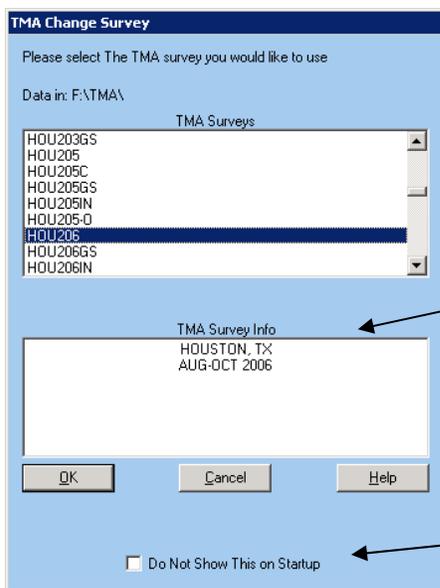


Utilities—change survey and other options

Changing the Survey Data

When you open The Media Audit application for the first time, you will be prompted to select a survey before proceeding with the application. Once you make a selection, you will be taken to the main menu. To change surveys from The Media Audit main menu, follow these instructions: On The Media Audit main menu, click on "Change Survey". Highlight the survey you wish to access. Before you click OK, you will see the survey details in the "Survey Info" window. The survey details include the market name, survey period and year in which the survey was conducted. If the highlighted survey is the survey you wish to use, click OK.



Different Surveys in TMA folder

Survey Info provides you with market, survey period and year for highlighted survey. Will also display footnotes for special surveys.

Note: By clicking on this item, the Change Survey will not appear when launching the program each and every time.

Options:

Use default image for logo, Select new logo image, or Disable logo images (see next page for example)

Get Survey from Another Folder

To locate data that is in another location other than the default folder, click on "Get Survey From Another Folder" under the Options button on the main menu. Double click on the drive and then folders until the desired folder is found. Highlight the survey you wish to access in the folder and click OK. Note the change will be permanent and subsequent launches of The Media Audit program will automatically go to the new folder for data.

Utilities—customizing print outs with custom logos

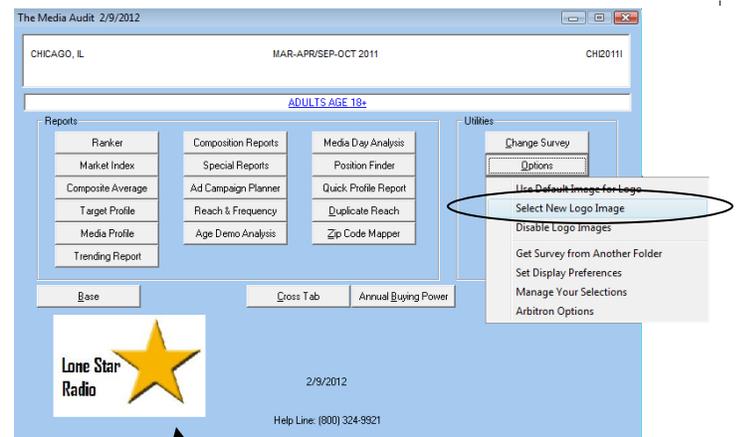
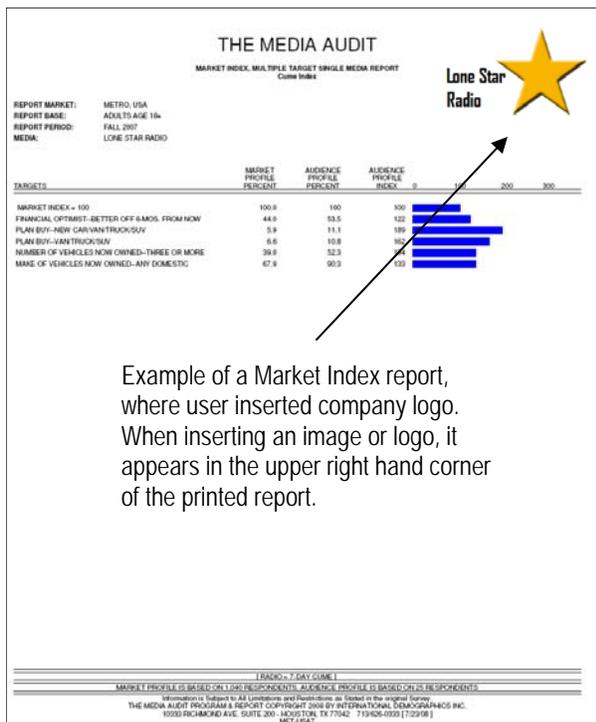
Options:

Use default image for logo, Select new logo image, or Disable logo images

This feature allows you to select the default image or an image of your choice that will appear on the main menu AND in select printed reports. In many cases, users may wish to use a company logo to further customize a printed report.

