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.

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.

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

5. 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](image1)

**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.

![Cost Point Objective](image2)

**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 the report. Click OK when finished.

6. 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.

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:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Adults</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>41</td>
<td>34</td>
<td>47</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>38</td>
<td>31</td>
<td>44</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>33</td>
<td>31</td>
<td>35</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>27</td>
<td>23</td>
<td>30</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>24</td>
<td>21</td>
<td>27</td>
</tr>
<tr>
<td>Smaller</td>
<td>14</td>
<td>14</td>
<td>15</td>
</tr>
</tbody>
</table>

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

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# 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:

<table>
<thead>
<tr>
<th>Media</th>
<th># of Ads</th>
<th>Cost Per Ad</th>
<th>Cost of Ads</th>
<th>Current Rating</th>
<th>Avg. Rating</th>
<th>Reach</th>
<th>Freq.</th>
<th>GRP</th>
<th>CPP</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXKS-FM</td>
<td>10</td>
<td>150</td>
<td>1,500</td>
<td>10.4</td>
<td>0.5</td>
<td>0.7%</td>
<td>3.0</td>
<td>4.86</td>
<td>305.49</td>
<td>20.09</td>
</tr>
<tr>
<td>WXSW-FM</td>
<td>20</td>
<td>2,000</td>
<td>4,000</td>
<td>7.6</td>
<td>0.4</td>
<td>0.5%</td>
<td>3.0</td>
<td>3.60</td>
<td>544.15</td>
<td>35.43</td>
</tr>
<tr>
<td>TIP****/LIFE/PASHN</td>
<td>1</td>
<td>900</td>
<td>900</td>
<td>11.3</td>
<td>0.8</td>
<td>10.8%</td>
<td>1.0</td>
<td>10.77</td>
<td>83.87</td>
<td>5.44</td>
</tr>
<tr>
<td>ALTERNATIVE PREYD</td>
<td>500</td>
<td>500</td>
<td>25,000</td>
<td>9.2</td>
<td>6.0</td>
<td>5.0%</td>
<td>1.0</td>
<td>5.00</td>
<td>100.05</td>
<td>6.52</td>
</tr>
<tr>
<td>C-5 WX Missing NBC 7-7 PM</td>
<td>10</td>
<td>6,000</td>
<td>60,000</td>
<td>5.8</td>
<td>3.0</td>
<td>24.96</td>
<td>3.0</td>
<td>24.96</td>
<td>241.33</td>
<td>15.71</td>
</tr>
<tr>
<td>C-5 WX Missing NBC 7-11 PM</td>
<td>750</td>
<td>7,500</td>
<td>8,000</td>
<td>56.8</td>
<td>3.0</td>
<td>24.00</td>
<td>3.0</td>
<td>24.00</td>
<td>312.53</td>
<td>20.35</td>
</tr>
<tr>
<td>C-5 WX Missing NBC 8-11 PM</td>
<td>800</td>
<td>8,000</td>
<td>8,000</td>
<td>67.1</td>
<td>3.0</td>
<td>38.80</td>
<td>3.0</td>
<td>38.80</td>
<td>206.79</td>
<td>13.46</td>
</tr>
</tbody>
</table>

- 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

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