

RadioMax Canada

User Guide

Version 2 revised 25 July 2012



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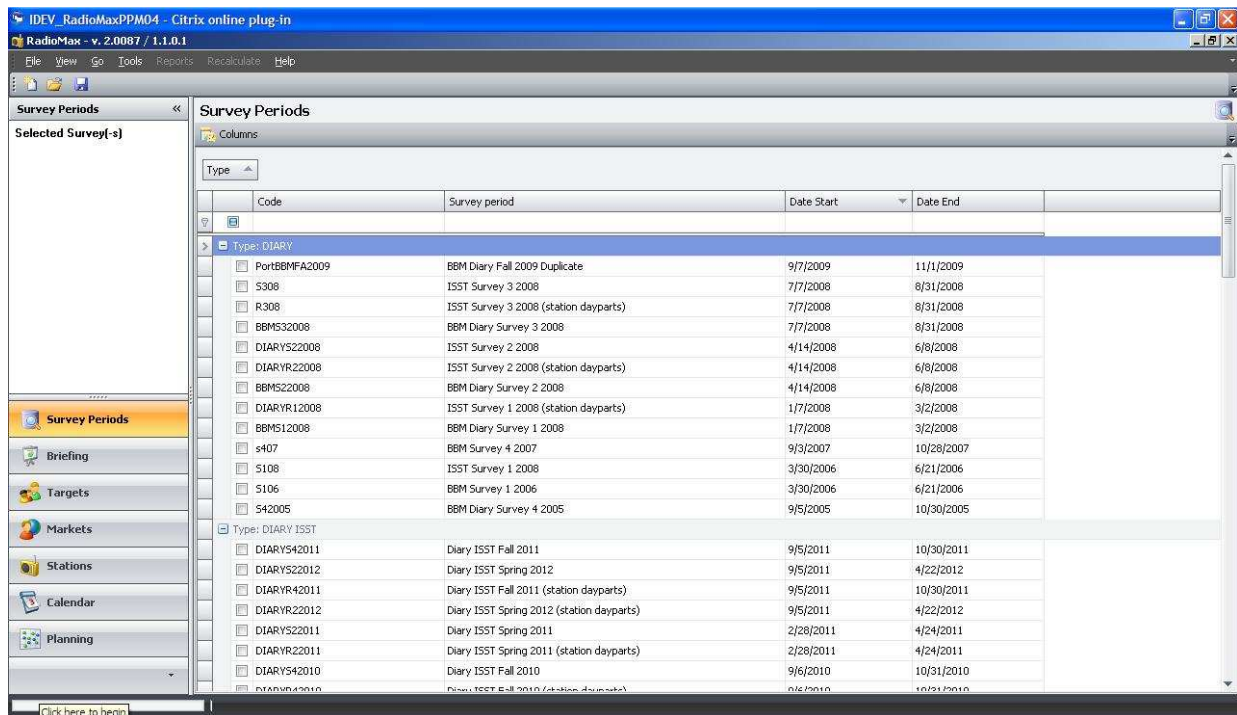
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INTRODUCTION

RadioMax is Telmar HMS Ltd's newest radio planning tool. It works with both full diary and full PPM data, as well as with diary ISST summary data.

The program works with all demographics supplied by BBM, from the most common age and gender classifications to smaller, niche targets such as casual dining customers and other retail shoppers.

The following is a screenshot of the Planning screen, the final screen showing a complete campaign's calculated statistics, including GRPs, impressions, reach percentage, frequency, ratings, CPM, and more.



See next page for more details regarding the **Survey Periods** screen.

Have a look at the column of buttons down the left-hand side. These step your way through the program, building a campaign from start to finish.

These buttons are:

- **Survey Periods** - select the survey type, diary or PPM, from this screen.
- **Briefing** - use this screen to set your campaign length in weeks, your data period if using PPM, and other client-specific information, such as your campaign's name, your company, and other facts.
- **Targets & Dayparts** - This screen gives you the opportunity to select pre-defined targets or dayparts, as well as the choice of building fully-customisable versions of each. With PPM you can specify the dayparts down to the minute level. You can select multiple targets and dayparts on this screen.
- **Markets** - Once you have defined your targets, the next screen will show you the estimated audience in each market together with the number of actual panel respondents that qualify in your target range (ie Women 35-44, 74 respondents in Hamilton). This screen allows you to select multiple markets at the same time.
- **Stations** - After choosing your markets, you can select individual stations on this screen. When using diary data, the statistics shown will update automatically. With PPM, the user can update on-screen stats by clicking on the **Recalculate** switch. Station rankings are built into this screen by default.
- **Calendar** - You can plot your campaign's spot delivery using this screen. You can vary the spot distribution week-to-week or by daypart. Also, this screen gives you additional options by allowing for blanket spot fills across a number of weeks or dayparts simultaneous, speeding input.
- **Planning** - this is the final screen for your campaign, and includes detailed statistics for GRPs, reach percentage, frequency, impressions, costing and other info. This screen also incorporates a week-to-week report view, the ability to add or remove entire stations or specific dayparts from a run, and a GRP allocator that you can use to schedule given GRP levels that vary from week to week as needed. The allocator even allows the user to specify the individual dayparts and stations included in the distribution of spots.



Optionally, you will have a **Radio Pane** visible on the right. As you populate the different components of your campaign, your plan will be fleshed out accordingly.