1. To select a new image, click on Options/Select New Logo Images
2. In the Open dialogue box, click on the drive and then folders until the desired image file is found.
3. Highlight the file, and click Open. Your new image will appear in the lower left hand side of the Main Menu.
4. To disable this feature, click on Options/Disable Logo Images.
5. To use the default image (usually a photo of your market) already provided in the software, click on Options/Use Default Image for Logo. You can also temporarily change this option from within select reports under "Options".

Examples of print outs with custom logo inserted are below:



By selecting a new logo image for printed reports, the new image (or logo) will appear on the main menu of The Media Audit

Utilities—change survey and other options

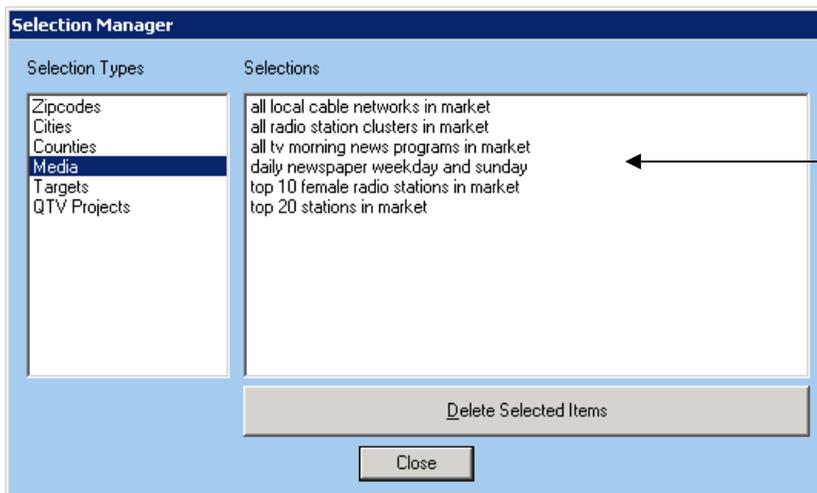
Set Display Preferences

This allows you to include or remove the sample size information from reports, or change graph default from 2D to 3D. You can also select “Show Gridlines” on reports for easier viewing on the screen. Grids will not show on print outs. By selecting “Show respondent base column”, respondent base values can be turned on or off for select reports that support this feature. You can also include non-radio media in Arbitron Reports by selecting “Show non-radio media in Arbitron Reports (select reports).”

Manage your Selections

Under Options, the Manage your Selections feature allows you to view or delete your saved selections, which include groupings of zip codes, cities (national survey only), counties, media, and targets that you may have saved as a set within the application. To view or delete saved sets, follow these directions:

1. Click on Options on the Main Menu.
2. Under Options, click on “Manage Your Selections”.
3. An example of the Selection Manager Window for “Media” Selection Types is below.
4. In this example, the user has created several media sets for frequently used reports.
5. To delete a set, highlight the selection you wish to remove and click on “Delete Selected Items”.



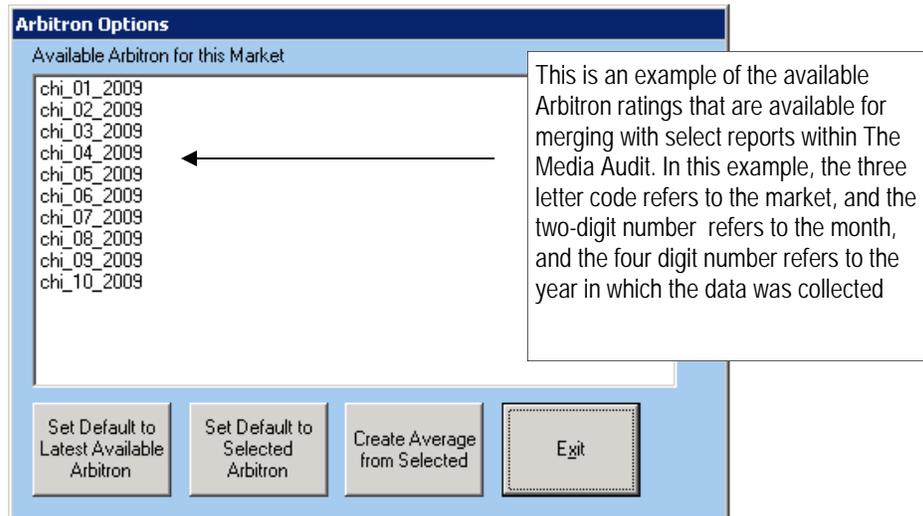
In this example, the user has created several media sets that are used for creating frequently used reports, such as Ranker reports in which the media belonging to these sets would be compared.

