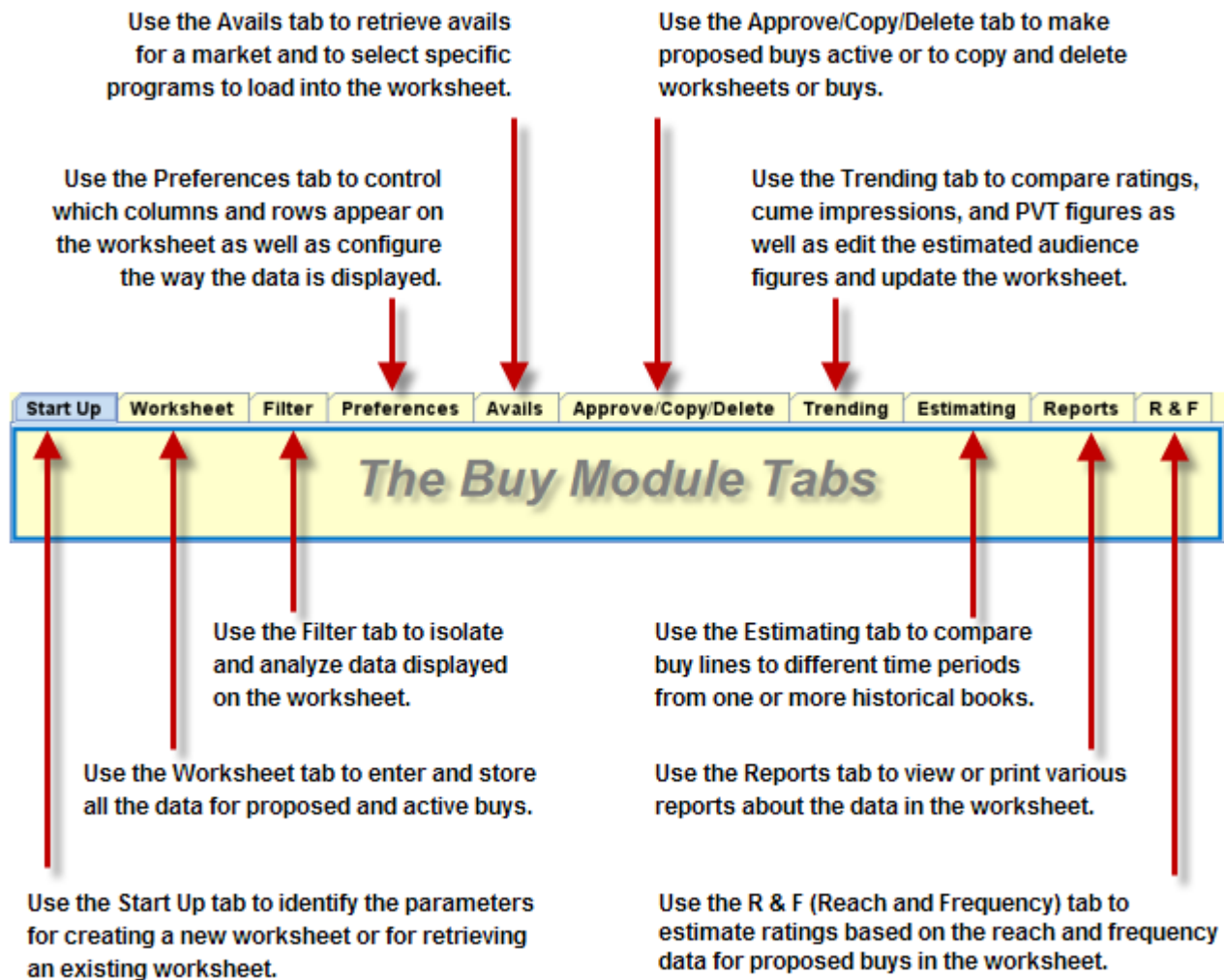# Radio and Television Buying
Broadcast Quick Start Guide

Advault Broadcast is a powerful, fully integrated, Web-based application that is specifically designed to allow media buyers to efficiently and effectively manage spot television, radio, and local cable media buys. The features in the Broadcast application assist industry professionals with all the functions associated with managing spot buys, conducting audience research, handling negotiation, executing orders, tracking and maintaining buys, performing post-buy analysis, handling billing and paying, and much more. The heart and soul of the Broadcast application is the Buy Module with its easy-to-use tabbed user interface.

Use the Avails tab to retrieve avails for a market and to select specific programs to load into the worksheet.

Use the Approve/Copy/Delete tab to make proposed buys active or to copy and delete worksheets or buys.

Use the Preferences tab to control which columns and rows appear on the worksheet as well as configure the way the data is displayed.

Use the Trending tab to compare ratings, cume impressions, and PVT figures as well as edit the estimated audience figures and update the worksheet.

Start Up	Worksheet	Filter	Preferences	Avails	Approve/Copy/Delete	Trending	Estimating	Reports	R & F

The Buy Module Tabs

Use the Filter tab to isolate and analyze data displayed on the worksheet.

Use the Estimating tab to compare buy lines to different time periods from one or more historical books.

Use the Worksheet tab to enter and store all the data for proposed and active buys.

Use the Reports tab to view or print various reports about the data in the worksheet.

Use the Start Up tab to identify the parameters for creating a new worksheet or for retrieving an existing worksheet.

Use the R & F (Reach and Frequency) tab to estimate ratings based on the reach and frequency data for proposed buys in the worksheet.

The Buy Module, which is located in the Planning & Buying folder, allows the planner/buyer to create media buys for local TV, cable, and radio. A fully integrated research and buying tool, the Buy Module acts as both a *pre-buy* and a *live-buy* worksheet. Key to the Buy Module's integrated power are the media specific tabs that can deliver audience measurement in real time with single-source updating technology. Furthermore, the Buy Module provides historical research data that enables industry professionals to estimate buys more efficiently and more accurately. Using Web-based data comparison tools allows the Buy Module to generate single-source updates to multiple tabs and columns in the worksheet with a click of a button. This one-touch updating feature provides you with an innovative and streamlined buying and negotiating tool for working with Broadcast media.