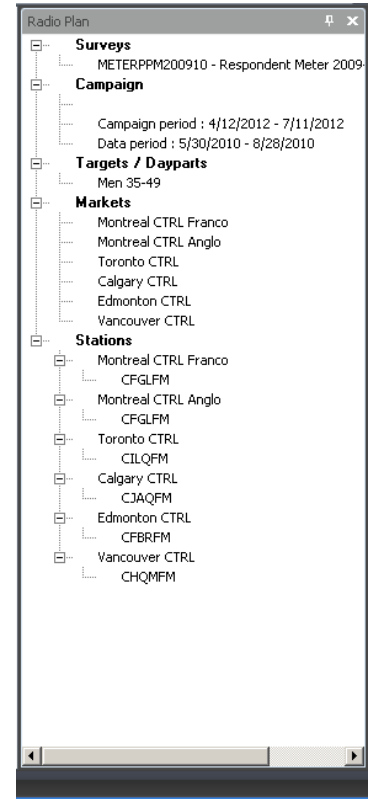
To hide or display this pane, go to the **View** menu at the top left and select either Normal (to display at all times), **Minimized** (to only display the pane when the mouse is over the right-hand side) or **Off**.

Filtering:

Additionally, most screens provide the ability to filter items by name. In the space above a given **Target, Daypart, Market** or **Station** screen, type the first few letters for your desired item. RadioMax will filter out items that do not match your entry.

Column re-sort:

All screens aside from the **Calendar** module provide the ability to sort data in ascending or descending order by toggling clicks on individual columns.



SURVEY PERIODS

Type	Code	Survey period	Date Start	Date End
Type: DIARY				
<input type="checkbox"/>	PortBBMFA2009	BBM Diary Fall 2009 Duplicate	9/7/2009	11/1/2009
<input type="checkbox"/>	S308	ISST Survey 3 2008	7/7/2008	8/31/2008
<input type="checkbox"/>	R308	ISST Survey 3 2008 (station dayparts)	7/7/2008	8/31/2008
<input type="checkbox"/>	BBMS32008	BBM Diary Survey 3 2008	7/7/2008	8/31/2008
<input type="checkbox"/>	DIARYS22008	ISST Survey 2 2008	4/14/2008	6/8/2008
<input type="checkbox"/>	DIARYR22008	ISST Survey 2 2008 (station dayparts)	4/14/2008	6/8/2008
<input type="checkbox"/>	BBMS22008	BBM Diary Survey 2 2008	4/14/2008	6/8/2008
<input type="checkbox"/>	DIARYR12008	ISST Survey 1 2008 (station dayparts)	1/7/2008	3/2/2008
<input type="checkbox"/>	BBMS12008	BBM Diary Survey 1 2008	1/7/2008	3/2/2008
<input type="checkbox"/>	s407	BBM Survey 4 2007	9/3/2007	10/28/2007
<input type="checkbox"/>	S108	ISST Survey 1 2008	3/30/2006	6/21/2006
<input type="checkbox"/>	S106	BBM Survey 1 2006	3/30/2006	6/21/2006
<input type="checkbox"/>	S42005	BBM Diary Survey 4 2005	9/5/2005	10/30/2005
Type: DIARY ISST				
<input type="checkbox"/>	DIARYS42011	Diary ISST Fall 2011	9/5/2011	10/30/2011
<input type="checkbox"/>	DIARYS22012	Diary ISST Spring 2012	9/5/2011	4/22/2012
<input type="checkbox"/>	DIARYR42011	Diary ISST Fall 2011 (station dayparts)	9/5/2011	10/30/2011
<input type="checkbox"/>	DIARYR22012	Diary ISST Spring 2012 (station dayparts)	9/5/2011	4/22/2012
<input type="checkbox"/>	DIARYS22011	Diary ISST Spring 2011	2/28/2011	4/24/2011
<input type="checkbox"/>	DIARYR22011	Diary ISST Spring 2011 (station dayparts)	2/28/2011	4/24/2011
<input type="checkbox"/>	DIARYS42010	Diary ISST Fall 2010	9/6/2010	10/31/2010
<input type="checkbox"/>	DIARYR42010	Diary ISST Fall 2010 (station dayparts)	9/6/2010	10/31/2010

When you open the program RadioMax will start on the **Survey Periods** screen. All surveys are listed by their type, together with a descriptive label and the start and end dates for data collection.

General comments:

All radio data is sourced from the Bureau of Broadcast Measurement or BBM, which is a tripartite nonprofit organisation composed of radio and TV broadcasters, advertising agencies and larger advertisers.

Diary surveys, both ISST and full types:

Both diary survey types are compiled from radio listener panels in every measured market (typically, most cities and towns aside from the larger PPM markets). Panellists are given radio diary books in which they mark down their listened stations in 15-minute increments.

Twice a year, these books are compiled from 13 weeks' worth of data. BBM further processes the full diary data into summary formats; these are called '**Diary ISST**' surveys and are explained further below.

Diary ISST Surveys:

Summary ISST surveys, used with diary data, are listed under the section marked '**Diary ISST**'.

You can choose between ISST surveys where 'breakfast', 'daytime', 'drivetime' and so on are defined by the same time blocks for all stations, the so-called standard surveys, or you can select ISST surveys where every station uses its own definitions for 'breakfast', 'daytime', and so forth, these are the so-called station dayparts' surveys.

Full diary surveys:

These surveys are listed as 'MicroBBM'. They are collated using 13 weeks' data, like the ISST surveys. Further differences between the ISST and full diary surveys are explained under their relevant sections, such as **Targets and Dayparts, Markets**, etc.

PPM surveys:

These surveys are compiled from panels using Personal People-Meters, small pager-styled devices that work by recording an audio signal outside of the normal human range of hearing from radio broadcasts within the panellist's individual space. The PPM devices work automatically, without any human intervention, recording the day's radio signals. At night, the panellist returns the PPM device to a cradle that then transmits the recorded data to central BBM servers.

Every four weeks, the latest collated PPM data is shipped to BBM subscribers.

Telmar processes these weeks and adds them to each year's total.

NB: The PPM year begins at the end of August / beginning of September.

