

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

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.

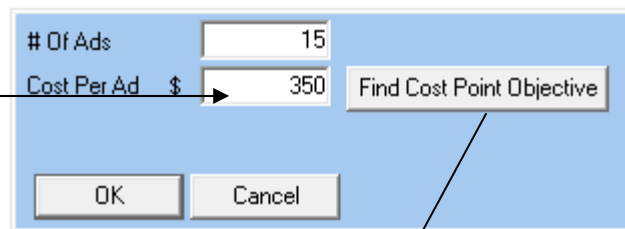
To edit the number of spots or ads per week, right click on the number you wish to edit and type in the new number, and hit the enter key each time. The program will update automatically.

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.



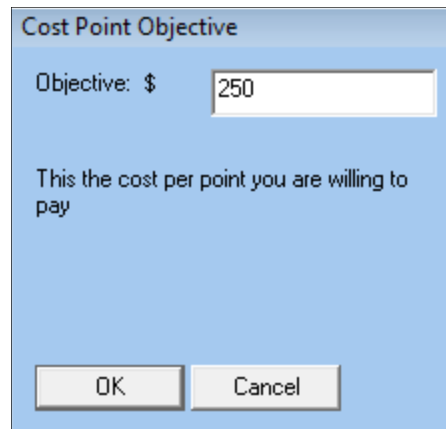
Of Ads

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
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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