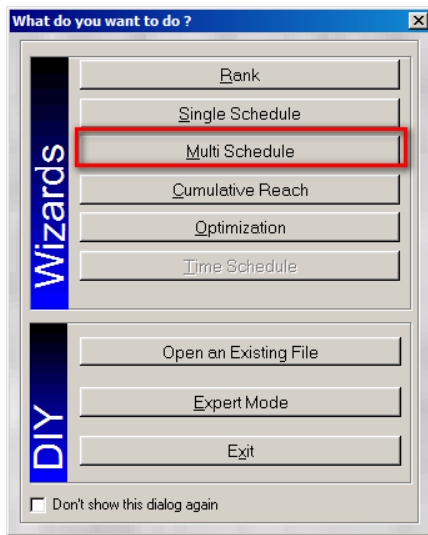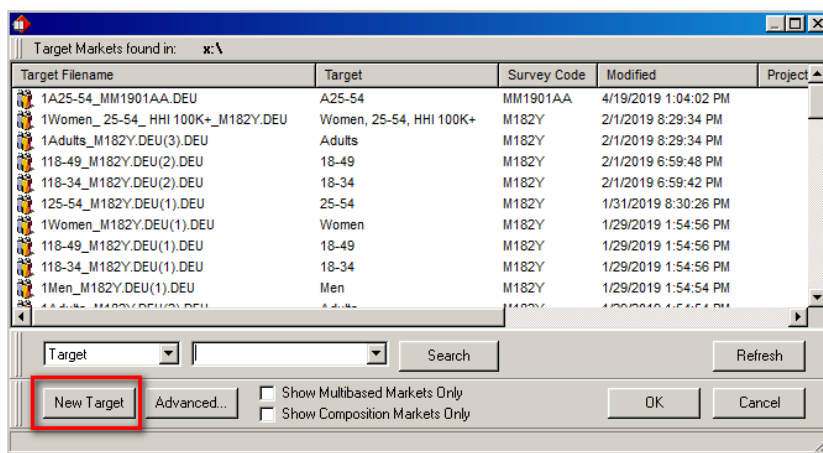telmar
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Media360 Quick User Guide: Building a reach curve

Use Media360's Multi-Schedule mode to quickly create multiple points on the reach curve. The steps below will assist in setting up the data and exporting to Excel where the curve chart will be created.

1. Launch **Media360** from eTelmar under the Multi-media tab.
2. At the wizard start screen, choose the **Multi-Schedule** option.

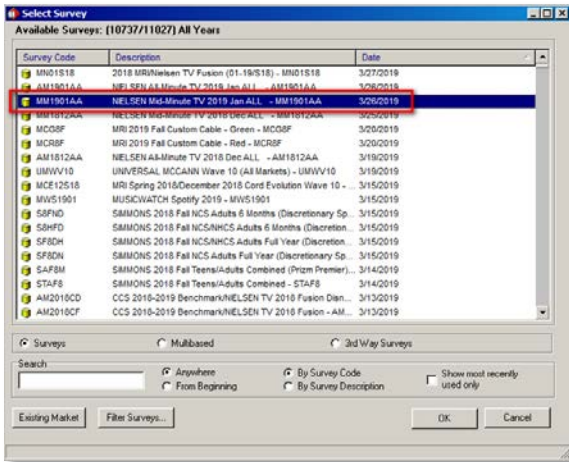3. The target selection screen will appear, Click the **New Target** button.

If you have any questions, please contact your Telmar client service representative or email AccountServices@Telmar.com.
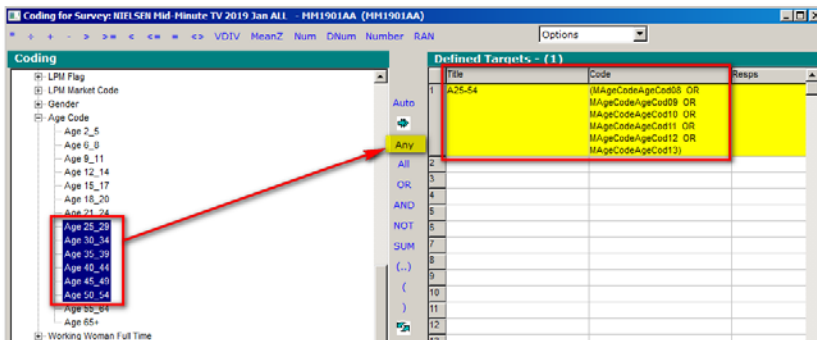
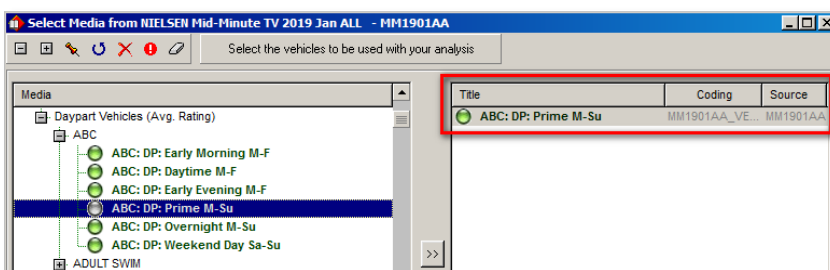**Media360 Quick User Guide: Building a reach curve**

4. Select the desired survey from the available list.


5. Select and/or create the target audience.

6. Select the media vehicle(s) to be included in the graph

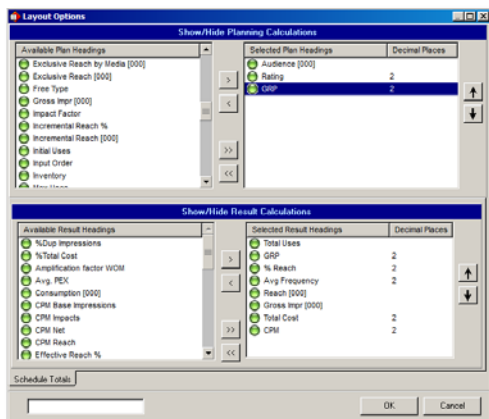If you have any questions, please contact your Telmar client service representative or email
AccountServices@Telmar.com.