For all survey types:

Once you have selected a survey, press **Briefing** to be taken to the next screen.

WARNING: At this point, you haven't really selected anything beyond the survey, but let's say for the sake of an example you do proceed from here, and select stations, targets, dayparts, etc.

If after choosing these you come back to Survey Periods and specify a different survey to your original choice, you will lose all previously-chosen modifications - all stations, dayparts, targets, and so forth.

You will be warned by an alert if you choose a different survey.

Let's start by using the Metered Respondent PPM data, listed under the section marked '**METER PPM**'. Select the most recent survey available.

Next, click **Briefing**.

Printing and/or exporting from the Survey Periods' screen:

I. PRINTING THIS SCREEN

To print a listing of the available data surveys, click on **File** in the top left-hand section of the program, and select **Print Preview**. This will show you a table of all surveys from BBM, sorted in general groups by survey type (ie PPM, diary, diary ISST), then in reverse-chronological order starting with the most recent survey at the top of the section.

On the **Print Preview** screen, then, you will see a menu line with **File**, **View** and **Background**. To print, select **File**, then the first **Print** listing if you want to see a proof before committing to paper, or the second **Print** item to send the file directly to your printer.

If your printout does not appear, please contact Telmar Client Services in Toronto at (416) 487-2114.

II. GENERAL PRINTING/EXPORTING COMMENTS

You can change the margins shown, the orientation (portrait or landscape), the paper size (all North American and ISO sizes) via the menu bar shown underneath the **File / View / Background** menu line.

Additionally, RadioMax enables you to select different output formats depending on your need. RadioMax will export to Excel format, and also has export options to send to comma-delimited format (CSV), plain-text (like CSV, with commas removed), HTML, MHT (mail transfer format), RTF (for compatibility with older word processors, while retaining formatting options), XLS and XLSX for former and current versions of Microsoft Excel, and finally a number of image formats, for the possibility of sending imaged copies of the reports. Available image formats include BMP, EMF (Encapsulated Windows Metafile), GIF, JPG, PNG and TIFF.

RadioMax also currently has the ability to export to PDF, but this will be phased out in a future release, as office suites generally tend to read Excel files and export those directly to PDFs as needed.

IIB. GENERATING EXCEL OUTPUT

To export to Excel, take the following steps.

1. From the **File** menu, select **Print Preview**.
You can choose from two ways to get the same generated Excel output. Both are listed below. You can also select other formats for export as listed above.
2. On the popup that appears, select **Export Document**, then from the submenu that pops up, select **XLS** or **XLSX**.
 - 2a. On the far right of the icon bar, third from right, you will see an icon that looks like a floppy disk on top of a blank sheet of paper; this is the alternate **Export Document** option. From here, select **XLS** or **XLSX**.

BRIEFING:

The screenshot shows the 'Briefing' screen in the RadioMax application. The interface includes a menu bar (File, View, Go, Tools, Reports, Recalculate, Help) and a sidebar with navigation options: Survey Periods, Briefing (highlighted), Targets, Markets, Stations, Calendar, and Planning. The main content area is divided into sections: 'Plan Summary' with fields for Title, Client, Client code, Agency code, Agency code, Planner, Strategist, Buyer, Account Executive, Date (4/12/2012), Status, Comment, and Media House; 'Campaign period' with Start date (5/25/2012), End date (5/31/2012), and No. of weeks (1); and 'Data period' with a dropdown for 'Roll your own data period below' and fields for Data period from (4/13/2012) and until (4/19/2012).

The only mandatory parts of this screen are located at the bottom. There, you will find two sets of fields, the first for the campaign length, and the second for selection of the active data period.

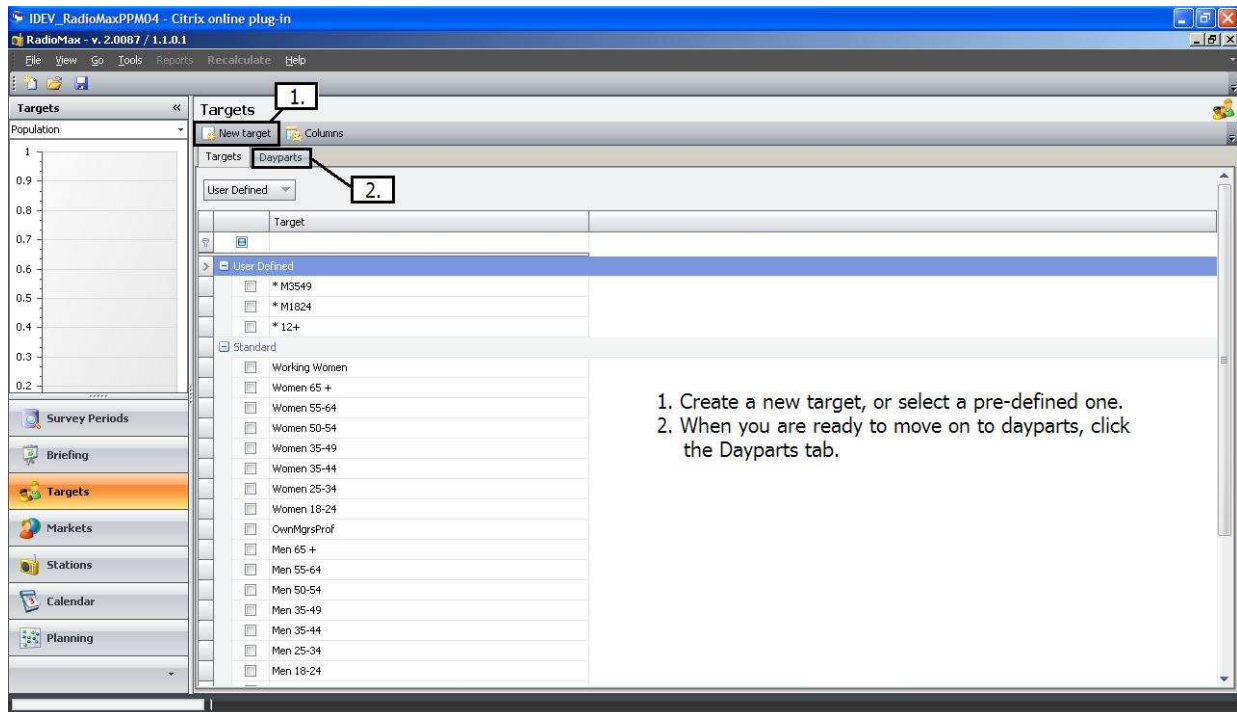
For campaign length, you can choose individual start and end dates, or you can choose an overall number of weeks. Most users will stick to just programming the total number of weeks.

