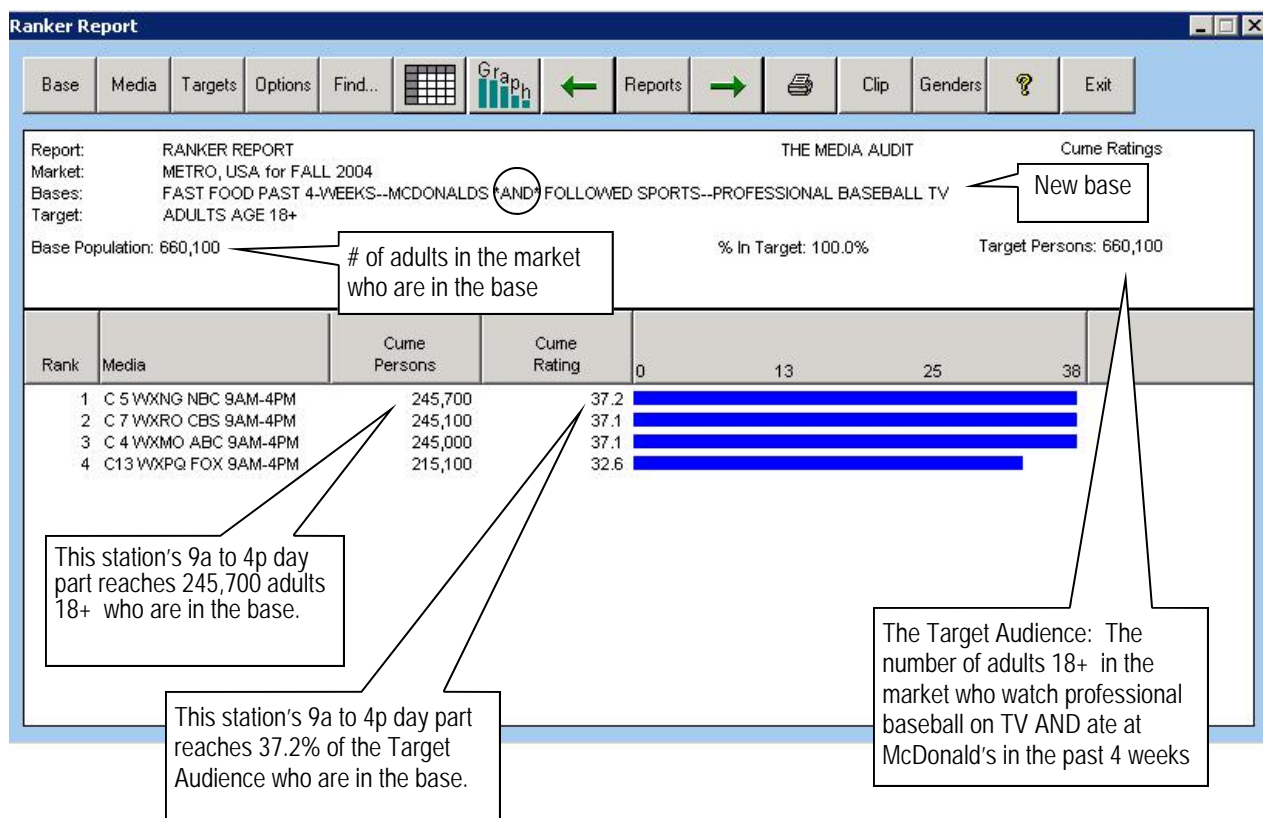
AND = Respondents must satisfy ALL bases selected to be included
 OR = Respondents can satisfy ANY base selected to be included

FAST FOOD PAST 4-WEEKS--MCDONALDS
 "AND"
 FOLLOWED SPORTS--PROFESSIONAL BASEBALL TV

FAST FOOD PAST 4-WEEKS--MCDONALDS
 "OR"
 FOLLOWED SPORTS--PROFESSIONAL BASEBALL TV

Cancel

In using the above example, you would want to select the AND Condition to satisfy your base requirement



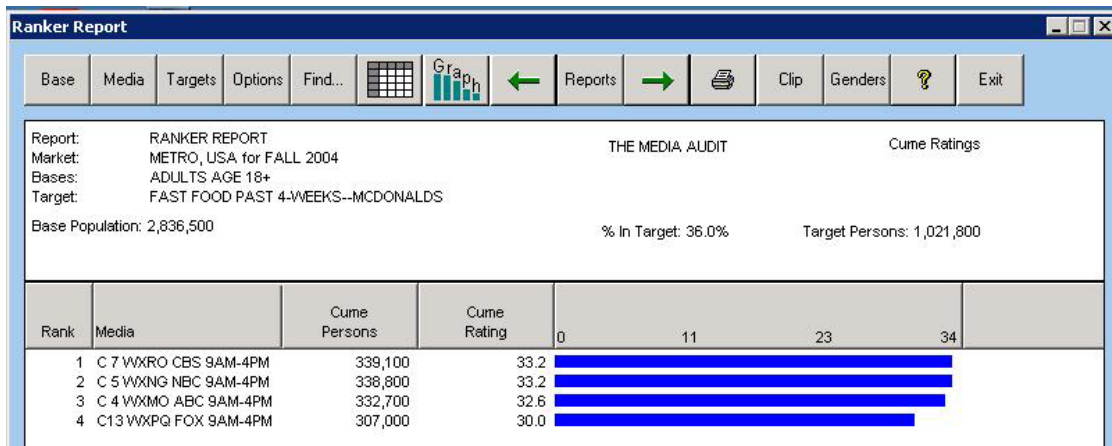
Ranker—how to create a report

What is a Ranker Report?

A Ranker Report ranks media by rating or index against a single target. You can rank media by cume rating, most often rating, cume index, or most often index.

How to Create a Ranker Report

1. Click on Ranker from the main menu. The report will open up a Media Selection window for you to select your media. To select multiple media in a row, click and drag the mouse through your selections. To select non-adjacent media, hold down the CTRL key while making selections. Click OK once all media have been highlighted.
2. Once you have selected your media, the Target Selections window will open for you to select your target. Select one target. Click OK to confirm. The default report (see below) with bars to the side will appear.
3. To change the ranking criteria, click Reports or use the left and right arrows to scroll between different reports.
4. For radio clients with Arbitron clearance, Arbitron adjusted ratings can be displayed for different dayparts using cume and AQH (average quarter hour) measurements.
5. Click on any of the buttons on the toolbar to make changes to your report.



Below is an example of the pull down menu under “Reports”. To change the ranking criteria, use this pull down menu or use the left and right arrow buttons on the toolbar to scroll through the different reports. The reports will appear in the same order as the pull down menu.

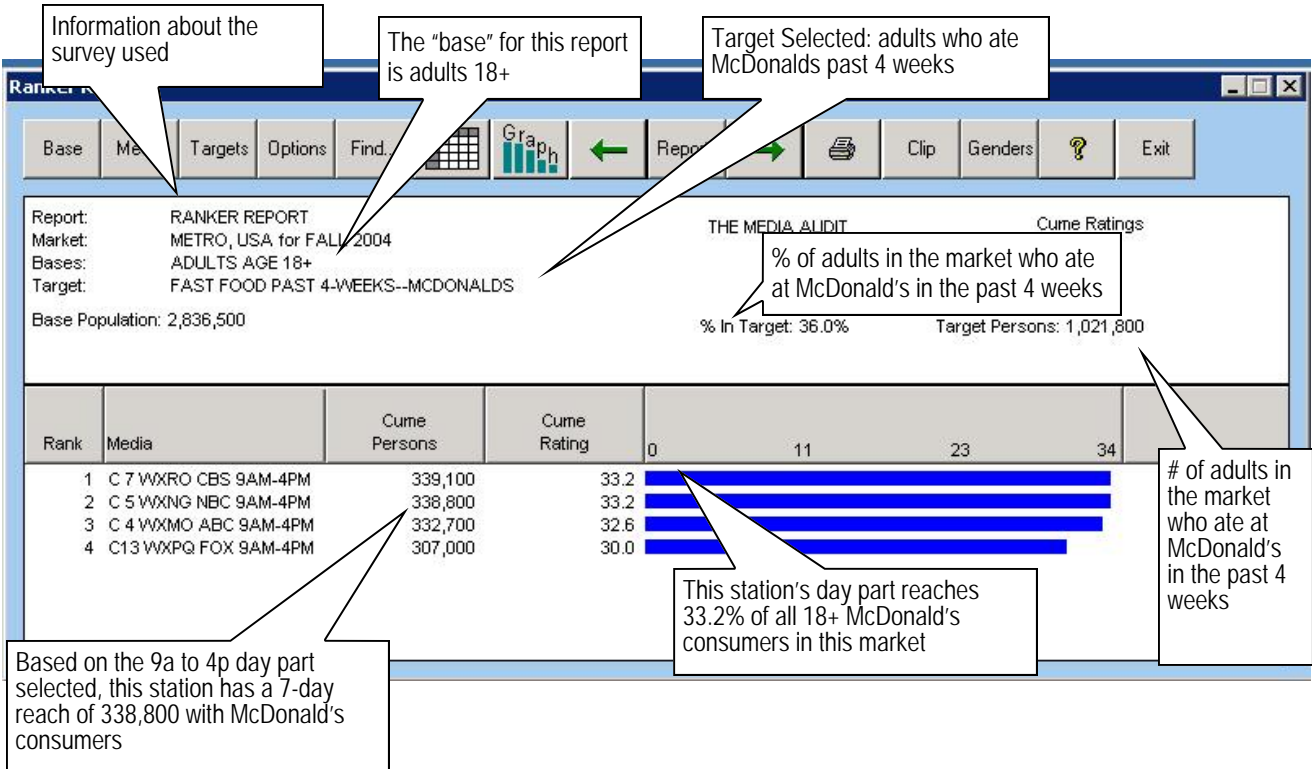


Arbitron subscribers with proper clearance will have the option of selecting Arbitron adjusted ratings using Cume and AQH measurements. Adjusted ratings are available for radio only. These selections will not appear for non-radio media or stations who do not subscribe to Arbitron. To learn more about creating Arbitron adjusted reports, refer to the section of this manual that explains Utilities/ Arbitron Options

Ranker—how to read a report

How to Read a Ranker Report

It is helpful to become familiar with the cume and most often definitions by medium, found in the Key Definitions section of this software manual. Using the example below, the user created a ranker for local TV stations using a broad TV day part. The target selected was adults 18+ who had eaten at McDonald's in the past 4 weeks. The base for the report is adults 18+. Here is how to read the report:



Ranker Report—how to create a media plan/buy report

What is a Media Plan/Buy Report?

The Media Plan/Buy Report can be found as a Report Option under Ranker Reports. The report enables you to display a single-page Ranker Report (single target, multiple media) that includes all of the following: cume and most often persons, cume and most often index, and a conversion ratio for the media selected in the ranker. The Media Plan/Buy Report consolidates the first four Ranker Reports into one concise report.



The Media Plan/Buy Report incorporates all of the metrics in the first four Ranker Reports listed in this menu, with the addition of a conversion ratio for the media selected



What is a Conversion Ratio?

The Media Audit measures media audiences quantitatively in two different ways; cume and most often. Refer to the Key Definition Section of this report for definitions for each media. A conversion ratio is defined as the % of a media's cume audience that is also in the media's most often audience. A conversion ratio measures how well a medium "converts" its total audience to loyal listeners, readers, viewers, users, etc. For a radio station, a conversion ratio of 70, for example, means that 70% of the station's 7-day cume audience also listens to the station more often than any other station. The higher the conversion ratio, the more loyal and more frequent its audience is exposed to the medium. For a daily newspaper, a conversion ratio of 60 would mean that 60% of the newspaper's 5-weekday cume audience has also read yesterday's newspaper. Over time if the conversion ratio grows for each of these media, they are increasing the loyalty of their audience. The below report is a sample of a Media Plan/Buy Report :

Ranker Report

Report: RANKER REPORT THE MEDIA AUDIT

Market: METRO, USA for FALL 2004

Bases: ADULTS AGE 18+

Target: YOUNG WITH MONEY--AGE 18-35/\$100,000+ INCOME

Base Population: 2,836,500

Media Plan/Buy Report

The target audience selected is young affluent adults

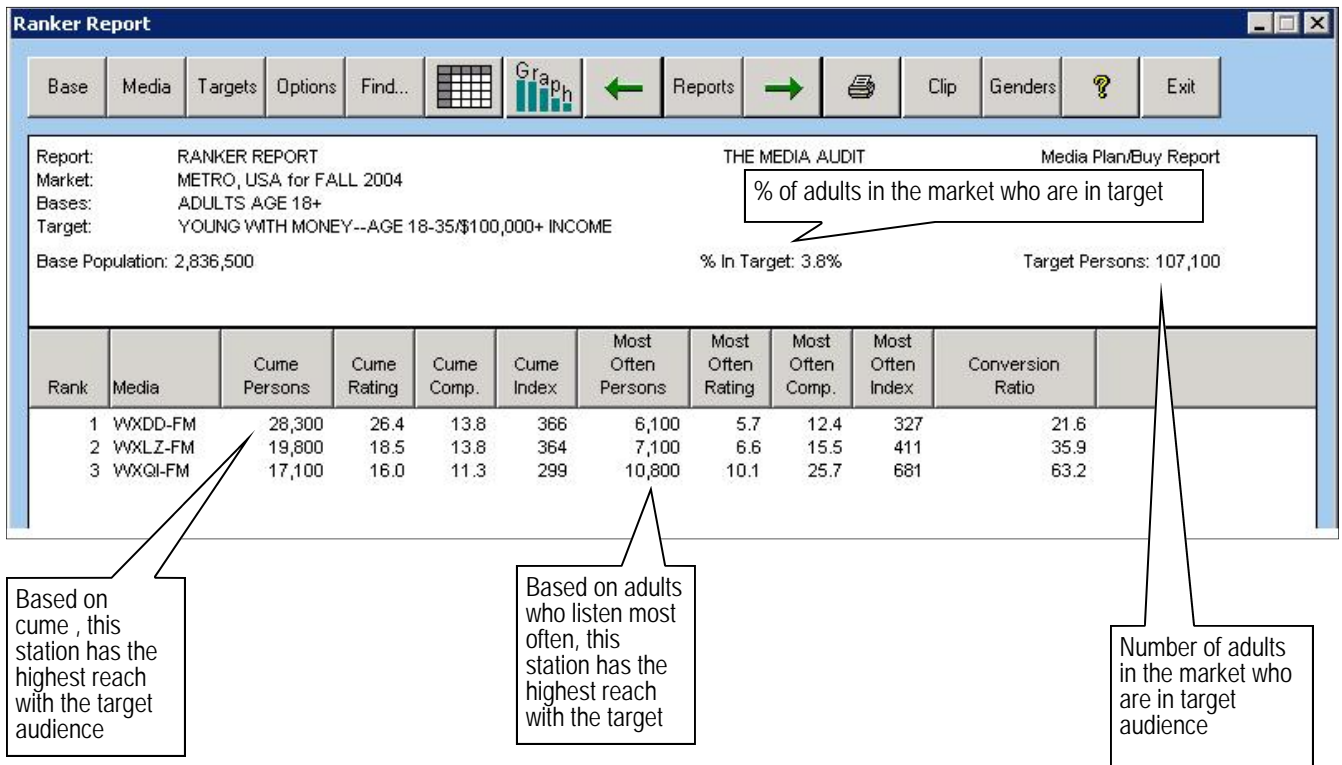
Rank	Media	Cume Persons	Cume Rating	Cume Comp.	Cume Index	Most Often Persons	Most Often Rating	Most Often Comp.	Most Often Index	Conversion Ratio
1	WXDD-FM	28,300	26.4	13.8	366	6,100	5.7	12.4	327	21.6
2	WXLZ-FM	19,800	18.5	13.8	364	7,100	6.6	15.5	411	35.9
3	WXQL-FM	17,100	16.0	11.3	299	10,800	10.1	25.7	681	63.2

Of the three stations, station #3 reaches fewer people in the target audience (on a cume basis only) but has the highest conversion ratio with the target audience. 63.2% of the station's 17,100 cume listeners who are in the target audience are also most often listeners. (10,800 most often listeners ÷ 17,100 cume listeners = 63.2). See next page on how to read the rest of the report.

Ranker Report—how to read a media plan/buy report

How to Read a Media Plan/Buy Report

Using the example from the previous page, here is how to read the report:



Cume Persons

The number of different persons in the target audience who are in the media's cume audience.

Cume Rating

The % of persons in the target audience who are in the media's cume audience.

Cume Composition

The % of the media's cume audience who falls in the target audience.

Cume Index

A comparison of the media's cume composition to the market composition. Usually calculated by dividing the media comp % by the market % and multiplying by 100. In this example, the station with the highest cume index is station WXDD-FM. By dividing .138 by .038 X 100, you get a 366 cume index.

Most Often Persons, Rating and Composition

Same as above definitions, only using Most Often media measurements. Refer to the Key Definitions Section of this report for definitions of cume and most often measurements by media type.

Market Index Report—how to create a multiple media/single target report

What is a Market Index Report?

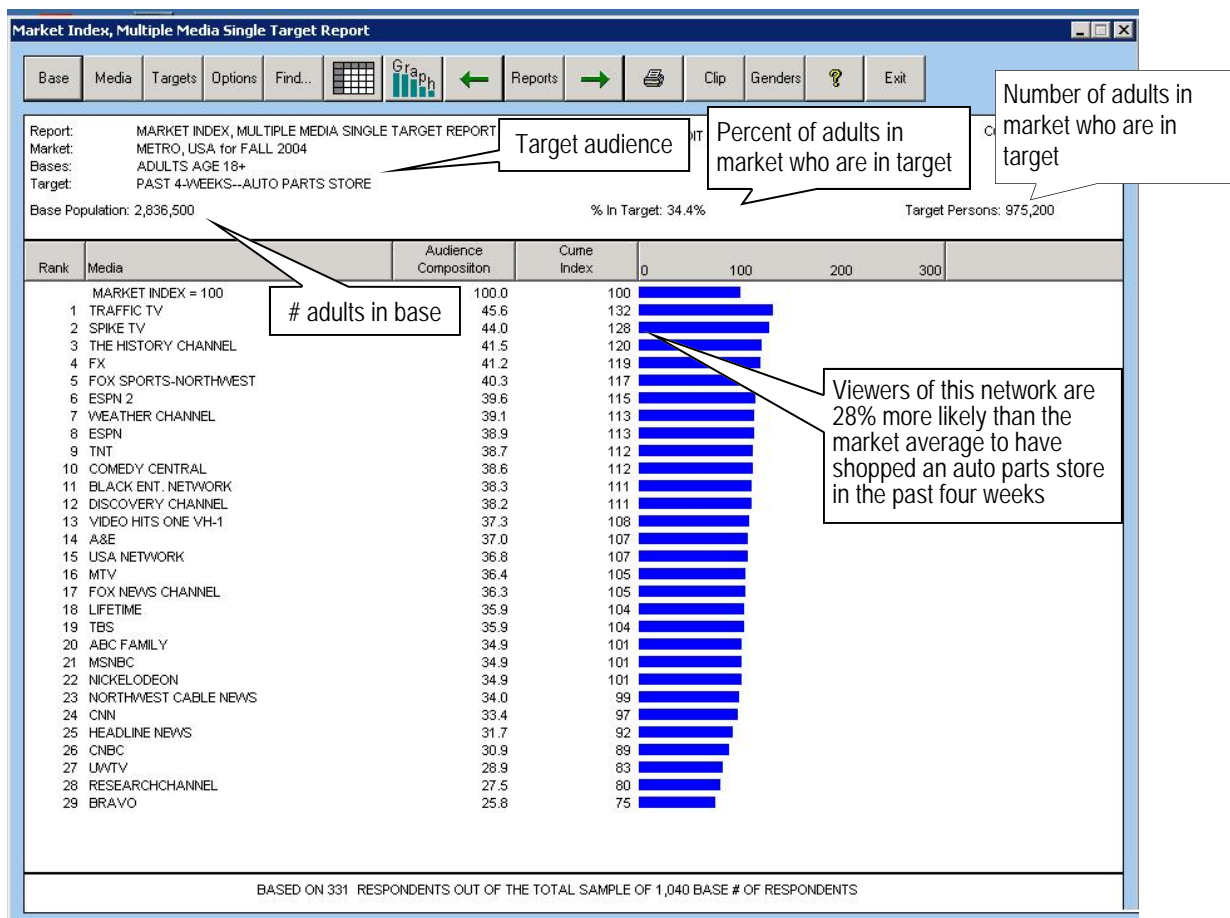
A Market Index Report demonstrates a media’s efficiency at reaching a target audience. There are two types of reports; Multiple Media/Single Target or Multiple Target/Single Media.

How to Create a Multiple Media/Single Target Report

1. Click on Market Index from the main menu.
2. Select “Multiple Media/Single Target” from the sub-menu.
3. At the Media Selection screen select your media while holding the CTRL key down at the same time. You can select an unlimited number of media in this report.
4. Click OK to confirm your media selections.
5. At the Target Selection screen, select a single target. Click OK to confirm your selection.
6. Click on “Report” or use the arrow buttons to move from the cume to the most often index report.
7. To change the order, click on the heading of the column you wish to sort.

How to Read a Multiple Media/Single Target Report

Below is an example of how to read a Multiple Media/Single Target Index Report:



The network with the highest index with this target is Traffic TV. This means the network has a heavy concentration of auto parts store shoppers among its audience, compared to the concentration of auto parts store shoppers in the market

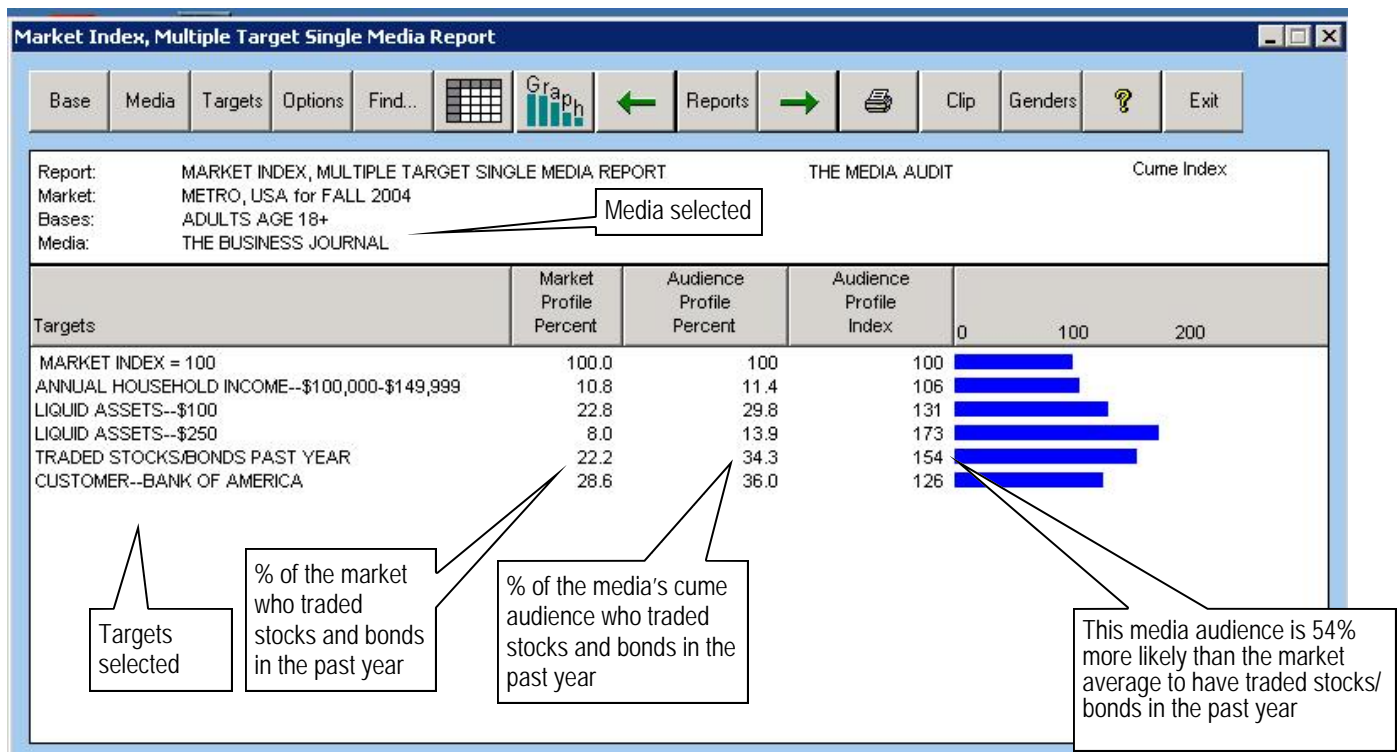
Market Index Report—how to create a multiple target/single media report

How to Create a Multiple Target/Single Media Report

1. Click on Market Index from the main menu.
2. Select "Multiple Target/Single Media" from the sub-menu.
3. At the Media Selection screen, select a single media from the list and click OK to confirm.
4. At the Target Selection screen, select your targets while holding the CTRL key down at the same time. You can select an unlimited number of targets in this report.
5. Click OK to confirm your target selections.
6. Click on "Report" or use the arrow buttons to move from the cume to most often index.
7. To change the order, click on the heading of the column you wish to sort.

How to Read a Multiple Target/Single Media Report

Below is an example of how to read a Multiple Target/Single Media Index Report:



How Indices are Calculated

Usually, indices are calculated by dividing the media % by the market % and then X 100. Using the example of trading stocks/bonds, we divide 34.3% by 22.2% X 100 = 154.

Composite Average Report—how to create a report

What is a Composite Average Report?

A Composite Average Report ranks any number of media on up to five targets and provides an average rating or index for the selected targets. It is similar to a Ranker, but you can select up to five targets instead of one.

How to Create a Composite Average Report

1. Click on Composite Average from the main menu.
2. At the Media Selection screen, select your media while holding the CTRL down at the same time. You can select an unlimited number of media in this report. Click OK to confirm your selections.
3. At the Target Selections Screen, select up to five targets from the list while holding the CTRL key down at the same time. Click OK to confirm your selection(s).

Report Options

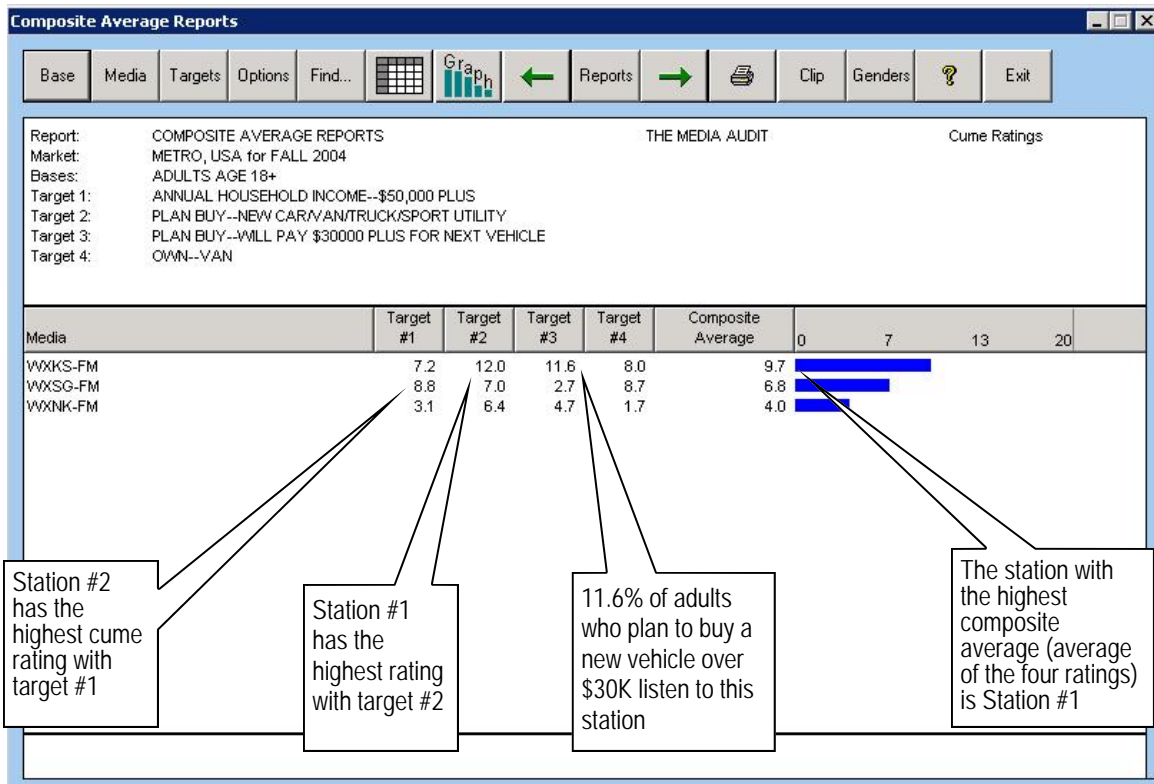
Click on "Reports" or use the arrow buttons to scroll through the series of reports. The four reports available are Cume Rating, Most Often Rating, Cume Index and Most Often Index report.

Column Headings (Target #1 through Target #5)

The columns labeled "Target #1" through "Target #5" provide a breakdown of how each media performs with the individual targets selected. The composite average is the sum of the target audience ratings or indices divided by the number of targets selected for the report. The number is a qualitative number and should not be used for audience projection.

How to Read a Composite Average Report

Below is an example of how to read a Composite Average Report:



Target Profile Report—how to create a report

What is a Target Profile Report?

A Target Profile Report creates an instant demographic profile of a single target. The report provides graphs that show the market penetration, age, gender, ethnicity, education and household income for the target.