Start Up Tab

You begin the process of creating a worksheet in the Buy Module on the Start Up tab where you'll select the New Worksheet option and specify either Radio or Television by entering the appropriate code in the Media field. Then, you'll enter codes to for the Client, Product, Estimate, and Market. To identify your worksheet, you'll create a unique Worksheet Code and a Worksheet Description. Then, select an appropriate Rating Service, fill in the rating information and click OK. When you do, the Buy Module will create the worksheet and enable the rest of the tabs.

① **When you first access the Start Up tab, select the New Worksheet option. (If you have previously created a worksheet, select the Existing Worksheet option.)**

② **You can enter buys for either Radio or Television by entering the appropriate code in the Media field.**

③ **You identify the buy details by entering codes to for the Client, Product, Estimate, and Market. (If you only want to work with a single station that is assigned to a market, enter a Station/BC code instead of a Market code.)**

④ **You must identify your worksheet by specifying a 1-12 character name in the Worksheet Code field. You can then enter a 1-29 character description in the adjacent Worksheet Description field.**

⑤ **You'll select the appropriate Rating Service option for the Media you are buying, (See the following Radio and Television sections for more detail.)**

⑥ **After you have filled in the data, click OK to create the worksheet and activate the other tabs. (If you have selected the Existing Worksheet option, you'll see and will click the Get Worksheet button.)**

- Click the Clear All button to clear all fields in the Buy Module.

- Click the Recall button to retrieve the previously cleared fields on the Start Up tab.

⑦ **If you have defined a Campaign ID for a product/estimate, you can use it as a shortcut on the Start Up tab. Just fill in the Campaign ID field and the Media, Client, Product and Estimate fields will be filled in automatically .**

⑧ **The Flight Dates fields will be automatically filled in when you enter the Estimate code.**

Television Specifics

When you're buying for Television, you'll select the Nielson option in the Rating Service section. Keep in mind that in addition to buying for local stations, you can also purchase local cable buys in TV worksheets.

① **To request estimated ratings for TV, enter a valid code(s) for a future book in the Estimated Book fields.**

② **Enter a code(s) for a valid book in the Share fields from which to retrieve share data for use in projecting the ratings.**

③ **Enter a code(s) for a PVT book in the PVT fields to use in projecting the estimated level of viewership. If you enter multiple PVT codes, the Buy Module will average them all together.**

④ **The Demo fields will be automatically filled in when you enter the Estimate code.**

Radio Specifics

When you're buying for Radio, you'll select the Arbitron option in the Rating Service section. You can then further specify MSA (Metropolitan Statistical Area) or TSA (Total Survey Area).

① **To request estimated ratings for Radio, type a valid code for a future book in the Estimated Book field.**

② **Enter Actual Book codes to retrieve audience figures within the worksheet. Enter multiple Actual Book codes to create a multi-book average.**

③ **The Demo fields will be automatically filled in when you enter the Estimate code.**

Worksheet Tab

The Worksheet tab is the focal point of the Buy Module allowing you to enter and manage all the data concerning your proposed and active buys for television or radio. The worksheet tab can be divided into five sections with four sections displaying specific but related information about the buys and the fifth section containing controls that allow you to effect changes to the worksheet.

Media: T			Client: WEGM			Product: FOOD			Estimate: FOOD			Market: ROC

Start Up	Worksheet	Filter	Preferences	Avails	Approve/Copy/Delete	Trending	Estimating	Reports	R & F

DP	Station	BC	Days	Start Time	End Time	Program Name	Client Cost	Len	RT/IM 1 RP1849	Share 1 RP1849	PVT/HUT RP1849	CPP/M RP1849	Total	01/05 M Wk1	01/12 M Wk2	01/19 M Wk3	01/26 M Wk4	02/02 M Wk5
ENS	WHAM	T	.T....	0630P	0700P	ABC-WORLD NW	0.00	30	5.0	26.31	18.89	0.00	5	0	0	0	2	3
ENS	WROC	T	.T....	0630P	0700P	CBS EVE NWS	0.00	30	0.9	4.87	18.89	0.00	7	2	0	0	2	3
ENS	WROC	T	.T....	0630P	0700P	CBS EVE NWS	0.00	30	0.9	4.87	18.89	0.00	0	0	0	0	0	0
ENS	WHAM	T	...F..	0600P	0630P	NWSSRCE 13 E	0.00	30	4.6	24.36	18.96	0.00	3	0	0	0	0	3
ENS	WROC	T	...F..	0600P	0630P	NEWS 8 AT 6	0.00	30	0.9	4.55	18.96	0.00	3	0	0	0	0	3
LNS	WHAM	T	...T..	1100P	1130P	NWSSRCE 13 L	0.00	30	4.7	24.00	19.70	0.00	8	2	0	0	2	4
LNS	WROC	T	...T..	1100P	1130P	NEWS 8 AT 11	0.00	30	1.5	7.78	19.70	0.00	4	2	0	0	0	0
ENS	WHAM	T	M.....	0600P	0630P	NWSSRCE 13 E	0.00	30	5.4	25.37	21.18	0.00	4	0	0	0	2	2
ENS	WROC	T	M.....	0600P	0630P	NEWS 8 AT 6	0.00	30	1.4	6.81	21.19	0.00	3	0	0	0	0	3
ENS	WHAM	T	M.....	0630P	0700P	ABC-WORLD NW	0.00	30	5.5	24.87	21.93	0.00	3	0	0	0	0	3
ENS	WROC	T	M.....	0630P	0700P	CBS EVE NWS	0.00	30	1.4	6.48	21.93	0.00	2	2	0	0	0	0
LNS	WHAM	T	...F..	1100P	1130P	NWSSRCE 13 L	0.00	30	4.1	18.75	22.06	0.00	6	0	0	0	2	4
LNS	WROC	T	..F..	1100P	1130P	NEWS 8 AT 11	0.00	30	2.1	9.60	22.06	0.00	8	2	0	0	2	4
ENS	WHAM	T	.T..	0630P	0700P	ABC-WORLD NW	0.00	30	5.4	22.27	24.04	0.00	2	0	0	0	0	2
ENS	WROC	T	.T..	0630P	0700P	CBS EVE NWS	0.00	30	1.1	4.75	24.04	0.00	4	2	0	0	2	0
ENS	WHAM	T	..T..	0600P	0630P	NWSSRCE 13 E	0.00	30	5.6	23.03	24.14	0.00	3	0	0	0	0	3
ENS	WROC	T	..T..	0600P	0630P	NEWS 8 AT 6	0.00	30	1.2	5.19	24.14	0.00	3	0	0	0	0	3
PRI	WHEC	T	..F..	0800P	0830P	AVG. ALL WKS	0.00	30	2.2	8.25	27.08	0.00	0	0	0	0	0	0
PRI	WHEC	T	..F..	0830P	0900P	AVG. ALL WKS	0.00	30	2.5	8.81	28.50	0.00	0	0	0	0	0	0
PRI	WHEC	T	..F..	1030P	1100P	LAW&O:SVU-NB	0.00	30	6.4	21.71	29.68	0.00	0	0	0	0	0	0
PRI	WHEC	T	.T....	1030P	1100P	DATELNE NBC-	0.00	30	3.8	12.67	30.00	0.00	0	0	0	0	0	0
PRI	WHEC	T	.W...	1030P	1100P	LAW&ORDER-NB	0.00	30	8.4	27.77	30.24	0.00	0	0	0	0	0	0