For PPM, you also have another set of selection fields for the data underlying the calculations. Users can program in the overall weeks and even the precise dates to start and stop data calculations. For compatibility with calculations with non-Telmar radio applications, you can select start and end dates corresponding to official BBM data releases. Typically these will be for data periods of 4 or 13 weeks, as BBM releases PPM updates every four weeks, and also releases PPM ISST data summaries every 13 weeks. The official schedule for these data releases is available from BBM's website (<http://bbm.ca>).

Most of the other items on this screen are optional and provided for information purposes only. When you fill in fields such as **Planner**, **Campaign** and so forth, these are used later on when printing reports from the application.

NB: Printing from the *Briefing* screen is discouraged as the summary information from the optional items are rather summarised on other screens instead. Please see other sections for more details.

TARGETS & DAYPARTS:



1. Create a new target, or select a pre-defined one.
2. When you are ready to move on to dayparts, click the Dayparts tab.

I. Targets

Here you will either select a predetermined target, such as women 35-49, or men 65+, or you can assemble your own targets from the **New Target** button at the top of the page.

When you click on this, you are taken to a screen displaying the available demographic definitions, which go beyond age and gender into areas such as fast food consumption, retail purchasing, and other consumer behaviour items.

Select your desired components from the left and transfer them to the right by clicking on **Add** in the middle column. When you have finished specifying your audience, fill in a descriptive title at the top and press **OK**. Your new target will be listed with an asterisk in the available targets screen.

All custom targets will be available every time you open the same survey. In this fashion you can assemble a target library.

You can select multiple targets simultaneously.

NB: You must select at least one target before leaving the Targets and Dayparts screen.

II. Dayparts

Click on the small **Dayparts** tab immediately below the **New Target** icon, and as with the **Targets** section you will see some standard dayparts for use. When you switch to the Dayparts section the New item will change to read **New Daypart**; clicking it will display a dialogue box where you can enter a time frame.

This box takes the form **DsDeT1T2**, where:

Ds = 2-day abbreviation for starting day ie **Mo / Tu / We / Th / Fr**

De = 2-day abbreviation for end day as above

T1 = Start time for the daypart; max 4-digits + AM / PM (lowercase) ie. **1217p**

T2 = End time for the daypart; max 4-digits + AM / PM (lowercase) ie. **1248p**

The final format is shown in an example on the popup screen, ie **MoFr615a845p** .

The all-week daypart will be selected for you by default, just tick **OFF** the box to change it. Under PPM the all-week daypart is **MoSu2a2a**, under MicroBBM diary data the all-week default is **MoSu5a1a**.

NB: When using MicroBBM diary data, you can select intervals of 15 minutes only. With PPM, you can specify precise minutes.

Printing and/or exporting from the Targets and Dayparts' screen:

a. PRINTING THIS SCREEN

To print a listing of the available data surveys, click on **File** in the top left-hand section of the program, and select **Print Preview**.

b. GENERATING EXCEL OUTPUT

To export to Excel, take the following steps.

1. From the **File** menu, select **Print Preview**.
You can choose from two ways to get the same generated Excel output. Both are listed below.
You can also select other formats for export as listed above.
2. On the popup that appears, select **Export Document**, then from the submenu that pops up, select **XLS** or **XLSX**.
 - 2a. On the far right of the icon bar, third from right, you will see an icon that looks like a floppy disk on top of a blank sheet of paper; this is the alternate **Export Document** option. From here, select **XLS** or **XLSX**.

MARKETS:

Market	Population	Sample
* CTRL		
Calgary CTRL	88,514	56
Edmonton CTRL	63,646	46
Montreal CTRL Anglo	61,895	65
Montreal CTRL Franco	136,942	40
Montreal CTRL Total	198,837	105
Toronto CTRL	352,330	89
Total Meter CTRL	844,253	348
Vancouver CTRL	140,925	51

On entering this screen you will see a drop-down list of selected targets at the top of the page. A **Calculate Markets** button will be displayed in red next to it. In RadioMax, when conditions for a particular screen change, such as altered campaign stats, the **Calculate** button will change colour to red, indicating that the user should click it to update the displayed statistics.

Press **Calculate** to show your demographic projected population and sample size.

You can select multiple markets at the same time.