How to Create a Target Profile Report

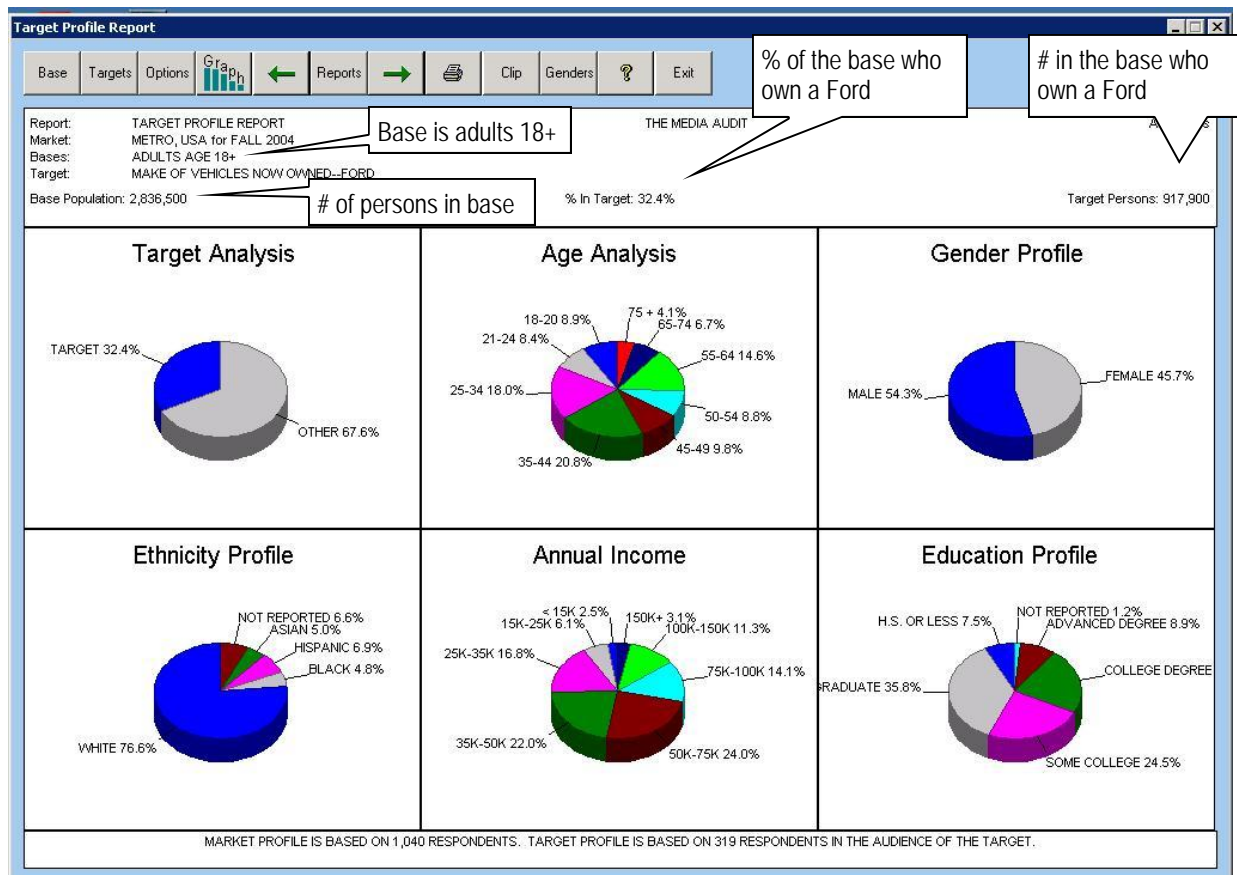
1. Click on Target Profile from the main menu.
2. At the Target Selection screen, select a single target and click OK to confirm your selection.

Report Options:

1. Bring any of the six reports to full screen by clicking on the individual pie chart with your mouse, or use the arrow buttons OR the Reports Button to scroll through each of the six reports individually.
2. Click on the GRAPH button to customize the look of the graphs, including fonts and titles, and switching from 2D to 3D.
3. To get a text-only profile of a target, try using Cross Tab.

How to Read a Target Profile Report

Below is an example of a Target Profile Report. The first graph represents the local market penetration for this target. The remaining chart percentages refer to the percent of the Target that are in each of the demographic groups.



Media Profile Report—how to create

What is a Media Profile Report?

A Media Profile Report creates a quick demographic profile of a single media. The report provides graphs which show the age, gender, ethnicity, education and household income for the media.

How to Create a Media Profile Report

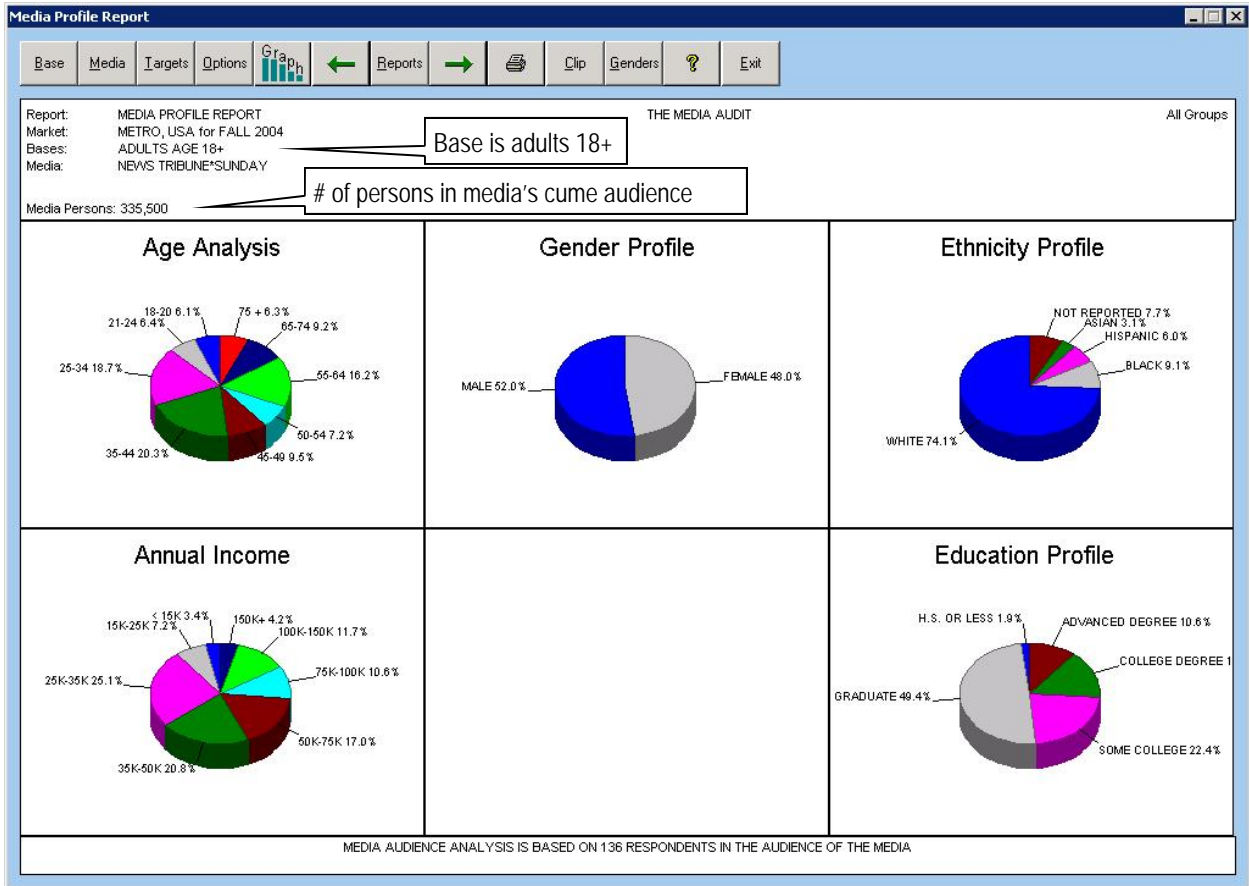
1. Click on Media Profile from the main menu.
2. At the Media Selection screen, select a single media and click OK to confirm your selection.

Report Options:

1. Bring any of the five reports to full screen by clicking on the individual pie chart with your mouse.
2. Use the arrow buttons to scroll through each of the six reports individually.
3. Click on the GRAPH button to customize the look of the graphs, including fonts and titles.
4. To get a text-only profile of a media, try using Composition Reports.

How to Read a Media Profile Report

Below is an example of a Media Profile Report. The chart percentages refer to the percent of the media that falls into each of the demographic groups.



Media Profile Report—how to create a target analysis report

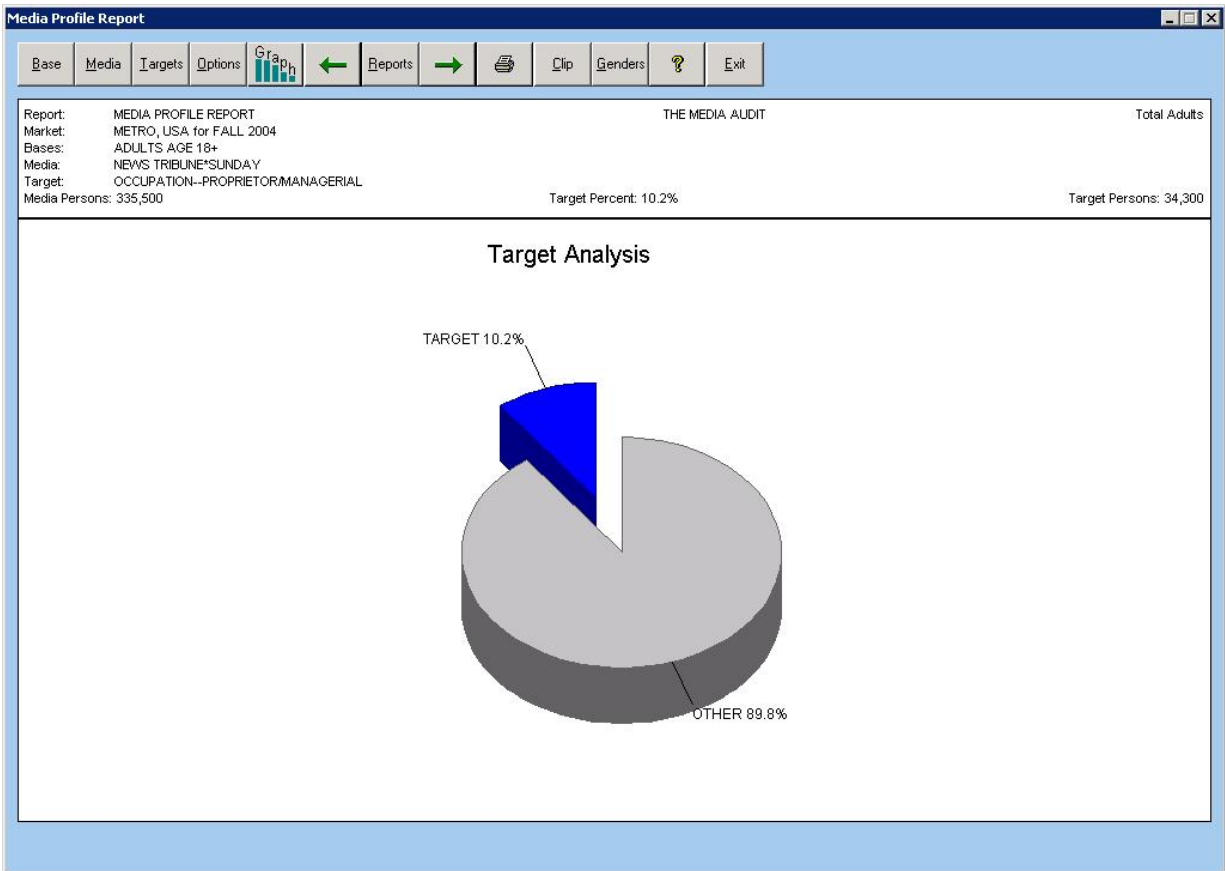
What is a Target Analysis Report?

A Target Analysis Report allows you to create a single pie chart, illustrating the % of the media's audience that falls into a specific target audience. It is created from within the Media Profile program.

How to Create a Target Analysis Report

1. Click on Media Profile from the main menu.
2. At the Media Selection screen, select a single media and click OK to confirm your selection.
3. When you have your Media Profile report in view, click on "Targets" on the toolbar to match the media you selected to a single target. The resulting graph provides you with the % of the media's cume audience that is in the target.

How to Read a Target Analysis Report



Using the above example, 10.2% of the News Tribune Sunday readers in this market are occupied as proprietors or managers. That equals 34,300 readers (target persons) out of the paper's total cume audience of 335,500 (media persons).

Trending Report—how to create a Trending Report

What is a Trending Report?

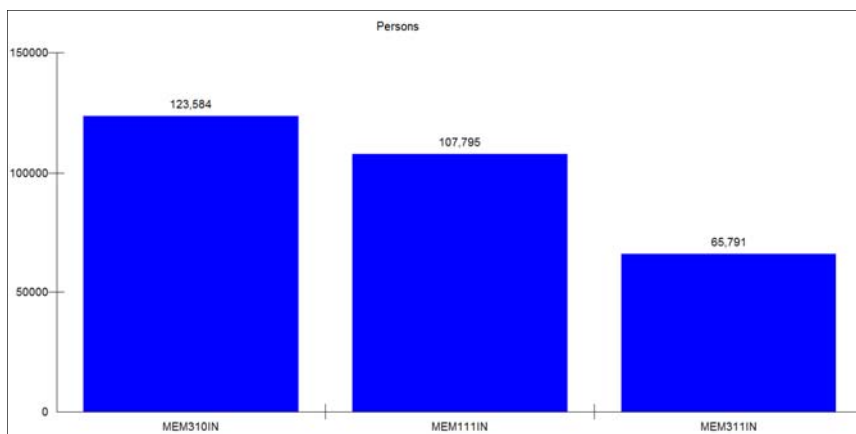
A Trending Report will allow you to trend a media or target audience over a period of up to ten report periods. You can trend ratings or persons for a media's cume or most often audience, or you can trend persons or percent for a target audience.

How to Create a Trending Report

1. Click on Trending Report from the main menu.
2. Select either Media or Target Trending Report. Select either a single media or a single target to trend. Click OK.
3. The program will list the available surveys in which the item you selected is included. In the below example, there are ten reports available for the trend report. Select the start range and end range to indicate over how many report periods you wish to trend your media or target. Click OK.
4. Your default report will appear, providing cume persons (media) or persons (target) in a graphed format over the chosen number of surveys.

Start Range:	End Range:
MEM107IN	MEM107IN
MEM307IN	MEM307IN
MEM108IN	MEM108IN
MEM308IN	MEM308IN
MEM109IN	MEM109IN
MEM309IN	MEM309IN
MEM110IN	MEM110IN
MEM310IN	MEM310IN
MEM111IN	MEM111IN
MEM311IN	MEM311IN

5. To toggle from cume and most often persons, or to cume and most often ratings for a media trending report, click on Reports on the toolbar and make your selection.
6. To toggle from persons to percent for a target trending report, click on Reports on the toolbar and make your selection.



This is an example of a three year trending report for persons planning to purchase a used car in this local market.

Composition Report—how to create a single media report

What is a Composition Report?

A Composition Report is a text-only report that allows you to profile one media or compare up to five media on an unlimited number of target characteristics. There are five types of Composition Reports available; Single Media Report, Double Media Comparison Report, Multi Media Comparison Report, Comparison to Market Total and Arbitron Single Media Composition (available for Arbitron subscribers only). Single Media Reports are often used to create a custom prospect list.

How to Create a Single Media Composition Report

1. Click on Composition Reports from the main menu.
2. Select "Single Media Report" (or, if you want to profile a radio station and currently subscribe to Arbitron, you can select "Arbitron Single Media Composition Report") from the sub-menu.
3. At the Media Selection screen, select a single media and click OK to confirm your selection.
4. At the Target Selection screen, select as many targets as you wish and click OK to confirm your selection.

Types of Reports

Click on "Reports" or use the arrow keys to scroll between the different reports. Here are the four different report options:

1. Cume Statistical Report: Provides market persons, media persons, media cume ratings, audience composition and target index for selected targets and using the media's cume audience.
2. Cume Audience Chart: Provides market persons, media persons and media rating for the selected targets and using the media's cume audience.
3. Most Often Statistical Report: Provides market persons, media persons, media rating, audience composition and target index for selected targets and using the media's most-often audience.
4. Most Often Audience Chart: Provides market persons, media persons and media rating for the selected targets and using the media's most-often audience.

Note: if you selected the "Arbitron Single Media Composition Report" as your report option, the resulting figures for each of the above mentioned reports will be based on the Arbitron ratings data, rather than The Media Audit's ratings data.

Other Report Options

1. Click on any column heading (persons, rating, composition or index) to sort that column from ascending to descending order.
2. To re-sort the list by "book order" (the default order in which the targets appear in the list), click on the "Target" column header.
3. To filter out those targets where the media indexes are below 100, click on "Options/Show Only Values >=100".
4. To hide or resize a column, click on the dividing line between columns and drag with your mouse. Note, than when hiding a column, it will also hide the column in the printout.
5. To create a custom prospect list, select all targets and then sort by index or media rating.

Composition Report—how to read a single media report

How to Read a Single Media Composition Report

Below is an example of a Single Media Composition Report, profiling an alternative newspaper by type of vehicle owned. In this example, the Target Index column is sorted in descending order, showing which targets the media indexes highest. This is an example of how a user would create a custom prospect list for the automotive category.

Click on "Reports" or use the arrow keys to scroll through the different reports

of adults in base reached by the media

Report: COMPOSITION REPORTS THE MEDIA AUDIT
 Market: METRO, USA for FALL 2004
 Bases: ADULTS AGE 18+
 Media: ALTERNATIVE PRESS

Base Population: 2,836,502 % In Media Audience: 13.4% Media Persons: 380,757

% of base reached by media

Number of adults in the base

Target	Market Percent	Market Persons	Media Persons	Media Rating	Audience Comp.	Target Index
MAKE OF VEHICLES NOW OWNED--BMW	2.9	83,501	30,893	37.0	8.1	276
MAKE OF VEHICLES NOW OWNED--SATURN	2.9	83,665	23,398	28.0	6.1	208
MAKE OF VEHICLES NOW OWNED--NISSAN	7.6	215,909	55,161	25.5	14.5	190
MAKE OF VEHICLES NOW OWNED--ANY EUROPEAN	13.5	382,074	96,484	25.3	25.3	188
MAKE OF VEHICLES NOW OWNED--VOLKSWAGEN	4.9	140,168	33,740	24.1	8.9	179
MAKE OF VEHICLES NOW OWNED--SUBARU	4.9	139,811	30,332	21.7	8.0	162
MAKE OF VEHICLES NOW OWNED--MAZDA	4.1	116,474	19,659	16.9	5.2	126
MAKE OF VEHICLES NOW OWNED--HONDA	16.3	461,934	73,867	16.0	19.4	119
MAKE OF VEHICLES NOW OWNED--ANY FOREIGN	58.4	1,656,135	263,005	15.9	69.1	118
MAKE OF VEHICLES NOW OWNED--ANY JAPANESE/ASIAN	51.8	1,468,395	228,594	15.6	60.0	116
MAKE OF VEHICLES NOW OWNED--HYUNDAI	3.3	92,553	14,016	15.1	3.7	113
NUMBER OF VEHICLES NOW OWNED--TWO	38.4	1,089,994	155,015	14.2	40.7	106
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SPORT UTILITY	5.3	149,046	20,166	13.5	5.3	101
NUMBER OF VEHICLES NOW OWNED--ONE	21.7	616,215	81,129	13.2	21.3	98
PLAN BUY--VAN/TRUCK/SPORT UTILITY	7.4	209,159	27,147	13.0	7.1	97
NUMBER OF VEHICLES NOW OWNED--THREE OR MORE	35.3	999,884	128,453	12.8	33.7	96
PLAN BUY--USED CAR/VAN/TRUCK/SPORT UTILITY	10.4	294,109	35,371	12.0	9.3	90
MAKE OF VEHICLES NOW OWNED--FORD	32.4	917,918	107,515	11.7	28.2	87
MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC	69.3	1,966,918	219,797	11.2	57.7	83
MAKE OF VEHICLES NOW OWNED--MITSUBISHI	3.0	85,040	9,215	10.8	2.4	81
MAKE OF VEHICLES NOW OWNED--TOYOTA	17.6	498,206	53,231	10.7	14.0	80
PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY	16.8	475,916	50,736	10.7	13.3	79
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SPORT UTILITY	8.0	227,573	23,309	10.2	6.1	76
MAKE OF VEHICLES NOW OWNED--CHEVROLET	22.6	642,161	64,078	10.0	16.8	74
MAKE OF VEHICLES NOW OWNED--DODGE	11.8	336,009	32,612	9.7	8.6	72
MAKE OF VEHICLES NOW OWNED--OLDSMOBILE	2.6	73,828	6,392	8.7	1.7	65
MAKE OF VEHICLES NOW OWNED--LINCOLN/MERCURY	2.6	74,982	6,462	8.6	1.7	64
MAKE OF VEHICLES NOW OWNED--CHRYSLER	7.4	208,764	17,826	8.5	4.7	64

How to Read the Different Columns in this Report

1. **Market Percent:** The percent of different people in the base who are in the target.
2. **Market Persons:** The total number of different people in the base who are in the target.
3. **Media Persons:** The total number of different people in the media who are in the target.
4. **Media Rating:** The percent of the target who are in the media.
5. **Audience Composition:** The percent of the media who are in the target.
6. **Target Index:** The likelihood of the media audience being in the target. 100 = the market average, and >100 is more likely than the market average while <100 is less likely than the market average. In this report, the newspaper's readers are 176% more likely than the market to own a BMW. The target index also demonstrates a media's efficiency in delivering a target.

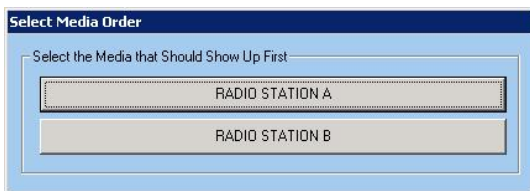
Composition Report—how to create a double media or multi media report

What is a Double Media or Multi Media Comparison Report?

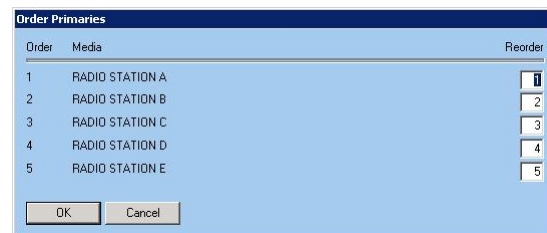
A Double Media or Multi Media Comparison Report is a text-only report that provides a side-by-side comparison of any two media (Double Media Report) or up to five media (Multi Media Report) on an unlimited number of target characteristics.

How to Create a Double Media or Multi Media Comparison Report

1. Click on Composition Reports from the main menu.
2. Select “Double Media Comparison Report or Multi Media Comparison Report” from the sub-menu.
3. At the Media Selection screen, select two media for a Double Media Report or select up to five media for a Multi Media Comparison Report. Click OK to confirm your selection.
4. At the Select Media Order Screen (Double Media Comparison), click on the media you want to appear first in the report. When creating a Multi Media Comparison Report, you can choose to re-order the media by changing the numbers in the Reorder box.
5. At the Target Selection screen, select as many targets as you wish and click OK to confirm your selection.



For *Double Media Comparison Reports*, select the single media you wish to appear first in the report



For *Multi Media Comparison Reports*, the user can modify the order in which the media appear in reports.

Types of Reports

Click on “Reports” or use the arrow keys to scroll between the different reports. Here are the eight different report options:

1. Media Cume Persons: Provides the number of persons in the media’s cume audience that matches each target.
2. Media Cume Ratings: Provides rating for the media’s cume audience that matches each target.
3. Cume Audience Composition: Provides the percentage of the media’s cume audience that matches each target.
4. Cume Target Index: Provides the media’s cume index for each of the targets.

Reports 5 through 8 are similar to reports 1-4, only they use Most Often data instead of Cume data.

Other Report Options

1. Click on any column heading (to sort that column from ascending to descending order).
2. To re-sort the list by “book order” (the default order in which the targets appear in the list), click on “Target”.
3. To hide or resize a column, click on the dividing line between columns and drag with your mouse.

Composition Report—how to read a double media comparison report

How to Read a Double Media Comparison Report

Below is an example of a Double Media Comparison Report, profiling a local newspaper job site against a national job site by different target characteristics. In this example, the user forwarded to the Cume Audience Composition Report to compare percentages of each media that falls into each of the targets.

Target	MONSTER.COM	JOBS CLASSIFIEDS.COM	Difference
ADULTS AGE 18+	268,800	91,000	-177,800
MEN--AGE 18 +	150,100	46,300	-103,800
WOMEN--AGE 18 +	118,800	44,700	-74,100
ANNUAL HOUSEHOLD INCOME--UNDER \$15,000	9,500	2,200	-7,300
ANNUAL HOUSEHOLD INCOME--UNDER \$25,000	18,800	7,000	-11,800
ANNUAL HOUSEHOLD INCOME--\$15,000-\$24,999	9,400	4,800	-4,600
ANNUAL HOUSEHOLD INCOME--\$25,000-\$34,999	37,300	16,400	-20,900
ANNUAL HOUSEHOLD INCOME--\$35,000-\$49,999	62,300	15,100	-47,200
ANNUAL HOUSEHOLD INCOME--\$50,000-\$74,999	58,600	26,200	-32,400
ANNUAL HOUSEHOLD INCOME--\$75,000-\$99,999	23,900	5,000	-18,900
ANNUAL HOUSEHOLD INCOME--\$100,000-\$149,999	60,500	21,300	-39,200
OCCUPATION--PROFESSIONAL/TECHNICAL	49,500	30,100	-19,400
OCCUPATION--PROPRIETOR/MANAGERIAL	61,300	12,300	-49,000
OCCUPATION--CLERICAL/SALES WORKER	45,800	6,400	-39,400
OCCUPATION--BLUE COLLAR WORKERS	28,400	11,100	-17,300
OCCUPATION--RETIRED	3,100	2,000	-1,100
OCCUPATION--HOMEMAKER	9,900	5,100	-4,800
EDUCATION--SOME HIGH SCHOOL OR LESS	*	1,500	1,500
EDUCATION--HIGH SCHOOL GRADUATE	63,000	7,700	-55,300
EDUCATION--SOME COLLEGE	90,200	32,500	-57,700
EDUCATION--COLLEGE GRADUATE (ONE DEGREE)	75,700	34,200	-41,500
EDUCATION--ADVANCED COLLEGE DEGREE	31,200	15,100	-16,100

The above report is a Media Cume Persons report for two job web sites. Therefore, the numbers refer to the number of people reached by each media for the targets listed. The third column (you can hide if you wish) subtracts column 1 from column 2, showing where the greatest differences are between the two media.

Composition Report—how to create a comparison to market total report

What is a Comparison to Market Total Report?

The Comparison to Market Total Report is similar to the Single Media Composition Report, in that it is a text-only report that allows you to profile one media on an unlimited number of target characteristics. The primary difference is that the Comparison to Market Total Report allows you to compare each metric separately to the make-up of the general market for each target selected.

How to Create a Comparison to Market Total Report

1. Click on Composition Reports from the main menu.
2. Select "Comparison to Market Total" from the sub-menu.
3. At the Media Selection screen, select the single media you wish to profile. Click OK to confirm your selection.
4. At the Target Selection screen, select as many targets as you wish and click OK to confirm your selection.
5. The first of six reports will be displayed.

Types of Reports

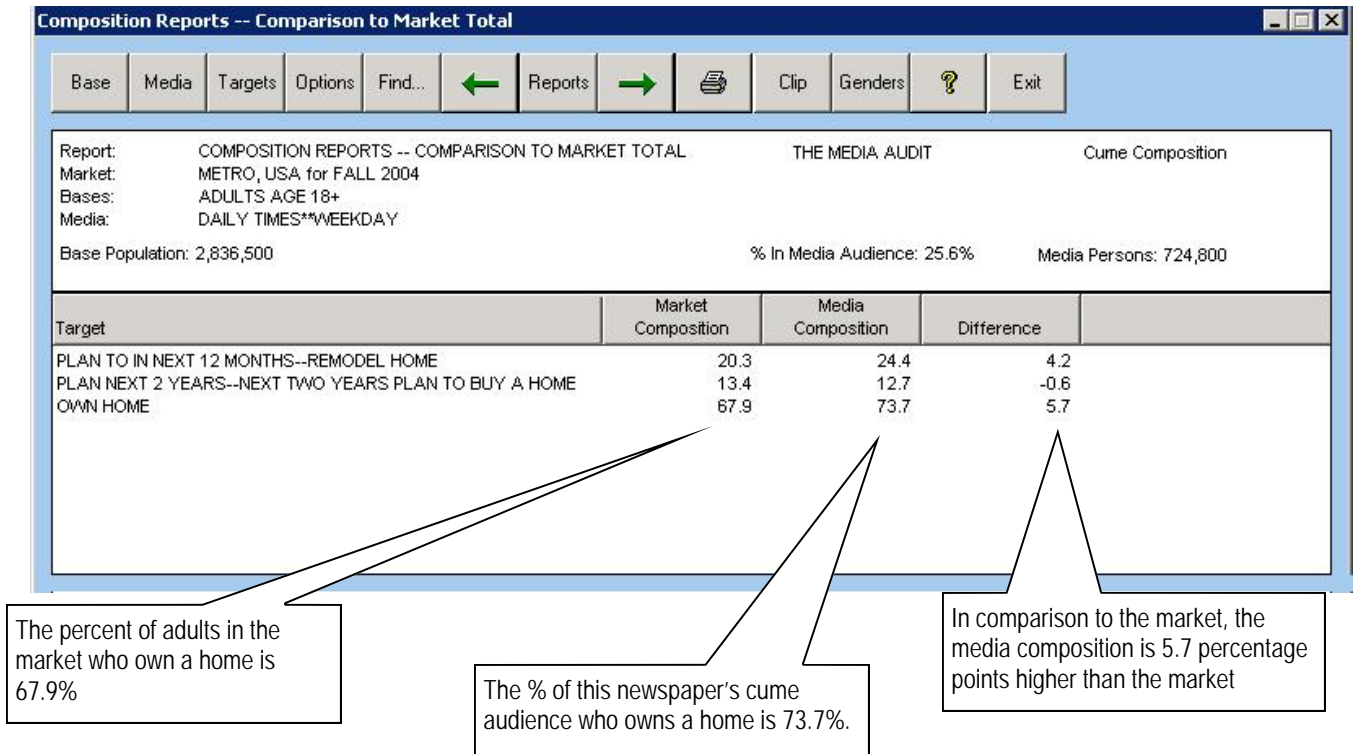
Click on "Reports" or use the arrow keys to scroll between the different reports. Here are the six different report options:

1. Cume Persons: Compares the market persons to the cume media persons for each of the targets selected
2. Cume Index: Compares the media cume index to the general market, illustrating the audience's likelihood (an index over 100) or unlikelihood (an index below 100) of being in the target
3. Cume Composition: Compares the media cume composition to the general market composition for each of the targets selected
4. Most Often Persons: Compares the market persons to the most often media persons for each of the targets selected
5. Most Often Index: Compares the media Most Often index to the general market, illustrating the audience's likelihood (an index over 100) or unlikelihood (an index below 100) of being in the target
6. Most Often Composition: Compares the media Most Often composition to the general market composition for each of the targets selected

Composition Report—how to read a comparison to market total report

How to Read a Comparison to Market Total Report

Below is an example of a Comparison to Market Total Report, profiling a local daily newspaper by home ownership, adults who plan to buy a home, and adults who plan to remodel their home in the next 12 months. The report is a Cume Composition Report, comparing the percent of adults in the market to the percent of adults in the media's cume audience for each target.



