

ADplus™ Quick User Guide 2018

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A complete Media Planning System with advanced features for entry-level users who either don't subscribe to syndicated media data or who wish to combine plans from various Telmar applications.

There are several basic ways to use the ADplus™ program:

Quick Mix:

This option is for entering your own generic media data with a given reach, frequency or GRPs.

1. Click on the **ADplus™** button on the eTelmar website.
2. Using the menu items at the top of the screen, click on **Mix** and **Quick Mix Screen**.
3. The **Quick Mix Data Entry** screen will appear:

Medium	% Reach	000	GRP	Freq	Eff Wt	Cost	Ads #
Category?	00.0?	00000?	000?	000?	100	000000?	000?
Category?	00.0?	00000?	000?	000?	100	000000?	000?
Category?	00.0?	00000?	000?	000?	100	000000?	000?
Category?	00.0?	00000?	000?	000?	100	000000?	000?
Category?	00.0?	00000?	000?	000?	100	000000?	000?
Total							

4. Type in a **Target Audience Label** and **Size** (*By, For and When are optional).
5. Highlight a **Media Category**. Each category that is clicked on will be added to the **Schedule Data Entry** box.

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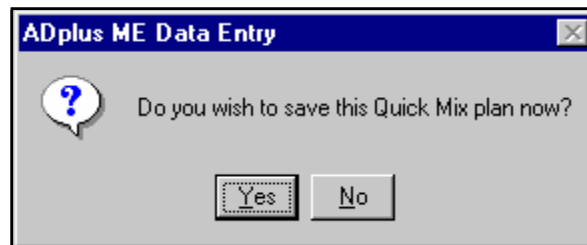
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6. For each media category type in a **Reach** and either **GRPs** or **Frequency**. (*Cost is optional and is on a per insertion basis).

Medium	% Reach	000	GRP	Freq	Eff Wt	Cost	Ads #
Magazines	65.1	423	351	5.39	100	65000	12
Network TV	75.1	488	263	3.50	100	45000	6
Network Rad	85.1	553	400	4.70	100	30000	50
Category?							
Category?							
Total	98.7	642	1013	10.27		140000	68

7. Click on the **Results** button at the top right of the screen. The program will ask you to save the file.



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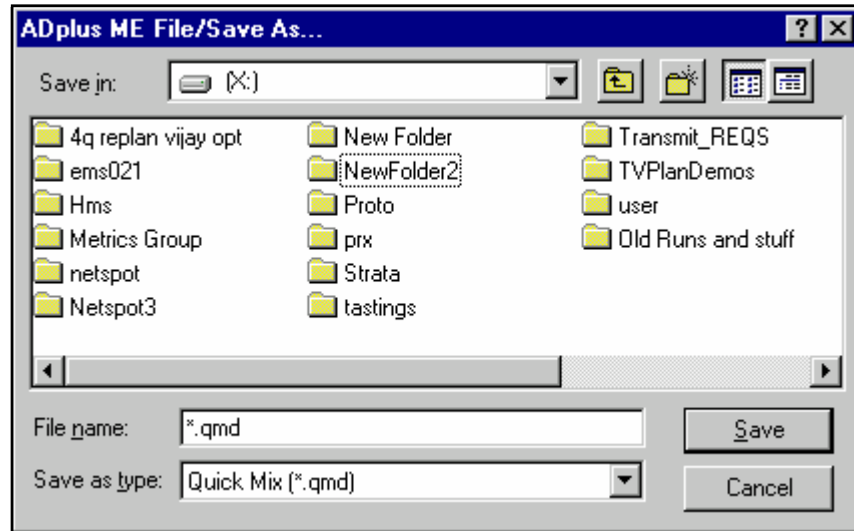
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8. Choose yes. A **Save As** dialog box will display.