Filtered

Measures	Total	01/05 M Wk1	01/12 M Wk2	01/... M V
GOALS				
Goal GRPs				
Goal $	1,500.00		500.00	
Goal CPP				
ENTERED				
Spots	158	26	6	
$				
$ Share				
RP1849:GRPs	550.6	55.2	44.0	
RP1849:GRP Share	100.00	10.03	7.99	
RP1849:CPP				

Functions

Allocate

Apply

Refresh Totals

Save

Worksheet

Measures	Total	01/05 M Wk1	01/12 M Wk2	01/1 M W
GOALS				
Goal GRPs				
Goal $	1,500.00		500.00	
Goal CPP				
ENTERED				
Spots	158	26	6	
$				
$ Share				
RP1849:GRPs	550.6	55.2	44.0	
RP1849:GRP Share	100.00	10.03	7.99	
RP1849:CPP				

(1) Click and drag the divider to either the right or the left to increase or decrease the size of the table display.

(2) The Worksheet table section contains details about the proposed or active buys including avail information and audience statistics.

(3) The Schedule table section shows the number of spots for each buy line.

(4) Use the scroll bars to view more columns or rows.

(5) The Filtered totals section shows summary totals for those items that you have specified on the Filter tab.

(6) The Functions section contains controls that you can use to choose and enable various functions. (These same functions are also available on a pop up menu that is accessible by right clicking on a row.)

(7) The Worksheet totals section shows the totals for the entire worksheet, regardless of the applied filters.

The Worksheet Table Section

The Worksheet table section contains details about the proposed or active buys including avail information and audience statistics.

(1) **Click any cell to edit the data.**

(2) **Click any column header to sort in ascending or descending order. Triangle icons indicate the current sort. Click again the clear the sort. You can employ multiple sorts at the same time and numbers in the corner of the column header cell indicate the order in which the sorts are in effect.**

(3) **Right click a column header to display a popup menu that allows you perform a number of actions, including the ability to add columns to the worksheet.**

(4) **Right click on a selected row to access a menu of buyer functions that you can use to manipulate the displayed data. Functions that require additional input all have submenus.**

(5) **Click and drag a column header to rearrange the column layout. You can also click and drag a divider to widen a column. (Column width settings are saved as preferences when you save a worksheet.)**

The Schedule Table Section

The Schedule table section shows the number of spots for each buy line. Daily schedules show a column for each day, weekly schedules display column for each week.

(1) **Click any column header to sort in ascending or descending order. Triangle icons indicate the current sort. Click again the clear the sort. You can employ multiple sorts at the same time and numbers indicate the order in which the sorts are in effect.**

(2) **Column headers for Hiatus weeks display in blue.**

(3) **Click any cell to edit the data.**

(4) **Right-click a cell to access a menu of options you can use to manipulate spots, including the ability to disable individual cells as well as entire rows of columns in order to prevent the entry of spots for buys on a proposed worksheet**

The Filtered Totals Section

The Filtered totals section shows summary totals for those items from the worksheet that you have specified on the Filter tab.
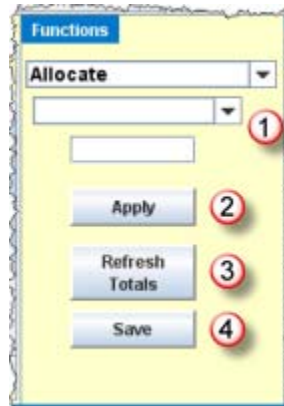

(1) Click the Up Arrow icon to maximize the Filtered Totals section to full screen to allow you to focus on the data it contains. Once maximized, a Down Arrow icon will allow you to restore the Filtered Totals section to its original position.

(2) Click the Right Arrow icon to expand the Filtered Totals section to the full width of the screen in order to see all the columns. Once expanded, a Left Arrow icon will allow you to restore the Filtered Totals section to its original position.

(3) Hover your mouse pointer over an item in the Measures column in either the Filtered or Worksheet totals sections to display a pop-up showing the formula used to calculate the results.

The Functions Section

The Functions section allows you to select from a variety of media buying tasks that you can use to manipulate the data in the Worksheet table.

(1) The primary drop down menu provides a list of the primary buyer functions. If the selected primary function requires additional specifications, the secondary menu will contain the available items. If the selected function requires input, you can enter data in the text box.

(2) Once you have selected a function, either from the Functions menu or from the right click menu in the Worksheet table, click the Apply button to update the row.

(3) When you add data to the Worksheet table , click the Refresh Totals button to recalculate the values in the Filtered or Worksheet totals sections.

(4) Click the Save button to save the worksheet.

The Worksheet Totals Section

The Worksheet totals section shows the totals for the entire worksheet, regardless of the applied filters.

(1) Click the Up Arrow icon to maximize the Worksheet Totals section to full screen to allow you to focus on the data it contains. Once maximized, a Down Arrow icon will allow you to restore the Worksheet Totals section to its original position.

