

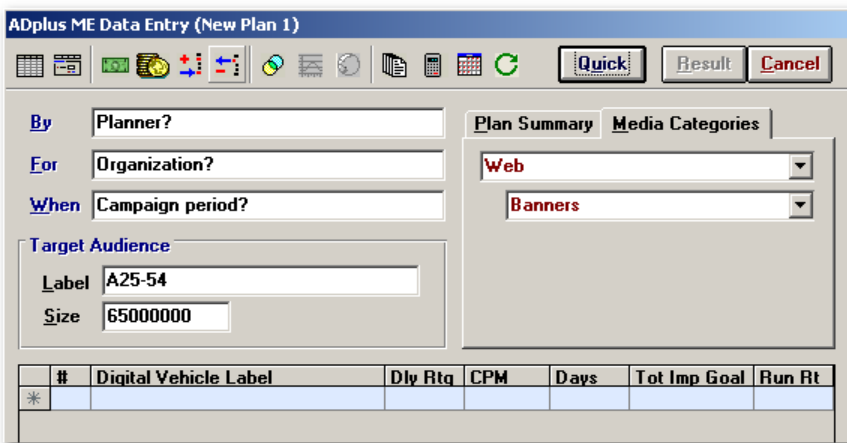
## ADplus - Creating Digital Media Reach & Frequency using Impressions

Question: How do I include Digital media to my existing multi-media Reach & Frequency plan if I only have Impression levels?

Answer: Using Telmar’s ADplus application you can manually create a Digital schedule and then use that to mix with other media type schedules for an overall combined Reach & Frequency.

### The steps are easy to follow:

1. Using your desired Impressions, we first need to do some math to calculate the Daily Rating.
  - a. First, take the known Impressions and divide by the number of days in the digital campaign. For this example, we will use 30 days. The result will yield the one day gross.  
 **$10,000,000 / 30 = 333,333.333$**
  - b. Secondly, take the one day gross number (above) and divide by the Target Population to get the Daily Rating. For this example, the target audience will be 65,000,000.  
 **$333,333.333 / 65,000,000 = .0051282$**
  - c. Lastly, multiply the Daily Rating by 100  
 **$.0051282 * 100 = .5128$**   
**.5128 is the Daily Rating**
  - d. The Daily Rating will be the value used in ADplus.
2. Open ADplus and Click on **Plan/New** from the main menu bar at the top of the window.



3. Input the Target Audience label and population size
4. Click the “Media Categories” folder on the right. Using the drop down menu select “Web” from the list

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- Under “Digital Vehicle Label” type in the digital property name, for example “Digital Schedule”.

**Note:** Clicking the TAB key on the keyboard will move you easily through each of the fields needed.

- Using the TAB key, Input the Daily Rating (.5128), # of Days and Total Impressions Goal.
- Click the “Result” button in the upper right hand corner of the Data Entry window to display the Reach & Frequency results.

#	Digital Vehicle Label	Dly Rtg	CPM	Days	Tot Imp Goal	Run Rt
▶ 1	Digital Schedule	0.5128	0	30	333320	3.33
*						

- ADplus will ask if you want to save this plan. Click “YES”, and give the file a name. This will be saved as a \*.DAU file, and can be opened again when ready to mix with other media schedules.