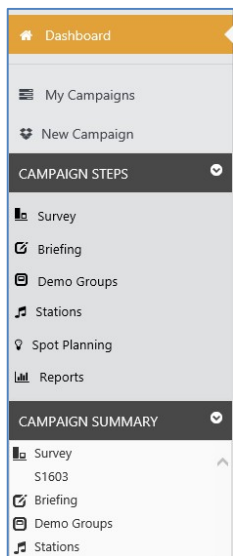


# How Do I Get started in Audio Planner?

Audio Planner is our new exciting radio planning tool. This user-friendly and flexible tool has been continuously evolved to reflect the growing sophistication of the radio industry.

Navigate the system by working with the navigation panel on the left of the screen.



**My Campaigns:** allows you to review existing/ old campaigns.

**New Campaign:** This example shows how to create a manual campaign using the S1603 Survey. We are selecting the target demographic group 9+ with a 2 week campaign.

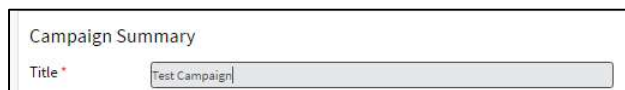
**Step 1:** Click on New Campaign and select the S1603 survey.



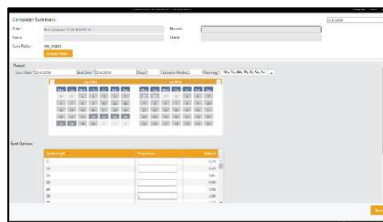
Click on the **next** button.

## Campaign Summary – Briefing

**Step 2:** Enter a Title for your Campaign (this is the filename for your saved Campaign).



Enter Brand/Planner/client details – These are free text fields for entry.



**Step 3: Period** Enter start date and end date of your campaign.

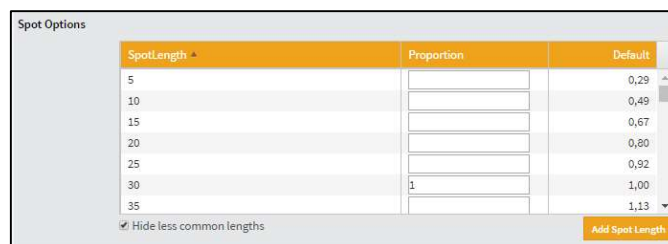


## Step 4: Campaign Spot Options - Script Length

This list enables you to enter the different scripts that go to make up the campaign. The duration of the script to be broadcast is expressed as a number of seconds. Typically, this will be one of 10", 20", 30", 40", 50" or 60". Audio Planner will generate spots in proportion to the quantities specified here. Simply click the script length whose quantity you wish to change.

To delete a spot duration, click on it and change the script number to zero or use the delete key.

In this **example place 1 in the proportion box** next to the **30 script length** box.



Click on the **next** button.

## Demo Groups – Standard

**Step 5:** - In this example we have selected age 9+ Place a tick in the Planning box and base.



## Creating a new demo group:

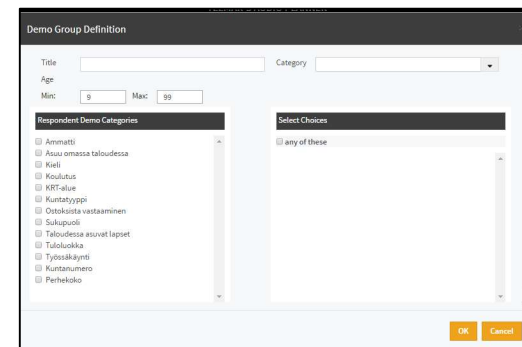
If you want to create a new audience click on the **New Demo Group** Button.



## Title

You must supply a title for the demographic group. This allows you to retrieve the group in future campaigns without building a new one each time. The title may be any free text, but we would suggest that you use some meaningful information for your client and yourself. A point to bear in mind when typing in your Demographic Group Title, is the fact that it is case sensitive, i.e. if you type your title in lower case, it will appear in lower case on your Demographic group list.

*Please remember that the title does not define your demographic, only titles it. You must define the audience within the Respondent Demographic Categories section.*



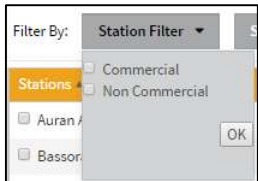
## Stations

**Step 6:** Place a tick next to the stations in the list to include or exclude them from your campaign. In this example we have selected Bauer Media yhteensä, Classic and Iskelmä.