9. Type in the plan name (it will be given a **.QMD** extension) and click **SAVE** to create the file.

10. The report is now displayed onscreen with the overall Reach & Frequency for the combined 3 different media types.

ADplus™ ME

QUICK MIX RESULTS

Planner? Target Size: 650 000 Adults 25-54
 Organization? Market Share: 0.0 %
 Campaign period?

Media Category	Reach		Solos		IMP 000	Av Frg	Effectiveness			Cost &	CPT		Total Ach
	%	000	%	GRPs			Wtd	GRPs	Frg		IMP	Eff	
Magazines	65.1	423	2.4	351	2280	5.4	100	35.1	5.4	65000	65000	28.5	12
Network TV	75.1	488	3.9	263	1708	3.5	100	26.3	3.5	45000	45000	26.3	6
Network Rad	85.1	553	7.4	400	2599	4.7	100	400	4.7	30000	30000	11.5	50

Reach %	000	Unweighted		Eff Wtd		Synergised		Total Cost	CPT			Total Ach	
		GRPs	IMP	Frg	GRPs	Frg	GRPs		Frg	Gross	Eff		Syn
98.7	642	1013	6587	10.3	1013	10.3	1527	15.5	140000	21.3	21.3	14.1	68

11. To make changes to the report, click on the menu item **Mix** and **Quick Mix Screen**. The **Quick Mix** screen will reappear, and the user can make any changes and then save those results.

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Plan New

This option is for specifically named vehicles with a given rating. The user enters data for each media category, and then combines the data.

1. Click on the **ADplus™** button on the eTelmar website.
2. Using the menu items at the top of the screen, click on **Plan** and **New**.
3. The **ADplus™ Data Entry** Screen will appear:

4. Type in a **Target Audience Label** and **Size** (*By, For and When are optional).
5. Click on the **Media Categories** tab, and select a Media Category using the drop down arrow.
6. Type in a **Vehicle** name, **Rating** and **# of Ads** (*Cost is optional and is on a per-insertion basis).

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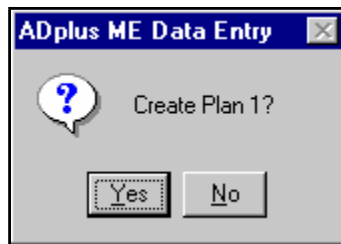
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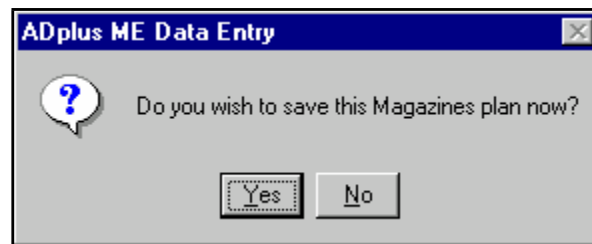
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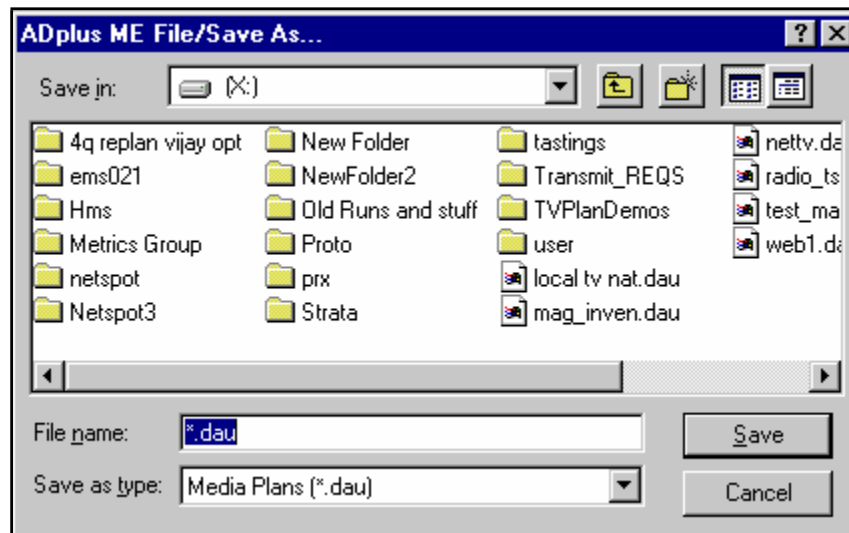
7. Click the **Result** button. The program will ask you if you want to create the plan. Click on the Yes button.



