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.
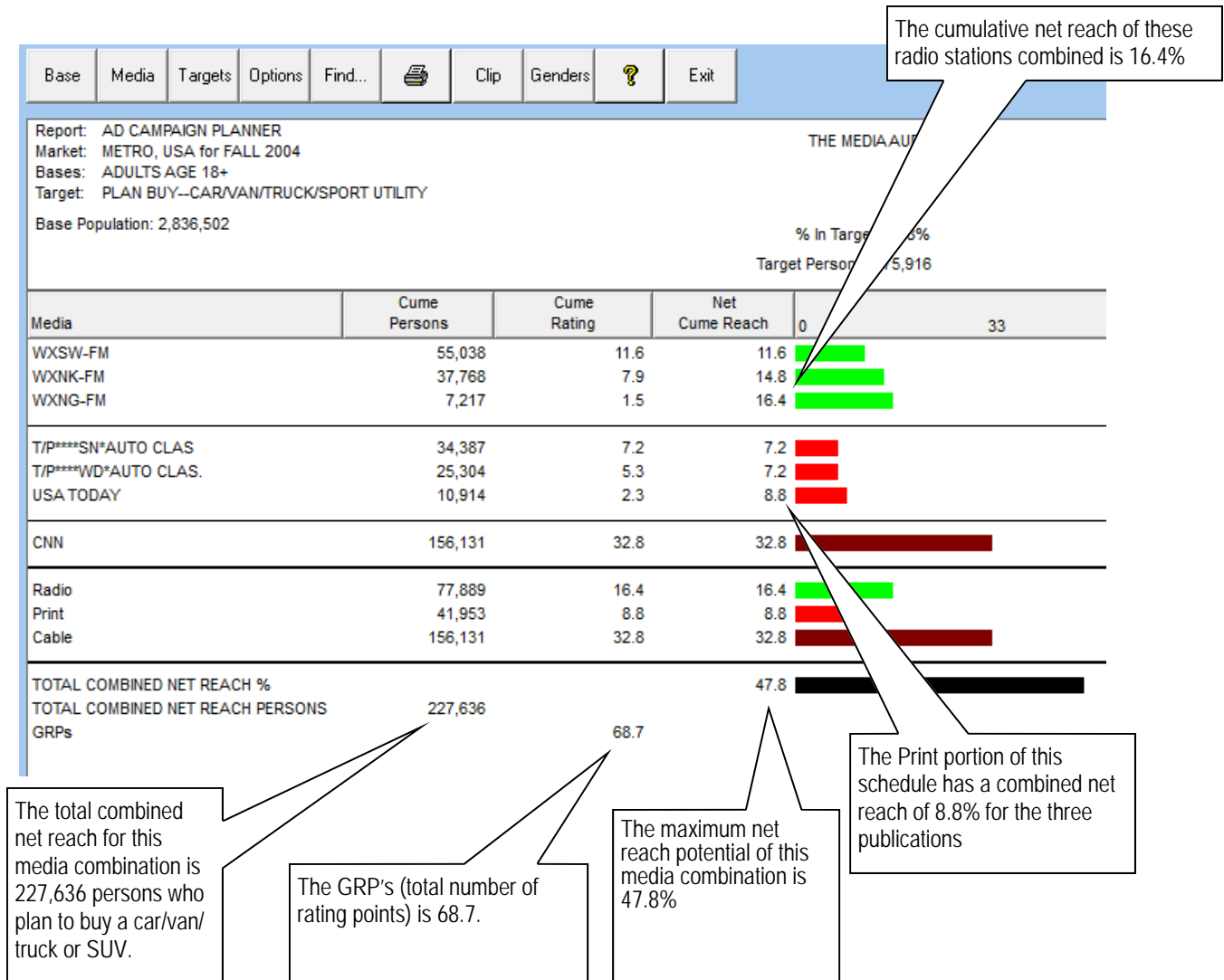
Report Tips

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.

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.

| Base | Media | Targets | Options | Find... | 🖶 | Clip | Genders | ? | Exit |

Report: AD CAMPAIGN PLANNER
Market: METRO, USA for FALL 2004
Bases: ADULTS AGE 18+
Target: PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY

THE MEDIA AU[...]

Base Population: 2,836,502

% In Targe[...] [...]%
Target Person[...] [...]5,916

Media	Cume Persons	Cume Rating	Net Cume Reach	0	33
WXSW-FM	55,038	11.6	11.6		
WXNK-FM	37,768	7.9	14.8		
WXNG-FM	7,217	1.5	16.4		
T/P****SN*AUTO CLAS	34,387	7.2	7.2		
T/P****WD*AUTO CLAS.	25,304	5.3	7.2		
USA TODAY	10,914	2.3	8.8		
CNN	156,131	32.8	32.8		
Radio	77,889	16.4	16.4		
Print	41,953	8.8	8.8		
Cable	156,131	32.8	32.8		
TOTAL COMBINED NET REACH %			47.8		
TOTAL COMBINED NET REACH PERSONS	227,636				
GRPs		68.7			

The cumulative net reach of these radio stations combined is 16.4%

The Print portion of this schedule has a combined net reach of 8.8% for the three publications

The total combined net reach for this media combination is 227,636 persons who plan to buy a car/van/truck or SUV.

The GRP's (total number of rating points) is 68.7.

The maximum net reach potential of this media combination is 47.8%

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.