Creating an Arbitron Single Media Composition Report

The setup is similar to a Single Media Composition report, only the ratings are adjusted using Arbitron ratings data. If you are a subscriber to Arbitron and have Arbitron ratings loaded in your TMA program, do the following:

1. Click on Arbitron Single Media Composition Report.
2. At the media selection window, select the single radio station you wish to use for your report. Click OK.
3. A pop-up window will appear, confirming which Arbitron survey periods have been selected for your report. Click OK. If you wish to change this, you will need to go to the main menu of the software and click on Options/Arbitron Options. (See section on Utilities/Arbitron options for more information on how to select Arbitron surveys for your reports). Click OK.
4. At the target selection window, select as many targets as you wish, using the CTRL key as you make your selections. When you are done, click OK.
5. Your report is finished.
6. Ratings for the report will be based on the Arbitron ratings, rather than ratings from The Media Audit.

Special Reports—target market profile

What is a Target Market Profile Report?

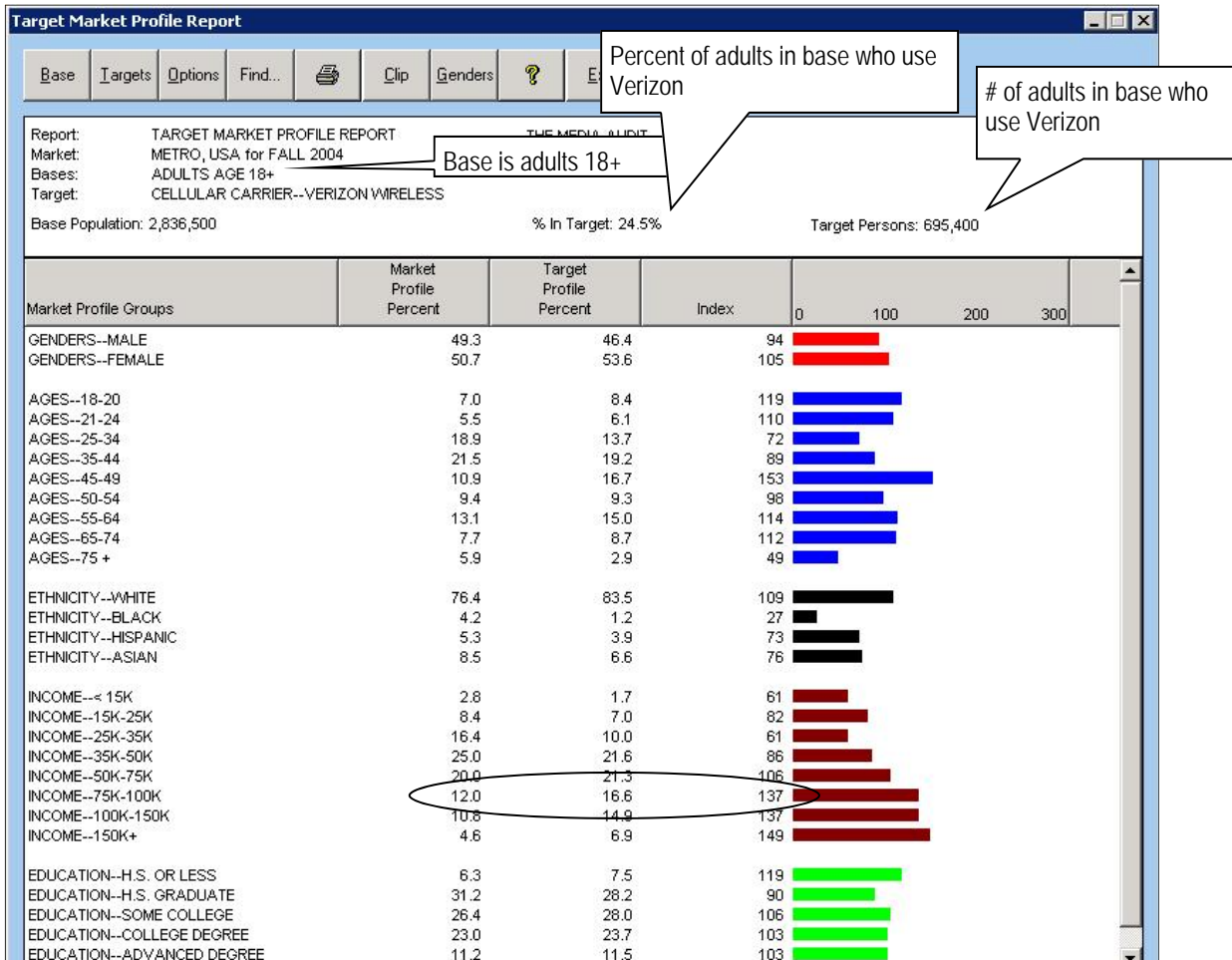
A Target Market Profile Report provides a demographic profile of any target, comparing the characteristics to those of the market.

How to Create a Target Market Profile Report

1. Click on Special Reports. Click on Target Market Profile Report on the sub menu.
2. At the Target Selection screen, select a single target. Click OK to confirm.

How to Read a Target Market Profile Report

Below is an example of a Target Market Profile Report for customers who use Verizon Wireless. The Market Profile Percent column refers to the % of the base that falls into the different profile groups, while the Target Profile Percent column refers to Verizon users who fall into the different profile groups. An index greater than 100 indicates that Verizon users are more likely than the base to be in one of these profile groups.



Using the above example, 12% of adults 18+ have a household income between \$75K and \$100K while 16.6% of Verizon users have the same household income. This makes Verizon users 37% more likely than the average adult to earn this income.

Special Reports—generic media profile

What is a Generic Media Profile Report?

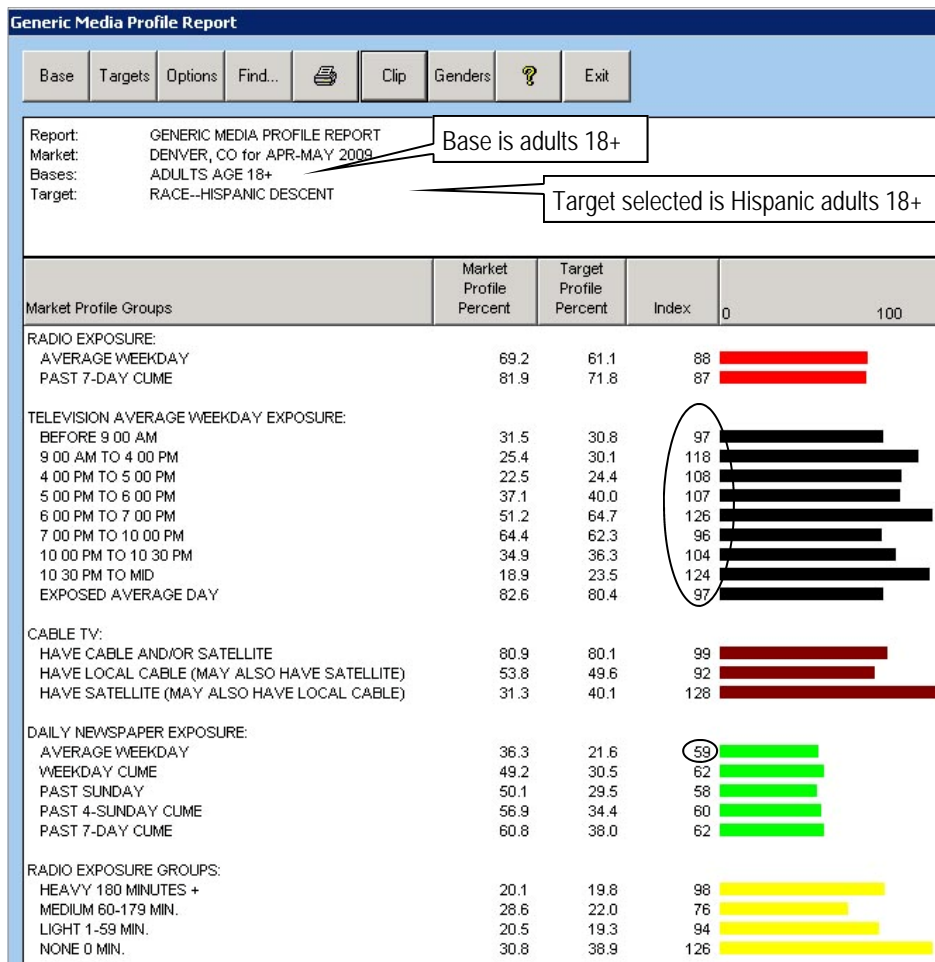
A Generic Media Profile Report demonstrates the general media habits of a target.

How to Create a Generic Media Profile Report

1. Click on Special Reports. Click on Generic Media Profile on the sub-menu.
2. At the Target Selection Screen, select a single target. Click OK to confirm.

How to Read a Generic Media Profile Report

Below is an example of a Generic Media Profile Report for Hispanic adults. The Market Profile Percent column refers to the % of the base that falls into the different media exposure groups. The Target Profile Percent column refers to the % of Hispanic adults who fall into the different media exposure groups. An index greater than 100 indicates that Hispanic adults are more likely than adults 18+ to fall into a media exposure group.



Using the above example, this target group indexes above the market average in numerous TV day parts, suggesting the target audience is more likely than all adults 18+ to be viewing TV. The target group also has an index of 59 for average weekday newspaper readership, which means that Hispanics are 41% less likely (100 minus 59) than all adults 18+ to read a daily newspaper on the average weekday.

Special Reports—target vs. media profile (+/-% bar)

What is a Target vs. Media Profile Report?

A Target vs. Media Profile Report provides a side-by-side comparison of a medium and target. There are two types of reports; Target vs. Media (+/-% Bar) and Target vs. Media (% Bar).

How to Create a Target vs. Media Profile Report (+/-% bar)

1. Click on Special Reports. Click on Target vs. Media Profile (+/-% bar) on the sub menu.
2. At the Media Selection Screen, select a single media. Click OK to confirm.
3. At the Target Selection Screen, select a single target. Click OK to confirm.

Report Options

Click on "Reports" or use the arrow keys to scroll between the different reports. Here are the two different report options:

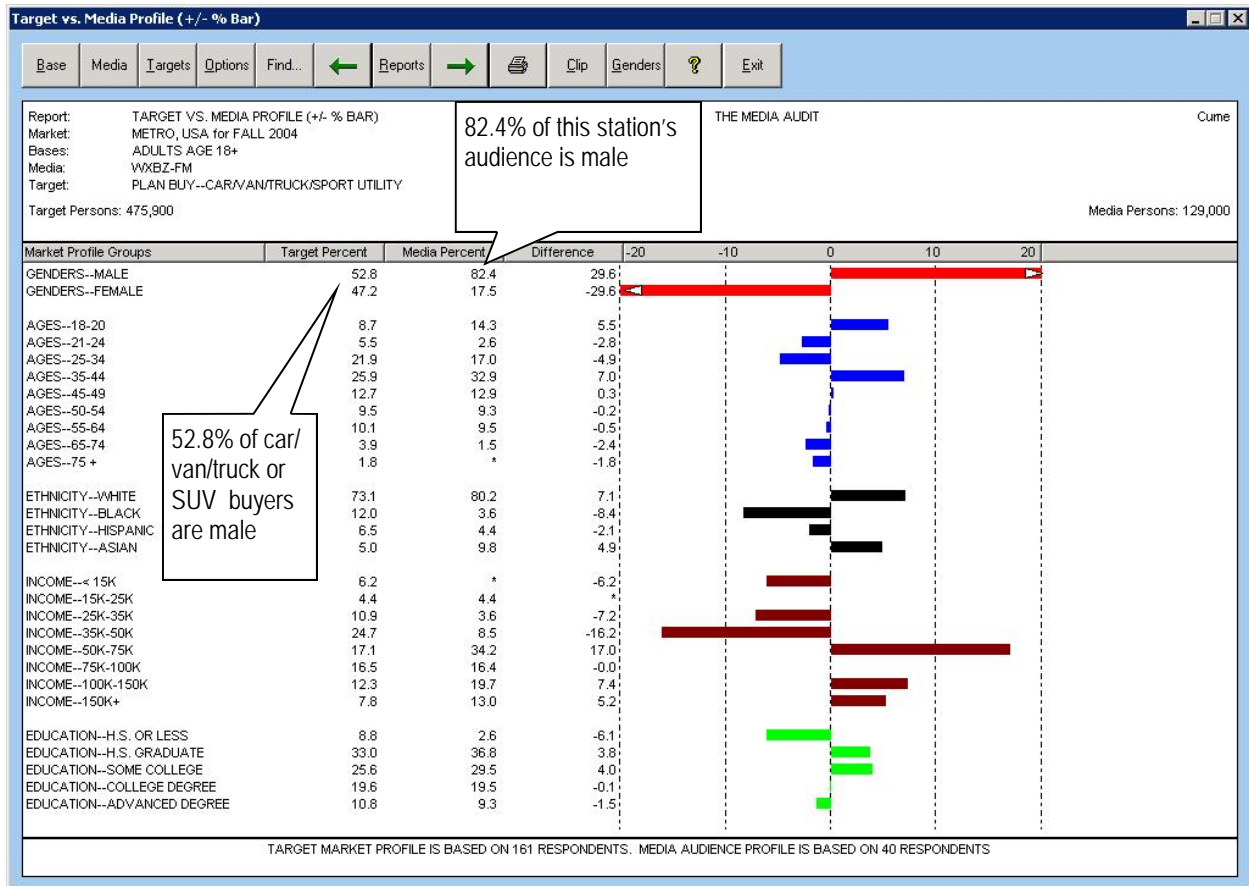
1. Cume Persons: Provides percent of the media's cume audience that matches the demo on the left.
2. Most Often Persons: Provides percent of the media's most often audience that matches the demo on the left.

Refer to the next page on how to read a Target vs. Media Profile Report (+/- % bar):

Special Reports—how to read a target vs. media profile (+/- % bar)

Below is an example of a Target vs. Media Report (+/- % Bar), comparing a radio station's audience profile to a new car buyer profile. The Target Percent column refers to the % of the market that falls into the different demographic groups. The Media Profile Percent column refers to the % of the media that falls into the different demographic groups. The Percent Point Difference column calculates the difference between the media composition and the target composition percentages. A bar going to the right would indicate that the media is over-delivering a target, and a bar going to the left would indicate that a media is under-delivering a target.

Using the below example, 52.8% of new car buyers in this market are male, compared to 82.4% of the radio station's audience is male. The station also performs well with households earning \$50K—\$75K. An auto dealer buying spots on this station might consider tailoring the commercial to appeal to the station's upscale male audience.



Special Reports—target vs. media profile (% bar)

How to Create a Target vs. Media Profile Report (% bar)

1. Click on Special Reports. Click on Target vs. Media Profile (% bar) on the sub menu.
2. At the Media Selection Screen, select a single media. Click OK to confirm.
3. At the Target selection Screen, select a single target. Click OK to confirm.

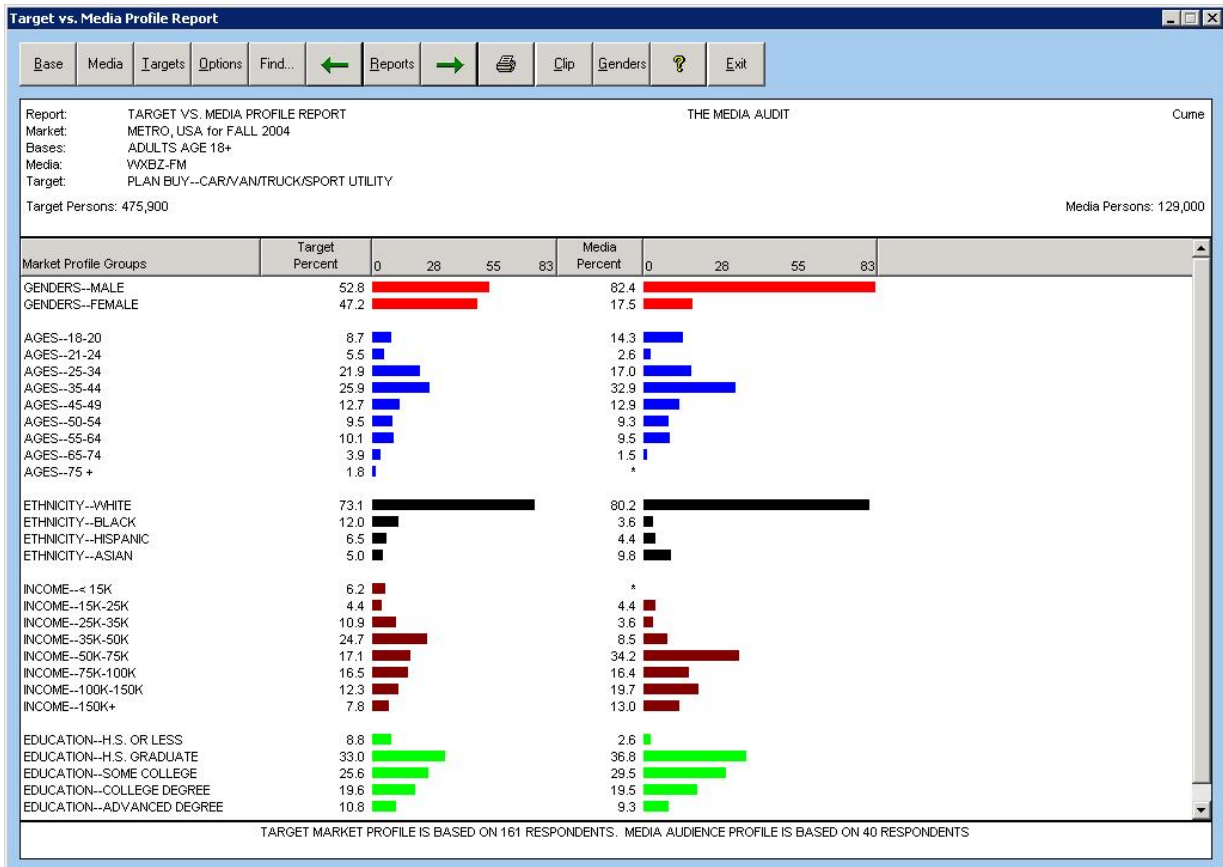
Report Options

Click on "Reports" or use the arrow keys to scroll between the different reports. Here are the two different report options:

1. Cume Persons: Provides percent of the media's cume audience that matches the demo on the left.
2. Most Often Persons: Provides percent of the media's most often audience that matches the demo on the left.

How to Read a Target vs. Media Report (% bar)

Below is an example of a Target vs. Media Report (% bar), using the same example as the previous page. There are only subtle differences between the two types of reports, for example, the report below does not calculate the percent point difference between the target composition % and the media composition %. All percentages are vertical. For example, the % of the target (new car buyers) who are male is 52.8%, while the % of the selected media's audience who are male is 82.4%.



Special Reports—media vs. media profile (% bar)

What is a Media vs. Media Profile Report?

A Media vs. Media Profile Report compares two media side-by-side by gender, age, income and education and ethnicity.

How to Create a Media vs. Media Profile Report

1. Click on Special Reports. Click on Media vs. Media Profile (% bar) on the sub menu.
2. At the Media Selection screen, select the two media you wish to compare. Make sure any previous selections have been cleared and then hold down the CTRL key while making your two selections.
3. In the Select Media Order screen, select which media you wish to show up first in the report. Click OK to confirm your selection.

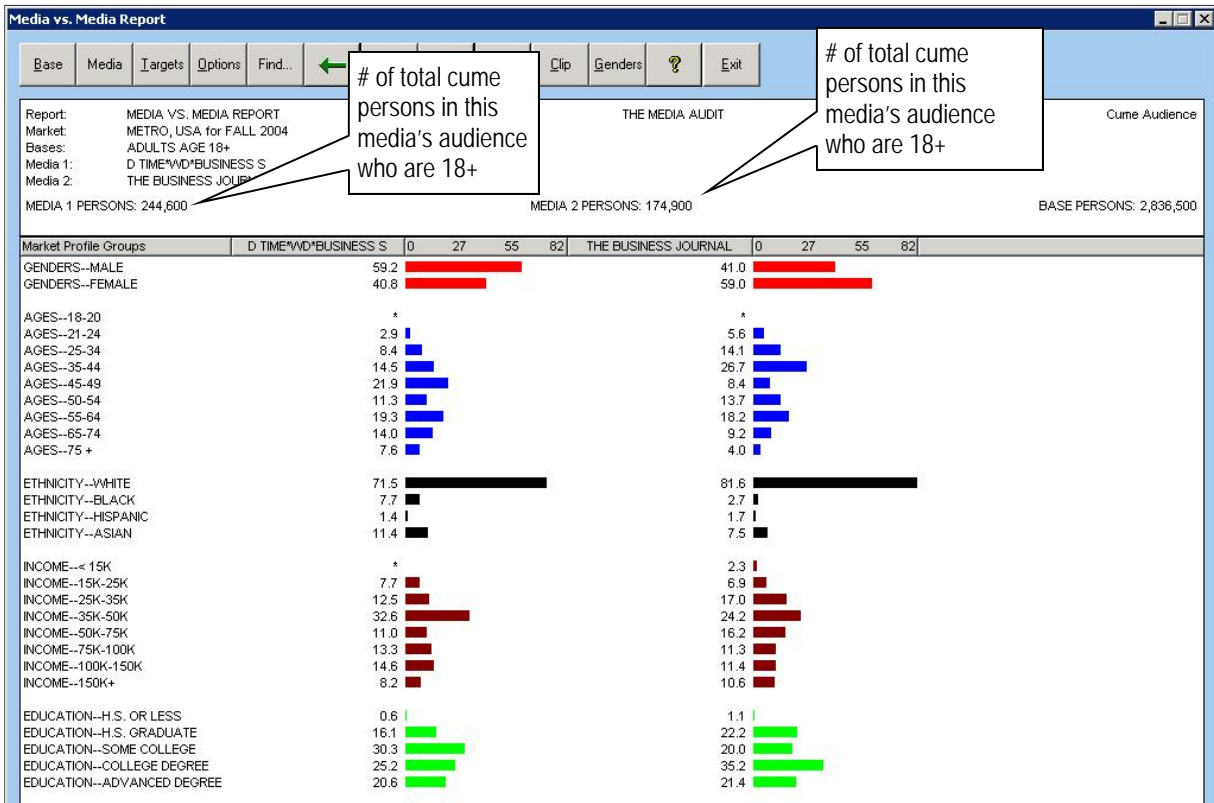
Report Options

Click on "Reports" or use the arrow keys to scroll between the different reports. Here are the two different report options:

1. Cume Persons: Provides percent of the media's cume audience that matches the demo on the left.
2. Most Often Persons: Provides percent of the media's most often audience that matches the demo on the left.

How to Read a Media vs. Media Profile Report (% bar)

Below is an example of a Media vs. Media Profile Report (% bar), comparing the business section of a daily newspaper to a competing weekly business publication. All percentages are read vertically, for example, 59.2% of this daily newspaper's business section readers are male, compared to 41% of the competing



Ad Campaign Planner—how to create

What is an Ad Campaign Planner?

An Ad Campaign Planner displays the cumulative (net) cume reach of a target audience offered by different media combinations.

How to Create an Ad Campaign Planner

1. Click on Ad Campaign Planner from the main menu.
2. Select Ad Campaign Planner among the sub-menu options.
3. Click the "Clear All" button at the bottom right of the window to clear previously selected items.
4. At the Media Selection screen, select the media to be included in a schedule. To do this, hold down the CTRL key while making your media selections. When finished, click OK to confirm.
5. At the Target Selection screen, select a single target. Click OK to confirm.

Note: Generic media groups or generic dayparts should not be used in Ad Campaign Planner Reports. Examples of media not to be used include Heavy Exposure Groups, Have Cable Television, Television 7-9am, Cable Homes 6-7pm, and Cable Homes Total.

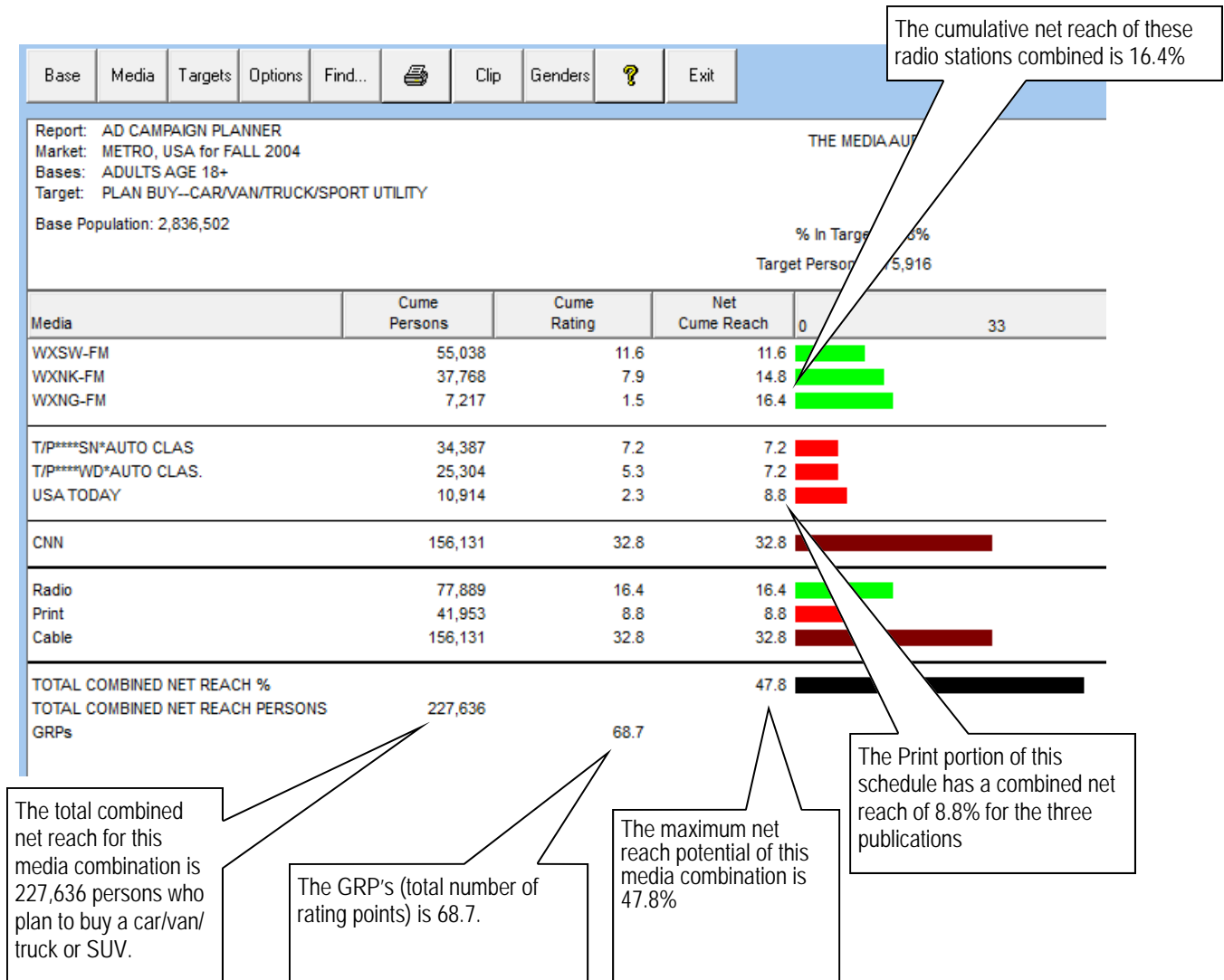
Report Tips

1. This report is best used to demonstrate how adding another type of media delivers additional reach.
2. Ad Campaign Planner is the best report for showing how traditional media and its online component deliver a target. You can easily show the cumulative net reach of each component, as well as the net reach of the entire media combination and the net reach of each media type.
3. Media are listed on the Ad Campaign Planner report based on cume ratings. The time periods for each media are based on The Media Audit definitions which can be found in the Key Definitions section of this manual.

Ad Campaign Planner—how to read

How to Read an Ad Campaign Planner Report

Below is an example of an Ad Campaign Planner using a combination of cable, print and radio. The target selected is adults who plan to buy a car/van/truck or SUV in the next 12 months. See below for a definition of the terms used in this report and how to read the different figures in the report.