8. You will then be asked to save the plan. Click Yes.



9. The **Save As** dialog box will appear.



10. Type in the plan name and click on the **Save** button. The file will be created with a *.dau extension.

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11. The results of that schedule are now available for viewing.

ADplus™ ME							
RESULTS: MAGAZINES							
Planner?	Target: 131,366,000 Adults 18-49 Message effect weight (average) = 100.0%						
Summary Evaluation	Vehicle	Message					
Reach 1+ (%)	53.5%	53.5%					
Reach 1+ (000)	70,245.3	70,245.3					
Reach 3+ (%)	29.1%	29.1%					
Reach 3+ (000)	38,182.3	38,182.3					
Gross rating points (GRPs)	149.4	149.4					
Gross impressions (000s)	196,260.8	196,260.8					
Average frequency (f)	2.8	2.8					
Total schedule cost	1,104,000	1,104,000					
Cost-per-thousand impressions (CPM)	5.63	5.63					
Cost-per-rating point (CPP)	7,390	7,390					
Cost-per-net reach point (CPRP)	20,646	20,646					
Cost-per-response (CPR)	0.02	0.02					
Vehicle List (4)	Rating	GRPs	Ad Cost	CPM-MSG	Ads	Total Cost	Mix%
People	19.50	58.5	85,000	3.32	3	255,000	23.1
Time	11.00	33.0	98,000	6.78	3	294,000	26.6
US Weekly	3.80	22.8	45,000	9.01	6	270,000	24.5
Sports Illustrated	11.70	35.1	95,000	6.18	3	285,000	25.8
Totals:		149.4		5.63	15	1,104,000	100.0

12. To see the frequency distribution, click on the **Display** menu and select **Report Distributions**.

Frequency Distributions								
f	Vehicle				Message			
	f (%)	f+ (%)	f (000)	f+ (000)	f (%)	f+ (%)	f (000)	f+ (000)
0	46.5	100.0	61,120.7	131,366.0	46.5	100.0	61,120.7	131,366.0
1	13.3	53.5	17,464.7	70,245.3	13.3	53.5	17,464.7	70,245.3
2	11.1	40.2	14,598.2	52,780.6	11.1	40.2	14,598.2	52,780.6
3	17.5	29.1	22,975.4	38,182.3	17.5	29.1	22,975.4	38,182.3
4	4.2	11.6	5,555.0	15,207.0	4.2	11.6	5,555.0	15,207.0
5	3.0	7.3	3,885.8	9,651.9	3.0	7.3	3,885.8	9,651.9
6	2.7	4.4	3,609.7	5,766.2	2.7	4.4	3,609.7	5,766.2
7	0.7	1.6	901.2	2,156.5	0.7	1.6	901.2	2,156.5
8	0.5	1.0	600.3	1,255.3	0.5	1.0	600.3	1,255.3
9	0.3	0.5	448.1	655.0	0.3	0.5	448.1	655.0
10+	0.2	0.2	206.9	206.9	0.2	0.2	206.9	206.9

