## 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).
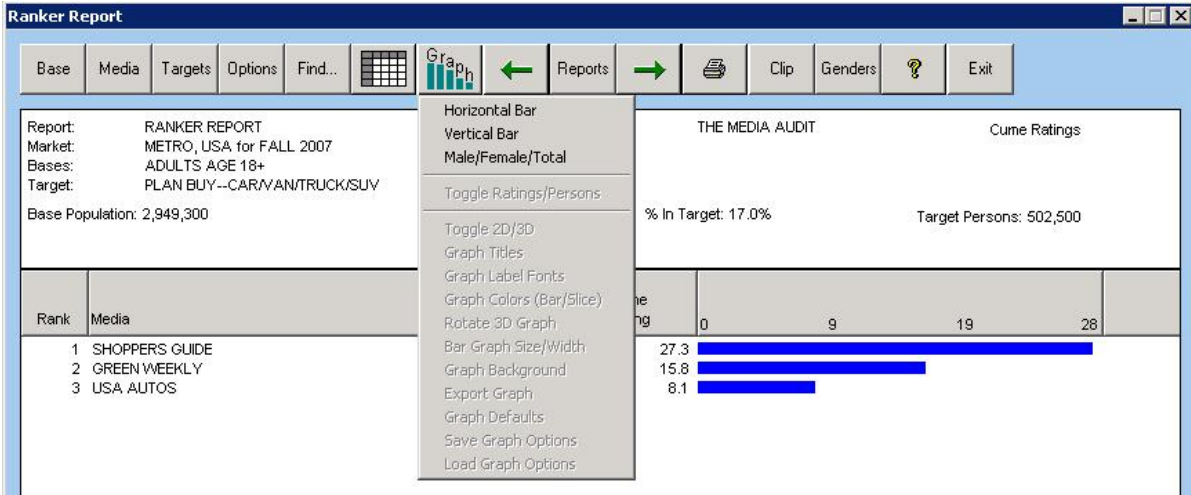


A standard graph will appear, such as the one below.  To customize the graph further, click on the GRAPH button again.  Choose from the list of options to enhance the look of the graph.
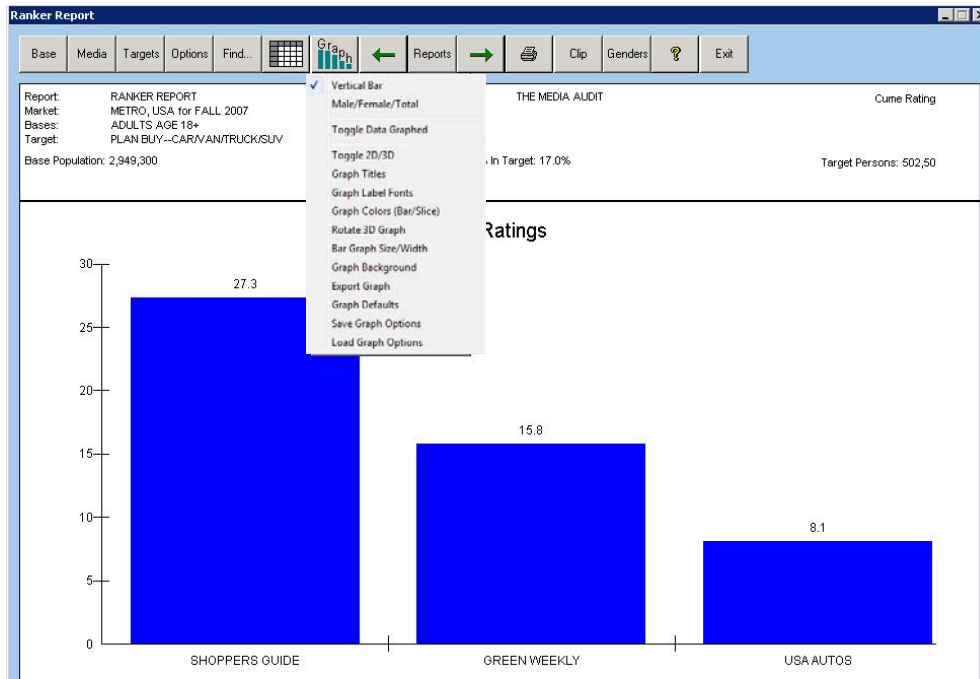


This is an example of a Vertical Bar graph in a Ranker Report.