Printing and/or exporting from the Markets' screen:

a. PRINTING THIS SCREEN

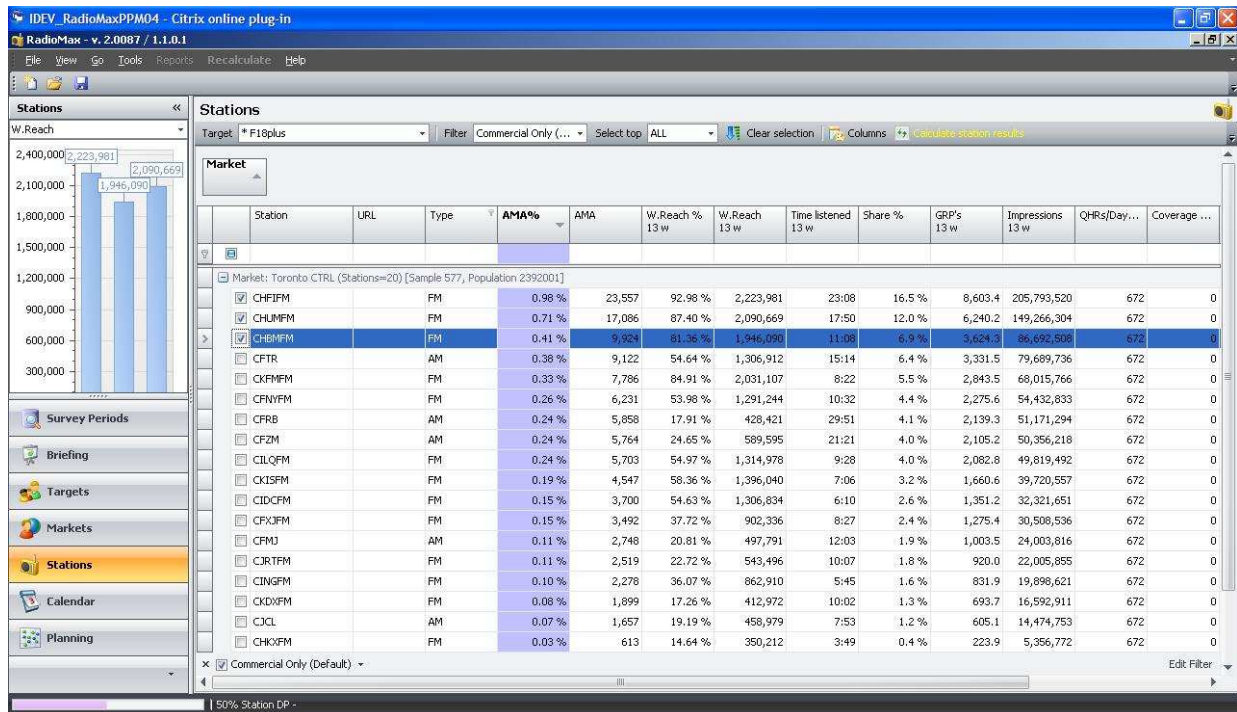
To print a listing of the available data surveys, click on **File** in the top left-hand section of the program, and select **Print Preview**.

b. GENERATING EXCEL OUTPUT

To export to Excel, take the following steps.

1. From the **File** menu, select **Print Preview**.
You can choose from two ways to get the same generated Excel output. Both are listed below. You can also select other formats for export as listed above.
2. On the popup that appears, select **Export Document**, then from the submenu that pops up, select **XLS** or **XLSX**.
 - 2a. On the far right of the icon bar, third from right, you will see an icon that looks like a floppy disk on top of a blank sheet of paper; this is the alternate **Export Document** option. From here, select **XLS** or **XLSX**.

STATIONS:



Here you can select your campaign's stations. This screen works as a station ranker by default, displaying calculated statistics for your campaign's overall period (not the data period specified on the **Briefing** screen), ranked in descending order by **AQH%** or **rating**.

However when you arrive on this screen for the first time, you will only see blanks - this is by design when using PPM data. Calculating the summary statistics on this screen is computationally expensive and increases with additional markets. For speed of access, where experienced users want to select their stations and move on to **Calendar** (where spot scheduling is handled), the RadioMax developer team have decided to simply show the station names only.

When you land on this screen using MicroBBM diary surveys, these columns will all be populated accordingly.

Across the top in drop-downs you will see available dayparts, targets, station types (ie commercial, AM or FM), a top X stations' selector, and two other items, a chooser icon and a **Clear Selection** button. Finally, a **Calculate Station Rankings** button may be shown if your screen has enough real estate. If not, follow the steps below.

To maximise your available space, have a look at the button column (**Survey Periods**, **Briefing**, etc). On the top right of that column you will see a chevron facing left when the full buttons' text is shown. Click it, and the column will collapse to increase the centre panel's area.

On the right, you may have the **Radio Pane** active; just minimize this section via the **View** menu if this is the case.

Select your applicable daypart, then your target, and your desired station types, then click **Calculate** to update your figures.

The **Top X** stations' selector works by the user choosing the number of stations to select, then clicking the icon immediately to its right (resembling a downward stack). This switch will select the chosen number of stations by market. It is not possible to rank overall across all markets.

You are now ready to plot spots delivered by week and daypart.

Printing and/or exporting from the Stations' screen:

a. PRINTING THIS SCREEN

To print a listing of the available data surveys, click on **File** in the top left-hand section of the program, and select **Print Preview**.

b. GENERATING EXCEL OUTPUT

To export to Excel, take the following steps.

1. From the File menu, select **Print Preview**.
You can choose from two ways to get the same generated Excel output. Both are listed below.
You can also select other formats for export as listed above.
2. On the popup that appears, select **Export Document**, then from the submenu that pops up, select **XLS** or **XLSX**.
 - 2a. On the far right of the icon bar, third from right, you will see an icon that looks like a floppy disk on top of a blank sheet of paper; this is the alternate **Export Document** option. From here, select **XLS** or **XLSX**.

