What is a Position Finder Report?

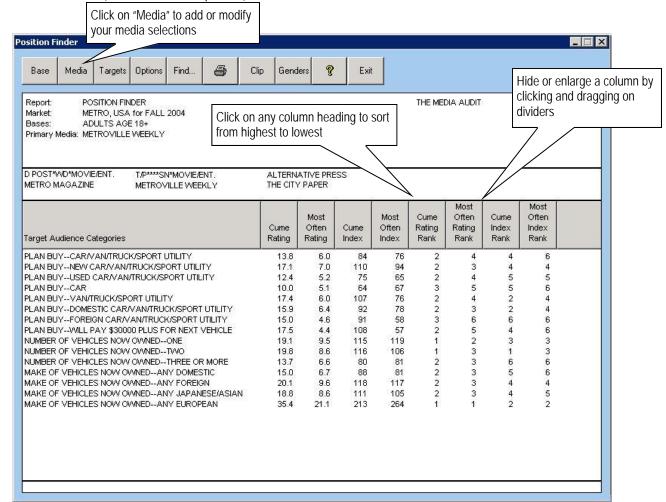
A Position Finder Report displays how a single medium (or two in the case of a Double Media Position Finder) ranks among a set group of competitors for any or all targets. The report provides the selected medium's rating or index and shows where it ranks among the selected pool of competitors.

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.

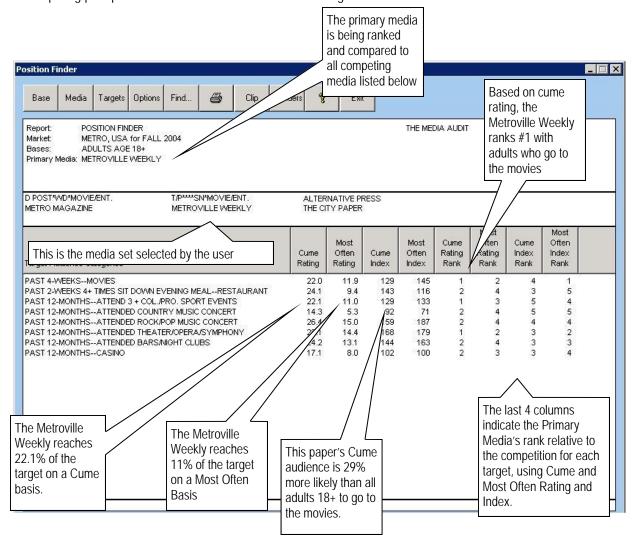


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How to Read a Single Media Position Finder Report

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:



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.