(2) Click the Left Arrow icon to expand the Worksheet Totals section to the full width of the screen in order to see all the columns. Once expanded, a Right Arrow icon will allow you to restore the Worksheet Totals section to its original position.

(3) Right click in either the Filtered or Worksheet totals sections to access a menu of options that will, among other things, allow you to add rows or columns to these sections. You can even load or save Preference settings.

Radio Specifics

When working with a radio buy, the Worksheet table display information that is specific to radio.

(1) Right click on the DP (Daypart) column and you'll find a list of the valid radio daypart codes at the bottom of the pop-up menu.

(2) Dial Position, displays the radio station's dial position and Format, displays the radio station's music format. These cells are populated using information from Arbitron when you retrieve ratings.

Media: R				Client: WEGM				Product: BRND			Estimate: AUG08			Mark
(1) rt Up	Worksh (2)	Filter	Preferences	Avails	Appro (3) Copy/Delete	Trending	(4) timating							
DP	Station	Dial Position	Format	BC	Days	Start Time	End Time	Client Cost	Len	RT/IM 1 RP1849	CPP/M 1 RP1849	AQH Per 1 RP1849	Cume 1 RP1849	Cume Per RP1849
EVE	WFXF	95.1	CLHITS	F	MTWTF..	0700P	1200M	25.00	60	0.1	250.00	700	3.4	16100
EVE	WCMF	96.5	CLROCK	F	MTWTF..	0700P	1200M	50.00	60	0.2	250.00	800	2.6	12500
EVE	WHAM	1180	NEWTLK	A	MTWTF..	0700P	1200M	50.00	60	0.2	250.00	900	2.6	12600
WKD	WHAM	1180	NEWTLK	A	....SS	0600A	1200M	10.00	60	0.2	50.00	1000	4.0	19100
EVE	WPXY	97.9	POPCHR	F	MTWTF..	0700P	1200M	25.00	60	0.3	83.33	1400	7.2	34700
WKD	WFXF	95.1	CLHITS	F	....SS	0600A	1200M	20.00	60	0.4	50.00	1800	5.1	24700
EVE	WBEE	92.5	CNTRY	F	MTWTF..	0700P	1200M	30.00	60	0.4	75.00	2000	6.4	30600
WKD	WCMF	96.5	CLROCK	F	....SS	0600A	1200M	30.00	60	0.6	50.00	2900	10.2	48700
WKD	WPXY	97.9	POPCHR	F	....SS	0600A	1200M	30.00	60	0.6	50.00	2900	11.5	55300
PMD	WHAM	1180	NEWTLK	A	MTWTF..	0300P	0700P	70.00	60	0.7	100.00	3200	6.1	29300
PMD	WCMF	96.5	CLROCK	F	MTWTF..	0300P	0700P	70.00	60	0.7	100.00	3300	7.9	38100
PMD	WFXF	95.1	CLHITS	F	MTWTF..	0300P	0700P	70.00	60	0.7	100.00	3400	6.6	31600
AMD	WFXF	95.1	CLHITS	F	MTWTF..	0600A	1000A	100.00	60	0.8	125.00	3600	5.3	25300
WKD	WBEE	92.5	CNTRY	F	....SS	0600A	1200M	40.00	60	0.8	50.00	3900	10.5	50500
MID	WCMF	96.5	CLROCK	F	MTWTF..	1000A	0300P	108.00	60	0.8	135.00	3900	7.6	36500
PMD	WPXY	97.9	POPCHR	F	MTWTF..	0300P	0700P	90.00	60	0.9	100.00	4300	11.2	53700
MID	WFXF	95.1	CLHITS	F	MTWTF..	1000A	0300P	121.50	60	0.9	135.00	4500	5.6	26900
AMD	WDKX	103.9	URBCON	F	MTWTF..	0600A	1000A	0.00	60	1.0	0.00	5000	7.5	36100
AMD	WHAM	1180	NEWTLK	A	MTWTF..	0600A	1000A	125.00	60	1.0	125.00	5000	5.7	27300
MID	WPXY	97.9	POPCHR	F	MTWTF..	1000A	0300P	135.00	60	1.0	135.00	5000	10.8	51800
MID	WHAM	1180	NEWTLK	A	MTWTF..	1000A	0300P	148.50	60	1.1	135.00	5200	5.5	26200
AMD	WPXY	97.9	POPCHR	F	MTWTF..	0600A	1000A	137.50	60	1.1	135.00	5400	10.8	5200

(3) The Len (Spot Length) column defaults to 60 for radio media, but you can change this value.

(4) AQH Per, Cume, and Cume Per display audience figures for radio.

Television Specifics

When working with a television buy, the Worksheet table display information that is specific to TV.