Cume Persons: Represents the total number of different people reached by a single medium, media type, or total media selected for the given target audience.

Cume Rating: Shows the percentage of the given target reached by a single medium, media type or total media selected.

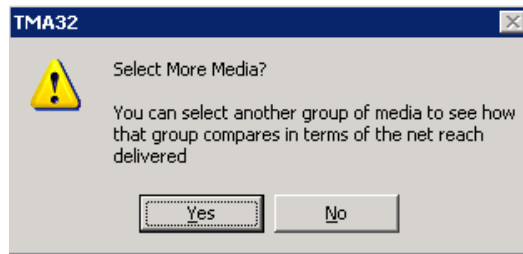
Net Cume Reach: Net cume reach shows the percentage of the target reached by the combination of selected media. The numbers are a cumulative illustration of how reach builds for the selected target each time a media is added to the schedule. Net cume reach is shown by individual media, by media type and for the total media combination.

What is a Combo Builder Report?

A Combo Builder Report displays the total combined net reach of a target audience offered by different media combinations. Use this report instead of an Ad Campaign Planner if you want to compare the net reach of *multiple different* media combinations.

How to Create a Combo Builder Report, Comparing Multiple Media Combinations

1. Click on Ad Campaign Planner from the main menu.
2. Select Combo Builder among the sub-menu options.
3. Click the "Clear All" button at the bottom right of the window to clear previously selected items.
4. At the Media Selection screen, select the media to be included in the first combination. To do this, hold down the CTRL key while making your media selections. When finished, click OK to confirm.
5. A window will appear, asking if you would like to create another media combination. Click Yes if you want to compare your combination to another media combination, or click No if you only want to calculate the net reach of a single media combination. If you selected Yes, a second Media Selection screen will appear, prompting you to select media that you wish to be included in the second combination. It is recommended that you click "Clear All" in the lower right corner of the window before proceeding to select media. To do this, hold down the CTRL key while making your media selections. When finished, click OK to confirm.



6. Repeat steps 4 and 5 until you are finished creating your different media combinations. (the report allows for unlimited media combinations)
7. At the conclusion of creating different media combinations for comparison, when the window above appears, click "No" to indicate you are finished creating your media combinations.
8. At the Target Selection screen, select the single target. Click OK to confirm.

Note: As with Ad Campaign Planner, Generic media groups or generic dayparts should not be used in Combo Builder Reports. Examples of media not to be used include Heavy Exposure Groups, Have Cable Television, Television 7-9am, Cable Homes 6-7pm, and Cable Homes Total.

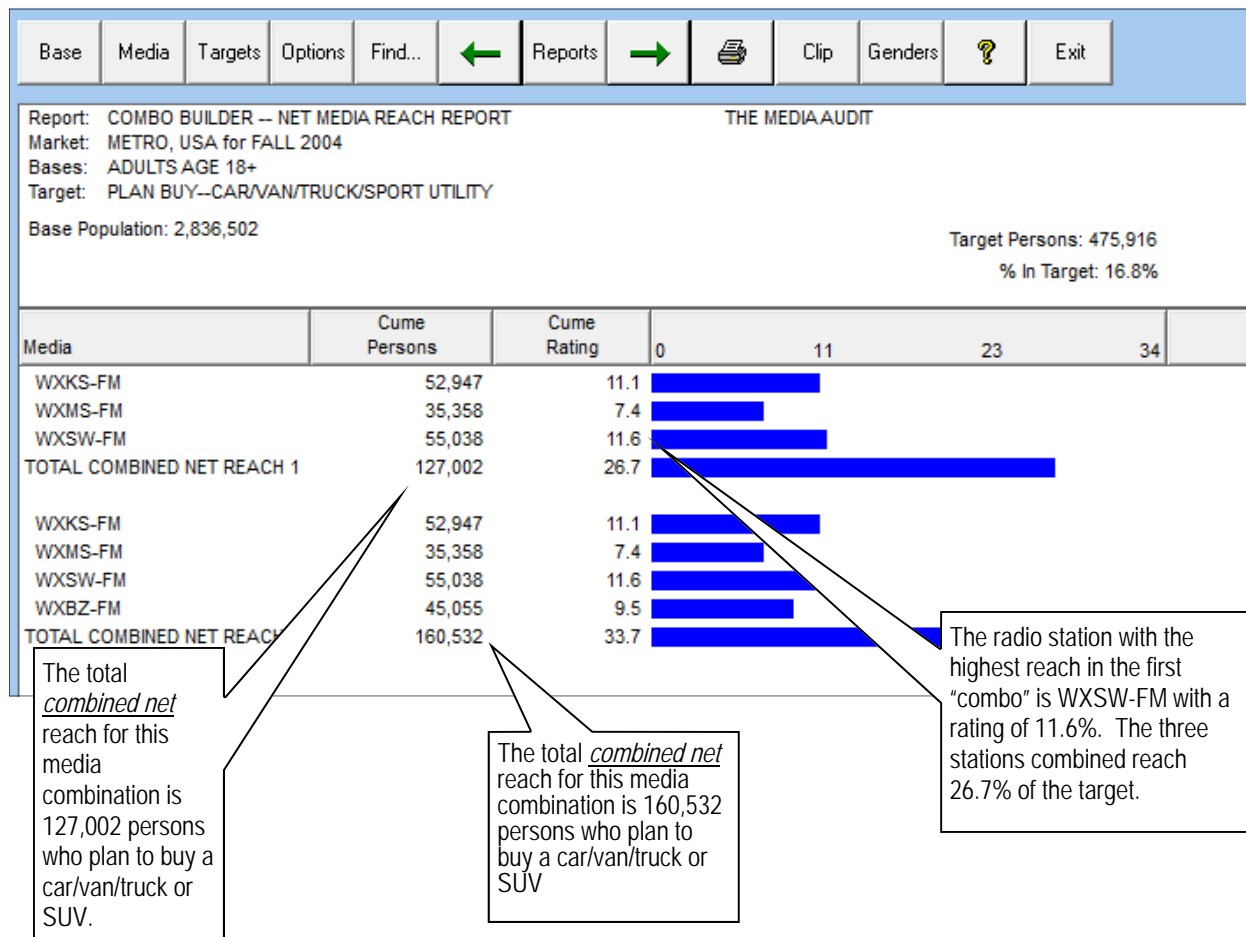
Report Tips

1. This report is best used to compare the total combined net reach of different media combinations.
2. Combo Builder, like Ad Campaign Planner, is a good tool for showing how traditional media and its online component deliver a target. You can easily show the combined net reach of a media combination with and without an online component and illustrate the increase in net reach between the two.
3. Media are listed on the Combo Builder report based on cume ratings. The time periods for each media are based on The Media Audit definitions which can be found in the Key Definitions section of this manual.

Combo Builder—how to read

How to Read a Combo Builder Report

Below is an example of a Combo Builder Report using two different radio combinations. The target selected is adults who plan to buy a car/van/truck or SUV in the next 12 months. See below for a definition of the terms used in this report and how to read the different figures in the report.



Cume Persons: Represents the total number of different people reached by a single medium, media type, or total media selected for the given target audience.

Cume Rating: Shows the percentage of the given target reached by a single medium, media type or total media selected.

Total Combined Net Reach: Net cume reach shows the unduplicated number of persons and percentage of the target reached by the combination of selected media. Net cume reach is shown by individual media, and for the total media combination.

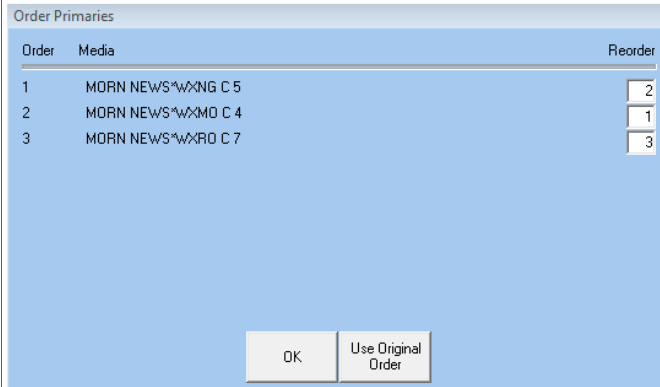
Re-Orderable Combo Builder—how to create

What is a Re-Orderable Combo Builder Report?

A Combo Builder Report displays the total combined net reach of a target audience offered by multiple different media combinations. Use this report instead of an Ad Campaign Planner if you want to compare the net reach of multiple different media combinations and control their order. Note that the Re-Orderable Combo Builder report will only support analysis of one media combination at a time.

How to Create a Re-Orderable Combo Builder Report, Comparing a Single Media Combination

1. Click on Ad Campaign Planner from the main menu.
2. Select Re-Orderable Combo Builder among the sub-menu options.
3. It is recommended to click the “Clear All” button at the bottom right of the window to clear previously selected items.
4. At the Media Selection screen, select the media to be included in the combination. To do this, hold down the CTRL key while making your media selections. When finished, click OK to confirm. A window will appear, prompting you to select the order in which the selected media will appear in the report. Change the numbers in the re-order boxes to reflect your order preference and click OK. In the below example, the Alternative Press would be listed first in the report, followed by the Movie/Entertainment Section of the daily newspaper, and radio station WXNG-FM, regardless of each media’s rating.



Order	Media	Reorder
1	MORN NEWS*WXNG C 5	2
2	MORN NEWS*WXMD C 4	1
3	MORN NEWS*WXRO C 7	3

5. At the Target Selection screen, select the single target. Click OK to confirm.

Note: As with Ad Campaign Planner, Generic media groups or generic dayparts should not be used in Combo Builder Reports. Examples of media not to be used include Heavy Exposure Groups, Have Cable Television, Television 7-9am, Cable Homes 6-7pm, and Cable Homes Total.

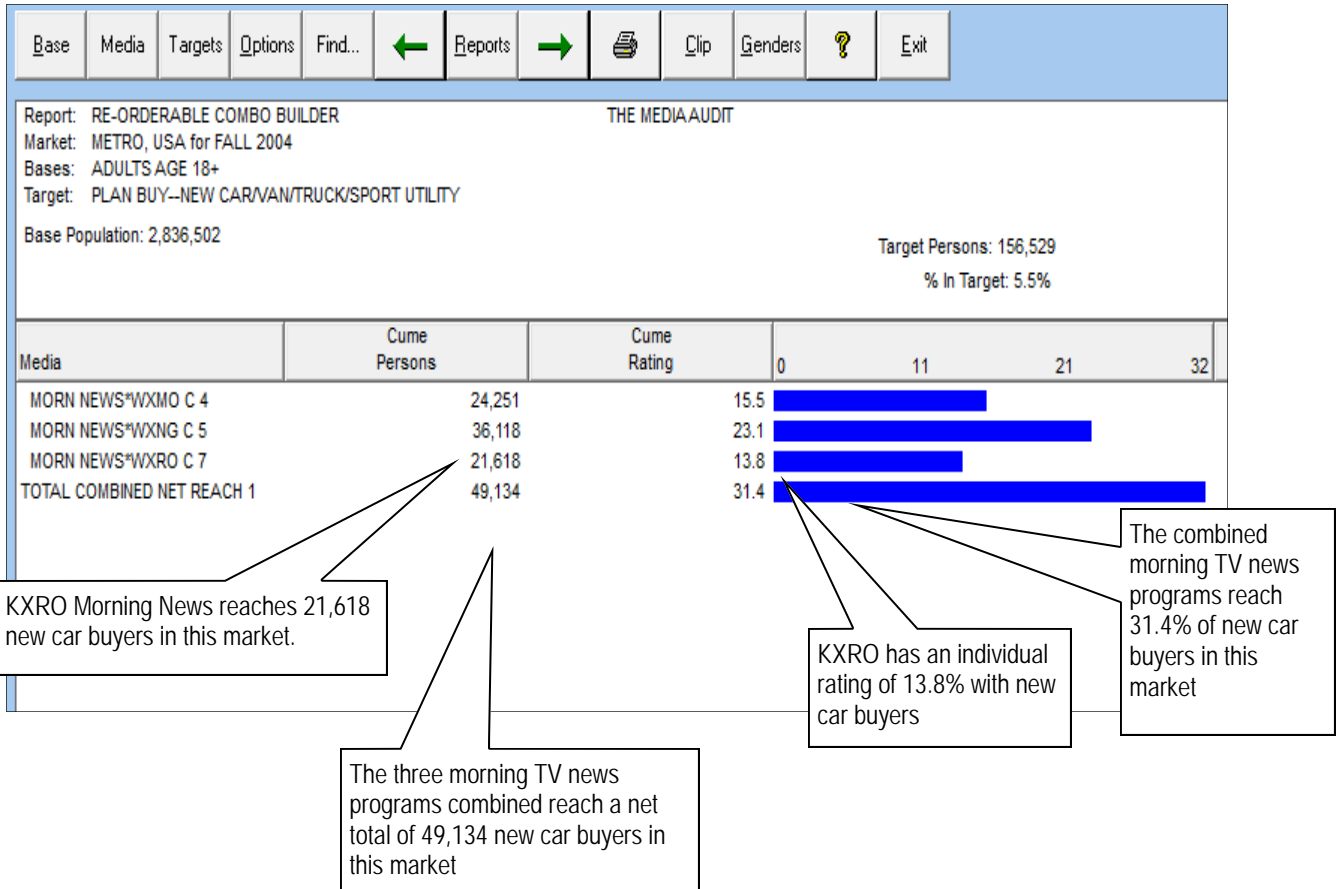
Report Tips

1. This report is best used to compare the combined net reach of different media combinations.
2. Combo Builder and Re-Orderable Combo Builder, like Ad Campaign Planner, are good tools for showing how traditional media and its online component deliver a target. You can easily show the combined net reach of a media combination with and without an online component and illustrate the increase in net reach between the two.
3. Media that are listed on the Combo Builder report based on cume ratings. The time periods for each media are based on The Media Audit definitions which can be found in the Key Definitions section of this manual.
4. See next page on how to read a Re-Orderable Combo Builder Report.

Re-Orderable Combo Builder—how to read

How to Read Re-Orderable Combo Builder Report

Below is an example of a Re-Orderable Combo Builder report, using a combination of morning TV news programs. The target selected is adults who plan to buy a new car/van/truck or SUV in the next 12 months. In this example, the user has selected his own station (Morning News WXMO—Channel 4) to be listed at the top of the report. See below for a definition of the terms used in this report and how to read the different figures in the report.



Cume Persons: Represents the total number of different people reached by a single medium, media type, or total media selected for the given target audience.

Cume Rating: Shows the percentage of the given target reached by a single medium, media type or total media selected.

Total Combined Net Reach: Shows the unduplicated number of persons and percentage of the target reached by the combination of selected media. Net cume reach is shown by individual media, and for the total media combination.

Reach and Frequency—how to create

What is a Reach and Frequency Report?

A Reach and Frequency Report analyzes the reach and frequency delivery and cost efficiency of a specific schedule. It factors in cost, GRP's and number of spots or ads.

How to Create a Regular Reach and Frequency Report

1. Click on Reach & Frequency from the main menu.
2. Select "Regular Reach and Frequency" from the sub menu.
3. At the Media Selection screen, before proceeding, it is recommended that you select "Clear All" to delete any previously selected media.
4. At the Media Selection screen, click on the media to be included in the schedule. Use the CTRL key to select your media. Click OK to confirm your selection(s).
5. At the Target selection screen, select the target you wish to analyze. Click OK to confirm.
6. A default schedule will appear like the one below.

Media	# of Ads	Cost Per Ad	Cost of Ads	Cume Rating	Avg. Rating	Reach	Freq.	GRP	CPP	CPM
WXKS-FM	10	100	1,000	10.4	0.5	0.7%	3.0	4.86	205.66	13.39
WXSW-FM	10	100	1,000	7.6	0.4	0.5%	3.0	3.68	272.07	17.72
T/P****WD*LIFE/FASHN	1	100	100	13.1	10.8	10.8%	1.0	10.77	9.29	0.60
C 5 WXNG NBC 7-7 3PM	10	100	1,000	58.9	2.5	5.6%	3.0	24.86	40.22	2.62
C 5 WXNG NBC 7 3-8PM	10	100	1,000	58.6	2.4	5.3%	3.0	24.00	41.67	2.71
C 5 WXNG NBC 8-11PM	10	100	1,000	67.1	3.9	10.2%	3.0	38.69	25.85	1.68

# of Ads	51
Cost of Ads	5,100
Persons Reached	562,111
% of Total Target Reached	36.6%
Frequency (FREQ.)	2.1
Gross Rating Points (GRP)	106.85
Cost Per Point (CPP)	47.73
Gross Impressions	1,187,123
Cost Per Thousand (CPM)	4.30

Of Ads

Cost Per Ad \$ Find Cost Point Objective

OK Cancel

To change the number of ads or spots per week, or change the cost of the ad or spot, right click on the number you wish to change and type in the new number and hit the "enter" key.

This is the default report that will appear once you have selected your media and target. There are several adjustments you will need to make such as adjusting the number of spots or ads per week, the cost, and the exposure index.

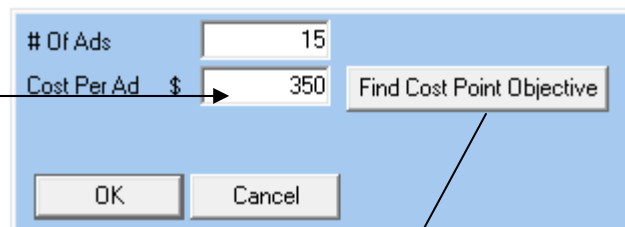
To edit the number of spots or ads per week, right click on the number you wish to edit and type in the new number, and hit the enter key each time. The program will update automatically.

Reach and Frequency—how to create and other report options

- To change the cost parameters and/or change the number of ads, right click on the number you wish to change and a pop-up will appear, prompting you to enter the number of ads and cost. Choose which option you want your report to be based on:
 - Cost Point Objective: Allows you to select one CPP objective for the entire schedule. The program will calculate the cost per ad needed to achieve the CPP goal based on the target rating.
 - Cost Per Ad: Allows you to enter your own cost per ad for each media vehicle selected. Cost must be entered in the “Cost Per Ad” box.

Cost per Ad

This is an example adjusting the cost manually by inputting the cost per spot or ad in this box. Click OK when finished.



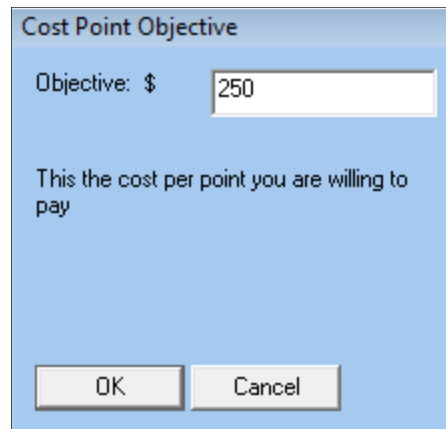
Of Ads

Cost Per Ad \$ Find Cost Point Objective

OK Cancel

Cost Point Objective

This is an example of adjusting the cost by setting the Cost per Point Objective. In this example, the user adjusted the Cost per Point Objective to \$250. The TMA software will automatically adjust the spot costs in in the report. Click OK when finished.



Cost Point Objective

Objective: \$

This the cost per point you are willing to pay

OK Cancel

- Note that Reach & Frequency remembers its previous settings/data and automatically restores them on the next session for the same survey. Select Cost and then “Restore Defaults” to return to the original settings/data.

Reach and Frequency—report options

How to Change the Exposure Index (print and websites only)

In the Reach and Frequency program, you can adjust the exposure index for print publications and websites from the default settings. To more accurately determine the number of people exposed to a single ad, an exposure index is applied to the rating. This provides a better estimate of how a schedule builds reach. See below for how you can customize the exposure index.

The screenshot shows the 'REACH AND FREQUENCY REPORT' interface. At the top, there are menu options: Base, Media, Targets, Options, Find..., Clip, Genders, and Exit. Below the menu is a summary section with the following details:

- Report: REACH AND FREQUENCY REPORT
- Market: METRO, USA for FALL 2004
- Bases: ADULTS AGE 18+
- Target: PAST 4-WEEKS--CLOTHING--WOMEN'S/GIRL'S
- Base Population: 2,836,502
- % In Target: 54.1%

The main table lists media spots with columns for Media, # of Ads, Cost Per Ad, Cost of Ads, Cume Rating, Avg. Rating, Reach, Freq., GRP, CPP, and CPM. The row for 'ALTERNATIVE PRESS' is highlighted in red.

Media	# of Ads	Cost Per Ad	Cost of Ads	Cume Rating	Avg. Rating	Reach	Freq.	GRP	CPP	CPM
WXKS-FM	10	150	1,500	10.4	0.5	0.7%	3.0	4.86	308.49	20.09
WXSW-FM	10	200	2,000	7.6	0.4	0.5%	3.0	3.68	544.15	35.43
T/P****WD*LIFE/FASHN	1	900	900	13.1	10.8	10.8%	1.0	10.77	83.57	5.44
ALTERNATIVE PRESS	1	500	500	9.2	5.0	5.0%	1.0	5.00	100.06	6.52
C 5 WXNG NBC 7-7 3PM	10	600	6,000	58.9	2.5	5.6%	3.0	24.86	241.33	15.71
C 5 WXNG NBC 7 3-8PM	10	750	7,500	58.6	2.4	5.3%	3.0	24.00	312.53	20.35
C 5 WXNG NBC 8-11PM	10	800	8,000	67.1	3.9	10.2%	3.0	38.69	206.79	13.46

Below the table, a summary section shows:

- # of Ads: 52
- Cost of Ads: 26,400
- Persons Reached: 641,332
- % of Total Target Reached: 41.8%
- Frequency (FREQ.): 2.0
- Gross Rating Points (GRP): 111.85
- Cost Per Point (CPP): 236.03
- Gross Impressions: 1,263,869
- Cost Per Thousand (CPM): 20.89

A pop-up dialog box is overlaid on the summary section, allowing adjustment of the Exposure Index. The dialog has fields for '# Of Ads' (set to 1), 'Cost Per Ad \$' (set to 500), and 'Exposure Index' (set to 100). There are 'Find Cost Point Objective', 'OK', and 'Cancel' buttons.

Right Click on the # of ads or Cost Per Ad figure you wish to adjust the index and a pop-up window will appear, allowing you to adjust the index. Type in a new index and click OK.

Newspaper: Print exposure can be adjusted by the user, based on the size of the ad and the standard recall scores. Index figures can be changed based on the size of the ad or market specific recall scores. A generic guideline for adjusting exposure settings by ad size are as follows:

Ad Size	Adults	Males	Females
Full Page	41	34	47
3/4 Page	38	31	44
1/2 Page	33	31	35
1/4 Page	27	23	30
1/8 Page	24	21	27
Smaller	14	14	15

If you want to restore the Exposure Index defaults, select the "Options" button and then "Restore Defaults".

Reach and Frequency—how to read

Key Definitions

1. Rating: % of target that one ad can potentially reach
2. Reach: % of the target potentially reached by the media or total schedule
3. Frequency: the average number of times the media or schedule reaches the target (GRP's ÷ Reach)
4. GRP's: Gross Rating Points, or the total number of rating points (Ads per week X Rating)
5. Cost per GRP (CPP): the cost to buy one rating, or one percent of the target (Total Cost ÷ GRP's)

How to Read a Reach and Frequency Report with GRP's

Below is an example of a Reach and Frequency report using GRP, after the number of spots/ads per week, cost and exposure index have been adjusted:

The screenshot shows a software interface for a Reach and Frequency Report. At the top, there are navigation buttons: Base, Media, Targets, Options, Find..., Clip, Genders, and Exit. The report title is "REACH AND FREQUENCY REPORT" for "METRO, USA for FALL 2004". The target is "ADULTS AGE 18+ PAST 4-WEEKS--CLOTHING--WOMEN'S/GIRL'S". The base population is 2,836,502. The report shows a reach of 54.1% to 1,535,788 target persons. A table lists media spots with columns for Media, # of Ads, Cost Per Ad, Cost of Ads, Cume Rating, Avg. Rating, Reach, Freq., GRP, CPP, and CPM. Summary statistics at the bottom show 52 ads for a total cost of \$26,400, reaching 641,332 persons (41.8% of target) with a frequency of 2.0, resulting in 111.85 GRP's and a CPP of \$236.03.

Media	# of Ads	Cost Per Ad	Cost of Ads	Cume Rating	Avg. Rating	Reach	Freq.	GRP	CPP	CPM
WXKS-FM	10	150	1,500	10.4	0.5	0.7%	3.0	4.86	308.49	20.09
WXSW-FM	10	200	2,000	7.6	0.4	0.5%	3.0	3.68	544.15	35.43
T/P****WD*LIFE/FASHN	1	900	900	13.1	10.8	10.8%	1.0	10.77	83.57	5.44
ALTERNATIVE PRESS	1	500	500	9.2	5.0	5.0%	1.0	5.00	100.06	6.52
C 5 WXNG NBC 7-7 3PM	10	600	6,000	58.9	3.0		3.0	24.86	241.33	15.71
C 5 WXNG NBC 7 3-8PM	10	750	7,500	58.6	3.0		3.0	24.00	312.53	20.35
C 5 WXNG NBC 8-11PM	10	800	8,000	67.1	3.0		3.0	38.69	206.79	13.46
# of Ads	52									
Cost of Ads	26,400									
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% of Total Target Reached	41.8%									
Frequency (FREQ.)	2.0									
Gross Rating Points (GRP)	111.85									
Cost Per Point (CPP)	236.03									
Gross Impressions	1,263,869									
Cost Per Thousand (CPM)	20.89									

Callouts from the screenshot:

- # of adults in base who are in target
- # of adults in base
- % of the base who are in the target
- % In Target: 54.1%
- Target Persons: 1,535,788
- This media schedule consists of 52 ads or spots, for a total cost of \$26,400
- This schedule will reach 41.8% of the target, with an average frequency of 2.0
- The CPP for the schedule is \$236.03
- This schedule delivers 111 GRP's based on the target and 1,263,869 Gross impressions

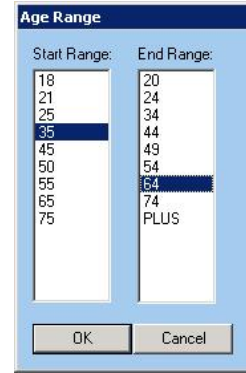
Age Demo Analysis—how to create and read a report

What is an Age Demo Analysis?

An Age Demo Analysis compares a single media and a single target for a selected age group. The report demonstrates how closely a single media and a single target match based on age cell distributions.

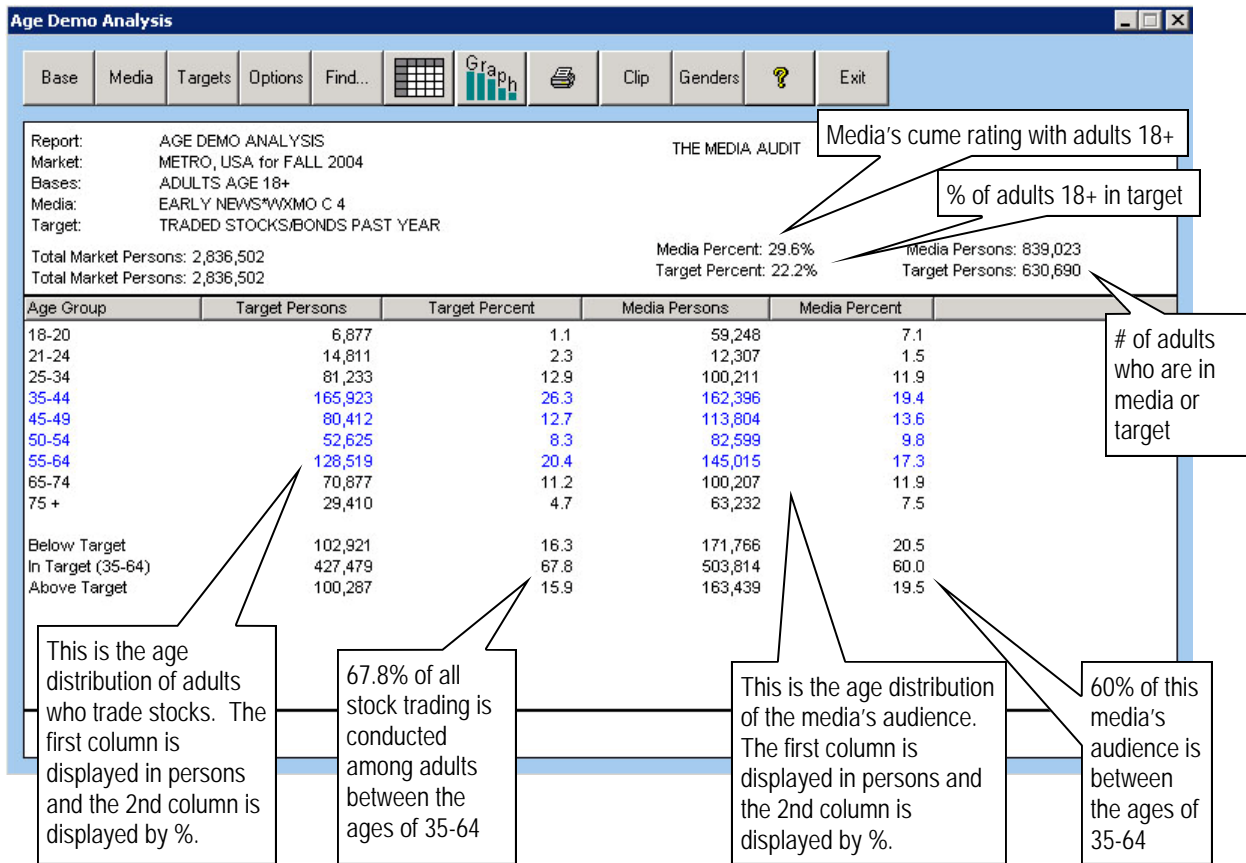
How to create an Age Demo Analysis Report

1. Click on Age Demo Analysis from the main menu.
2. Select a single media from the Media selection screen. Click OK.
3. Select a single target from the Target selection screen. Click OK.
4. Select the bottom and top age range you wish to profile. In this example to the right, the user selected 35-64, the demo being purchased.