13. To go on to the next Plan/Media Type, click on **Plan** and **New**. Repeat Steps 1-10 for Plan 2.

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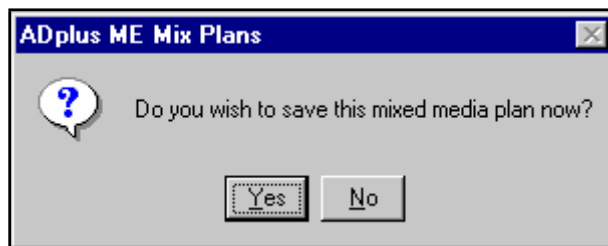
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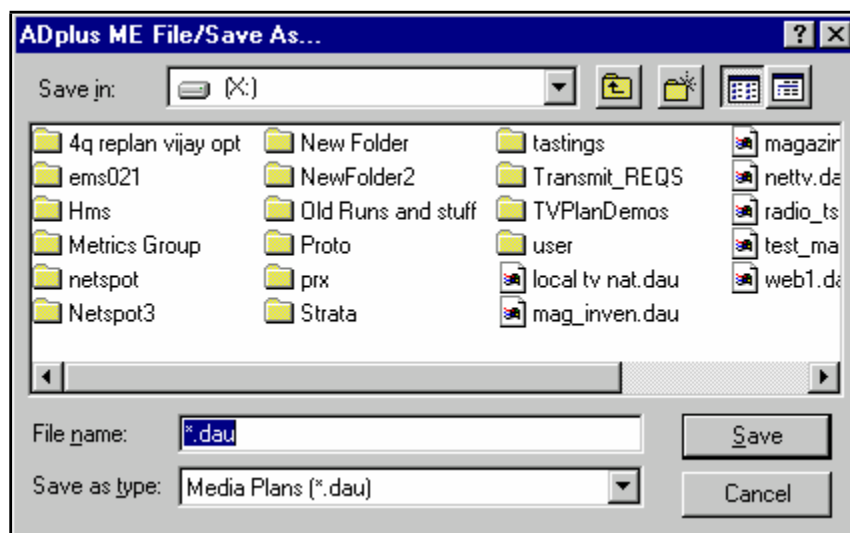
Multi Media Mixing - Combining Different Plans

This option is for combining (mixing) plans that you have already saved. These plans could either be created in ADplus™ or exported from other Telmar applications.

1. To combine plans already loaded in ADplus™, click on **Mix** and **Select Plans**.
2. Use **CTRL** key to highlight the names of the plans (numbered to the left) that you want to combine, and then click the **Results** button.
3. The program will then ask if you want to save the mixed plan. Click on Yes.



4. The **Save As** dialog box will appear.



5. Give the mixed schedule a name and click on **Save**.

Note: If a combined plan is saved and named, each of the component plans will also be renamed with the same combined name, so that all pieces that comprise the mixed schedule open each time you open your saved mix file.