CALENDAR:

Daypart	Spot Length	Spots	May 17	May 24	May 31	Jun 7	
Market: Toronto CTRL							
Station: CHBMFM			60	16	12	8	24
MoSu 2a2a	30	30	8	6	4	12	
MoFr 10a3p	30	30					
Station: CH11FM			60				
MoSu 2a2a	30	30		8	6	4	12
MoFr 10a3p	30	30					
Station: CHUMFM			60	16	12	8	24
MoSu 2a2a	30	30	8	6	4	12	
MoFr 10a3p	30	30	8	6	4	12	

On this screen you will see a summary of all the stations and dayparts by market, listed in alphabetical order from top to bottom. Click inside a green cell to plot the spots for that daypart and that week. Hit enter when you have finished.

You also have a number of useful fill options available once you have entered a spot total.

Right-click on the cell. Note that you are permitted to specify a fill direction, be it up, down, left or right. If you highlight a block of cells, either in a row or column (ie across weeks or dayparts respectively) and right-click, you will be given the option to fill down or up (when highlighting a row) or left or right (when highlighting a column).

You can also specify limits on fill behaviour - with some station and daypart combinations you might find yourself being asked to fill 'in this group only' - which will fill only the dayparts for that specific station or week, or you can tell RadioMax to fill 'across all weeks/dayparts/etc'.

For longer campaigns where the available space is too constrained to fit all the weeks comfortably, you can grab the week-width slider bar at the top of the page and adjust all your visible weeks at once.

Printing and/or exporting from the Calendar screen:

a. PRINTING THIS SCREEN

To print a listing of the available data surveys, click on **File** in the top left-hand section of the program, and select **Print Preview**.

b. GENERATING EXCEL OUTPUT

To export to Excel, take the following steps.

1. From the **File** menu, select **Print Preview**.
You can choose from two ways to get the same generated Excel output. Both are listed below. You can also select other formats for export as listed above.
2. On the popup that appears, select **Export Document**, then from the submenu that pops up, select **XLS** or **XLSX**.
 - 2a. On the far right of the icon bar, third from right, you will see an icon that looks like a floppy disk on top of a blank sheet of paper; this is the alternate **Export Document** option. From here, select **XLS** or **XLSX**.

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PLANNING:

The screenshot shows the RadioMax software interface. The title bar indicates it's running in a Citrix online plug-in. The main window is titled 'RadioMax - v. 2.0087 / 1.1.0.1'. The interface is divided into a sidebar on the left and a main content area. The sidebar contains navigation buttons for 'Survey Periods', 'Briefing', 'Targets', 'Markets', 'Stations', 'Calendar', and 'Planning'. The main content area is titled 'Planning' and features a 'Targets' dropdown menu set to '* F18plus', a 'Week' dropdown set to 'Total (4 weeks)', and a 'Columns' dropdown. A 'Recalculate' button is highlighted in red. Below these are 'Market' and 'Station' dropdowns. The main area contains a table with columns: 'Day part description', 'Days', 'Time', 'Sp...', 'Spots', 'GRPs', 'AMA', 'AMA%', 'AMA Cume', 'Cume%', 'Reach', 'Reach%', and 'Time listen.'. The table is organized by station: CHBMFM, CH11FM, and CHUMFM. Each station has two rows of data for different time slots. A summary row at the bottom shows a total of 180 spots, 177.5 GRPs, and 23,587 AMA. The status bar at the bottom indicates '50% Station DP'.

This screen will load all the components selected in previous sections and summarise them for you. By default, GRPs, impressions, reach, frequency and other data items are not calculated on entry to this screen. This is by design, so that you can modify the campaign as needed.

As with other screens, the **Recalculate** button will be highlighted in **red** indicating the need to update the data shown by pressing it.

After pressing the **Recalculate** button, and before you change any other statistics on this page, the Recalculate lettering will turn yellow, indicating that the figures as presented are current.

Other items on this screen include, from left to right:

1. **Targets:** You can switch between the selected targets you chose using the drop-down menu.
2. **Week[s]:** You can switch between the default summary view (for the campaign overall), or each week individually using the drop-down menu.
3. **Columns:** Click this button to choose which columns are displayed on the right-hand side of the screen. You can also save or load your preferred column layout to (or from) a customised file on the X drive, which is the default file storage location for all eTelmar applications.
4. **Recalculate:** As above, if this is shown in red, you will need to update the onscreen figures by pressing this switch. If shown in yellow, your figures are the latest, most up-to-date available. This will change to red if you alter any of the green cells' contents.
5. **Week view:** This is a specialised report. For more details, please see below under the Week View section.

User-input cells - in green:

As outlined by item 4 above, green cells shown on the **Planning** screen indicate that a user can change these if desired. A detailed description of these cells and their functions follows - moving from left to right, we see:

Spots: The total number of spots for the entire campaign - specific to your selected stations and dayparts - is displayed here. To alter it, just type in your new spot level.

NB: Unless you have changed to specific weeks using the Week selector at the top of this section, any spot totals input for the daypart must be divisible by the number of weeks in your campaign, so that the spots are allocated equally for all weeks.

Alternatively, you can switch back to the Calendar and input your different spot levels by week there too. When you return to the Planning screen you will see the totals updated accordingly.

GRPs: You can also change the projected GRPs for the daypart(s). When you press **Enter** after filling in a new GRP level, the program will recalculate the needed number of spots based on the ratio between GRPs and spots required to achieve it. RadioMax will round off and try to accommodate the new level as necessary.

Costs: There are 3 variations on costs available.

1. **Cost per spot** (or Unit Cost)
2. **Cost per point** (for your specified audiences)
3. **Cost per thousand** (also for your specified audiences)

<continues>

OTHER POSSIBLE MODIFICATIONS:

The screenshot shows the RadioMax software interface. The main window displays a planning screen with a table of station and daypart data. A context menu is open over the 'Market' column, listing options like 'Add station', 'Add day part', 'Add spot length', 'Remove day part', and 'GRP Allocation'. A blue box highlights the menu, and a blue arrow points to it with the text 'Some of the available modifications, via right-click on Market / Station'.