How to read an Age Demo Analysis Report (detail format)

Below is an example of an Age Demo Analysis report, in detail format, illustrating how a media's audience compares to a target for each age cell:



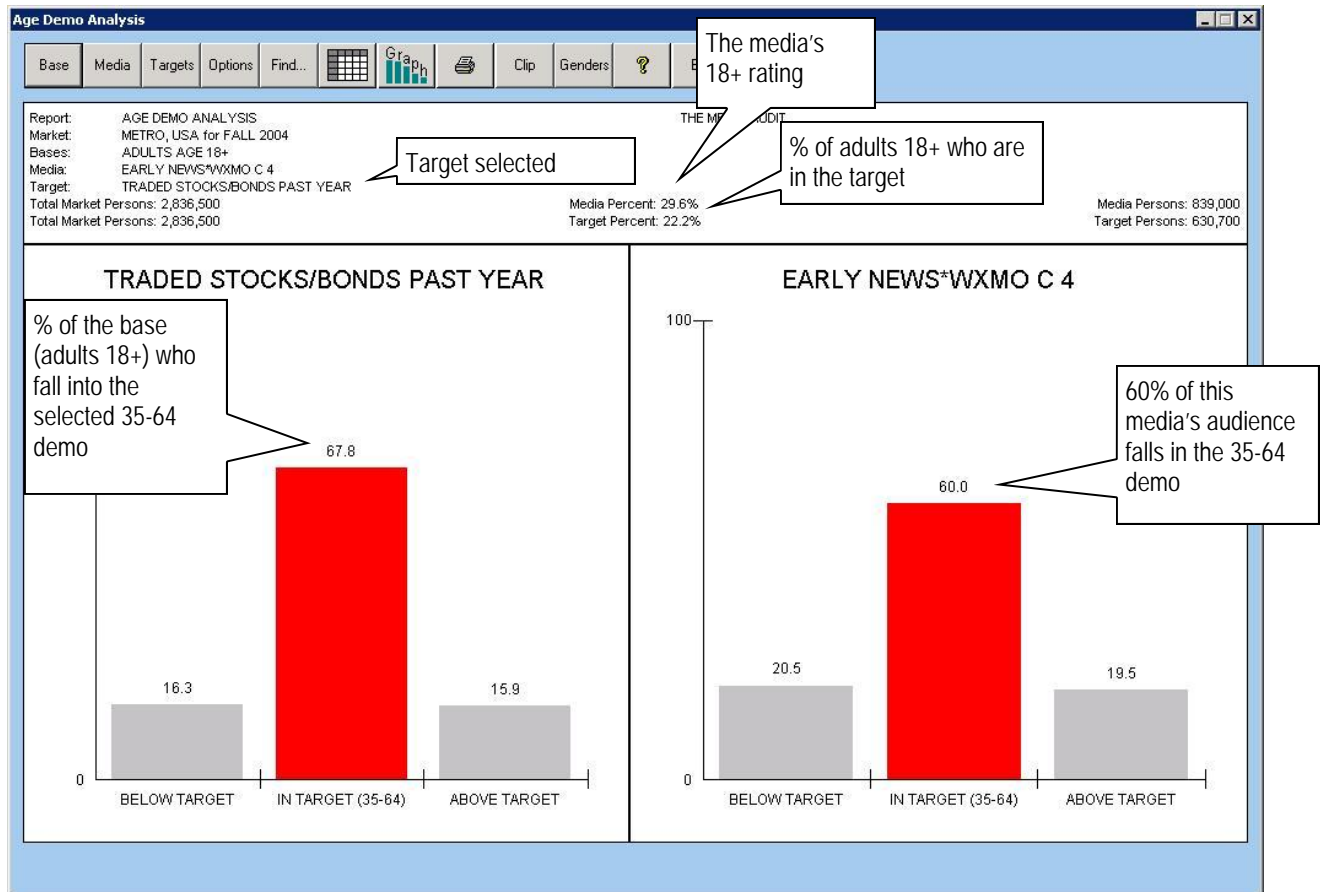
Report Options

1. Click on the Graph icon to change report to a graph.
2. Use the Genders button to change base from adults to male or female.
3. To select a new age range, click on Options/Select a New Age Range.

Age Demo Analysis—how to read a graphed report

How to Read an Age Demo Analysis Report (graphed format)

Below is an example of an Age Demo Analysis Report, in graphed format, illustrating how efficient the media is at delivering a buyer's demo. This is an effective report to use with agencies who typically deal with age/gender demos. This report can also be used to show how a media's competition under or over-delivers a buyer's key demos. The bars represent the age composition of the target and the media. They do not reflect the size of either.



Additional Report Definitions

Total Market Persons: Number of adults 18+ in base (total, females or males)

Media Persons: Media's rating for the base converted to persons

Target Persons: Total number of adults in base who are in target.

Report Options

1. Once your graphed report is in view, you can click on the Graph button to change the look of your graph.
2. To select a new age range, click on Options/Select a New Age Range.
3. Use the Genders button to change the base from adults to male or female.

Media Day Analysis—how to create a report

What is a Media Day Analysis Report?

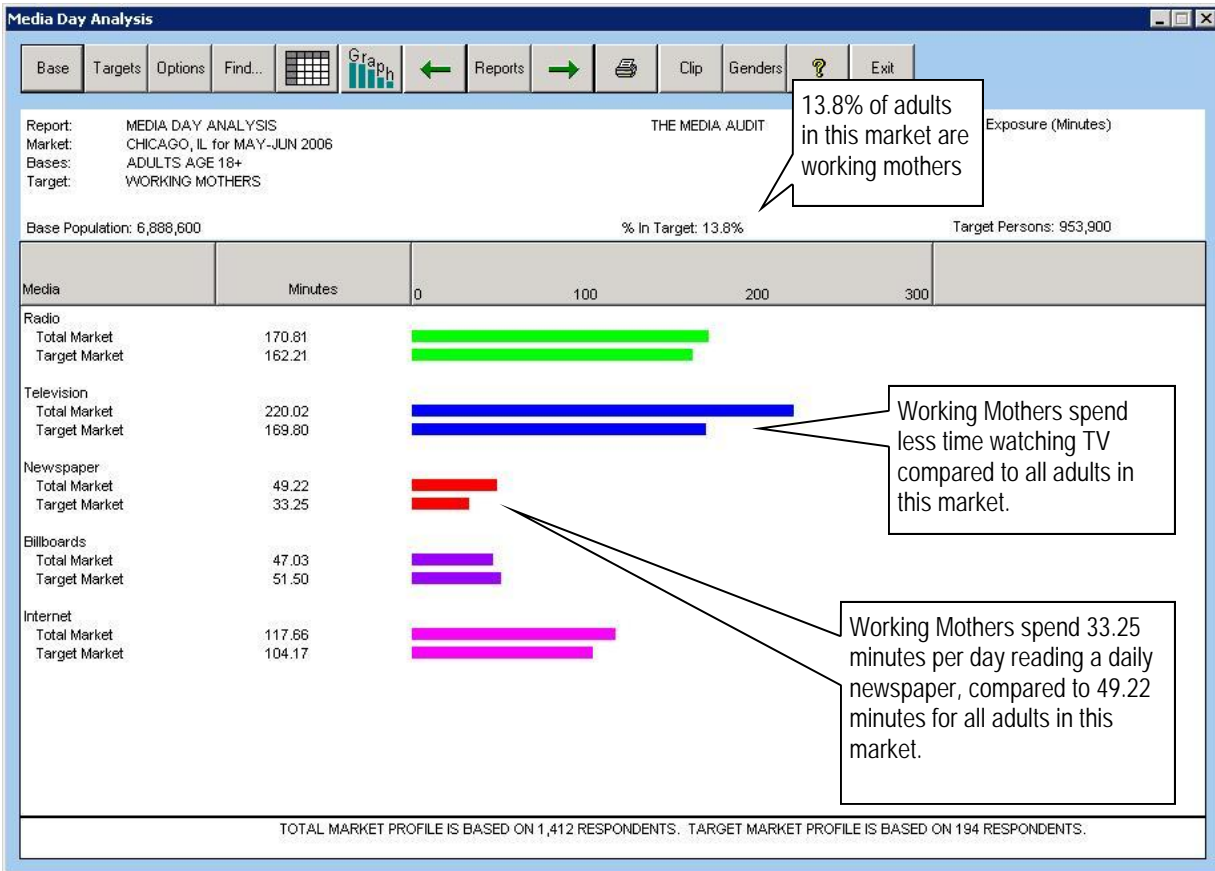
The Media Day Analysis Report is a series of 9 pre-formatted reports that analyze the media usage of a single target. Exposure is measured by minutes per day spent with each medium, with the exception of Outdoor. Outdoor is measured by miles driven per day. The reports analyze media usage of radio, television, newspaper, outdoor and web sites and compares the target's media usage to the overall market's media usage. The reports provide a general guideline for advertisers to properly allocate media for a buy, and provides media with a way to justify getting greater share of an ad budget. It is important to note that all averages include non-users of any medium. The Media Day Analysis with TV Breakout and the TV Only Breakout are discussed on the next page.

How to Create a Media Day Analysis Report

1. Click on Media Day Analysis Report from the main menu.
2. Select Media Dan Analysis from the sub menu.
3. At the Target Selection screen, click on a single target and click OK.
4. Click on "Reports" or the arrow keys to scroll through the different reports.

How to Read a Media Day Analysis Report (Minutes)

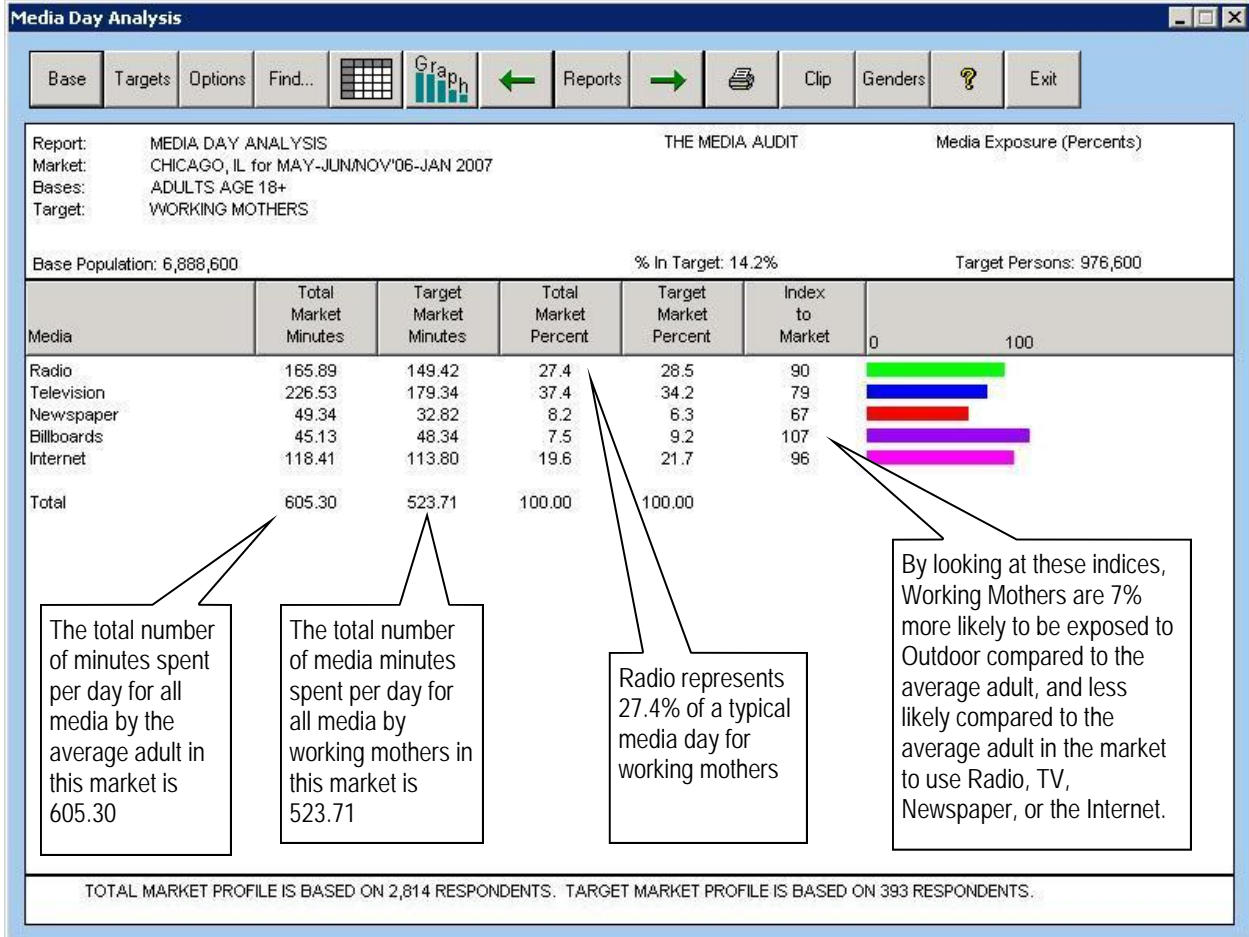
Below is an example of a Media Day Analysis report created for Working Mothers. This report illustrates the number of minutes spent on the average day with each medium:



Media Day Analysis—how to read

How to Read a Media Day Analysis Report (Percents)

Below is an example of a Media Day Analysis report created for Working Mothers. This report illustrates what percentage each medium represents of the total media day:



How Percentages are Calculated

For both the target and market, media minutes are totaled. Each medium is assigned a percentage of the total day.

How Indices are Calculated

An index represents the target market percent divided by the total market percent X 100.

What do the Remaining 8 Reports Analyze?

The subsequent reports graph the data in several different formats, including bar charts and pie charts. To access them, click on "Reports" or the arrow keys.

Media Day Analysis—how to create a report with TV Breakouts

What is a Media Day Analysis Report with TV Breakouts?

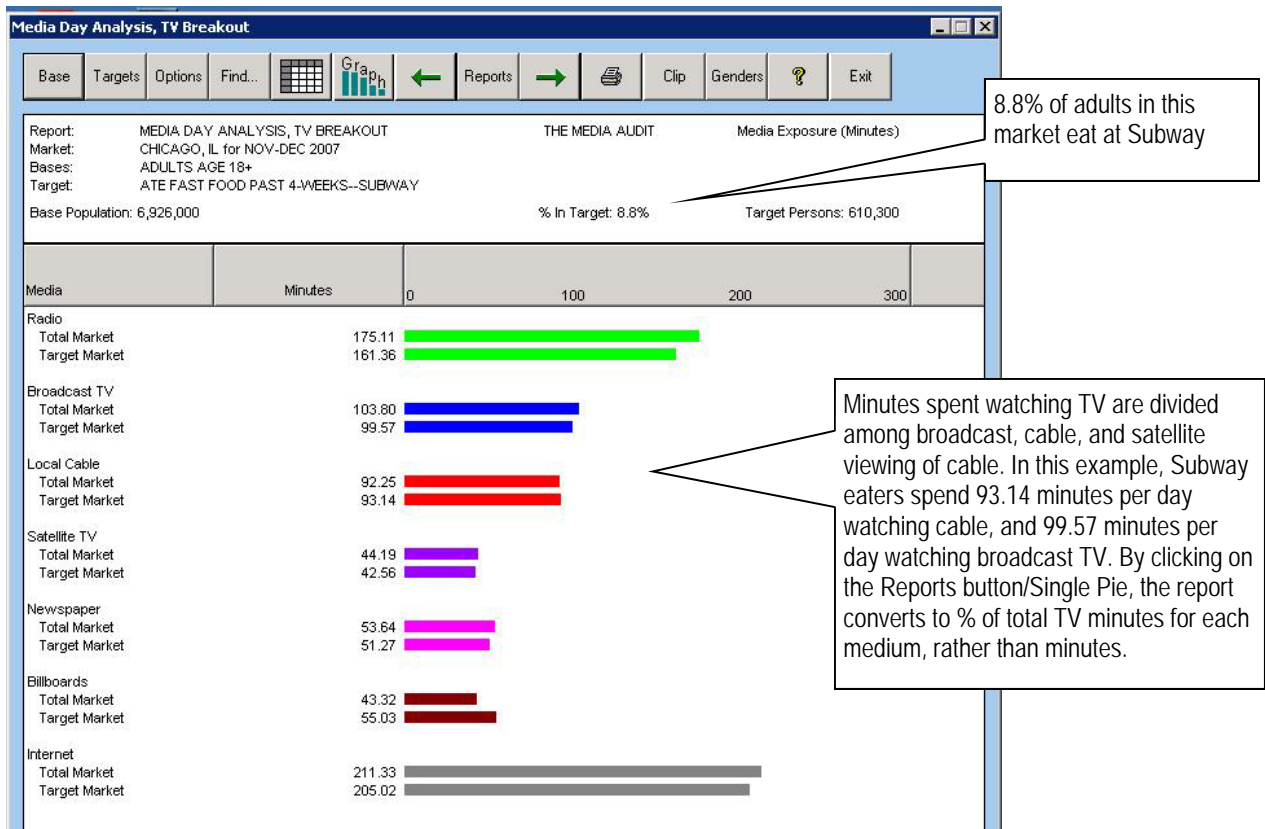
The Media Day Analysis Report with TV Breakouts takes the TV portion of time spent with this medium and breaks it out further into broadcast, cable, and satellite viewing. The purpose of this feature is to help media and advertisers determine an allocation strategy and to determine the percent of a target audience who can potentially view local commercials via cable. The latter is done by extracting satellite viewing from cable viewing, because in the case of satellite viewing of cable networks, local commercials cannot be viewed.

How to Create a Media Day Analysis Report with TV Breakouts

1. Click on Media Day Analysis Report from the main menu.
2. Select Media Day Analysis, TV Breakout . (to create a report that excludes radio, newspaper, outdoor and internet, select the TV Only Breakout option).
3. At the Target Selection screen, click on a single target and click OK.
4. Click on "Reports" or the arrow keys to scroll through the different reports.

How to Read a Media Day Analysis Report with TV Breakouts

Below is an example of a Media Day Analysis , TV Breakouts report created for adults who eat at Subway. This report illustrates the number of minutes spent on the average day watching local broadcast, cable networks via satellite, and cable networks via cable: (note that if a satellite viewers are watching a broadcast station, the minutes are allocated to broadcast, since local commercials can be viewed)



Position Finder—how to create

What is a Position Finder Report?

A Position Finder Report displays how a single medium (or two in the case of a Double Media Position Finder) ranks among a set group of competitors for any or all targets. The report provides the selected medium's rating or index and shows where it ranks among the selected pool of competitors.

How to Create a Position Finder Report

1. Click on Position Finder from the main menu. Select Single Media Position Finder from the dropdown options.
2. In the Media Selection screen, select all media you want to include in the ranking — include your medium and the competition. Click OK. (Selected media are limited to 50.)
3. In the Primary Media Selection screen, select the one medium you want to use to compare and rank against the competition. Usually this is your medium. Click OK.
4. At the Target Selection screen, select all targets you wish to compare media against. For a complete overview of a marketplace, use the Select All button. Click OK.

Report Options

1. The targets and media selected default to book order. To display a media's rating or index from strongest to weakest (relative to the competition), click on one of the Rank columns to re-sort.

Target Audience Categories	Cume Rating	Most Often Rating	Cume Index	Most Often Index	Cume Rating Rank	Most Often Rating Rank	Cume Index Rank	Most Often Index Rank
D POST*VD*MOVIE/ENT. METRO MAGAZINE								
TJ****SN*MOVIE/ENT. METROVILLE WEEKLY								
ALTERNATIVE PRESS								
THE CITY PAPER								
PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY	13.8	6.0	84	76	2	4	4	6
PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY	17.1	7.0	110	94	2	3	4	4
PLAN BUY--USED CAR/VAN/TRUCK/SPORT UTILITY	12.4	5.2	75	65	2	4	5	5
PLAN BUY--CAR	10.0	5.1	64	67	3	5	5	6
PLAN BUY--VAN/TRUCK/SPORT UTILITY	17.4	6.0	107	76	2	4	2	4
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SPORT UTILITY	15.9	6.4	92	78	2	3	2	4
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SPORT UTILITY	15.0	4.6	91	58	3	6	6	6
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	17.5	4.4	108	57	2	5	4	6
NUMBER OF VEHICLES NOW OWNED--ONE	19.1	9.5	115	119	1	2	3	3
NUMBER OF VEHICLES NOW OWNED--TWO	19.8	8.6	116	106	1	3	1	3
NUMBER OF VEHICLES NOW OWNED--THREE OR MORE	13.7	6.6	80	81	2	3	6	6
MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC	15.0	6.7	88	81	2	3	5	6
MAKE OF VEHICLES NOW OWNED--ANY FOREIGN	20.1	9.6	118	117	2	3	4	4
MAKE OF VEHICLES NOW OWNED--ANY JAPANESE/ASIAN	18.8	8.6	111	105	2	3	4	5
MAKE OF VEHICLES NOW OWNED--ANY EUROPEAN	35.4	21.1	213	264	1	1	2	2

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Customer Support: 800.324.9921

Position Finder Report—how to read

How to Read a Single Media Position Finder Report

Below is an example of a Single Media Position Finder Report, comparing a weekly newspaper to a number of competing print publications for several entertainment categories:

The primary media is being ranked and compared to all competing media listed below

Based on cume rating, the Metroville Weekly ranks #1 with adults who go to the movies

This is the media set selected by the user

Target	Cume Rating	Most Often Rating	Cume Index	Most Often Index	Cume Rating Rank	Most Often Rating Rank	Cume Index Rank	Most Often Index Rank
PAST 4-WEEKS--MOVIES	22.0	11.9	129	145	1	2	4	1
PAST 2-WEEKS 4+ TIMES SIT DOWN EVENING MEAL--RESTAURANT	24.1	9.4	143	116	2	4	3	5
PAST 12-MONTHS--ATTEND 3 + COL. PRO. SPORT EVENTS	22.1	11.0	129	133	1	3	5	4
PAST 12-MONTHS--ATTENDED COUNTRY MUSIC CONCERT	14.3	5.3	92	71	2	4	5	5
PAST 12-MONTHS--ATTENDED ROCK/POP MUSIC CONCERT	26.4	15.0	59	187	2	4	4	4
PAST 12-MONTHS--ATTENDED THEATER/OPERA/SYMPHONY	27.1	14.4	168	179	1	2	3	2
PAST 12-MONTHS--ATTENDED BARS/NIGHT CLUBS	14.2	13.1	144	163	2	4	3	3
PAST 12-MONTHS--CASINO	17.1	8.0	102	100	2	3	3	4

The Metroville Weekly reaches 22.1% of the target on a Cume basis.

The Metroville Weekly reaches 11% of the target on a Most Often Basis

This paper's Cume audience is 29% more likely than all adults 18+ to go to the movies.

The last 4 columns indicate the Primary Media's rank relative to the competition for each target, using Cume and Most Often Rating and Index.

How to Create a Double Media Position Finder Report

1. Click on Position Finder from the Main Menu and select Double Position Finder Report from the options.
2. In the media selection screen, select all media you want to include in the ranking—include your two media (for example, two radio stations frequently sold together belonging to the same cluster) and the competition. Click OK.
3. In the Primary Media Selection screen, highlight (using your ctrl key) the two media you wish to compare against the remaining competing media. Click OK.
4. In the next window, select which of the two media you want to show up first in the report.
5. At the Target Selection screen, select all the targets you wish to compare media against.

Note: The report will summarize the two media's relative rankings only for all selected targets.

Quick Profile Reports—how to create

What is a Quick Profile Report?

The Quick Profile Reports are simple one-page reports that profile either a media or a target. The reports are similar to Media and Target Profile Reports but offer greater depth of information and include advanced graphic customization such as customized text, footers and logos. Reports can be used as a quick snapshot of a media or target audience.

There are two types of Quick Profile Reports:

1. **Media Quick Profile Report:** Creates an instant profile of a media including breakouts for age, gender, ethnicity, income and education in addition to median or mean income, age, home value and miles driven per week; total income, and percent who are homeowners.
2. **Target Quick Profile Report:** Creates an instant profile of a target including breakouts for age, gender, ethnicity, income and education in addition to median or mean income, age, home value, and miles driven per week; total income, and percent who are homeowners.

Note that with both options, the printed report can be customized to include a company logo (this first feature is common among all TMA reports) and customized footer image and and/or text. See below for how to create reports.

How to Create a Media Quick Profile Report (or a Target Quick Profile Report)

1. Click on Quick Profile Report from the main menu.
2. Select Media Quick Profile Report or Target Quick Profile Report from the sub menu.
3. At the Media Selection screen (for a Media report) or the Target Selection screen (for a Target report), click on a single media or target to profile and click OK.
4. Your report will be displayed.
5. Click on "Reports" or the arrow keys to scroll through the individual breakouts.
6. To add a logo, custom text or custom footer to the printed report, click on the Options button.

See next page an example of a Media Quick Profile Report and how to read and customize this report.

Quick Profile Reports—how to read

How to Read a Media Quick Profile Report

Below is an example of a Quick Profile Media Report for a local weekly publication. The percentages in this report refer to the % of the media audience that falls into the different demographic categories.



The Median Income for this newspaper audience is \$57,188 and the median age is 42 years. 77% of readers are home owners with a median home value of \$403,125. The median number of miles driven per week by this audience is 130 miles. To switch from median to mean, click on "Options" and then select "use mean".

The media's total income is calculated by multiplying the number of readers times the income.

Quick Profile Reports—how to customize

How to Customize a Media Quick Profile Report

The purpose of a Quick Profile Report is to provide a simple and quick one-page “snapshot” of a media or target. By following the below instructions, you can quickly customize your printed report to include a customized footer image and/or text:

How to include a custom or default footer image and text in your printed report:

To change footer image from default image:

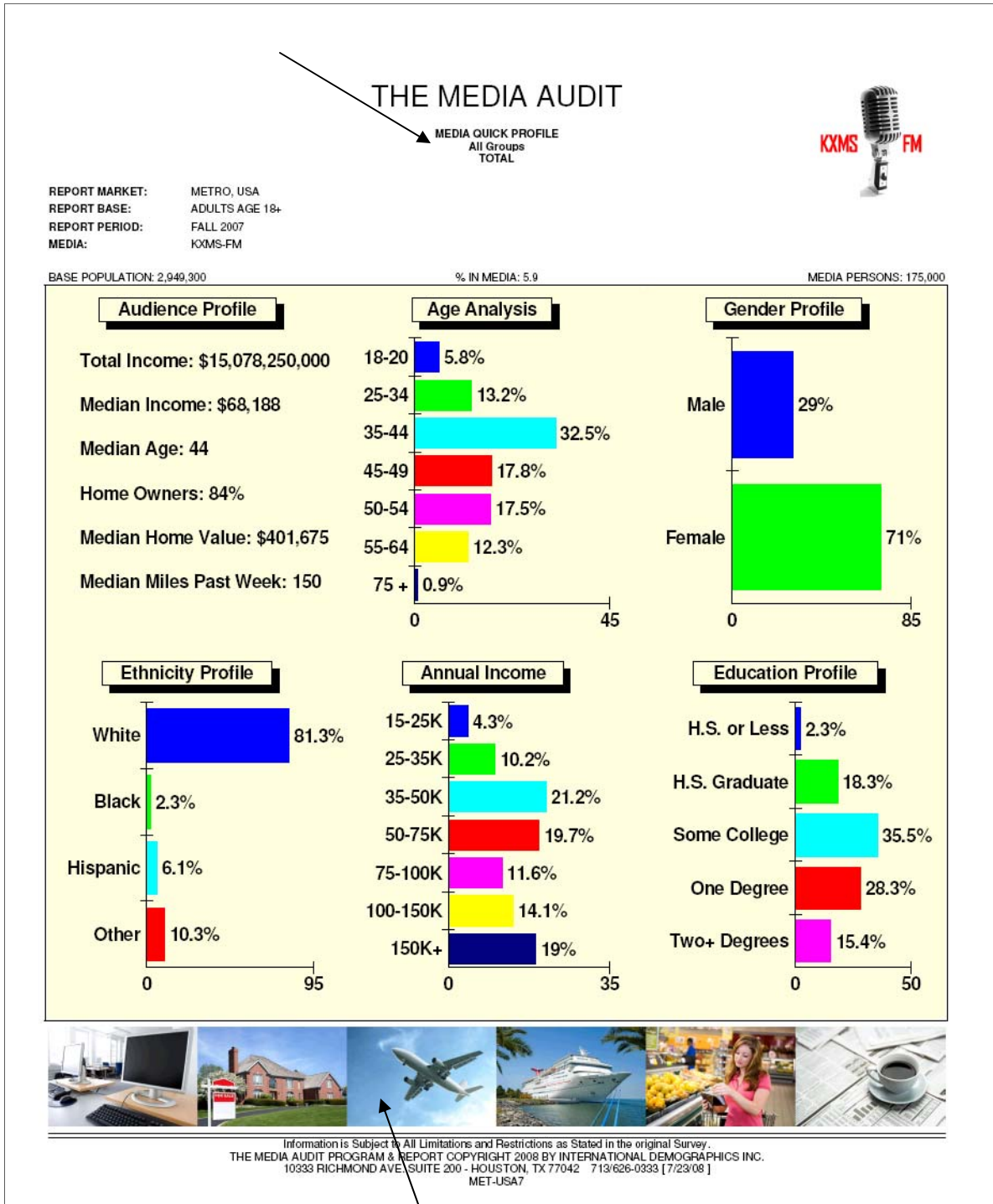
1. When your Quick Profile Report is displayed, click on “Options” and then “Change Footer Image”.
2. In the Logo Options window, select “set image”.
3. To insert an image other than the program’s default image, select “new image”.
4. In the Open window dialogue box, double click on the drive and then folders until the desired image file is found. Highlight the image file you wish to insert into the footer of your report and click “open”. To align the image to the left, center, right, or to tile the image (repeat the image multiple times), select “options” again and choose among the layout options (left align, center align, right align, or tile) for the footer image.
5. Click OK when finished. Your new image will appear at the bottom of your printed report.
6. To remove a footer image completely from the printed report, select Options/Change Footer Image/Set Image/No Image.