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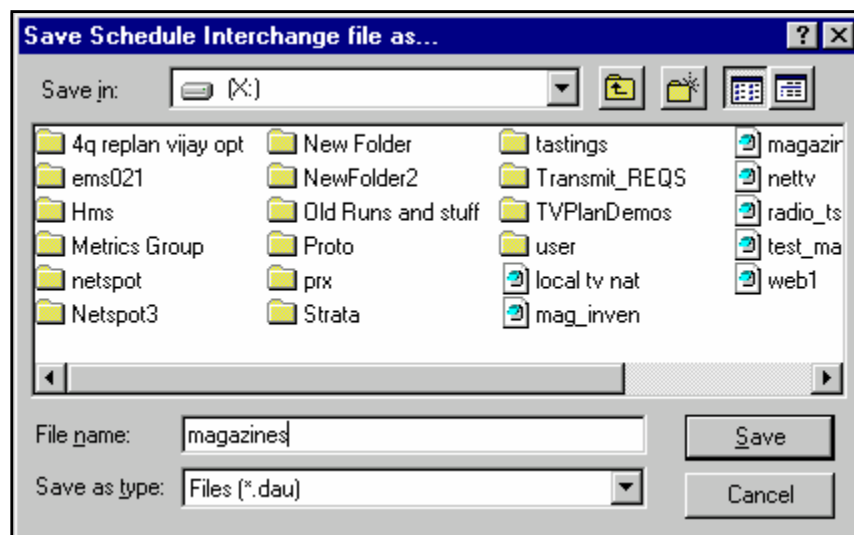
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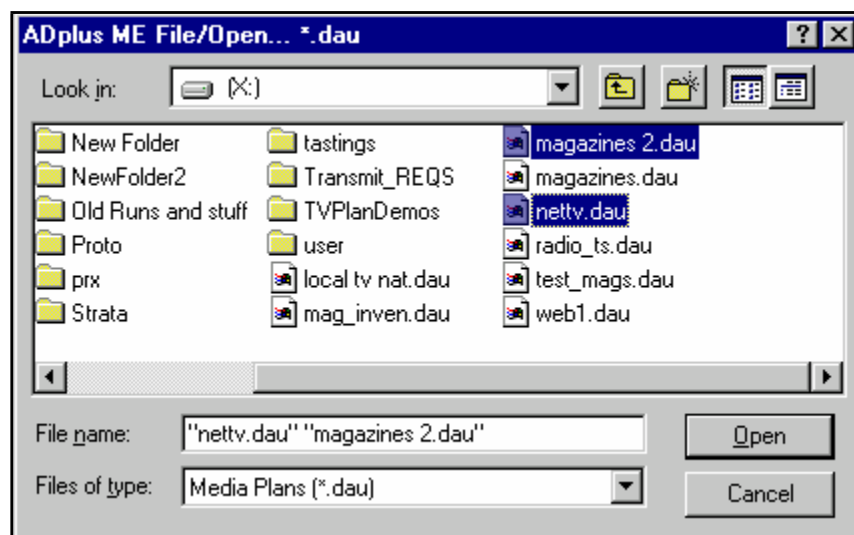
Export Schedule for Mixing from eTelmar Programs

This option is for users who want to create media plans within specific eTelmar applications and export the results to ADplus™ for mixing.

1. In **Media360, Radio Planner, TOPS, Spot TV Optimizer** and/or **TVPlan** set up the media plans.
2. Go to **File** and **Export Schedule for mixing**.



3. Type in the plan name (it will be given a **.DAU** extension) and click **Save** to create the file.
4. Click on the **ADplus™** button on the eTelmar website and launch **ADplus™**.
5. Click on **File** and **Open** or **Import (.DAU)**.



6. Highlight the file names of the plans created in the other programs and click **Open**. (Hold down the control key and click on each name.)

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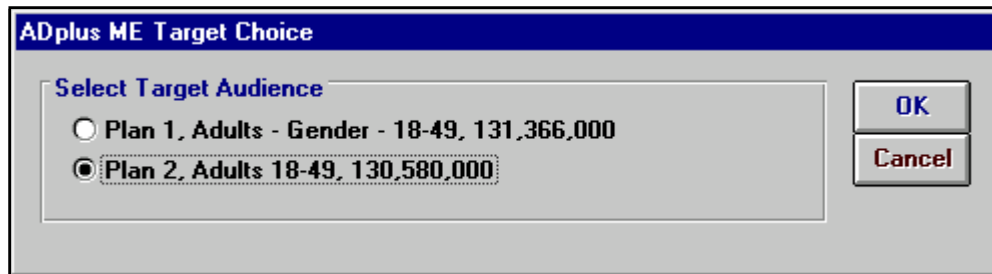
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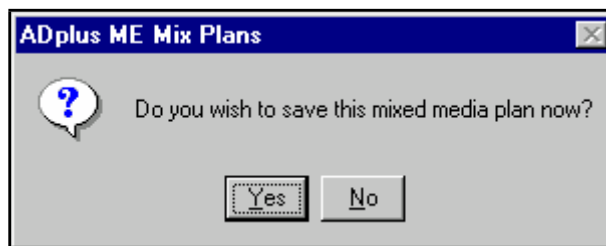
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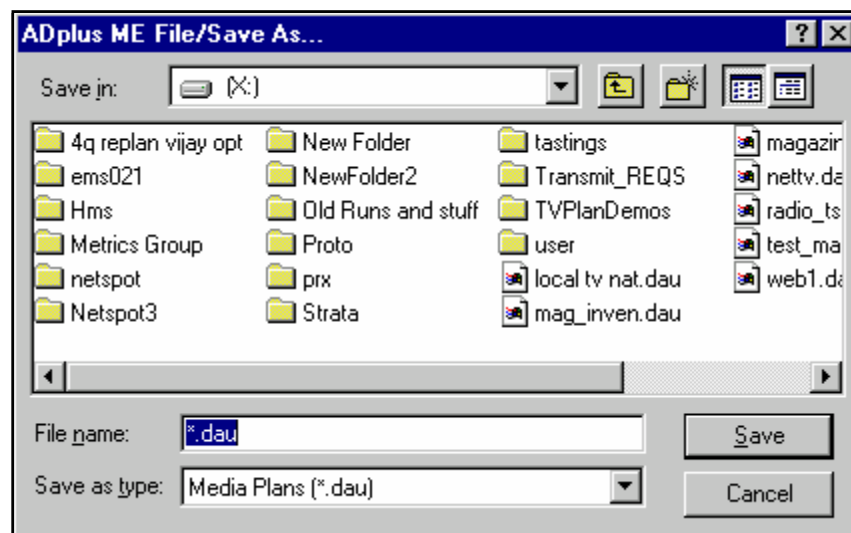
7. To combine plans, click on **Mix** and **Select Plans**. Use CTRL key to highlight the names of the plans (numbered to the left) that you want to combine, and then click the **Results** button.
8. The **Target Choice** dialog box will display. Choose which population base will be used for the calculations. Click **OK**.