Day part description	Days	Time	Sp...	Spots	GRPs	AMA	AMA%	AMA Cume	Cume%	Reach	Reach%	Time listen.
MoSu 2a2a	Mon-Sun	02:00-02:00	30	30	12.4	9,924	0.41 %	1,946,090	81.36 %	175,682	7.34 %	0
MoFr 10a3p	Mon-Fri	10:00-15:00	30	30	26.1	20,819	0.87 %	1,327,140	55.48 %	230,129	9.62 %	0
GRP Allocation			60	38.6	15,371	0.64 %	1,946,090	81.36 %	313,313	13.10 %		
Station: CHUMFM												
MoSu 2a2a	Mon-Sun	02:00-02:00	30	30	29.5	23,557	0.98 %	2,223,981	92.98 %	332,856	13.92 %	1
MoFr 10a3p	Mon-Fri	10:00-15:00	30	30	48.2	38,438	1.61 %	1,800,928	75.29 %	407,403	17.03 %	0
GRP Allocation			60	77.8	30,997	1.30 %	2,223,981	92.98 %	574,851	24.03 %		
Station: CHUMFM												
MoSu 2a2a	Mon-Sun	02:00-02:00	30	30	21.4	17,086	0.71 %	2,090,669	87.40 %	271,660	11.36 %	1
MoFr 10a3p	Mon-Fri	10:00-15:00	30	30	39.8	31,696	1.33 %	1,633,529	68.29 %	335,731	14.04 %	0
GRP Allocation			60	61.2	24,391	1.02 %	2,090,669	87.40 %	463,020	19.36 %		
* F18plus												
			Budget	Discount	Spots per ...	Spots	GRPs	AMA	AMA%	Campaign ID	Reach	Rea
			0	0	0	180	177.5	23,587	1.0 %		1,071,372	

STATION EXCLUSION: You can choose to hide a station. This suppresses a station's particulars from appearing on-screen (or in printed reports, and Excel output).

NB: Suppressing a station does not remove it from the overall analysis, nor does it alter the displayed summary statistics shown in the bottom row of the program. Suppressed stations will be only displayed with their names visible on the *Planning* screen; no other statistics will be shown.

To suppress a station ('exclude' it), right-click on the station's name on the left side of the screen.

Exclusion will be the first option displayed.

STATION INCLUSION: To reverse a station's exclusion, right-click on the suppressed station's name. The Include option will be the first one listed. Select it, and all dayparts will be returned to active status.

STATION ADDITION OR REMOVAL: Adding or removing a station from the campaign: If your campaign changes you can add or eliminate individual stations from the campaign mix. To do this, right-click on the station's name on the left-hand side.

If adding, you will be able to choose from other stations in the same market.

If removing, you will be asked to confirm the station's deletion from the campaign. Once approved, RadioMax will pull the station and, of course, all of its daypart and spot allocations.

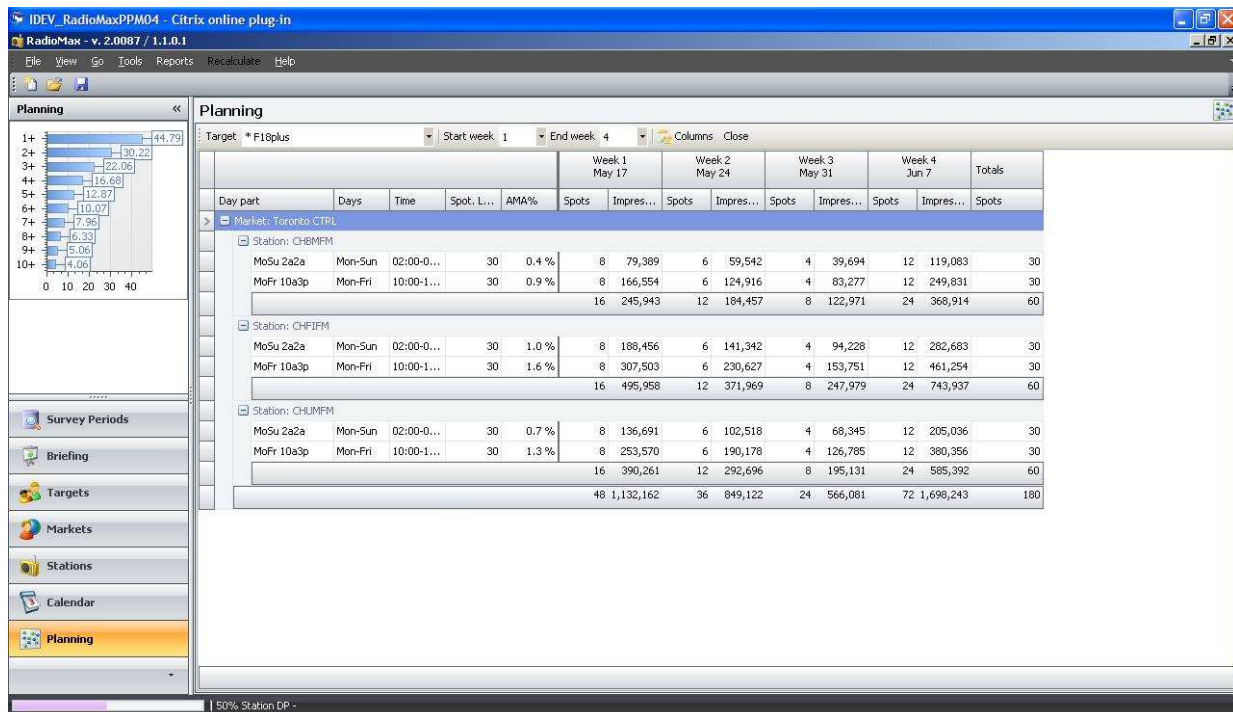
ADDING DAYPARTS: Right-clicking on either the station name or the daypart listing will display this option. All your dayparts, from the reference dayparts (supplied when you entered the dayparts' screen) to your own custom dayparts (shown with an asterisk) will be available. To construct new ones, click on

the onscreen **New Daypart** tab. RadioMax will then show you the same customised daypart builder shown on that screen.