To add footer text to the printed report:

1. When your Quick Profile Report is displayed, click on “Options” and then “Set Footer Text”.
2. In the New Footer Text window, type your text on one or both lines. To adjust the font size and style, click on “font” and make your adjustments.
3. Click OK when finished.
4. The footer text will appear at the bottom of your printed report.
5. An example of a printed report with custom logo is on the next page.

Quick Profile Reports—example of printed report with customized logo, footer

This is an example of a Media Quick Profile Report.



Default image for report footer (can be replaced with another image or two lines of custom text)

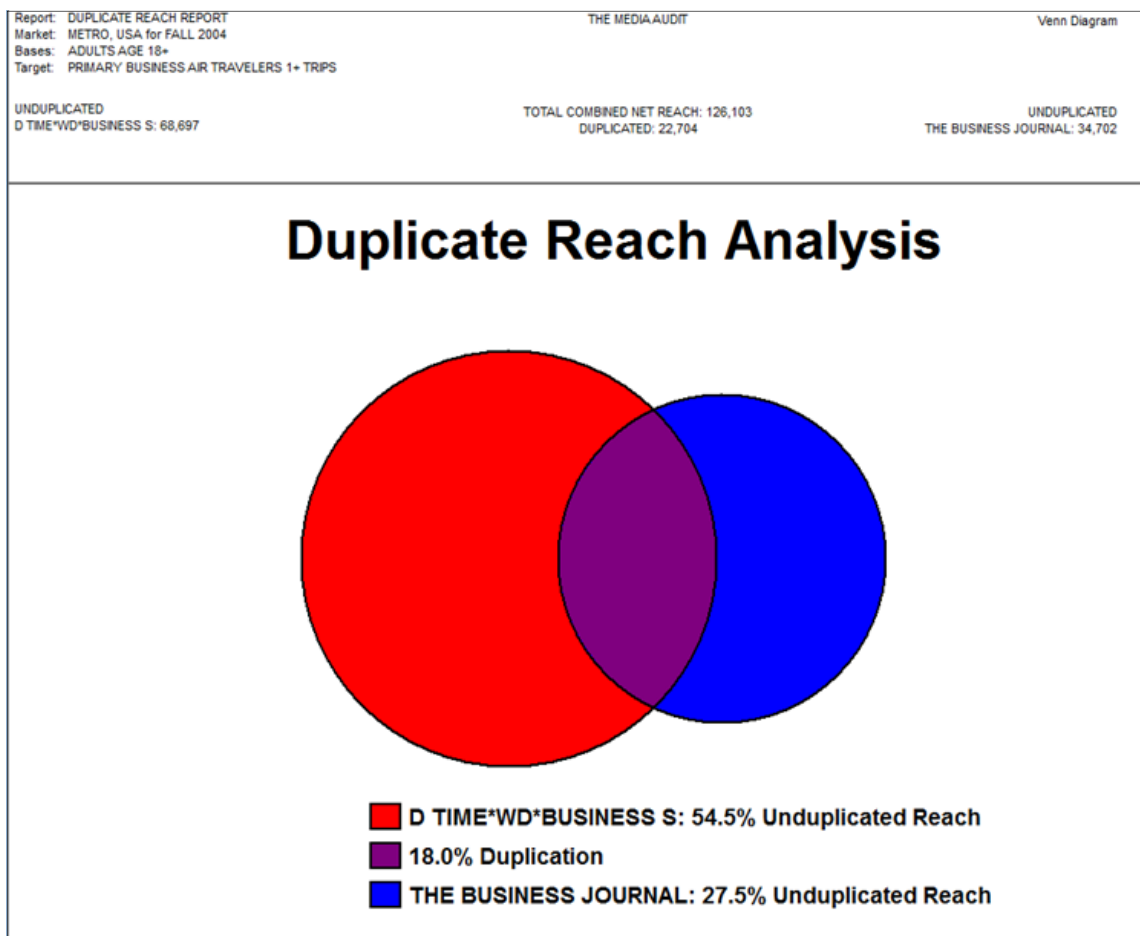
Duplicate Reach—how to create and read

What is a Duplicate Reach Report?

A Duplicate Reach Report is a report that graphically displays the amount of audience duplication that exists between two different media for a single target.

How to Create a Duplicate Reach Report

1. Click on Duplicate Reach from the main menu.
2. At the Media Selection screen, and using the Ctrl key, select the two media that you wish to analyze.
3. At the Target Selection screen, select the single target you wish to analyze.
4. See below for an example of a Duplicate Reach Report, which compares the amount of duplication between readers of a monthly business publication and readers of the business section of a daily newspaper.



The example above illustrates the audience duplication between two media in reaching frequent business travelers, using a Venn Diagram.

Using the above example, 22,704 frequent business travelers are reached by BOTH media (duplicated), while 68,697 frequent travelers are reached only by the daily newspaper's business section, and 34,702 frequent travelers are reached only by the Business Journal.

Zip Code Mapper—how to create

What is a Zip Code Mapper Report?

A Zip Code Mapper Report is a mapping application within The Media Audit that works in conjunction with Microsoft MapPoint. The latter is sold separately. The program enables marketers to pinpoint consumers and media audiences by zip code, county or three-digit ZIP on a local or national map. The Media Audit offers users a simple to use interface, with reports generated in as few as three clicks of a mouse. By working within the framework of MapPoint, or exporting the report into Excel, the reports, data, and map can be further customized and analyzed.

There are two types of Zip Code Mapper Reports:

1. Media Zip Code Mapper—allows you to map a media's audience, as it pertains to a demographic or qualitative target, showing where low and high densities exist within a metro area
2. Target Zip Code Mapper—allows you to map a demographic or qualitative target audience, showing where low and high densities exist within a metro area.

How to Create a Media Zip Code Mapper Report

Note: You must have a version of Microsoft MapPoint installed on your computer in order for The Media Audit Zip Code Mapper program to function. While all versions of Microsoft MapPoint are compatible with The Media Audit, it is recommended you use the 2006 version. All examples in this manual use the 2006 version, therefore, if you are using any other version, the functionality of the program and the output may vary from the examples shown here.

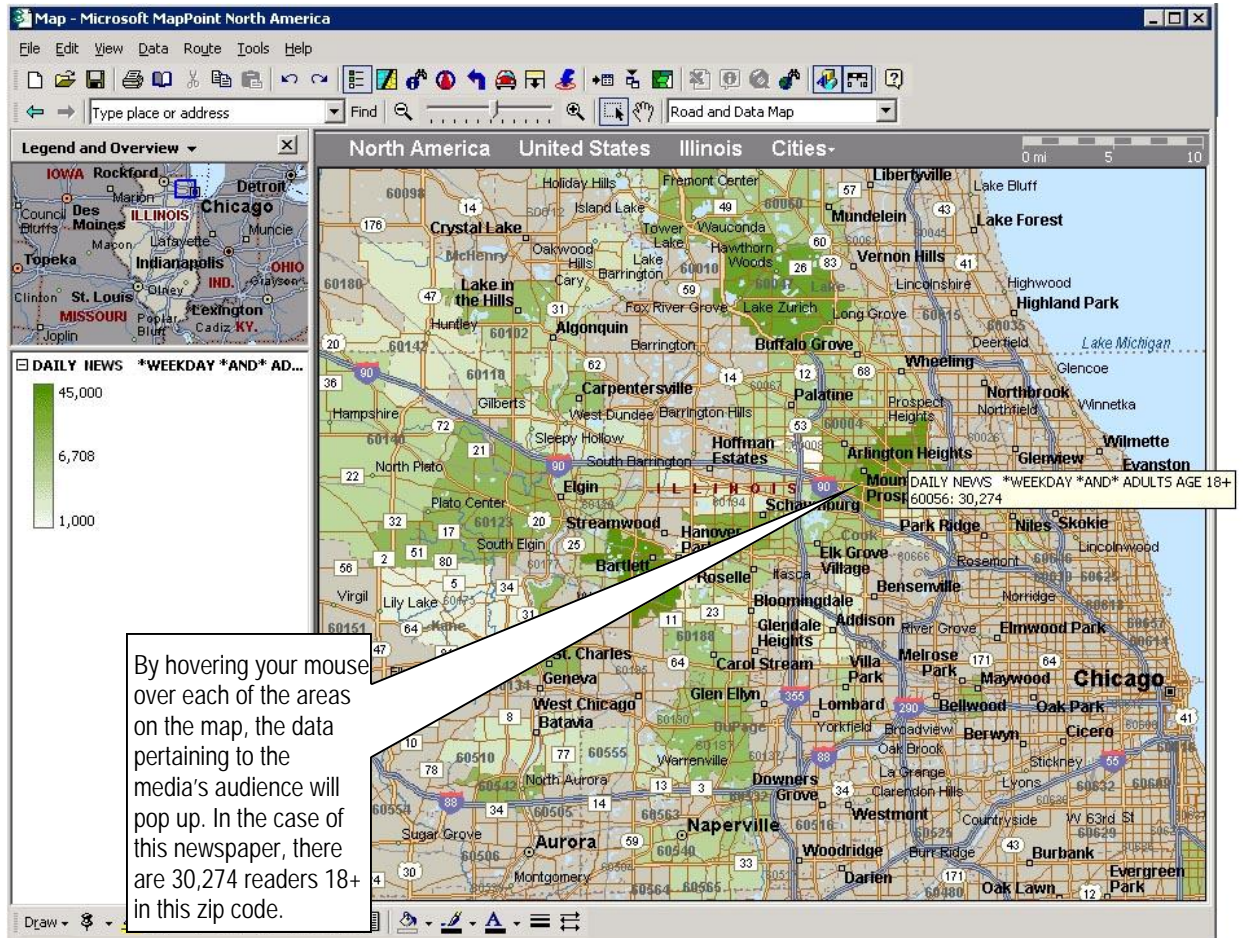
1. Click on Zip Code Mapper from the main menu.
2. Select Media Zip Code Mapper.
3. At the Media Selection screen, select the single media you wish to map. Click OK.
4. At the Target Selection screen, select the single demographic or qualitative target that you wish to map, as it pertains to the media's audience. Click OK.
5. Note: If you want to map the distribution of a media's total cume audience, select adults 18+ as your target, otherwise, you may want to narrow your report to include a sub-set of a media's audience to be mapped.
6. MapPoint will automatically launch, and a resulting map will appear, displaying the default map of the media's audience by zip code using different shaded areas to depict the different densities.
7. See next page for an example of a Media Zip Code Mapper Report, which illustrates the distribution of a daily newspaper's 18+ readers across a metropolitan area.

Note: to create a Target Zip Code Mapper Report, follow the same instructions as above. Instead of choosing a media, you will select a demographic or qualitative target.

Zip Code Mapper—how to read and edit a map

How to Read and edit a Zip Code Mapper Report

Below is an example of a basic Zip Code Mapper Report, produced for a local daily newspaper. The target selected was adults 18+ to show the paper's entire readership distribution across the metropolitan area. Note that the pop up in the 60056 zip code is a result of hovering the mouse over each of the zip code areas.



Zip Code Mapper—editing your map

Editing a Zip Code Mapper Report

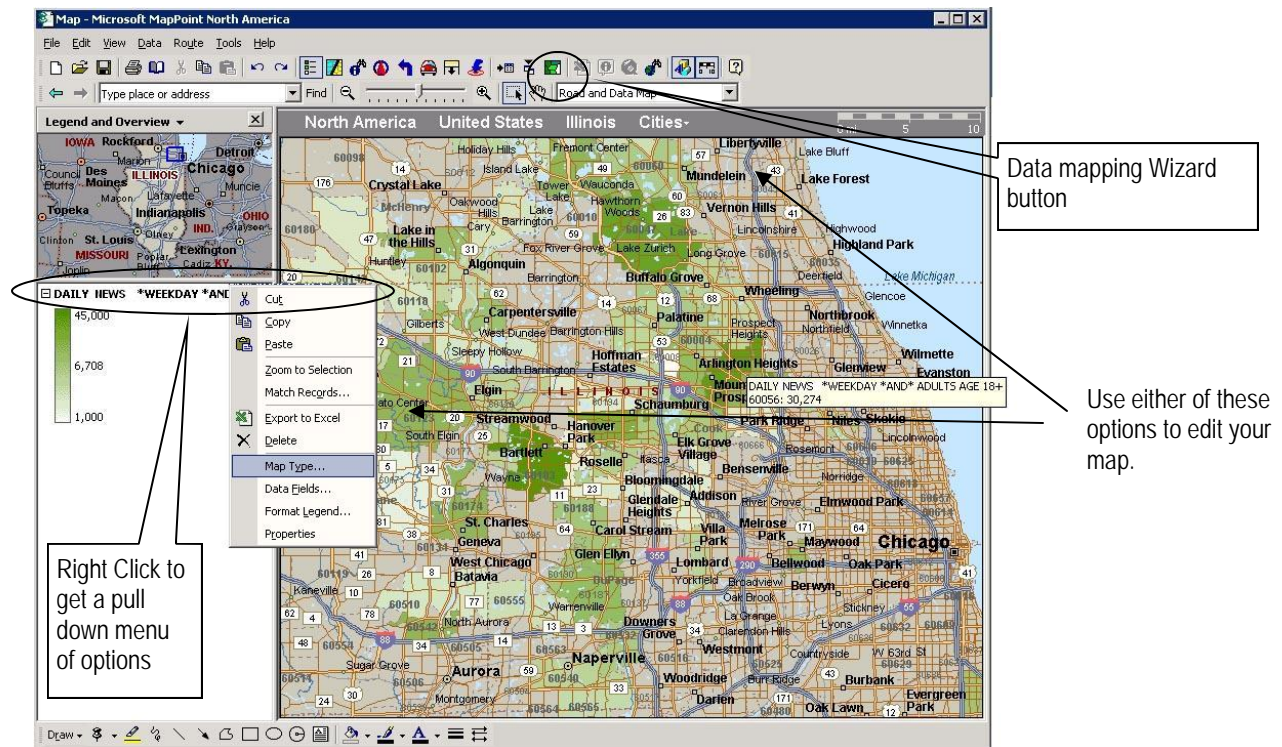
Since The Media Audit Zip Code Mapper works in conjunction with Microsoft MapPoint software, this manual will explain some of the more basic options for editing and modifying your Media or Target Zip Code map within Microsoft MapPoint. You may wish to refer to The Media Audit website (www.themediaaudit.com) or refer to the documentation provided by Microsoft MapPoint for more advanced editing features and options beyond what is explained in this manual.

Included in this section are instructions on:

1. How to change the map from default shaded area to shaded circle, sized circles, or symbols.
2. How to change the map legend default from displaying continuous range to displaying different range types such as discrete equal ranges
3. How to change the map default from displaying zip code data to displaying data by county or 3-Digit ZIP Code
4. How to print your report
5. How to export data into Excel
6. How to overlay a media audience and a target audience on the same map
7. How to add Push Pins to display an address or multiple addresses, such as a retail store, shopping mall, bank, etc.

Editing your Map

1. Once you have created your map, click on the Data Mapping Wizard button on the MapPoint Menu. By doing so, you can launch a Wizard that will take you through a series of screens and will enable you to perform the various functions listed above. A shortcut to using the Wizard is to right click on the Media or Target name in the legend, and then select a specific function that you wish to perform from the drop down menu.

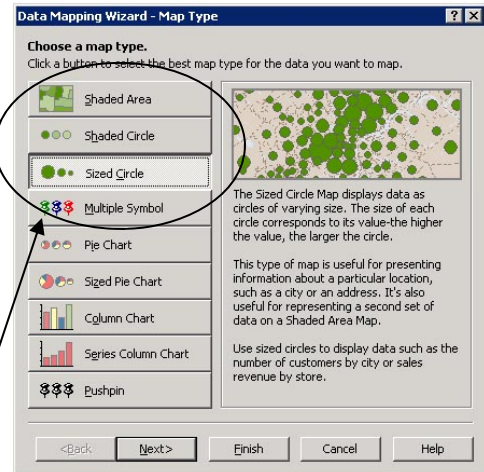


Zip Code Mapper—editing your map

How to change the map from default shaded areas to circles or symbols

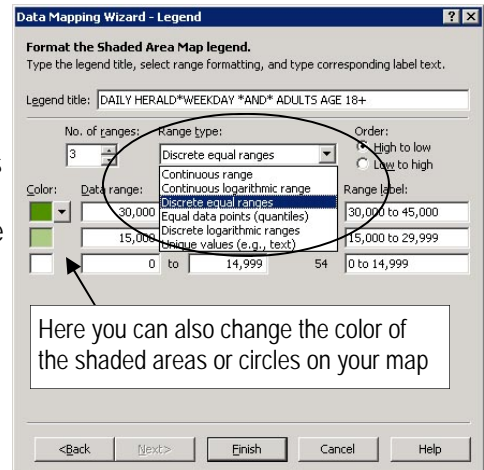
1. Once you have created your map, right click on the Media (if it is a Media Zip Code Report) or the Target (if it is a Target Zip Code Report) in the legend and select "Map Type" from the drop down menu.
2. At the Choose a Map Type window, click on "Shaded Circle" or "Sized Circle" or "Multiple Symbol"
3. If you selected "Multiple Symbol" as your option, click Next three times and then select the symbol/color from the pull down menu for each data range listed.
4. Click Finish.

Here you can change the way the data is displayed. The default map using shaded areas can be changed to either Shaded Circle, Sized Circle, or Multiple Symbols.



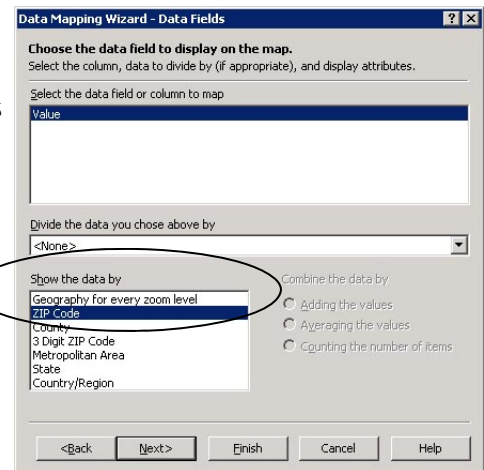
How to change the color and the map legend default from displaying continuous range data to displaying different data range types such as discrete equal ranges

1. Once you have created your map, right click on the Media (if it is a Media Zip Code Report) or the Target (if it is a Target Zip Code Report) in the legend and select "Format Legend" from the drop down menu.
2. At the Format Legend window, in the Range Type field, select from the options listed.
3. Here, you can also modify the number of ranges, the order in which they appear on the legend, the color, title, and adjust the actual number that correlates with each range
4. Once you have made your adjustments, click Finish.



How to change the default zip code map to county or 3 Digit ZIP Code map

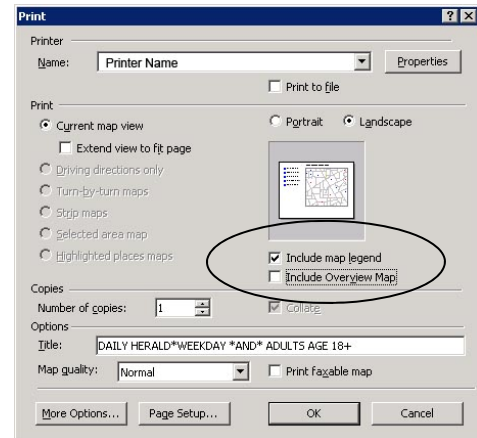
1. Once you have created your map, right click on the Media (if it is a Media Zip Code Report) or the Target (if it is a Target Zip Code Report) in the legend and select "Data Fields" from the drop down menu.
2. At the Data Fields window, select either county or 3 Digit ZIP code from the list.
3. Click Finish.



Zip Code Mapper—editing your map

How to Print your Map

1. Once you have created your map, click on File/Print from the toolbar.
2. In most cases, it is recommended to check the box to include the map legend and/or the overview map in your printed map
3. Here, you can make additional modifications, such as changing the orientation, and editing the title.
4. Once you have made your adjustments, click OK.

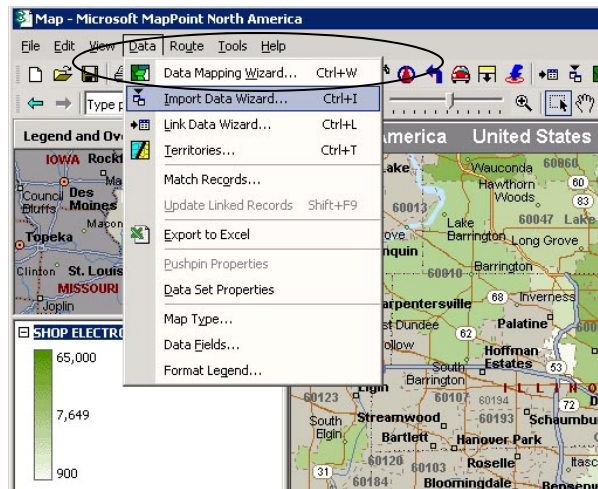


How to Export mapped data into Excel

1. Once you have created your map, right click on the Media (if it is a Media Zip Code Report) or the Target (if it is a Target Zip Code Report) in the legend and select "Export to Excel" from the drop down menu.
2. In most cases, the data will be located on the second tab of the Excel spreadsheet.
3. To use this data to overlay with another map, you must first save it. Later, you can import the Excel map into another map and overlay the different data.

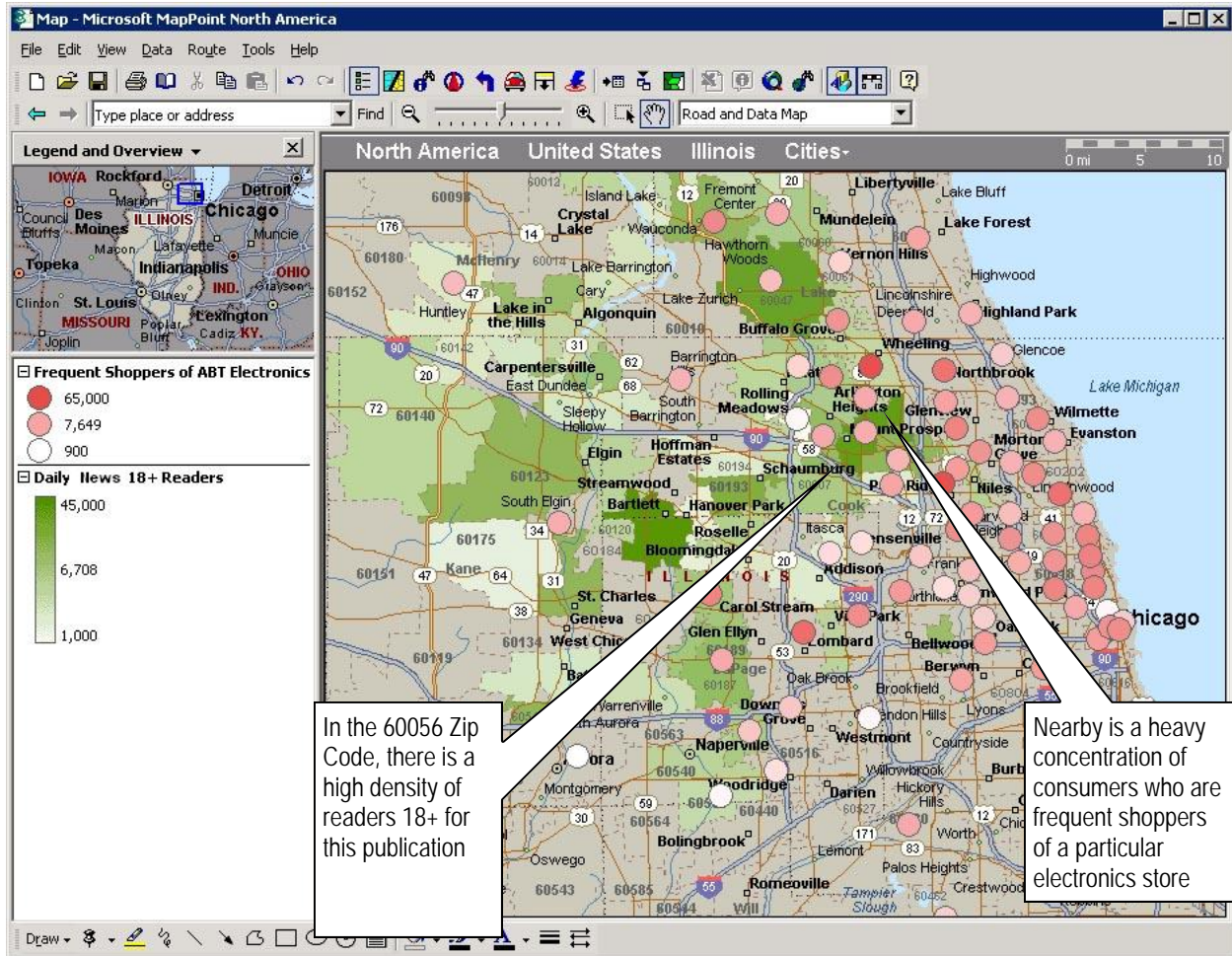
How to Overlay a Media Audience and a Target Audience on the Same Map

1. Use the previous instructions to create a map and then export your mapped data in to Excel. Save your Excel spreadsheet for importing into your new map.
2. Create a new map.
3. Click on "Data" in the MapPoint toolbar, and then select "Import Data Wizard" from the pull down
4. Select the Excel file you saved previously and click "Open"
5. Under "Sheets", select the sheet that does not read MapPoint.
6. Click "Next" then click Finish.
7. At the Map Type window, select either shaded area, shaded circle or sized circle from among the options to display the imported data. In most cases, you will want the imported data to be displayed in a different color, size, or shape to distinguish it from the data you are overlaying it with.
8. An example of overlaying a media and target audience is on the next page.



Zip Code Mapper—editing your map

Below is an example of a Media Zip Code map and a Target Zip Code map that have been overlaid on top of each other. The green shaded areas illustrate the location and density of readers 18+ for a daily newspaper, and the pink shaded circles illustrate the location and density of frequent shoppers of a particular electronics store. In addition to this overlay, if you wish to illustrate physical store locations for this retailer, use the Push Pin function, which is explained on the next page.

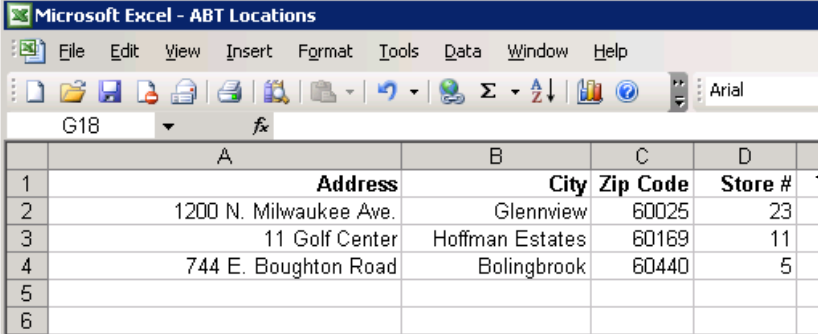


Zip Code Mapper—editing your map

How to Add Push Pins to your Map

One additional step you may wish to take with the creation of your map is to add “Push Pins”, which can display the physical location or locations of an advertiser’s business, such as retail store, mall, a bank, etc. Below are step by step instructions for adding Push Pins:

1. You will want to first create an Excel spreadsheet which should include a minimum of the following information; address, city, zip code for each location you want to be included on the map. It is recommended you put a header in your Excel spreadsheet. Below is a fictional list of retail locations for ABT Electronics in Chicago. In this case, there are three locations. Save your spreadsheet.

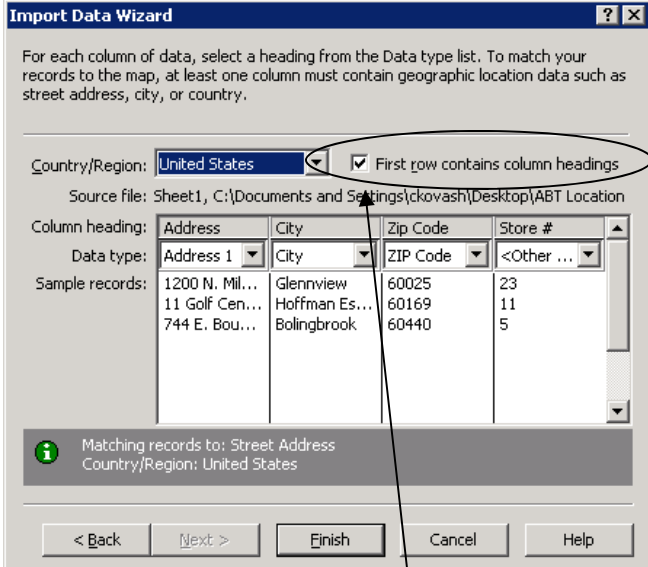


	A	B	C	D
1	Address	City	Zip Code	Store #
2	1200 N. Milwaukee Ave.	Glennview	60025	23
3	11 Golf Center	Hoffman Estates	60169	11
4	744 E. Boughton Road	Bolingbrook	60440	5
5				
6				

Header information

2. Next, create or open the map you wish to add Push Pins to.
3. On the toolbar, select Data/Import Tool Wizard.
4. Point to the file on your computer and click Open.
5. You will be prompted to select which sheet (if your Excel spreadsheet consists of more than one sheet) you want to import as a Push Pin. In most cases, it will be sheet 1. Click on the desired sheet and click Next.