Media: T				Client: WEGM			Product: FOOD			Estimate: FOOD			
(1) rt Up	Worksheet	Filter	Prefer (2) es	Avails	Approve/ (3) y/Delete	Trendin (4) Estimatin							
DP	Station	BC	Days	Start Time	End Time	Network	Program Name	Client Cost	Len	RT/IM 1 RP1849	Share 1 RP1849	PVT/HUT RP1849	CPP/M 1 RP1849
ENS	WHAM	T	M......	0600P	0630P		NWSSRCE 13 E	0.00	30	5.4	25.37	21.19	0.00
ENS	WHAM	T	M......	0630P	0700P		ABC-WORLD NW	0.00	30	5.5	24.87	21.93	0.06
ENS	WHAM	T	T.....	0600P	0630P		NWSSRCE 13 E	0.00	30	4.9	26.46	18.51	0.00
ENS	WHAM	T	T.....	0630P	0700P		ABC-WORLD NW	0.00	30	5.0	26.31	18.89	0.06
ENS	WHAM	T	.W....	0600P	0630P		NWSSRCE 13 E	0.00	30	4.3	24.51	17.69	0.00
ENS	WHAM	T	.W....	0630P	0700P		ABC-WORLD NW	0.00	30	4.5	23.95	18.78	0.06
ENS	WHAM	T	..T...	0600P	0630P		NWSSRCE 13 E	0.00	30	5.6	23.03	24.14	0.00
ENS	WHAM	T	..T...	0630P	0700P		ABC-WORLD NW	0.00	30	5.4	22.27	24.04	0.06
ENS	WHAM	T	...F..	0600P	0630P		NWSSRCE 13 E	0.00	30	4.6	24.36	18.96	0.06
ENS	WHAM	T	...F..	0630P	0700P		ABC-WORLD NW	0.00	30	4.0	21.69	18.67	0.06
LNS	WHAM	T	M......	1100P	1130P		NWSSRCE 13 L	0.00	30	2.6	14.88	17.71	0.06
LNS	WHAM	T	T.....	1100P	1130P		NWSSRCE 13 L	0.00	30	3.1	18.27	16.79	0.06
LNS	WHAM	T	.W....	1100P	1130P		NWSSRCE 13 L	0.00	30	2.9	16.52	17.39	0.06
LNS	WHAM	T	..T...	1100P	1130P		NWSSRCE 13 L	0.00	30	4.7	24.00	19.70	0.06
LNS	WHAM	T	...F..	1100P	1130P		NWSSRCE 13 L	0.00	30	4.1	18.75	22.06	0.06
PRI	WHEC	T	M......	0800P	0830P		FEAR FACTR-N	0.00	30	8.3	22.84	36.35	0.06
PRI	WHEC	T	M......	0800P	0830P		FEAR FACTR-N	0.00	30	8.3	22.84	36.35	0.00
PRI	WHEC	T	M......	0830P	0900P		FEAR FACTR-N	0.00	30	8.8	22.41	39.11	0.06
PRI	WHEC	T	M......	0830P	0900P		FEAR FACTR-N	0.00	30	8.8	22.41	39.11	0.06
PRI	WHEC	T	M......	0900P	0930P		AVG. ALL WKS	0.00	30	4.9	11.33	43.11	0.00
PRI	WHEC	T	M......	0900P	0930P		AVG. ALL WKS	0.00	30	4.9	11.33	43.11	0.06
	WHEC	T	M...	0930P			AVG. ALL WKS			4.9		41.62	

(1) Right click on the DP (Daypart) column and you'll find a list of the valid TV daypart codes at the bottom of the pop-up menu.

(2) When making buys for cable networks, you can enter the Nielsen defined network code in the Network column to retrieve ratings.

(3) The Len (Spot Length) column defaults to 30 for TV media, but you can change this value.

(4) PVT/HUT figures indicate specific audience statistics for TV.

Trending Tab

Use the Trending tab to compare ratings, cume impressions, and PVT figures for radio and television as well as edit the estimated audience figures and update the worksheet. You may also load and save up to 8 trending books so you do not have to select the trending books every time you enter the Trending tab. Trending books may be saved for both Active and Proposed worksheets.

| Start Up | Worksheet | Filter | Preferences | Avails | Approve/Copy/Delete | Trending | Estimating | Reports | R & F |

① Demographic: RP1849

② Day/Time: MTWTF..0600A1000A ➕ ➡️

③ ● Trending ○ Estimating

④ Save/Load

⑤ AUG08 | WIN08 | FAL07

Station-BC	Network		Worksheet	Est. Book	Act. Book 1	Act. Book 2	Act. Book 3	Act. Book 4	Act. Book 5	Act. Book 6	Act. Book 7	Act. Book 8
WBEE - F		RT/IIM	2.0	2.0	2.5	2.0	0.0	0.0	0.0	0.0	0.0	0.0
		Share	10.71	10.71	12.76	10.71	0.00	0.00	0.00	0.00	0.00	0.00
		AQH Per	9700	9700	11900	9700	0	0	0	0	0	0
		Cume	12.9	12.9	13.9	12.9	0.0	0.0	0.0	0.0	0.0	0.0
		Cume Per	62100	62100	66600	62100	0	0	0	0	0	0
		T/O	6.4	6.4	5.6	6.4	0.0	0.0	0.0	0.0	0.0	0.0
WDKX - F		RT/IIM	1.0	1.0	1.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0
		Share	5.52	5.52	9.11	5.52	0.00	0.00	0.00	0.00	0.00	0.00
		Shr Tot	40.18	40.18	44.49	40.18	0.00	0.00	0.00	0.00	0.00	0.00
		Adj Tot	40.18	40.18	44.49	40.18	0.00	0.00	0.00	0.00	0.00	0.00

⑥ ☐ Include All Stations in Market

| ⑦ Add To Worksheet | ⑧ Update Worksheet | ⑨ Reload | ⑩ Retrieve Ratings | ⑪ Clear Trending |

① **Select one of the available Demographic codes.**

② **Select one of the available Day/Time pattern codes.**

 - To add a Day/Time pattern not on the list, click the Add icon. In the resulting dialog box, you can create your own Day/Time pattern.

 - To advance to the next Day/Time pattern in the list and recalculate the ratings, click the Next icon.

③ **Switch between Trending and Estimating modes.**

 - Trending mode is the default configuration and allows you to select one or more actual books to be used in retrieving historical statistics.

 - Estimating mode allows you to switch to a research configuration and to select one or more estimate books to be used in retrieving estimated statistics.

④ **Click Save/Load to save your trending book configuration. Press [Ctrl] and click Save/ Load to retrieve your saved trending book configuration.**

 - In Estimating mode when working with proposed buys, this button s titled Override and clicking it allows you to override the ratings books defined on the Start Up tab.

⑤ **Use the drop down lists to select the Estimated book that you want to use and to select up to 8 Actual books.**

⑥ **You can display all stations in the market, even if they are not on the worksheet, by selecting the Include All Stations in Market check box.**

⑦ **You can add a new avail to the worksheet, by selecting it and clicking the Add to Worksheet button.**

⑧ **If you prefer to use the statistics displayed in the Worksheet column , click the Update Worksheet button to overwrite the statistics on the Worksheet tab.**

⑨ **If you make any changes on the worksheet, use the Reload button to update the data on the Trending tab.**

⑩ **After you make changes to the current settings on the Trending tab, click the Retrieve Ratings button to update the statistics.**

⑪ **To remove all stations/networks that are not on the worksheet and clear all columns except the Worksheet column, click the Clear Trending button.**

Radio Specifics

When you are working with radio buys, the Trending tab provides information and controls that are specific to radio.(The Trending tab shown on the adjacent page shows a Radio buy.)