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## 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 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.
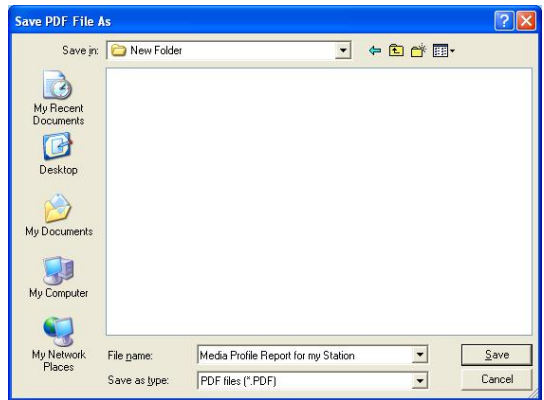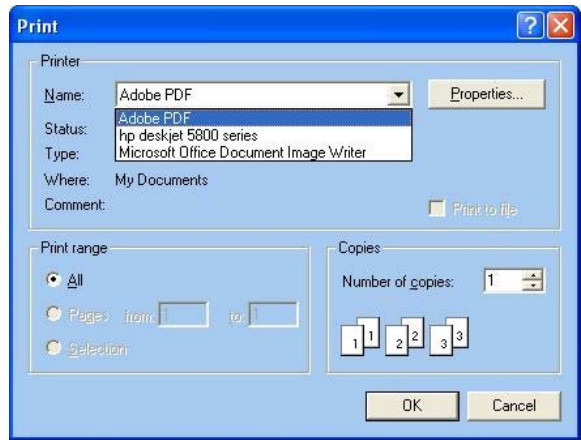




If you do not see Adobe PDF from the list of Printers, you may not have PDF Creation Software installed on your computer.  To purchase Adobe Acrobat, you can visit www.adobe.com.  (PDF creation can also be done utilizing several free tools found on the web.)

## 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.
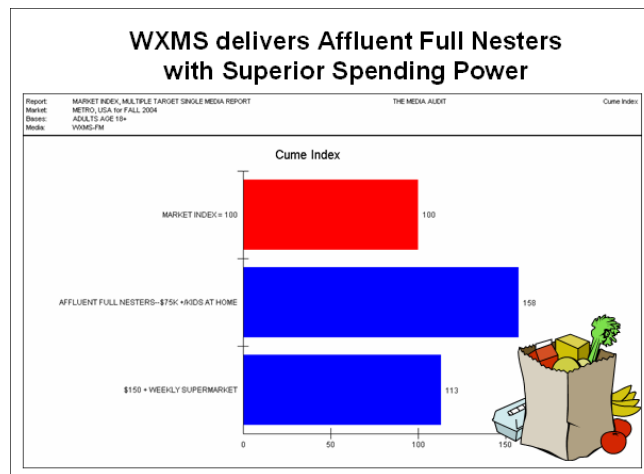


The above example illustrates the common use of exporting TMA graphs into a PowerPoint presentation along with logos, photos or clip art.

## How to Clip as Text for Copying data into a Spreadsheet (Option not available in all reports)
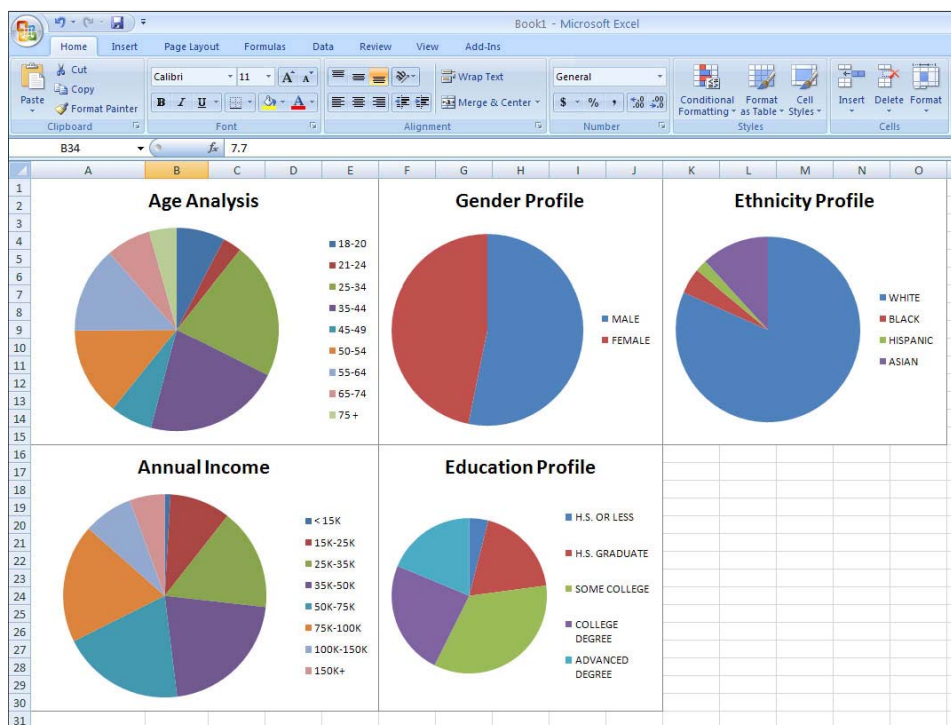
1.  Create the report that you wish to export into your spreadsheet.  Once the report is viewable in default view, click on the CLIP button on the toolbar.  **You must be in default view and not graph view to export data into a spreadsheet.**
2.  Select Clip as Text as your clip option.
3.  Next, open 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.