6. Next, you will want to make sure that the Import Wizard correctly imports the data by mapping each of the data fields with the proper column heading. Make sure your addresses listed in the sample records fall under the “Address 1” heading, your cities fall under the “City” heading, and your zip codes fall under the “Zip Code Heading”. If they do not match, click on the pull down menu to find the appropriate heading that describes the sample records listed below it.
7. Click Finish. In some cases where MapPoint does not recognize the address you are trying to import, a popup will offer suggested addresses.
8. At the Choose Map Type window, select Push Pin and click Next.
9. At the Select the Properties for your Push Pin set, click on the “Set Symbol” arrow for a list of available options for the color and shape of your Push pins and make your selections. When done, click Finish.
10. See next page for an example of a map with Push Pins.



For each column of data, select a heading from the Data type list. To match your records to the map, at least one column must contain geographic location data such as street address, city, or country.

Country/Region: United States First row contains column headings

Source file: Sheet1, C:\Documents and Settings\ckovash\Desktop\ABT Location

Column heading:	Address	City	Zip Code	Store #
Data type:	Address 1	City	ZIP Code	<Other ...>
Sample records:	1200 N. Mil...	Glennview	60025	23
	11 Golf Cen...	Hoffman Es...	60169	11
	744 E. Bou...	Bolingbrook	60440	5

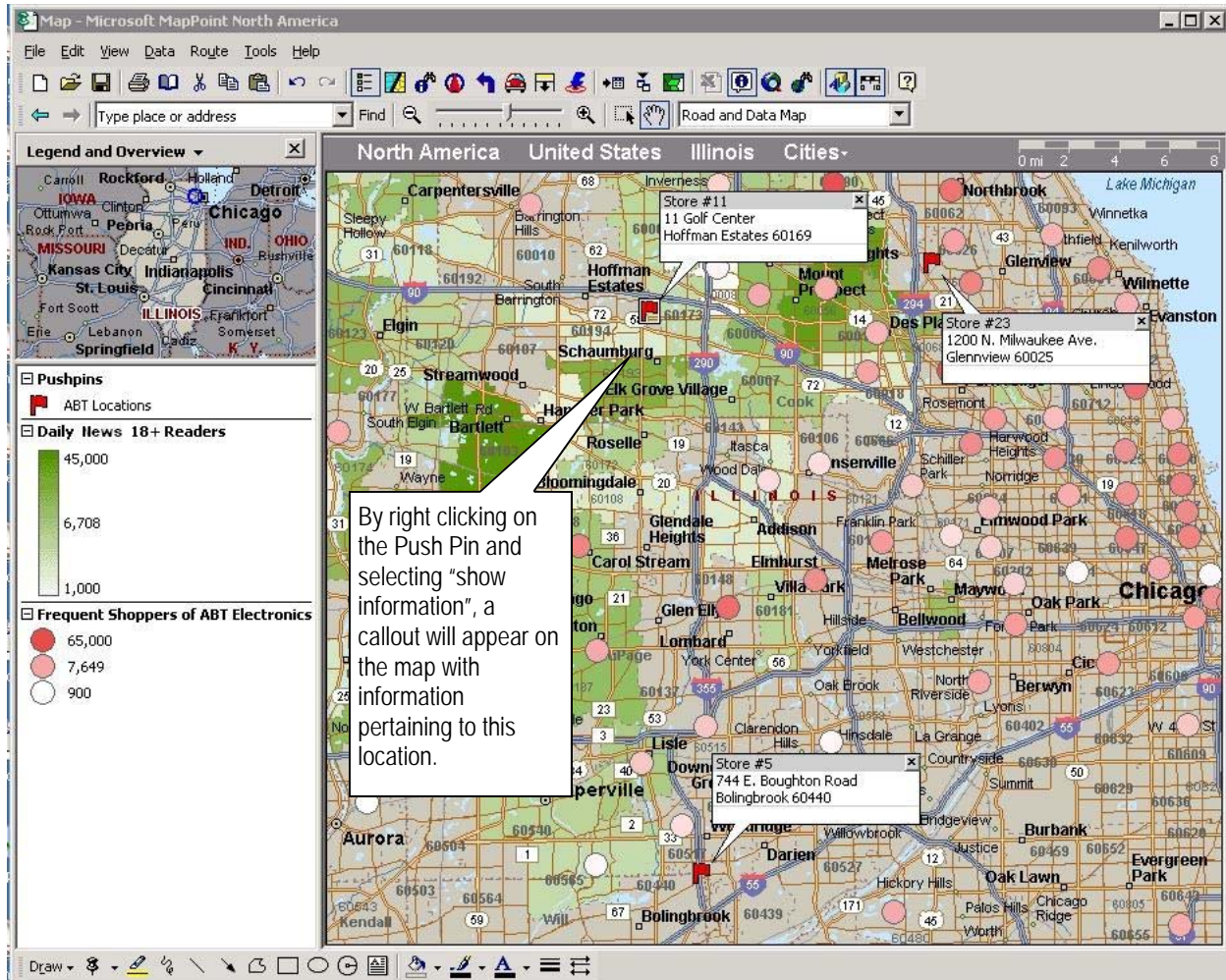
Matching records to: Street Address
Country/Region: United States

< Back Next > Finish Cancel Help

Make sure this box is checked if your Excel spreadsheet contains headers.

Zip Code Mapper—editing your map

Below is an example of a daily newspaper's readership, overlaid with a target audience (frequent shoppers of an electronics store) and three pushpins, which display the physical location of the retailer's three stores. (this is a fictional example). The information may be useful in determining how effective a media is in reaching a target audience geographically. It is also useful to determine if the media's audience correlates with the physical retail locations, as depicted by the Push Pins.



Annual Buying Power—how to create

What is the Annual Buying Power report? (Optional)

The Annual Buying Power report is a powerful new report available for all of The Media Audit's measured markets. This optional report defines the number of local consumers for hundreds of specific goods and services not measured in The Media Audit standard survey. The reports include the average dollars spent per year on these specific goods and services, and the total dollars spent on these goods and services (e.g. number of consumers X the average dollars spent) for the general market and for all local media audiences. The power of the report lies in its ability to demonstrate how much money a local media audience spends on different products and services relative to other media. For example, a local media might rank low in reaching adults 18+ who frequently shop for jewelry but the same media might rank high in the dollar amount spent on jewelry purchases by each person in the media's audience, further strengthening the media's case for inclusion on a media buy.

There are seven types of Annual Buying Power Reports:

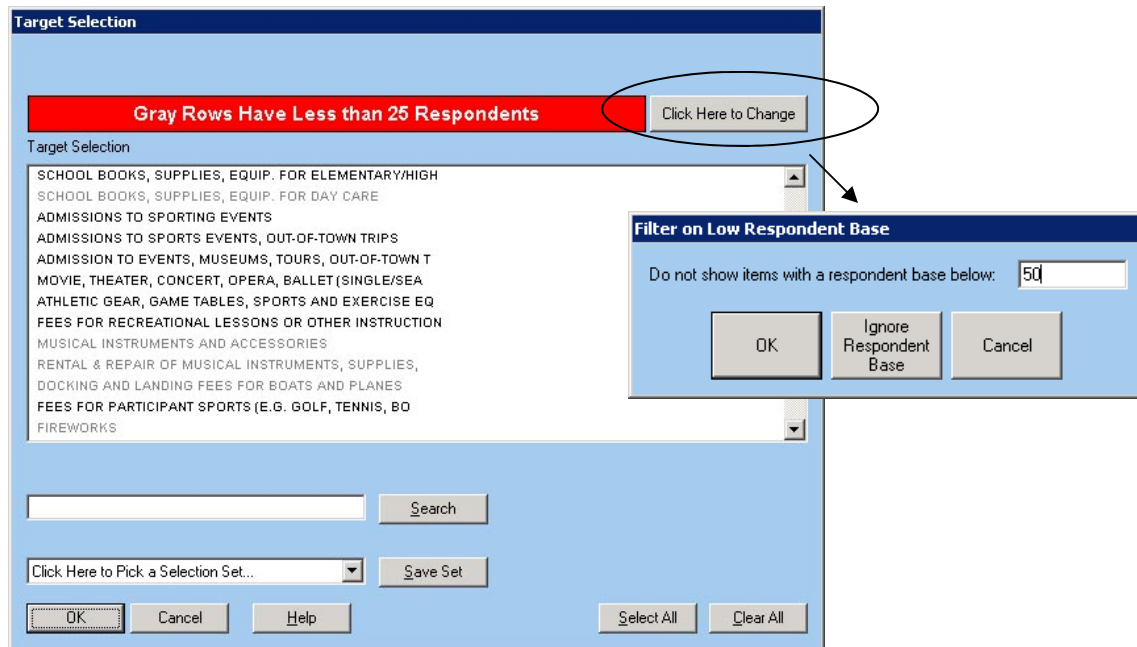
1. **Buying Power Report** - sub categories include a TMA Buying Power Report, and an Arbitron Buying Power Report. Provides buying power figures for a single media on an unlimited number of targets.
2. **Annual Ad Budget Calculator**—Interactive Report that calculates gross revenue potential and how much an advertiser would need to invest in an advertising campaign to reach campaign goals.
3. **Combo Builder Report**—Displays the unduplicated (net) come reach of a target audience offered by different media combinations.
4. **Re-Orderable Combo Builder Report**—is similar to Combo Builder application but user may select the order in which the selected media will appear
5. **Ad Campaign Planner**—Displays the cumulative unduplicated (net) come reach of a target audience offered by single media combinations of different media genres.
6. **Cross Tab Report**—provides in-depth buying power information for a single target.
7. **Ranker Report**—ranks buying power for an unlimited number of media for a single consumer category. Sub category includes an Arbitron Buying Power Ranker Report.

How to Create a Buying Power Report :

1. Click on Buying Power Report from the menu.
2. Select TMA Buying Power Report from the sub menu.
3. In the Media Selection screen, select the single media you wish to include in the report. Click OK.
4. At the Target Selection screen, select the target or targets you wish to include in the report. Hold down the CTRL key while making multiple selections. Click OK when finished. See next page for an explanation on why some of the targets in the list may be grayed out.
5. A sample of a Buying Power Report follows the explanation of how to adjust target filters, with an explanation of how to read the report.

Annual Buying Power—adjusting filter for target respondent base

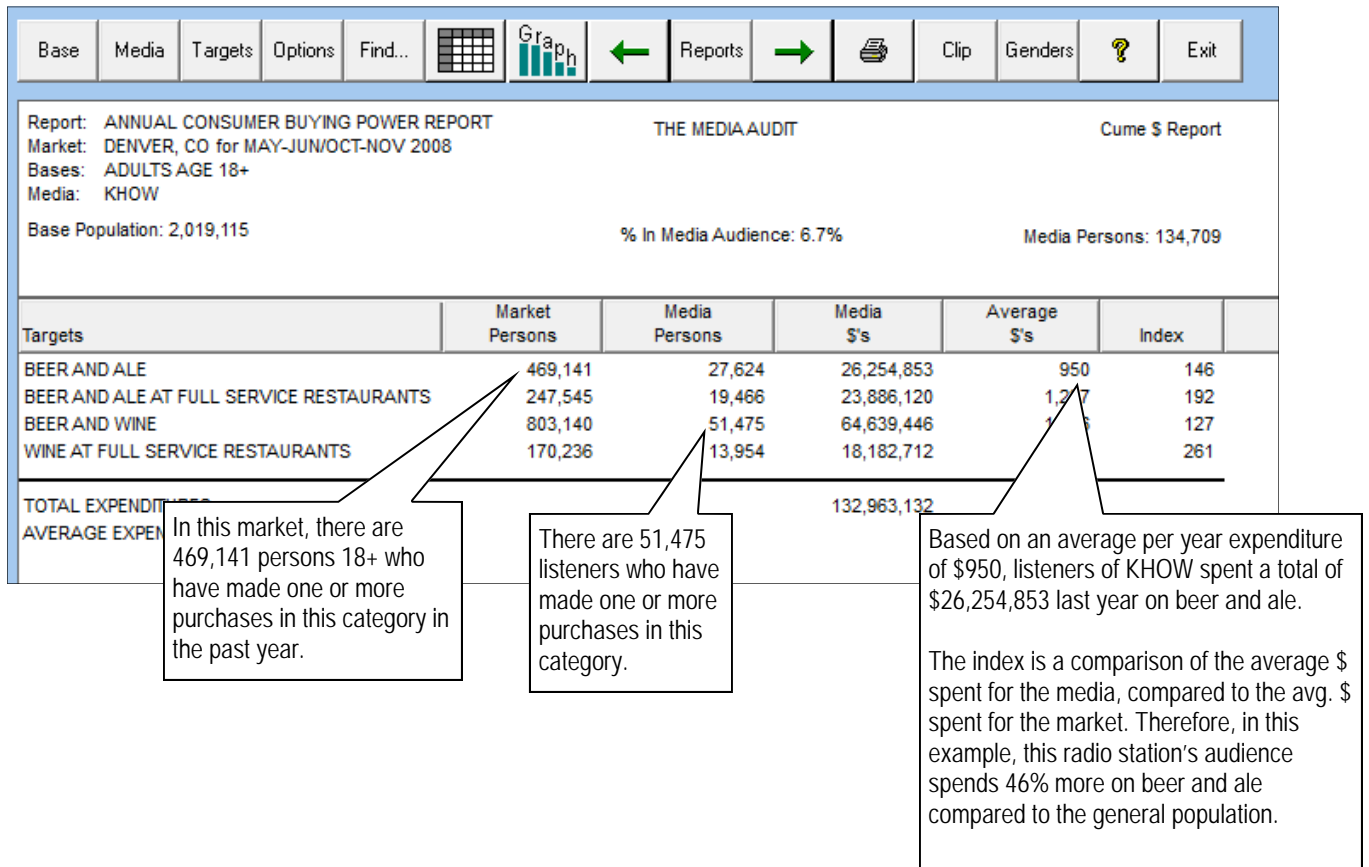
Note: When making selections in the Target dialog window, you will see something similar to the below image. Note in the Target selection window, some items have been grayed out. This is because the default setting for minimum respondent base has been set at 25, helping to filter out those targets with relatively small respondent base. You can still select these items, however if you do so, the program will warn you that the respondent base may not be reliable and that you should use the data with caution. If you would like to change the threshold for the minimum respondent base, or remove it altogether, you can click on the “Click Here to Change” button in the dialog window.



In the example above, the user has changed the minimum respondent base to 50 from the default setting of 25. By typing in the new number and clicking OK, the Target Selection dialog will now only gray out those targets that have less than 50 respondents, helping you to filter out targets that do not meet your minimum threshold. If you click on the “Ignore Respondent Base” button, the dialog box will automatically close and all items listed in the target list, regardless of respondent base will not be grayed out.

Annual Buying Power—how to read a Buying Power Report

Below is a sample of a Buying Power Report for a radio station in a local market. The report summarizes the amount spent per year on various consumer items such as beer and ale by this media's audience. To toggle between the media's cume and most often audience, click on Reports/Most Often \$ Report or click the right arrow button on the menu.



Market Persons: The total number of persons in the base who are also in the target category

Media Persons: The total number of persons in the media who are also in the target category

Media \$'s: The total amount spent per year on the target category

Average \$'s: The average amount spent by the media audience per year for each target category

Index:

How to Create an Arbitron Qualitatively Adjusted Buying Power Report

(Only for Arbitron subscribers with tape access clearance):

1. Repeat steps on the previous page for creating a Buying Power Report, only select Arbitron Buying Power from the sub-menu.
2. Your report will be displayed and read similarly as the above Buying Power Report, only the media persons will be based on Arbitron ratings data, rather than The Media Audit's ratings data. See the Utilities/Arbitron Options section for further information on how to select which Arbitron ratings period you want to apply to your Arbitron adjusted report.

Annual Buying Power—how to use and read an annual ad budget calculator

How to use an Annual Ad Budget Calculator:

1. Click on Annual Ad Budget Calculator from the sub menu.
2. At the Media Selection screen, select the single media that you want to perform analysis on and click OK.
3. At the Target Selection screen, select the single target that you want to perform analysis on and click OK.
4. In the Advertising Campaign Settings Window, insert estimates for the following:
 - A. Advertiser's Gross Margin
 - B. Estimate what percent of people exposed to the ad campaign will become customers
 - C. What percent the advertiser is willing to allocate to an advertising campaign.
5. Click on the Calculate button.
6. To adjust any of the three figures in the white boxes, enter the new number and click on the Calculate button again to re-calculate.

In this example below, by obtaining specific information from an advertiser such as gross margin %, expected response rate, and percent of gross revenue the advertiser is willing to place with a particular media, the Ad Budget Calculator will demonstrate the potential ROI a given advertiser can gain by placing a schedule with this media. The white boxes in the analysis represent estimates that a media would ask a prospective advertiser to estimate for his or her business. The bold face numbers printed in black are the result of the prospect's estimates.

In the example below, based on the estimates provided, radio station KAAA-FM has the potential to convert 1,189 listeners to customers (3% of 39,617 listeners), and if each customer is worth \$223 per year (gross margin dollars), the total revenue potential or ROI to the advertiser is \$265,220.

The screenshot shows a software window titled "Advertising Campaign Settings". At the top, there are buttons for "Media", "Target", "Calculate", "Print", "Clip", "Help", and "Exit". Below the buttons, the settings are as follows:

MEDIA: KAAA-FM
TARGET: EYECARE SERVICES (E.G. EXAM, TREATMENT, OR SURGERY)

AVERAGE DOLLARS SPENT BY TARGET HOUSEHOLDS PER YEAR.....	372
GROSS MARGIN % ((REVENUE - COST OF GOODS SOLD) / REVENUE) * 100.....	<input type="text" value="60"/>
GROSS MARGIN DOLLARS.....	223
NUMBER OF TARGET CONSUMERS REACHED BY MEDIUM.....	39,617
WHAT % OF PEOPLE EXPOSED TO AD CAMPAIGN WILL BECOME CUSTOMERS?	<input type="text" value="3"/>
POTENTIAL # OF CUSTOMERS REACHED.....	1,189
TOTAL GROSS REVENUE POTENTIAL PER YEAR.....	265,220
% OF GROSS REVENUE POTENTIAL ALLOCATED TO ADVERTISING.....	<input type="text" value="3"/>
DOLLARS INVESTED IN ADVERTISING CAMPAIGN.....	7,957

Based on the three estimates that were inserted into the calculator, the advertiser should expect to invest \$7,957 in a campaign in order to achieve a 3% response rate

Annual Buying Power—combo builder, ad campaign planner and cross tab

How to Create a Combo Builder, Re-Orderable Combo Builder, or Ad Campaign Planner Report within the Annual Buying Power program

The Combo Builder, Re-Orderable Combo Builder, and Ad Campaign Planner reports are identical to the reports in The Media Audit regular software, only they utilize consumer targets that are unique to the Annual Consumer Buying Power program. Refer to previous sections in this manual on how to create and read these reports.

How to Create a Cross Tab Report

1. Click on Cross Tab from the sub menu.
2. At the Primary Target Selection screen, select a single target for your analysis. Click OK.
3. At the Secondary Target Selection screen, select as many targets that you wish to analyze. Hold down the CTRL key while making multiple selections.
4. See below for an example of a Cross Tab Report.

In the example below, the user created a Cross Tab report, profiling fans of the Denver Broncos and how much they spend annually on various electronics such as TV's. An electronics store may find this useful in evaluating a potential sponsorship.

Targets	Total \$'s	Average \$'s
COLOR TV - CONSOLE, LARGE SCREEN TV PROJECTION EQU	51,832,688	2,213
COLOR TV - PORTABLE AND TABLE MODELS	611,271,296	1,806
TOTAL EXPENDITURES	663,104,000	
AVERAGE EXPENDITURES		1,909

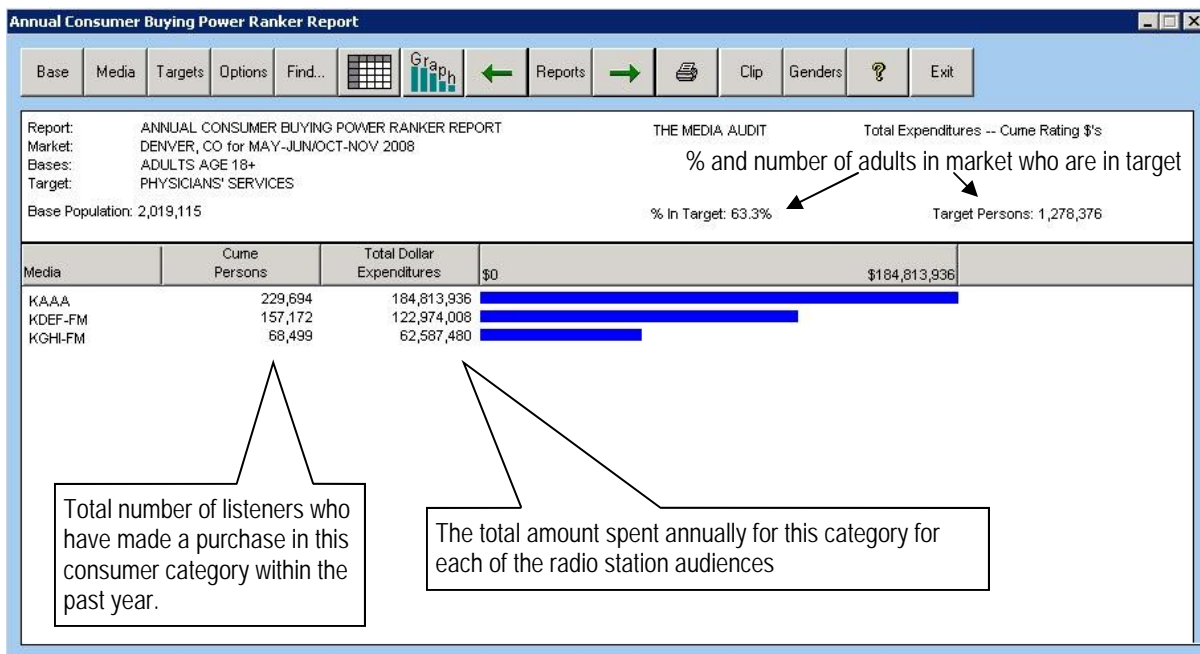
In this example, the average dollar amount spent per year on color TV's, large screen TV and projection equipment by Denver Broncos fans is \$2,213 per year. When this figure is multiplied by the number of fans in the market who have made such a purchase in the past year, the total \$ figure is calculated. In this case, Denver Broncos fans in total are worth an estimated \$51 million a year in buying power for this consumer category.

Annual Buying Power—how to create and read a ranker

How to Create a Ranker Report

1. Click on Ranker Report from the sub menu.
2. Select TMA Buying Power Ranker report from the pull down menu.
3. At the Media Selection screen, select as many media as you wish to rank. Hold down the CTRL key while making multiple selections. Click OK.
4. At the Target Selection screen, select the single target you wish to analyze. Click OK.
5. By clicking on Reports or using the left and right arrows on the toolbar, you can scroll through each of the different reports, which include total and average expenditures for a media's cume and most often audience.
6. See below for an example of a Ranker Report.

In the example below, the user created a Ranker report, comparing the total annual dollar expenditures for three different radio stations in the physicians services category.



How to Create an Arbitron Qualitative Adjusted Ranker Report (Only for Arbitron subscribers with tape access clearance):

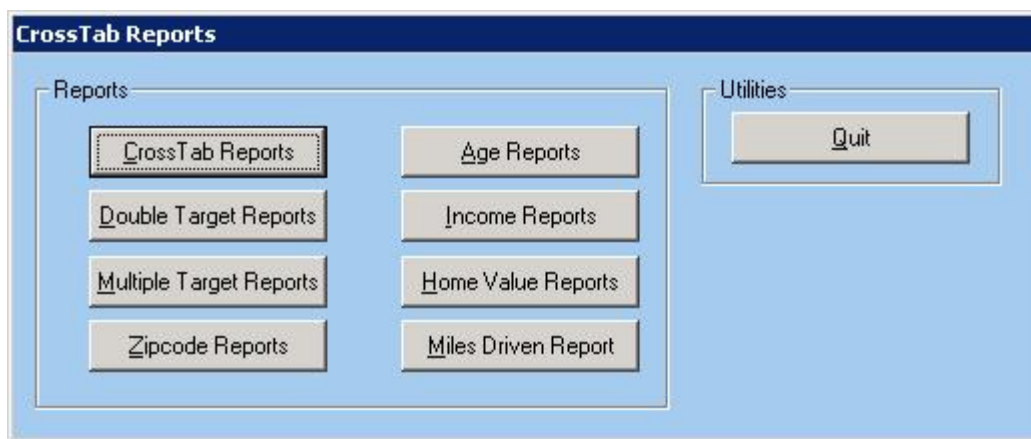
1. Repeat steps above for creating a Ranker Report, only select Arbitron Buying Power Ranker Report from the sub-menu.
2. Your report will be displayed and read similarly as the above Ranker Report, only the media persons will be based on Arbitron ratings data, rather than The Media Audit's ratings data. See the Utilities/Arbitron Options section for further information on how to select which Arbitron ratings period you want to apply to your report.

Cross Tab Report—introduction

What is a Cross Tab Report?

A Cross Tab Report allows you to conduct an in-depth profile of a single target for a local market. A National Cross Tab report is also available and represents an aggregate of all of the local U.S. markets measured by The Media Audit.

The Cross Tab Report Main Menu appears below with a brief explanation of the functionality for each report within the Cross Tab application. Note: the simplest way to access Cross Tab is to access from the main menu of The Media Audit software. To change between surveys, use the Survey button from the main menu of The Media Audit software.



Cross Tab Report—the toolbar

The Cross Tab Toolbar

This is an example of a Cross Tab toolbar within the Cross Tab program of TMA.



Base

Users can change the respondent base that will be used in all computations. By clicking on this button, you can change the base from adults 18+ to any qualitative target, zip code, cluster of zip codes, county, cluster of counties, city or cluster of cities. Available base options vary whether you are using Local Cross Tab Data or National Cross Tab data.

Primary

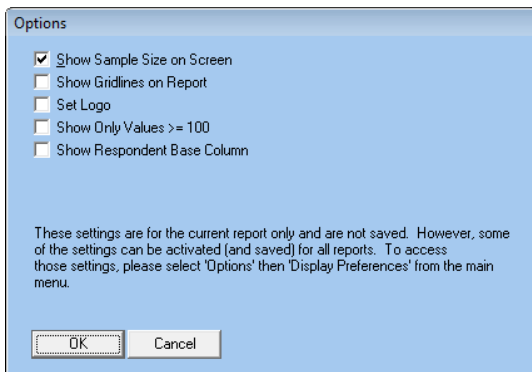
This allows the user to select a single target (or media) to be profiled.

Targets

This allows the user to choose from a list of targets (and media).

Options

Here you can modify how the report will appear on screen and when printed. Below is an example of what you can modify:



Find...

Allows user to quickly find text in a displayed report.



Previous Report

Shows the previous report.

Reports

Lets you choose from a list of available reports.



Next Report

Shows next report.

Cross Tab Report—the toolbar

The Cross Tab Toolbar Continued



Print



Prints the current report.

Clip

Clips the data for pasting into other programs.

Genders

Applies an additional filtering restriction (male or female) to the base.

Help



Depending on where you are in the Cross Tab program, it will launch some or all pages of this manual in an electronic or PDF format.

Exit

Exits the report.

Cross Tab—how to create a report

How to Create a Cross Tab Report

1. Click on Cross Tab from The Media Audit Main Menu.
2. Click on Cross Tab from the main menu of the Cross Tab program.
3. At the Primary Target Selection Screen, select a single target (or media if available) to profile. Click OK.
4. At the Targets Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
5. An example of a Cross Tab report is below. By clicking on the "Reports" button, you can scroll through the different reports that are available.

The screenshot shows the 'CrossTab Reports' window. The menu bar includes: Base, Primary, Targets, Options, Find..., Reports, Clip, Genders, and Exit. The 'Reports' button is highlighted with a callout: 'Drop down menu of available reports'. The report details are: Report: CROSSTAB REPORTS, Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007, Bases: ADULTS AGE 18+, Primary: SUV, Base Po: (partially obscured). The report title is 'THE MEDIA AUDIT' and the type is 'Cross Target Statistical'. A callout points to the 'Reports' button: 'Use this to create or change the base for your report'. Another callout points to the 'Target' column header: 'Click on any heading to sort on column'. A third callout points to the column dividers: 'Hide or resize a column by clicking and dragging dividers'. The table below shows the data for various targets.