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7. If the program asks for a cost file, click **Ignore.**

8. The system will display 5 schedules by default, if you need to include more, right-mouse click on the last schedule and Click **Add,** select a **#** from the menu to add additional schedules to the main planning grid.
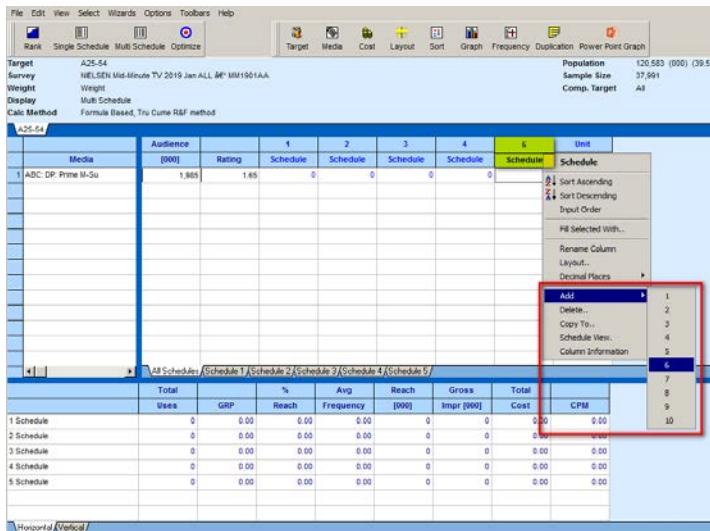
9. The system will display spots/insertions by default. If applicable, change to GRPs. Click **Layout** and Select **GRPS** from the planning calculations section. Remove **Schedule** and **Unit Cost** for a cleaner report, leave **Audience (000)**, **Rating**, and **GRP's.**

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10. At the bottom of the screen, select the Summary view to **Horizontal**.
11. Now you are ready to populate the schedules

12. In the first schedule add 1 GRP. Then add cumulative levels of GRP's until all schedules are filled. (Don't worry about the specific levels as we are using them to uncover the reach curve.)

13. Click the **Export** button.

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14. The **Export Options** dialog appears. Under **Reports** make sure only **Plan** is checked, and click on the **Export** button at the bottom of the screen, and choose **Direct to Excel.**
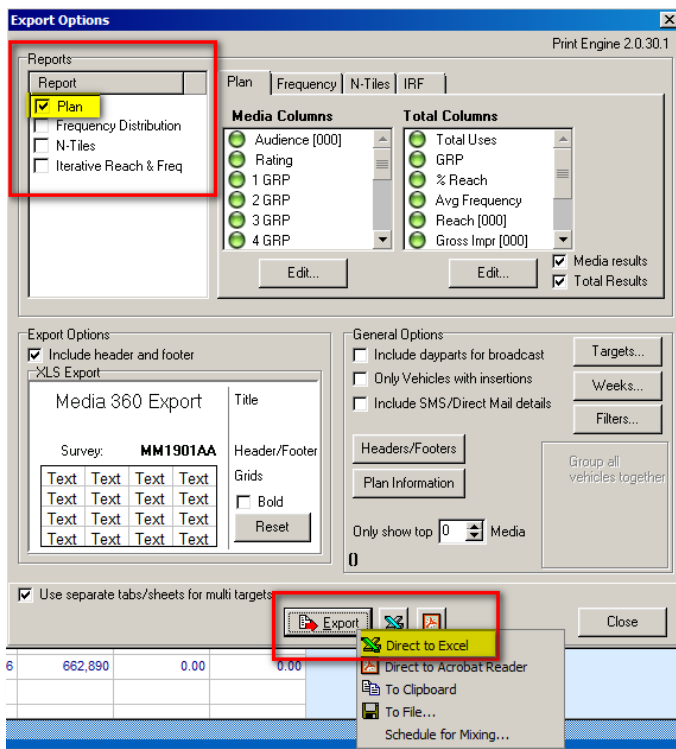
15. Open the Excel file. Use the **GRP** and **Reach %** columns to chart the curve.
16. In Excel, edit the title to display **"% Reach"** and **"Avg Frequency"** in the same cell**.**

GRP	% Reach	Avg. Frequency
1.65	1.65	1.0
4.94	4.02	1.23
9.88	6.14	1.61
19.75	9.33	2.12
39.5	14.0	2.82
79.0	20.48	3.86
149.78	27.83	5.38
248.53	33.55	7.41
348.94	36.37	9.59
449.34	37.5	11.98
549.74	37.76	14.56

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17. Highlight the desired Schedules **GRP, % Reach** and **Avg Frequency** and omit schedule totals.
18. Click **Insert** at the top**, look for the Scatter Plot Chart.**

ABC Prime Reach Curve

(Chart showing % Reach and Avg. Frequency plotted against GRP values from 0.0 to 600.0. The % Reach curve rises steeply and levels off near 37.5, while the Avg. Frequency line rises gradually to about 14.5.)

Legend: ●— % Reach   ●— Avg. Frequency