## 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:
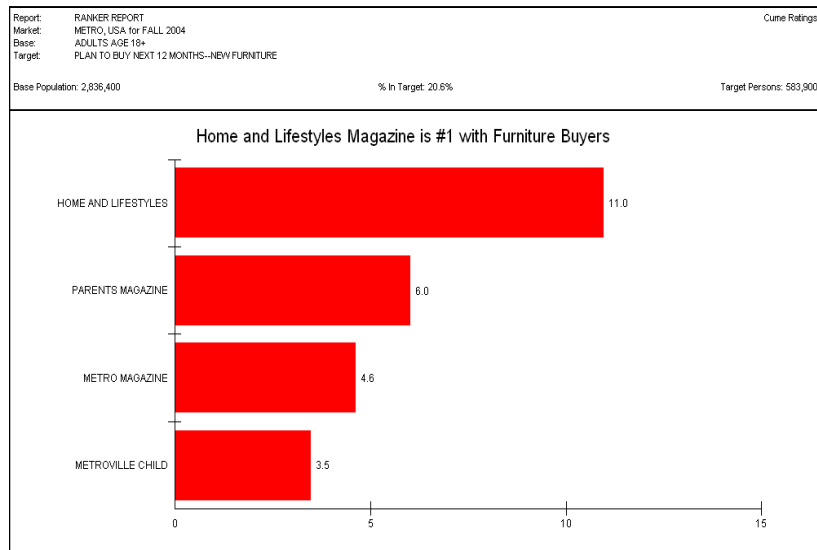
- Toggle Data Graphed:  Allows you to toggle between different graphs that display different metrics that are available for that report
- Toggle 2D/3D:  Changes view from 2 dimension to 3 dimension
- Graph Titles:  Allows you to change or add titles to top, bottom, left or right of the graph.  You can 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.
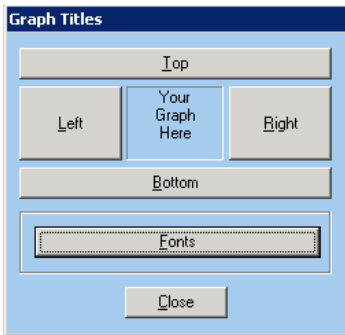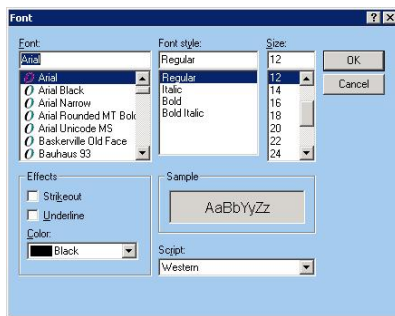
By clicking on "Graph Titles" under the GRAPH button, you can rename your graph title as well as change the position of the title to the top, left, right or bottom of the graph.