For radio buys, RT/IM, Share, AQH Persons, Cume, Cume Persons, Turnover (T/O), and RT/IM rows display for each station on the worksheet.

Station-BC	Network		Worksheet	Est. Book	Act. Book 1
WBEE - F		RT/IM	2.0	2.0	2.5
		Share	10.71	10.71	12.76
		AQH Per	9700	9700	11900
		Cume	12.9	12.9	13.9
		Cume Per	62100	62100	66600
		T/O	6.4	6.4	5.6

Television Specifics

When you are working with TV buys, the Trending tab provides information and controls that are specific to TV. The Trending tab for a TV buy has the same basic controls as for a radio buy, with the following exceptions.

Station-BC	Network		Worksheet	Est. Book	Act. Book 1
WHAM - T		RT/IM	3.1	3.1	2.3
		Share	28.36	28.36	23.11
		PVT/HUT	11.08	11.08	10.12
		PRGM	GD MRN AM...	GD MRN A...	GD MRN A...

For Television buys, RT/IM, Share, PVT/HUT, and PRGM rows display for each station on the worksheet.

The Demographic section allows you to change all PVT figures in the Worksheet column , by entering a new figure in the PVT field and clicking the Change PVT button.

In the upper right portion of the screen you'll find the Breadk Average drop down list and you can select a Break Average to include break average figures in your statistics.

When you include all stations in the market, you can select the Exclude Cable check box to exclude cable stations from that list.

Worksheet Column

On the Trending tab for both Radio and Television, you can manually edit the statistic information in the Worksheet column. When you do so, the font in the column will change to indicate the current status of the data.

Station-BC	Network		Worksheet
WHAM - T		RT/IM	*3.6*
		Share	39.74
		PVT/HUT	9.04
		PRGM	*13WHAM N...*

Normal - The displayed rating was retrieved into the worksheet and has not changed.

Bold - The displayed rating was changed after it was retrieved.

Blue - The displayed rating does not exist in the worksheet.

***Italicized* - The displayed rating is different from the worksheet (includes avails that do not exist in the worksheet)**

Estimating Tab

Use the Estimating tab to compare worksheet avails for one or more historical books. You can choose from multiple detail views of ratings data that differ depending on whether you are working with television or radio.

Start Up | Worksheet | Filter | Preferences | Avails | Approve/Copy/Delete | Trending | Estimating | Reports | R & F

Actual Book1	Actual Book2	Actual Book3	Actual Book4	Actual Book5	Actual Book6	Actual Book7	Actual Book8	Demographic:
WIN06								RP2554
								RP1849
								RP3564

③ ○ Trending ● Estimating
④ Save/Load

Daypart	Station	Days	Start Time	End Time	Ratings RP2554	Share RP2554	AQH Per RP2554	Cume RP2554	Cume RP255	WIN06 AQH Rtg	AQH Shr	AQH Per	Cume Rtg	Cume Per	Demo Shr
AMD	WBEE - F	MTWTF..	0600A	1000A	2.3	10.30	0	0.0		3.0	13.3	13900	16.3	75100	60.0
MID	WBEE - F	MTWTF..	1000A	0300P	1.9	9.26	0	0.0		2.3	10.0	10400	12.7	58500	53.9
PMD	WBEE - F	MTWTF..	0300P	0700P	1.9	10.48	0	0.0		2.5	13.2	11300	17.1	78400	63.6
WKD	WBEE - F	....SS	0600A	1200M	1.0	10.65	0	0.0		1.2	12.4	5600	15.6	71800	50.4
AMD	WCMF - F	MTWTF..	0600A	1000A	2.2	9.62	0	0.0		0.0	0.0	0	0.0	0	0.0
MID	WCMF - F	MTWTF..	1000A	0300P	1.3	6.11	0	0.0		0.0	0.0	0	0.0	0	0.0
PMD	WCMF - F	MTWTF..	0300P	0700P	0.8	4.58	0	0.0		0.0	0.0	0	0.0	0	0.0
AMD	WDKX - F	MTWTF..	0600A	1000A	1.7	7.48	0	0.0		0.0	0.0	0	0.0	0	0.0
PMD	WDKX - F	MTWTF..	0300P	0700P	1.1	6.02	0	0.0		0.0	0.0	0	0.0	0	0.0
MID	WDKX - F	MTWTF..	1000A	0300P	1.1	5.47	0	0.0		0.0	0.0	0	0.0	0	0.0
WKD	WDKX - F	....SS	0600A	1200M	1.2	12.50	0	0.0		0.0	0.0	0	0.0	0	0.0
AMD	WDVI - F	MTWTF..	0600A	1000A	1.0	4.66	0	0.0		0.0	0.0	0	0.0	0	0.0

Actual Book	Demo	Days	Start Time	End Time	Station	AQH Rating	AQH Share	AQH Persons	Cume Rating	Cume Persons	Demo Share	T/O	TSL
WIN06	RP2554	MTWTF..	0600A	1000A	WBEE-F	3.0	13.3	13900	16.3	75100	60.0	5.4	3:42
06	RP2554	MTWTF..	1000A	0300P	WBEE-F	2.3	10.0	10400	12.7	58500	53.9	5.6	4:27
WIN06	RP2554	MTWTF..	0300P	0700P	WBEE-F	2.5	13.2	11300	17.1	78400	63.6	6.9	2:53
WIN06	RP2554	....SS	0600A	1200M	WBEE-F	1.2	12.4	5600	15.6	71800	50.4	12.8	2:48

Trending ▼ | Retrieve | Export | Update Worksheet | Reload | Clear Estimating

① **Choose from 1 to 8 Actual books.**

② **Select any of the available Demographic codes.**

③ **Use these option buttons to switch between Trending and Estimating modes.**

- Trending mode is the default configuration and allows you to select one or more actual books to be used in retrieving historical statistics.

- Estimating mode allows you to switch to a research configuration and to select one or more estimate books to be used in retrieving estimated statistics.