If the user had selected Zipcodes, a list of saved items will appear in the selections window.

Utilities—change survey and other options

Arbitron Options

This allows you to apply Arbitron 18+ radio ratings to select reports within The Media Audit (this feature is only available to Arbitron subscribers). The screenshot below illustrates the different Arbitron data that may be available for the Chicago market and the different options:



Options:

1. **Set Default to Latest Available Arbitron**—by selecting this option, all Arbitron adjusted reports generated within The Media Audit would automatically reflect the most current data that has been loaded into The Media Audit program.
2. **Set Default to Selected Arbitron**—by selecting this option, all Arbitron adjusted reports generated within The Media Audit would automatically reflect the data as selected by the user.
3. **Create Average from Selected**—by selecting this option, the user may combine multiple months of data that will averaged and automatically applied to select Arbitron adjusted reports within The Media Audit.

Utilities—report on a media

Report on a Media

By using this feature, your media will be highlighted in red (default unless you change it to another color) in many of The Media Audit reports. This enables your media to stand out among a list of other media. Here are some other things that will occur if you activate this function:

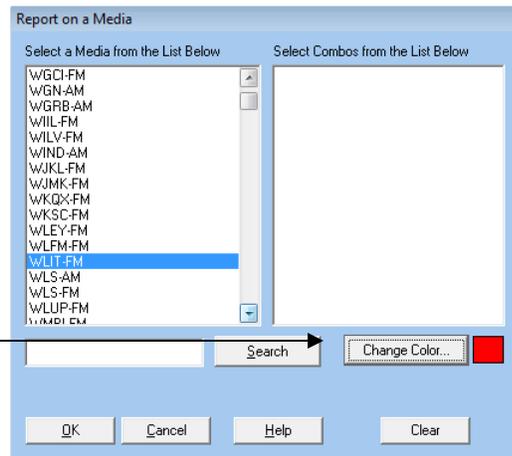
1. When you are in a media selection screen, your media will automatically appear in your chosen color in on-screen reports and in color printouts. Your media will also appear in your chosen color and will be centered in the media selection window so that you do not need to search or scroll to find your media each time you are creating a report.
2. When you are in a target selection screen, you will see your media rating and index beside each target for “quick reference”. You can also choose to display the cume or most often rating and index as well as choose among adults 18+ (Total), male or a female base.

How to Activate or Turn off Report on a Media Function

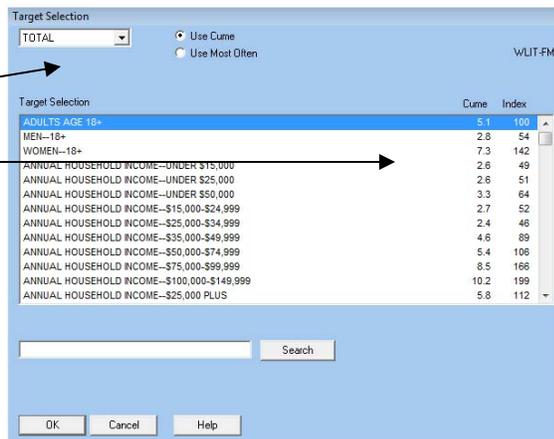
1. Click on “Report on a Media” from the main menu. Scroll down or search to find your media and highlight it. Click OK. You may now create a report from within the TMA software. To turn off this feature, select the “clear” button.

This radio station is being selected in “Report on a Media”

Click on “change color” if you prefer that your media is highlighted in another color other than the default red.