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## 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.
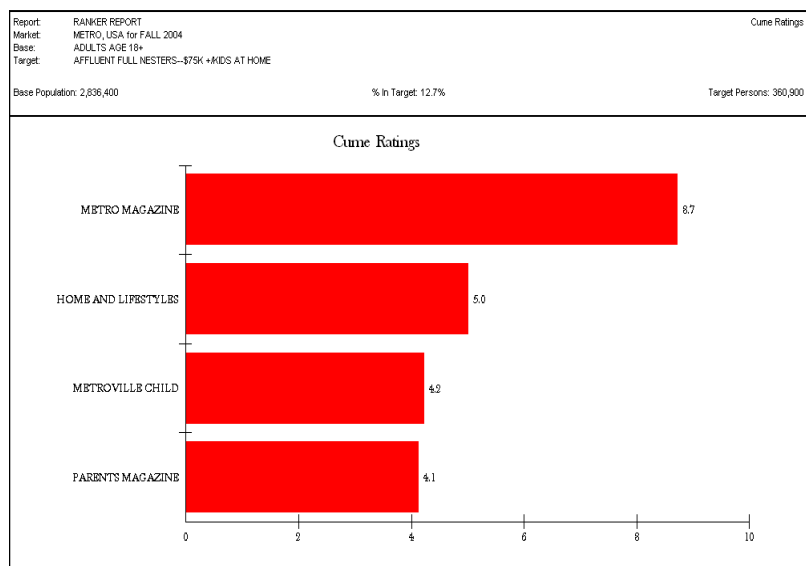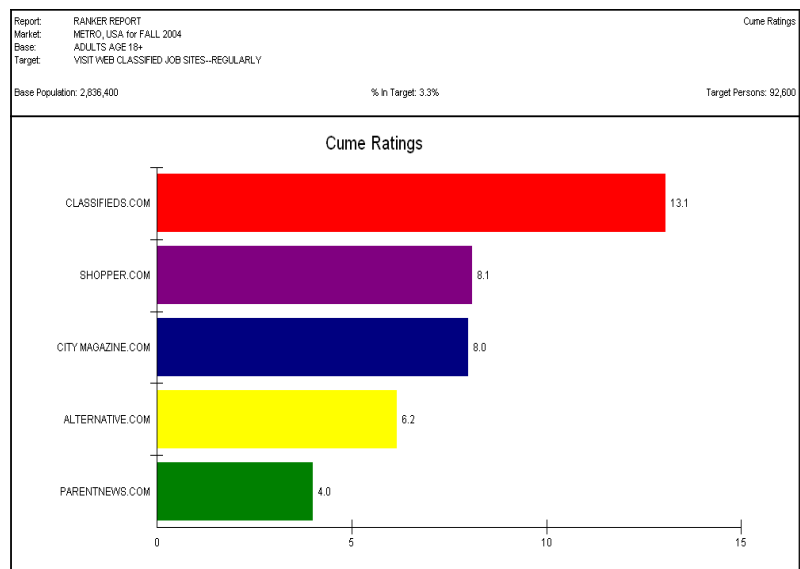
## Changing Graph Colors

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.