Target	Base Persons	Primary Persons	Horizontal Percent	Vertical Percent	Target Index
FOLLOW SPORT ON TV--COLLEGE BASEBALL	851,600	227,800	26.7	19.5	158
FOLLOW SPORT ON TV--COLLEGE BASKETBALL	2,357,100	565,400	24.0	48.3	142
FOLLOW SPORT ON TV--CHICAGO CUBS	3,661,400	684,400	18.7	58.5	111
FOLLOW SPORT ON TV--CHICAGO WHITE SOX	3,162,800	600,900	19.0	51.3	112
FOLLOW SPORT ON TV--CHICAGO BULLS	3,205,900	636,000	19.8	54.3	117
FOLLOW SPORT ON TV--CHICAGO BEARS	4,390,100	837,300	19.1	71.5	113
FOLLOW SPORT ON TV--CHICAGO BLACKHAWKS	1,084,400	257,600	23.8	22.0	141
FOLLOW SPORT ON TV--NASCAR	1,342,400	234,900	17.5	20.1	104

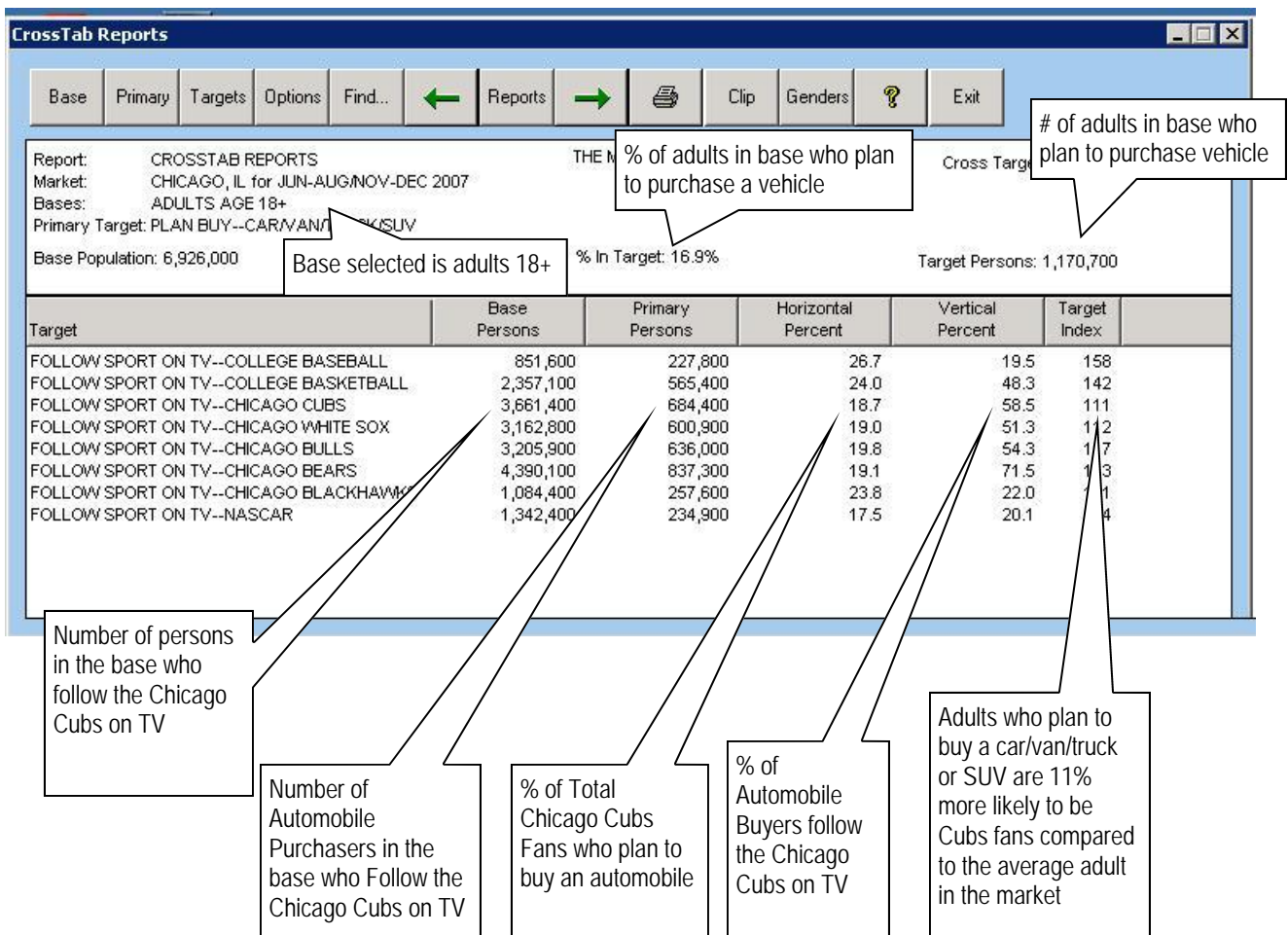
In the above example using a local market database, the user created a report that analyzed which sporting events automobile purchasers like to follow on TV. For an explanation on how to read this report, see next page.

Cross Tab Reports—how to read a report

How to Read a Cross Tab Report

Below is an example of a Cross Tab Report, profiling Automobile Purchasers by the different sporting events they follow on TV. In this example, the base selected was Adults 18+. The definition for each of the column headers is below.

1. **Base:** A selected demo, target, or geographic area from which the report is based.
2. **Primary Target:** The target (or media) that is being profiled.
3. **Targets:** The criteria that is used to describe the Primary Target. Also referred to as Secondary Targets.
4. **Base Persons:** Total number of persons in the market that are in the base.
5. **Primary Persons:** Total number of persons in the base that are in the primary target.
6. **Horizontal Percent:** % of people in the secondary target that match the primary target audience.
7. **Vertical Percent:** % of People in primary target that fall into the secondary target group.
8. **Target Index:** Likelihood that the primary target audience is to be above or below the market average with the secondary target.



Double Target Cross Tab Reports—how to create a report

How to Create a Double Target Report

1. Click on Double Target Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select the two targets you wish to profile. Click OK.
3. At the Targets Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of a Double Target Report is below. By clicking on the “Reports” button, you can scroll through the different reports that are available.

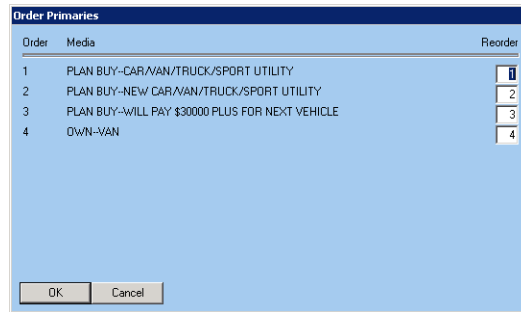
Targets	Target 1 Vertical Percent	Target 2 Vertical Percent	Difference
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	59.1	57.4	-1.7
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	42.1	39.0	-3.1
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	31.3	24.5	-6.8
ADULTS--AGE 18-20	*	9.5	9.5
ADULTS--AGE 21-24	0.7	6.9	6.2
ADULTS--AGE 25-34	11.3	21.2	9.9
ADULTS--AGE 35-44	25.4	21.9	-3.5
ADULTS--AGE 45-49	12.1	11.3	-0.8
ADULTS--AGE 50-54	12.2	10.1	-2.1
ADULTS--AGE 55-64	19.3	11.8	-7.5
ADULTS--AGE 65-74	11.6	4.8	-6.8
ADULTS--AGE 75 PLUS	7.4	2.4	-5.0
PLAN BUY NEXT 12 MOS--STEREO/CD OR MP3 PLAYER/POD	18.6	25.1	6.4
PLAN BUY NEXT 12 MONTHS--VIDEO CAMERA/VCR/DVD	13.1	22.8	9.6
PLAN BUY NEXT 12 MOS--PERSONAL COMPUTER/EQUIPMENT	23.8	28.8	5.0
PLAN BUY NEXT 12 MOS--COMPUTER SOFTWARE	20.0	26.0	6.0
PLAN BUY NEXT 12 MONTHS--NEW TV SET	21.9	21.1	-0.8
HDTV--OWN	41.6	41.2	-0.4
HDTV--PLAN TO BUY NEXT 12-MONTHS	14.7	13.9	-0.8
DIGITAL RECORDING DEVICE NOW HAVE--DVR OR TIVO	35.4	35.4	0.1

In the example above, the user profiled two electronics retail stores on a number of targets, using “Vertical Percent” as the comparison metric. In this example, customers who shop ABT Electronics have a higher household income and are also older than those who shop Best Buy. See next page for an explanation on how to read this report.

Multiple Target Cross Tab Reports—how to create a report

How to Create Multiple Target Report

1. Click on Multiple Target Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select up to five targets you wish to profile. Click OK.
3. At the Order Primaries screen, you can choose to re-order the selected targets by changing the numbers in each of the boxes. Click OK when satisfied with order.



4. At the Targets Screen, select as many targets as you wish. Click OK.
5. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
6. An example of a Multiple Target Report is below. By clicking on the "Reports" button, you can scroll through the different reports that are available.

Use this to create or change the base for your report

Drop down menu of available reports

Multi Target Report -- Persons
Multi Target Report -- Horizontal Percent
Multi Target Report -- Vertical Percent
Multi Target Report -- Target Index

Multi Target Report
_ □ ×

Base Primary Targets Options Find...
←
Reports
→
Clip Genders ? Exit

Report: MULTI TARGET REPORT THE MEDIA AUDIT Multi Target Report -- Persons

Market: METRO, USA for FALL 2004

Bases: ADULTS AGE 18+

Target 1: PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY

Target 2: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY

Target 3: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

Target 4: OWN--VAN

Targets	Target 1 Persons	Target 2 Persons	Target 3 Persons	Target 4 Persons
MEN--AGE 18 +	251,500	83,600	57,200	281,200
WOMEN--AGE 18 +	224,400	73,000	33,100	279,000
ANNUAL HOUSEHOLD INCOME--\$35,000 PLUS	373,500	141,100	85,900	418,200
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	255,900	108,300	76,400	279,300
ADULTS--AGE 18-34	171,800	41,200	25,500	170,400
ADULTS--AGE 25-49	287,800	88,500	53,800	287,000
ADULTS--AGE 25-54	333,200	109,700	69,500	334,400

In the example above, the user profiled different auto buying groups against age, gender, and household income. For example, the number of adults who plan to buy a new car/van/truck or SUV who are 25-49 years old is 287,800.

Double or Multiple Target Cross Tab Reports—how to read

How to Read a Double Target Report

Below is an example of a Double Target Report, profiling customers of two local electronics retail chains in a local market. In this example, the base selected was adults 18+. Using index as the comparison metric, the report below illustrates the differences between the two retail chains. The definition for each of the column headers for the various reports is below:

1. Base: A selected demo, target, or geographic area from which the report is based.
2. Target 1 and 2: The two targets that are being profiled.
3. Targets: The criteria that is used to describe the Primary Targets. Also referred to as Secondary Targets.
4. Target Persons: Total number of persons in target 1 or target 2 who are in the secondary target
5. Horizontal Percent: % of people in the secondary target that match the audience of Target 1 and 2.
6. Vertical Percent: % of People in Targets 1 and 2 that fall into the secondary target group.
7. Target Index: Likelihood that Target 1 or 2 audience is to be above or below the market average with the secondary target.

Targets	Target 1 Index	Target 2 Index	Difference
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	123	119	-4
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	136	127	-10
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	163	127	-35
ADULTS--AGE 18-20	*	127	127
ADULTS--AGE 21-24	14	132	118
ADULTS--AGE 25-34	61	114	53
ADULTS--AGE 35-44	125	108	-17
ADULTS--AGE 45-49	173	111	-8
ADULTS--AGE 50-54	83	109	-23
ADULTS--AGE 55-64	141	86	-55
ADULTS--AGE 65-74	145	61	-85
ADULTS--AGE 75 PLUS	103	34	-69
PLAN BUY NEXT 12 MOS--STEREO/CD OR MP3 PLAYER/MPOD	90	121	31
PLAN BUY NEXT 12 MONTHS--VIDEO CAMERA/VCR/DVD	66	115	48
PLAN BUY NEXT 12 MOS--PERSONAL COMPUTER/EQUIPMENT	98	118	21
PLAN BUY NEXT 12 MOS--COMPUTER SOFTWARE	94	122	28
PLAN BUY NEXT 12 MONTHS--NEW TV SET	112	108	-4
HDTV--OWN	108	107	-1
HDTV--PLAN TO BUY IN NEXT 12-MONTHS	105	100	-6
DIGITAL RECORDING SERVICE NOW HAVE--DVR OR	110	111	*

ABT customers are 63% more likely than the average adult to earn \$100,000 or more

Best Buy customers are 27% more likely to earn \$100,000 or more

The program calculates the difference between the two metrics (in this example, index)

Zip Code Cross Tab Reports—how to create and read

How to Create and Read a Zip Code Report

1. Click on Zip Code Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
3. An example of a Zip Code Report is below. In this example, the user profiled adults who read a daily weekday newspaper and where they live. Refer to the section on Zip Code Mapper reports if you would like to map this same data.

How to Read a Zip Code Report

1. Base: A selected demo, target, or geographic area from which the report is based.
2. Primary Target: The target (or media) that is being profiled.
3. Zip Code: The list of zip codes that are used to compare to the Primary Target.
4. Total Count: The total number of respondents or the sample size within the zip code.
5. Target Count: The total number of respondents or the sample size for the Primary Target.
6. Target Percent: The percent of people in the Zip Code that are also in the Primary Target.
7. Weighted Total Count: The Number of people in the base who are in the zip code.
8. Weighted Target Count: The Number of people in the Primary Target who are in the Zip Code.
9. Weighted Target Percent: The percent of people the Primary Target reaches in the Zip Code.

CrossTab Zipcode Report

Report: CROSSTAB ZIPCODE REPORT THE MEDIA AUDIT
 Market: CHICAGO, IL for NOV-DEC 2007
 Bases: ADULTS AGE 18+
 Primary Target: FIVE WEEKDAY CUME-- Daily Newspaper
 BASE PERSONS: 6,926,000 % IN TARGET: 29.5 PRIMARY PERSONS: 2,044,000

Zipcode	Total Count	Target Count	Target Percent	Weighted Total Count	Weighted Target Count	Weighted Target Percent
60025	13	9	69.2%	39,900	26,300	65.9%
60089	12	9	75.0%	35,900	20,700	57.7%
60134	9	7	77.8%	25,800	20,800	80.6%
60453	12	7	58.3%	44,000	17,900	40.7%
60466	7	6	85.7%	30,300	24,800	81.8%
60649	12	6	50.0%	78,900	27,800	35.2%
60660	10	6	60.0%	36,000	17,300	48.1%
60030	8	5	62.5%	42,300	23,800	56.3%
60053	5	5	100.0%	17,800	27,800	100.0%
60067	10	5	50.0%	11,100	17,400	46.9%
60126	9	5	55.6%	19,900	18,900	24.6%
60187	11	5	45.5%	12,700	12,200	33.9%
60402	9	5	55.6%	31,300	17,500	48.3%
60423	9	5	55.6%	24,500	24,500	28.2%
60477	13	5	38.5%	11,000	11,000	24.6%
60546	6	5	83.3%	11,000	11,000	24.6%
60615	6	5	45.5%	11,000	11,000	24.6%
60626	6	5	50.0%	11,000	11,000	24.6%

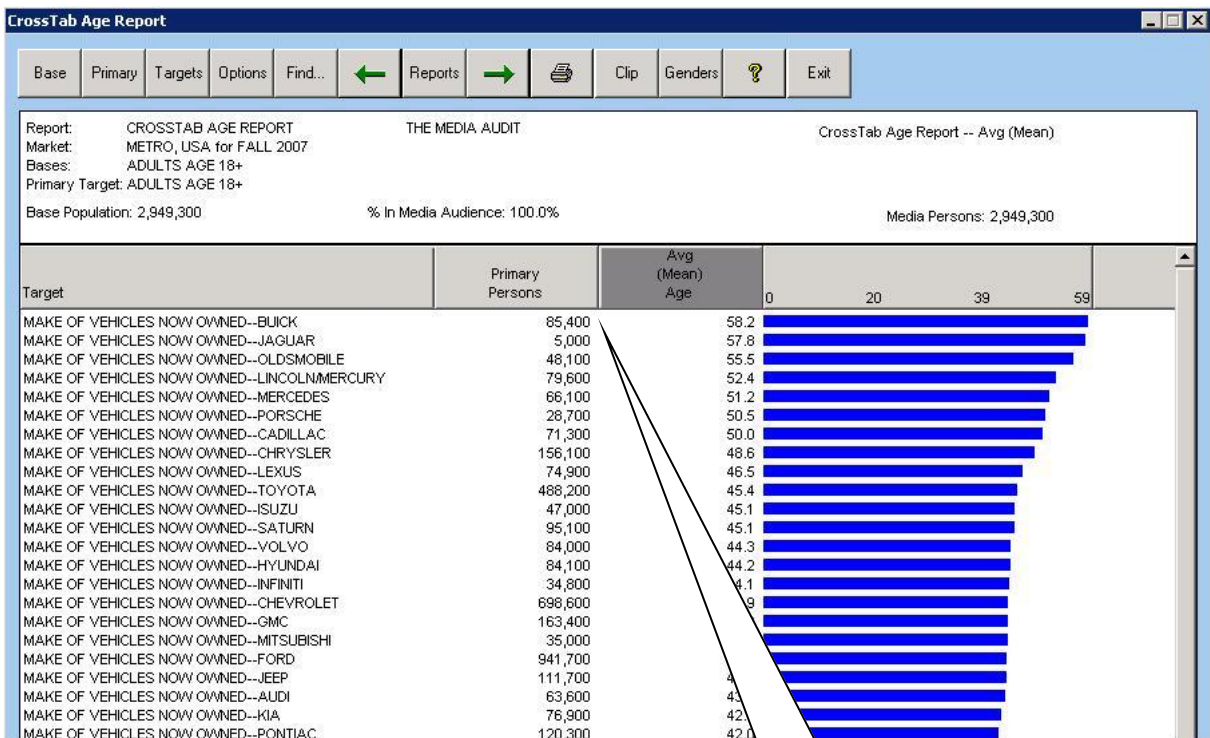
Callouts:

- The sample size for this zip code is 13 respondents.
- The number of respondents for the Primary Target who are in this zip code is 9
- 69.2% of the total respondents in this zip code are daily readers of this newspaper
- Out of a total of 39,900 adults who live in this zip code, 26,300 read this newspaper
- The newspaper reaches 65.9% of adults in this zip code.

Age Cross Tab Reports—how to create and read

How to Create and Read an Age Report

1. Click on Age Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select the single target you wish to profile.
3. At the Target Selection Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of an Age Report is below. In this example, the user profiled adults who own different types of vehicles by average age.

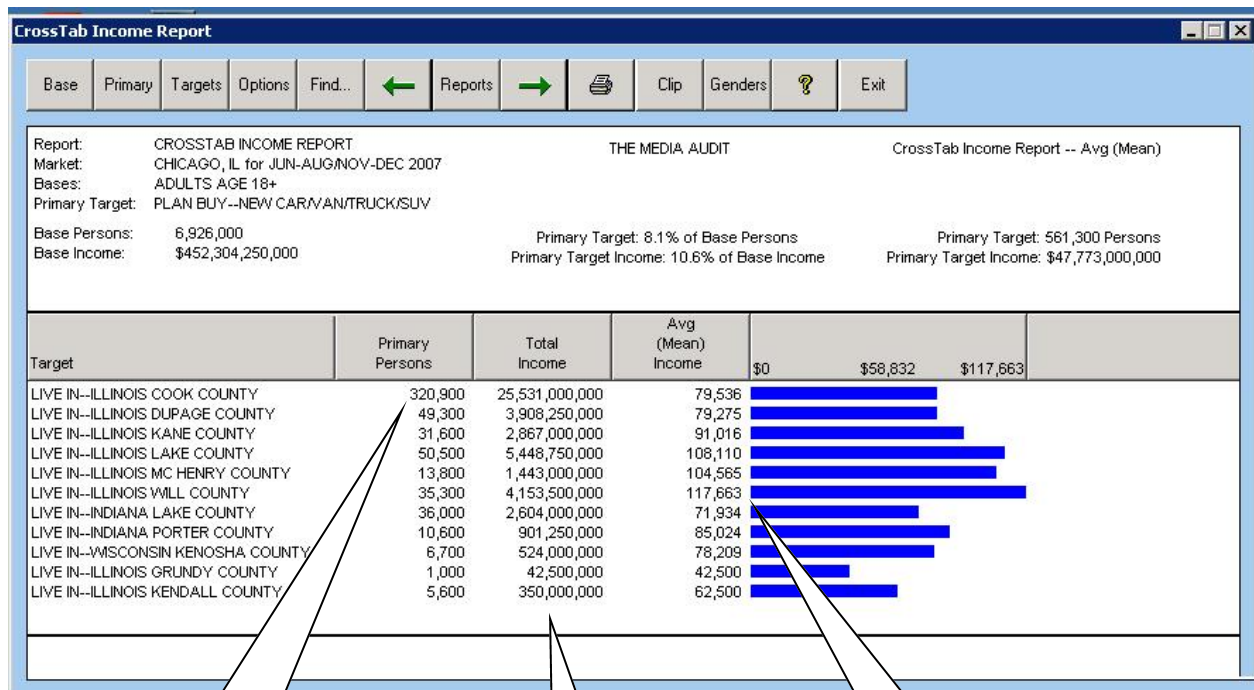


According to this report, there are 85,400 adults in this market who own a Buick. The average age of a Buick owner is 58.2 years.

Income Cross Tab Reports—how to create and read

How to Create and Read an Income Report

1. Click on Income Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK.
3. At the Targets Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of an Income Report is below. In this example, the user profiled adults who plan to purchase a new vehicle for each county within a metro market.



More adults who plan to buy a new vehicle live in Cook County than any other county

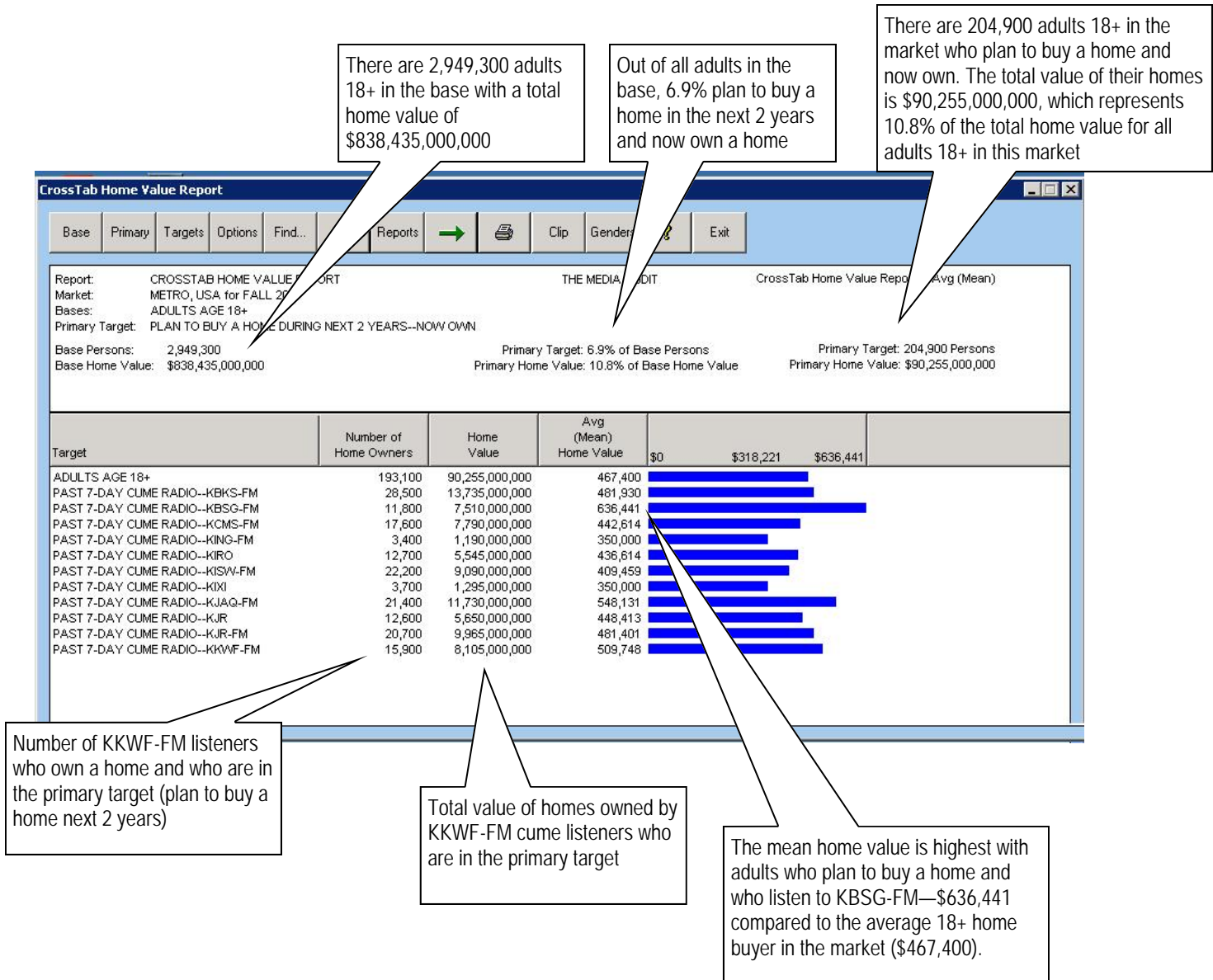
Note that total income refers to the number of primary persons times average income

Adults who live in Will County and plan to buy a new vehicle have the highest income—\$117,663

Home Value Cross Tab Reports—how to create and read

How to Create and Read a Home Value Report

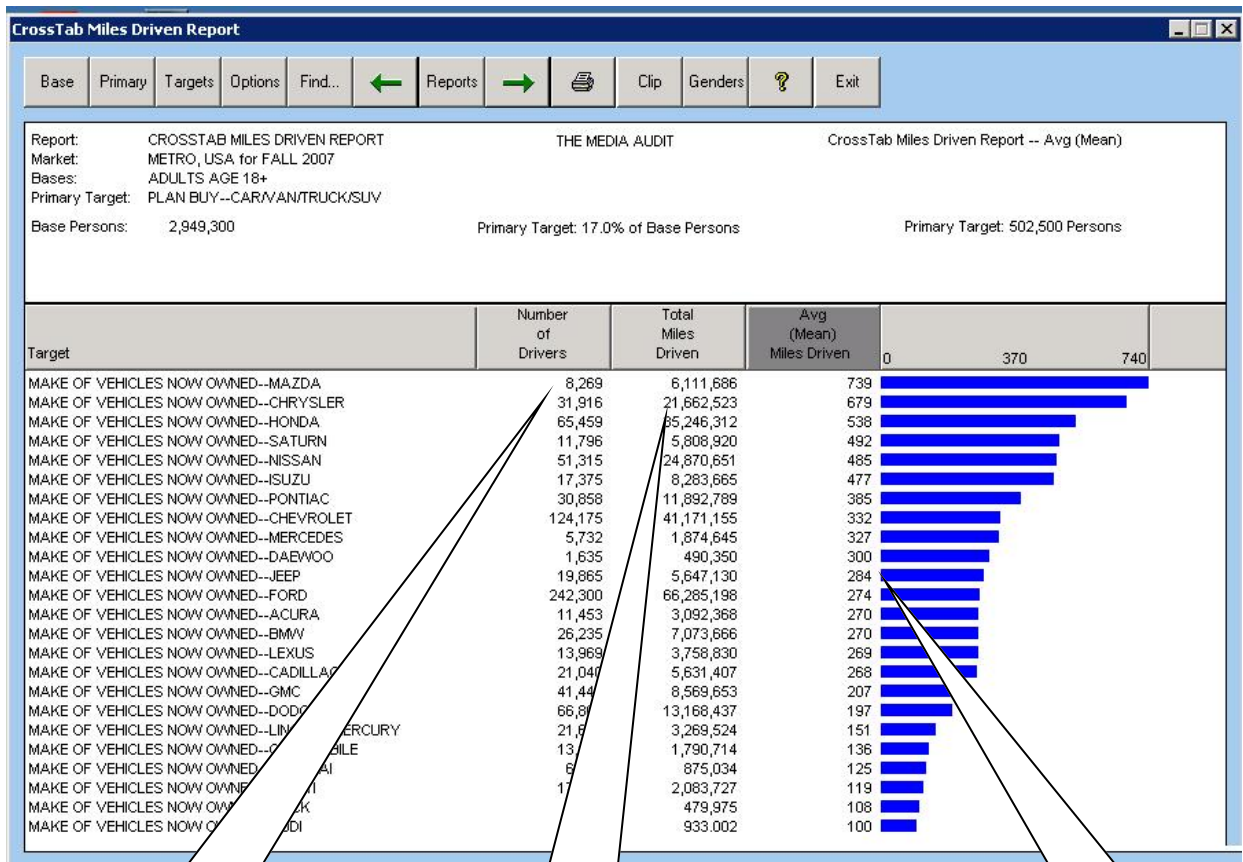
1. Click on Home Value Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK.
3. At the Targets Selection Screen, select as many targets (including media) as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of a Home Value Report is below. In this example, the user compared home values for adults who listen to different radio stations in a local market and who plan to buy a home in the next 2 years and also own a home. The Home Values numbers may be of particular interest to advertisers in mortgage lending, home remodeling, or furniture stores.



Miles Driven Cross Tab Reports—how to create and read

How to Create and Read a Miles Driven Report

1. Click on Miles Driven Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK.
3. At the Targets Selection Screen, select as many targets (including media) as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of a Miles Driven Report is below. In this example, the user compared the average miles driven in a typical week for owners of various makes of vehicles who also plan to buy a new or used vehicle in the next 12 months. The miles driven numbers may be of particular interest to media such as outdoor and radio and would suggest a strong potential for ad exposure for certain types of consumers.



Number of Mazda owners who are in the primary target (plan to buy a new/used vehicle next 12 months)

Total miles driven among Mazda owners who plan to buy a new/used vehicle next 12 months in a typical week

Among Jeep owners who plan to buy a new/used vehicle in the next 12 months, the average number of miles driven weekly is 284

Key Definitions — common terms used in software

Persons	The number of different persons in the target audience who are in the medium's audience.
Rating	The percent of persons in the target audience who are in the medium's audience.
Composition	The percent of the medium's audience who fall in the target.
Index	A comparison of the medium's composition to the market composition. Usually calculated by dividing the media comp percent by the market percent and multiplying by 100.

Medium	Cume	Most Often
Radio	Listened Past 7 Days	Listened to more often than any other station
Television	Viewed over Past 7 Days	Viewed Yesterday
Cable	Viewed over Past 7 Days	Viewed Yesterday
Weekly or Monthly Print	Read one or more of the Past 4 Editions	Read Last Edition
Daily Newspaper	Read one or more of Past 5 Weekdays	Read Yesterday
Sunday Newspaper	Read one or more of Past 4 Sundays	Read Last Sunday
Weekly Newspaper Sections	Read the Section One or more times during Past 4 Weeks	Read Section Past Week
Internet	Visited Past Month	Visited Past Week