④ **Click the Save/Load button to save your trending book configuration. Press [Ctrl] and click the Save/Load button to retrieve your saved trending book configuration.**

⑤ **The Detail View section displays different information depending on the view option selected in the associated drop down menu.**

⑥ **Choose one of the view options on the drop down to change display in the Detail View section.**

⑦ **Click Retrieve to retrieve ratings for the selected demo/books into the Detail View section.**

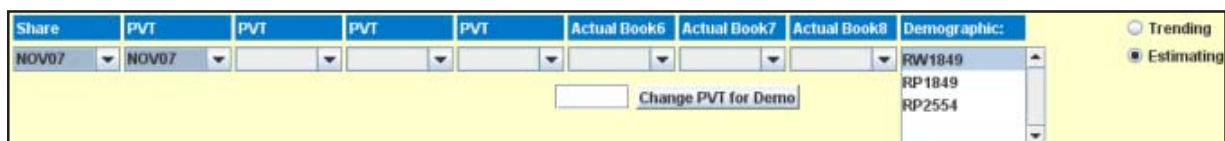⑧ **Click Export to save the avails data to a spreadsheet file.**

⑨ **Click Update Worksheet to update the worksheet with any changes you made on the Estimating tab.**

⑩ **Click Reload to overwrite any changes you've made with the data from the worksheet.**
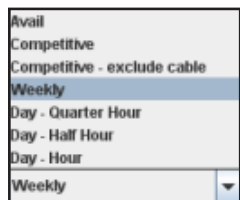
⑪ **Click Clear Estimating to clear all changes including any retrieved ratings.**

Television Specifics

For television buying, the Estimating tab complements the Trending tab by allowing you to compare buy lines for different time periods for one or more specified historical books. Both tabs bring together various information allowing you to synchronize with the worksheet making it possible to update to or from the worksheet.

Share	PVT	PVT	PVT	PVT	Actual Book6	Actual Book7	Actual Book8	Demographic:	
NOV07 ▼	NOV07 ▼	▼	▼	▼	▼	▼	▼	RW1849 ▲	○ Trending
						Change PVT for Demo		RP1849 RP2554 ▼	● Estimating

When you switch to Estimating mode, you can use data from Share and PVT books to calculate ratings.

Avail
Competitive
Competitive - exclude cable
Weekly
Day - Quarter Hour
Day - Half Hour
Day - Hour
Weekly ▼

When working television buys you can select from a list of appropriate Details Views.

Avail Compare avails across books and demos, with or without Share and PVT/HVT detail and/or week by week detail.
- Double-click a book to display week by week detail.
- Double-click a demo to display the Share and PVT/HVT detail.

Competitive Compare avails across books for all stations and selected demos, with or without Share and PVT/HVT detail.
- Double-click a demo to display the Share and PVT/HVT detail.

Competitive (exclude cable) Same as the Competitive view but without local cable stations.
- Double-click a demo to display the Share and PVT/HVT detail.

Weekly Display week by week statistics for an avail plus the Lead in and Lead out quarter hours.

Day - Quarter Hr Displays selected time period broken out by day and quarter hour.

Day - Half Hour Displays selected time period broken out by day and half hour.

Day - Hour Displays selected time period broken out by day and hour.

Radio Specifics

For radio buying, the Estimating tab provides more information and multiple ways to compare ratings data across demos, books, stations and avails.

Trending ▼
Competitive
Hourly
Trending

When working radio buys you can select from a list of appropriate Details Views.

Competitive Compare daypart across books and demos for multiple stations.

Hourly Displays each individual hour that makes up the selected daypart.

Trending Displays AQH Rating, AQH Share, AQH Persons, Cume Rating, Cume Persons, Demographic Share, Turnover and Time Spent Listening per each rating book and demo selected.

Preferences Tab

Use the settings on the Preferences tab to configure how you want the data in your worksheet to be displayed. For your convenience, each section has an Apply button so you can selectively enable settings and then return to the Worksheet tab to see the results of the change. Once you create the perfect worksheet display for your buying needs, you can name and save your preference configuration so that you can reuse it in the future.

(1) **Use the Worksheet Columns list to choose which columns you want to display in your worksheet.**

(2) **Set up an Auto Save Interval to specify how often you want to automatically save your worksheet.**

(3) **Choose 1 or 3 decimals to display ratings.**

(4) **Use the Worksheet Table Sort drop down to specify the default sort order for your worksheet.**

(5) **Specify the demo that you want to use to automatically adjust RT/IM statistics for the purpose of estimating. Then, select the type of automatic rounding adjustment you prefer.**

(6) **Name and save your preference configuration so that you can reuse it in the future.**

(7) **Choose between a Simple Table and a Cross-tab Table configuration for the Filtered Totals summary section of the worksheet and then select which rows and columns you want to appear in the table.**

(8) **Choose between a Simple Table and a Cross-tab Table configuration for the Worksheet Totals summary section of the worksheet and then select which rows and columns you want to appear in the table.**

Filter Tab

Use the controls on the Filter tab to quickly isolate and analyze specific data that may be hidden in a complex worksheet. To apply a temporarily filter, simply hold down the [Ctrl] or [Shift] key, select the items that you want to use to isolate data in the worksheet, and click the Apply button. The filter settings will also alter the data shown in the Filtered totals sections as well as on printed reports. To remove the filter settings, click the Clear button or close the worksheet.

① **Filter only Scheduled Items and/or only Selected Items on the worksheet.**

② **Filter by daypart code.**

③ **Filter by estimated book.**

④ **Use the Worksheet Table Sort drop down to specify the sort order for the filtered data.**

⑤ **Filter by specific stations.**

⑥ **Filter by selected weeks/days, such as hiatus weeks.**

⑦ **Filter cable buys by network.**

⑧ **Create your own custom filters and even use color to make them stand out.**

⑨ **Filter by specific spot lengths.**

⑩ **Filter by specific rotation periods.**

Approve/Copy/Delete Tab

Use the controls on the Approve/Copy/Delete tab to access a list of either proposed or active worksheets. You can then select a worksheet from the list and Approve the proposed buys, Copy buy information from one worksheet to another, or delete a worksheet. You can also load a worksheet into the Buy Module.