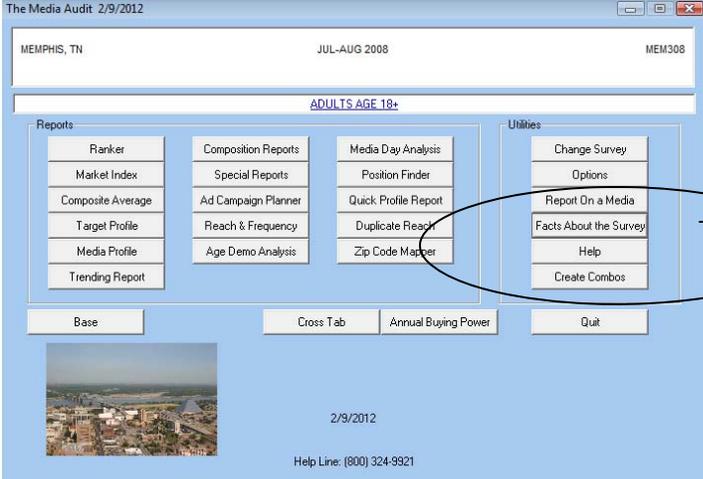
By activating Report on a Media, you can now see the rating and index associated with each target in the Target Selection window. The user can also change the view from adults 18+ to male or female and from cume to most often.



Utilities—facts about this survey and help

Facts About the Survey

You can familiarize yourself with how your market's study was conducted by accessing "Facts About this Survey" (for surveys older than spring 2009) or "eReports/Facts" (surveys from spring 2009 and forward) from the main menu. Under "Facts About this Survey" or "eReports/Facts", you will find different options which include Facts About this Survey, and Sample Completion Information Methodology & Definitions.



Information in the header refers to the Market, Survey Period (or in some cases, combined surveys), and the specific Name of the survey/data file.

Newer surveys will display this under an eReports/ Facts Button on the Main menu

Facts About the Survey
Sample Completion Information
Methodology & Definitions
Printed Report -- MEM308

Facts About the Survey
eReport -- MEM309
eReport -- MEM309IN

Facts About this Survey

When you click on "Facts About this Survey" from the main menu, and again from the sub-menu, you will get a one-page, market specific summary of the methodology and sample information used for this survey. See next page for an example of this report.

Sample Completion Information

This report provides you with market specific details on the sample for that report period. See next page for an example of this report.

Methodology and Definitions

This is a two page report that provides a complete overview of methodology and definitions used in the reports.

Printed Report

For surveys older than spring 2009, The Media Audit printed report is available in electronic format by clicking on "Printed Report" under the "Facts About this Survey". For internet subscribers, you will see a separate listing for the Internet printed report. For newer surveys, the printed report is available by clicking on eReports/Facts on the main menu and then eReports. Both the Sample Completion Information and Methodology and Definitions will also be included in the eReport.

Help

By clicking on "Help" from the main menu, this will launch a PDF version of this training manual. By clicking on the "Help" or "?" button from within The Media Audit software, this will launch a PDF version of the training manual specific to the application you are using.

Quit—The last button under Utilities on the main menu is "Quit". This exits the program.

Utilities—create combos

How to use the “Create Combos” Feature

This feature within The Media Audit allows the user to create frequently used media combinations for reports, using a convenient name chosen by the user. As a result, media within each “combo” will be netted together, rather than compared. Once a user creates multiple media combinations, these can be compared against one another. An example of a media combination would be a combination of radio stations that are frequently bought or sold together. A media buyer or radio sales representative may want to create multiple media “combos” and then compare them.

1. Under Utilities on the Main Menu, select the “Create Combos” button. The Combo Builder media selection window will appear.
2. Within the Combo Builder Media Selection window, select the media you wish to include in a “combo”. You can do this by either scrolling through the media list or using the “Search” feature. Use the CTRL key to make multiple selections. Once you have finished selecting the media for your “combo”, click the “add” button. A window will appear, prompting you to name the combo. Provide a name for the combo and click OK when finished.
3. The newly created combo will appear in the “Combos” window.
4. To view or confirm that your selected media are included in your combo, highlight the combo you created and the media within the combo will be listed in the “Media in Combo” window.
5. Click OK when finished creating your media combinations.
6. All media combos will be displayed in the Media Selection screen in the User Defined Combos window.
7. Note when creating a report with a user defined combo, the on-screen and printed report will identify the components of the combo.
8. To import your newly created combo into another survey, simply highlight the combo you created and click Export. Locate the drive and folder in which you want to save the combo and click “Open”. The file can now be imported into another survey by opening up the new survey, clicking on Create Combos from the Main Menu, clicking on Import, locating the saved combo and then clicking “Open”.
9. Note that not all reports within The Media Audit software will provide the option of selecting user defined combos.

By selecting these media and clicking on “Add”, you will then name your combo. In this example, a two-radio station combo has been created. The newly created combo can now be accessed through the media selection screen under “User Defined Combos”.