9. You will be asked to save the mixed plan. Click on Yes.



10. Give the mixed schedule a name and click on **Save**.



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The resulting combined (mixed) schedule can now be printed, or export to PDF or Excel files.

ADplus™ ME

MEDIA MIX RESULTS: SPOT TV,MAGAZINES

Generic Data

Target: 130,580,000
Adults 1849
Message effect weight (average) = 100.0%

Summary Evaluation

	Vehicle	Message
Reach 1+(%)	68.2%	68.2%
Reach 1+(000)	89,034.3	89,034.3
Reach 3+(%)	32.1%	32.1%
Reach 3+(000)	41,899.8	41,899.8
Gross rating points(GRPs)	207.2	207.2
Gross impressions (000s)	270,547.7	270,547.7
Average frequency (f)	3.0	3.0
Total schedule cost	2,612,580	2,612,580
Cost-per-thousand impressions (CPM)	9.66	9.66
Cost-per-ratingpoint (CPP)	12,610	12,610
Cost-per-net reach point (CPRP)	38,317	38,317
Cost-per-response (CPR)	0.03	0.03

<u>Vehicle List</u> 8	Rating	GRPs	Ad Cost	CPM-MSG	Ads	TotalCost	Mix%
1 SPOT TV		57.6		5.15	36	387,000	14.8
Early Morning	0.80	9.6	1,200	1.15	12	14,400	0.6
Daytime	1.00	12.0	2,000	1.53	12	24,000	0.9
Early News	2.90	17.4	11,600	3.06	6	69,600	2.7
Primetime	3.10	18.6	46,500	11.49	6	279,000	10.7
2 MAGAZINES		149.6		11.33	15	2,225,580	85.2
People	19.50	58.5	167,580	6.54	3	502,740	19.2
Time	11.02	33.1	7,760	14.35	3	623,280	23.9
Us Weekly	3.83	23.0	72,520	14.40	6	435,120	16.7
Sports Illustrated	11.68	35.0	221,480	14.43	3	684,440	25.4
Totals:		207.2		9.66	51	2,612,580	100.0