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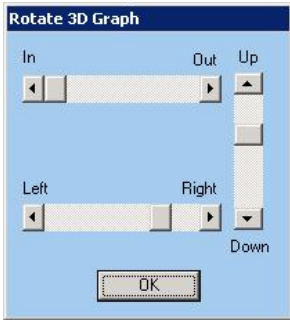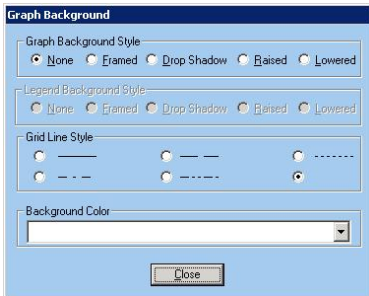
By clicking on "Rotate 3D Graph" under the GRAPH button, you can slide the scroll bars (see above illustration) to change the angle of your 3D graph.
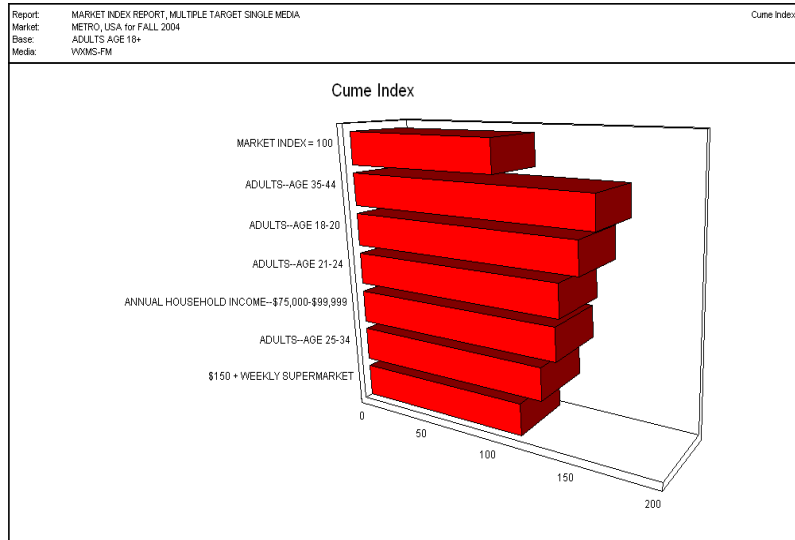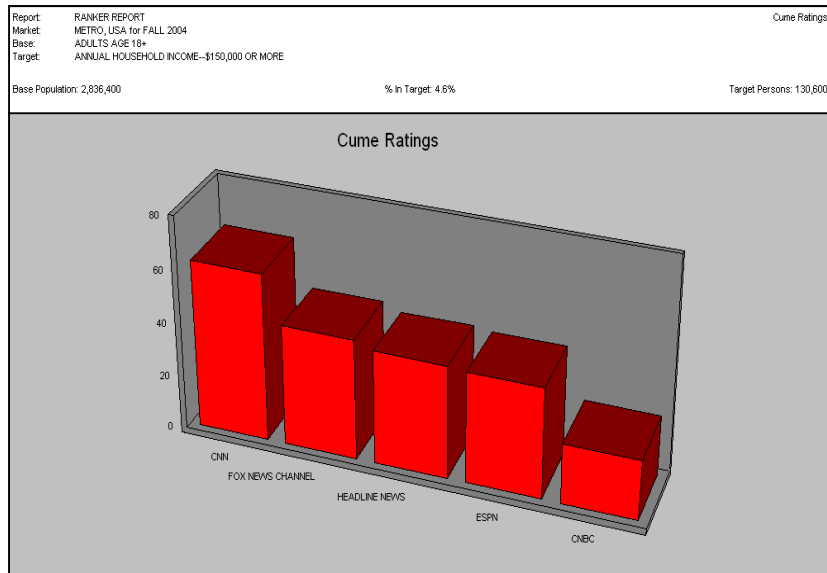
## Changing Graph Backgrounds

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.

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## 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).
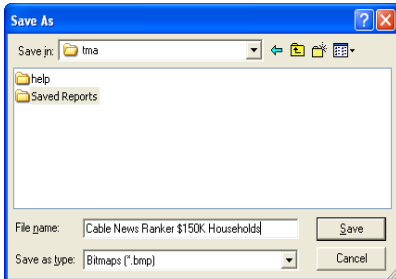


Frequently used graphs can be saved as a bitmap (image) file. They can be retrieved and imported into other programs such as PowerPoint or Word.
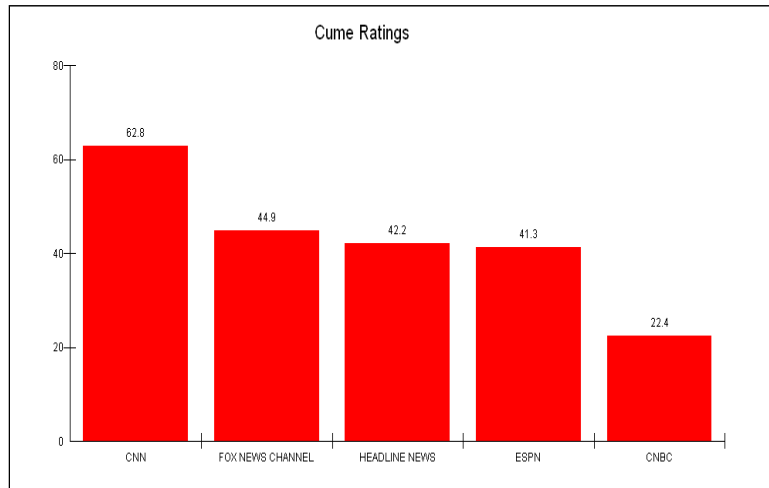


## Saving/Loading Graph Options

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.
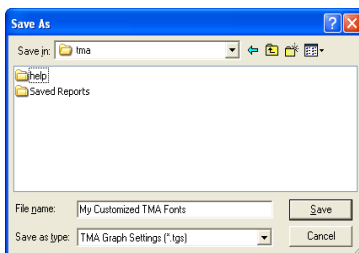


The graph to the right is an illustration of a user changing the default settings to a different type font. By clicking on "Save Graph Options" under the GRAPH button, the user can save the customization for future use.