ADDING SPOTLENGTHS: Radio commercials are listed with a 30-second spotlength by default. However, if you wish, you can choose this option to change the daypart's commercial ad length. RadioMax does this by duplicating your original daypart to a new line. You can then change the spotlength directly.

NB: RadioMax does not differentiate between spotlengths for the purposes of calculation; therefore your totals for a custom spotlength and the default 30-second length will be identical but on separate daypart rows.

REMOVING DAYPARTS: RadioMax will ask you for confirmation before deleting a given daypart. Access this option by right-clicking on the daypart name on the left.



Week View:

Further customisation on a week-to-week basis is also possible using the **Week View** report, which is listed further to the right on this screen.

	Week 3 May 31	Week 4 Jun 7	Totals	
Spots	Impres...	Spots	Impres...	Spots
4	39,694	12	119,083	30
4	83,277	12	249,831	30
8	122,971	24	368,914	60
4	94,228	12	282,683	30
4	153,751	12	461,254	30
8	247,979	24	743,937	60
4	68,345	12	205,036	30
4	126,796	12	380,356	30
8	195,131	24	585,392	60
24	566,081	72	1,698,243	180

When you click the button marked **Columns** you will see a pop-up divided into 3 main sections, top to bottom, with a left and right side to each.

These sections correspond to the columns shown on screen, top for the left-side columns and bottom for the right-side detail columns.

In all cases, the available columns are listed on the left side of the popup, and your displayed columns listed on the right side.

The first section, **Static items**, list things like your chosen days and dayparts, and ratings (**AMA%** or **AQH%** depending on the data type being used). With the exception of calculating ratings, most of these items will not change from week-to-week, hence its label.

The second section, **Independent items - week columns**, allows you to specify which columns will display individual week-to-week data. Spots are supplied by default (thereby mimicking the **Calendar** and extending its structure), and you can also add costs (**unit** and **CPP**), **reach percentages**, **frequencies**, **GRPs**, and **impressions**.

The last section, **Independent items - total columns**, shows the overall effect of the campaign and lists the same variables as in the second section. This format mimics the default **Planning** report.

Select your additional columns as desired and click **OK**; this will show the report on-screen. When you close this screen, the program should retain the formatted columns you have added for future use, and return you to the Planning screen.

GRP Allocation:

The screenshot shows the 'GRP Allocation' window with the following components:

- Table 1 (Left):** Station and Daypart data.

Station	Daypart	AQH	Allocated Spots	GRPs
CHEF1M	MoSu 2a2a	1.0		
	MoFr 10a3p	1.6		
CHEM1M	MoSu 2a2a	0.4		
	MoFr 10a3p	0.9		
CHUM1M	MoSu 2a2a	0.7		
	MoFr 10a3p	1.3		
- Table 2 (Right):** Rounding specifications.

Week	GRPs	Allocated
Total week	265	
Week 1	50	
Week 2	60	
Week 3	70	
Week 4	85	
- Boundary conditions:** Radio buttons for 'Go Over' (selected) and 'Stay Under'.
- Rounding specifications:** Radio buttons for 'Round per Week' (selected) and 'Round Total'.
- Buttons:** 'Clear Selection', 'OK', and 'Start' at the bottom right.
- Callouts:**
 - 1. Points to the 'Go Over' radio button.
 - 2. Points to the station/daypart table.
 - 3. Points to the 'Round per Week' radio button.
 - 4. Points to the 'Start' button.
 - 5. Points to the 'OK' button.

1. Decide on your Boundary Conditions at right.
2. Select your chosen dayparts and stations, by sweeping the left mouse button to the right, or by holding down the Control key as you click on each desired daypart.
3. Input your weekly or overall desired GRP levels.
4. Press Start to compute the values needed to meet your targets.
5. Press OK to copy this created plan back to your Planning screen.

To access this new feature of RadioMax, right-click on the **Market** label on the left side of this screen (in the centre pane), and select **GRP Allocation**.

On this screen you will see a summary of all the chosen stations for that single **Market**, together with summaries of the daypart and a series of blank boxes for the calculation of daypart **GRPs**.

To start, decide whether or not you wish to have the Allocator **Go Over** (and exceed) stated **GRP** limits, or **Stay Under** to set upper bounds for the achieved spot ratings.

Next, using and holding down the left mouse button, mouse over the individual dayparts to select them for allocation. The easiest way to do this is hold down the mouse button and sweep the mouse from left to right.

Then, decide if you want to allocate **GRPs** by each week individually, or over the entire course of the campaign. If individually, enter each week's limits as desired. If done over the course of the campaign, individual weeks will be allocated.

Printing and/or exporting from the Planning screen:

a. PRINTING THIS SCREEN (AND ITS VARIANTS)

To print a listing of the available data surveys, click on **File** in the top left-hand section of the program, and select **Print Preview**.

b. GENERATING EXCEL OUTPUT

To export to Excel, take the following steps.

1. From the **File** menu, select **Print Preview**.
You can choose from two ways to get the same generated Excel output. Both are listed below. You can also select other formats for export as listed above.
2. On the popup that appears, select **Export Document**, then from the submenu that pops up, select **XLS** or **XLSX**.
 - 2a. On the far right of the icon bar, third from right, you will see an icon that looks like a floppy disk on top of a blank sheet of paper; this is the alternate **Export Document** option. From here, select **XLS** or **XLSX**.