① **You can retrieve a list of worksheets containing either proposed buys or active buys, but not both at the same time.**

② **If you have defined a Campaign ID for a product/ estimate, you can use it as a shortcut to specify the active worksheets to retrieve or as a way to narrow the list of worksheets in the display.**

③ **Once you fill in the Campaign ID field, you can click the Apply Filter button to narrow the list of worksheets in the display to only those that are defined by the Campaign ID. To disable an applied filter, click the Clear Filter button.**

④ **Your sign on Company, Office, and User ID display by default, but can be changed. You can fill in any of the other fields to narrow the list of worksheets in the display.**

⑤ **If you want to explore one of the Proposed or Active worksheets in more detail, just double click on its row. When you do, the Buy Module will automatically load the worksheet on the Worksheet tab.**

⑥ **To approve a proposed worksheet, select a worksheet, and click the Approve button.**

⑦ **If you're viewing a list of proposed worksheets, you can select a worksheet and click the Copy to Proposed button to copy the worksheet's header information to the Start Up tab.**

⑧ **If you're viewing a list of active worksheets, you can select a worksheet and click the Copy to Active button to copy the worksheet's header information to the Start Up tab.**

⑨ **You can click the Delete button remove a worksheet from the Buy Module as long as it is before the schedule due date and there is no related billing, matching or paying activity.**

⑩ **Click the Message button to send a message to coworkers to let them know that a worksheet has been submitted for approval.**

R & F (Reach and Frequency) Tab

Use the Reach and Frequency tab to estimate ratings based on the reach and frequency data for proposed or active buys in the worksheet. All stations and dayparts from the worksheet appear on this tab, but all cells are display-only and cannot be changed. The reach and frequency data in the Buy Module is available for radio. To get reach and frequency data for television requires a separate subscription.

Media: R		Client: WEGM		Product: BRND			Estimate: AUG08		Market: ROC	

Start Up	Worksheet	Filter	Preferences	Avails	Approve/Copy/Delete	Trending	Estimating	Reports	R & F

Actual Book1 Actual Book2 Actual Book3 Actual Book4   Station(s)   Daypart(s)   Demos   [Retrieve] [Run Report] [Export]

Station(s): WBEE F, WCMF F, WDKX F, WFXF F, WHAM A
Daypart(s): AMD, EVE, MID, PMD, WKD
Demos: RP1849, RP2554
Market R&F

	Total Spots	Cost	GRPS	CPP	CPM	AQH Per	Gross Imps	Reach	Frequency	Cume
WBEE F	90	9650.00	120.0	80.42	1.51	6399	575890	19.135	6.272	95898
AMD	25	3750.00	50.0	75.00	0.39	9598	239950	12.746	3.923	62103
EVE	15	450.00	6.0	75.00	0.23	1920	28800	3.964	1.514	30623
MID	10	1350.00	17.0	79.41	0.17	8158	81580	8.919	1.906	52539
PMD	25	3500.00	35.0	100.00	0.52	6719	167975	11.663	3.001	58792
WKD	15	600.00	12.0	50.00	0.16	3839	57585	7.309	1.642	50511
WCMF F	60	6970.00	56.0	124.46	1.56	4479	268730	15.121	3.703	89698
AMD	20	4000.00	32.0	125.00	0.52	7678	153560	9.642	3.318	47703
EVE	10	500.00	2.0	250.00	0.52	960	9600	1.433	1.396	12486
MID	15	1620.00	12.0	135.00	0.42	3839	57585	6.170	1.945	36517
PMD	10	700.00	7.0	100.00	0.21	3359	33590	4.785	1.463	38142
WKD	5	150.00	3.0	50.00	0.05	2879	14395	2.665	1.125	48741
WDKX F	0	0.00	0.0	0.00	0.00	0	0	0.000	0.000	36105
AMD	0	0.00	0.0	0.00	0.00	0	0	0.000	0.000	36105
WFXF F	60	4980.00	40.0	124.50	1.56	3199	191955	9.787	4.087	55034
AMD	15	1500.00	12.0	125.00	0.39	3839	57585	4.825	2.487	25324
EVE	10	250.00	1.0	250.00	0.52	480	4800	0.876	1.141	16106
MID	20	2430.00	18.0	135.00	0.56	4319	86380	5.436	3.311	26874
PMD	10	700.00	7.0	100.00	0.21	3359	33590	4.444	1.575	31642

① When you are working with active buys, you can select from 1 to 4 Actual books.

② All stations from the worksheet are selected by default. To narrow the amount of information in the display, select only the stations you want to see.

③ All dayparts from the worksheet are selected by default. To narrow the amount of information in the display, select only the dayparts you want to see.

④ All Demos from the estimate are displayed and the first one is selected by default. Only one demo can be selected at a time.

⑤ After you change a selection, click the Retrieve button to update the display of the Reach and Frequency data for the primary demo for the selected stations/dayparts.

⑥ To print the Reach and Frequency data in a report format, click the Run Report button.

⑦ To export the Reach and Frequency data to a spreadsheet file, click Export button.

⑧ The Market R&F view is the default view and allows you to see R&F totals for each station and daypart as well as an overall market total. Select any of the available views from the drop down list to alter the display of the Reach and Frequency data.

⑨ You can change the order of the columns by clicking and dragging a column to a new location.

Avails Tab

Use the controls on the Avails tab to retrieve avail information and then load selected avails into the current proposed worksheet.

① **The Media and Market fields are populated by default from the Start Up tab and may not be changed.**

② **To retrieve avails that were previously entered for a specific client, fill in the Client field.**

③ **You must fill in the Year field to specify the year for the avails you want to retrieve, but the Quarter field is optional.**

④ **Click the Retrieve Avails button to display the existing avails.**

⑤ **Select one or more avails to be loaded into the worksheet. Hold down the [Ctrl] or [Shift] keys to select multiple avails.**

⑥ **Click the Load Worksheet to add those avails to the current worksheet.**

Reports Tab

Use the Reports tab to generate various reports. The report feature uses the current worksheet sort order as well as the settings on the Filter Tab to control the data that the report contains. All reports are displayed with Adobe Reader and can be printed, saved, or e-mailed.

① **Select one of the available reports from the Reports list.**

② **Assign the report a name in the Buyer Name field.**

③ **Click the Run Report to launch the operation.**