Station	Local	Comm	Target Reach	Target Hours	Target Reach%	Target Qtr Rating	Target Total Rating	Target Population	Target Impact
Auran Auliot Sate (ent. Rogmo)			9	29	2.3	0	31	379	0.15
Bassoradio			114	447	2.3	0	38	4 909	2.86
Bauer Media yhteensä	<input checked="" type="checkbox"/>		2 529	22 809	51.5	3	1 659	4 909	135.77
Classic	<input checked="" type="checkbox"/>		130	998	4.3	0	79	9 018	3.56
FUN Tampere			23	107	5.2	0	96	447	0.64
Groove FM			90	257	6.7	0	78	1 348	1.53
Iskelmä	<input checked="" type="checkbox"/>		627	4 272	18.6	1	511	9 341	20.43

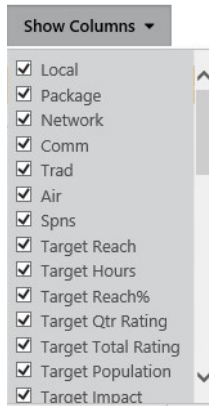
Your station list will be displayed (as above). You can sort the list by Target Reach, Target Hours, Target Reach%, Target rating etc. by double clicking on a column heading.

Station filter will allow the user to select either commercial or Non Commercial stations when selected.



## Show columns:

Click on the down arrow to or de-select column headings the station selection screen



Click on the down arrow to or de-select column headings the station selection screen.

**Step 7:** Click on the next button.

**Schedule:** Input your spots by double clicking on a station to show the Station weekly spotplan.

Station Name	Spots	Rate CPT	Target CPT	Impressions	GRPs	Reach	Reach%	Avg Freq	Total Spots	Total Cost
Bauer Media yhteensä	4 909	10 000	0.00	0.00	0	0.00	0	0.00	0	0
Classic	9 018	5 737	0.00	0.00	0	0.00	0	0.00	0	0
Iskelmä	9 341	6 762	0.00	0.00	0	0.00	0	0.00	0	0
<b>Total for Campaign Population</b>	<b>9</b>	<b>9</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0</b>
<b>Total for Demographic Group</b>	<b>4 909</b>	<b>10 228</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0</b>

If there is a \$ sign next to a station it has a rate card cost applied



Station weekly spotplan:

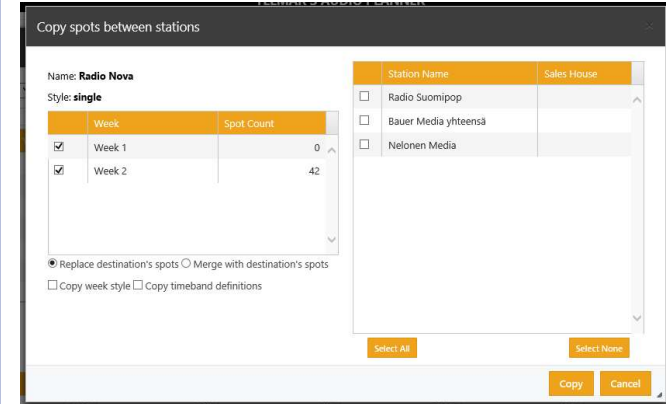
**Step 8:** Manually place in the spots in a daypart. Repeat process for all the stations if they have a different spot laydown.



Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Rating
0700-0800	0	0	0	0	0	0	0	0.37
0800-0900	0	0	0	0	0	0	0	0.37
0900-1000	1	0	0	0	0	0	0	0.33
1000-1100	0	0	0	0	0	0	0	0.33
1100-1200	0	0	0	0	0	0	0	0.33
1200-1300	0	0	0	0	0	0	0	0.33
1300-1400	0	0	0	0	0	0	0	0.33
1400-1500	0	0	0	0	0	0	0	0.33
1500-1600	0	0	0	0	0	0	0	0.33
1600-1700	0	0	0	0	0	0	0	0.33
1700-1800	0	0	0	0	0	0	0	0.33
1800-1900	0	0	0	0	0	0	0	0.33
1900-2000	0	0	0	0	0	0	0	0.33
2000-2100	0	0	0	0	0	0	0	0.33
2100-2200	0	0	0	0	0	0	0	0.33
2200-2300	0	0	0	0	0	0	0	0.33
2300-2400	0	0	0	0	0	0	0	0.33

**To Copy Spots**

Click on the **Copy Spots...** button to copy spots to the stations that have the same spot laydown. There is a button to 'Select All'.



If you right click on the Spotplan screen it gives you the option to "fill all cells with", then enter the number of spots for all dayparts.

+Reports

**Step 9:** Click on the Reports menu to view the different types of charts of your campaign results.