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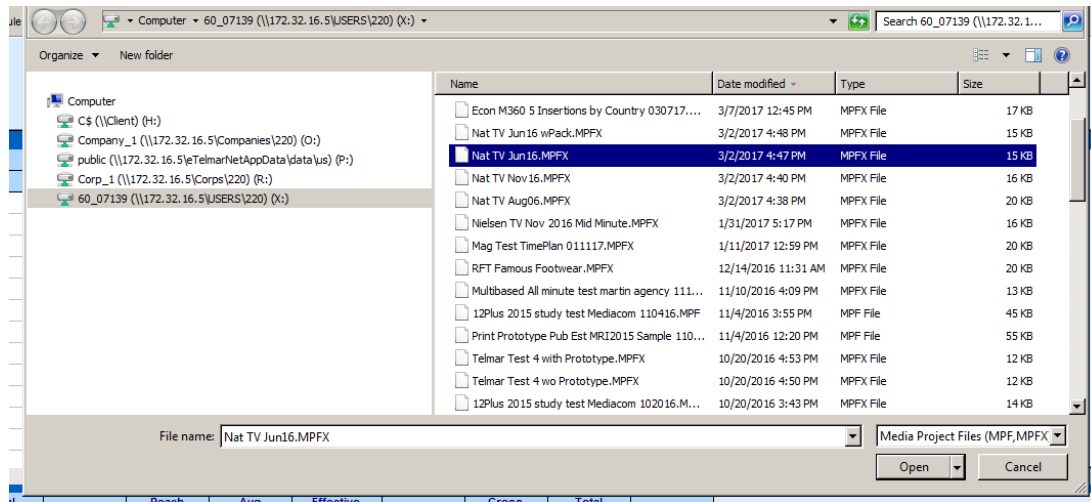
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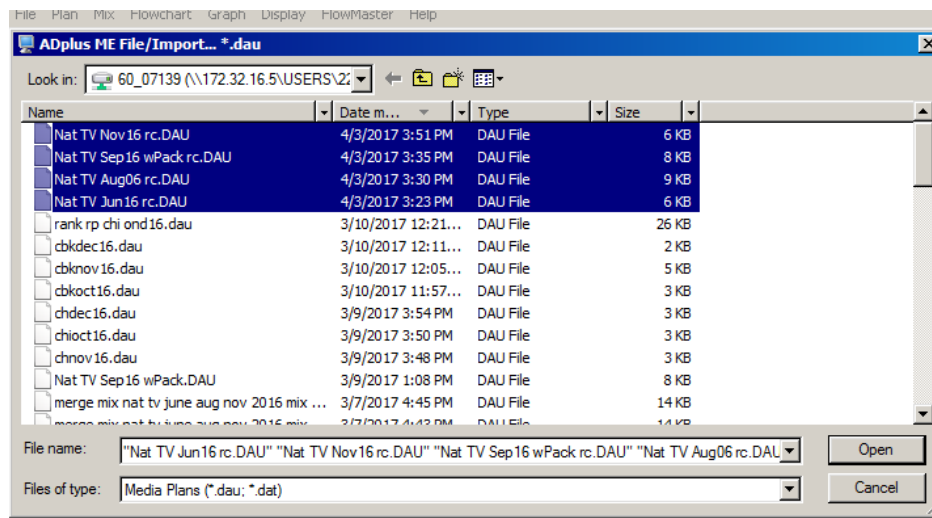
Merge-Mix: Mixing Same Media Type (Nielsen National TV Data)

This option is for users who want to create a merge-mix schedule with Nielsen monthly national television data (e.g. Mid Minute) within ADplus™ for mixing.

1. In **Media360** set up each monthly Nielsen national television media plan.
2. Go to **File** and **Export Schedule for mixing**
3. Type in the plan name (it will be given a **.DAU** extension) and click **Save** to create the file.



4. Click on the **ADplus™** button on the eTelmar website and launch **ADplus™**.
5. Click on **File** then select **Import**, then **Media Plans (*.DAU)**.
6. Highlight the file names of the monthly plans created in **Media360** and click **Open**. Hold down the control (Ctrl) key to select more than one file at a time to import.



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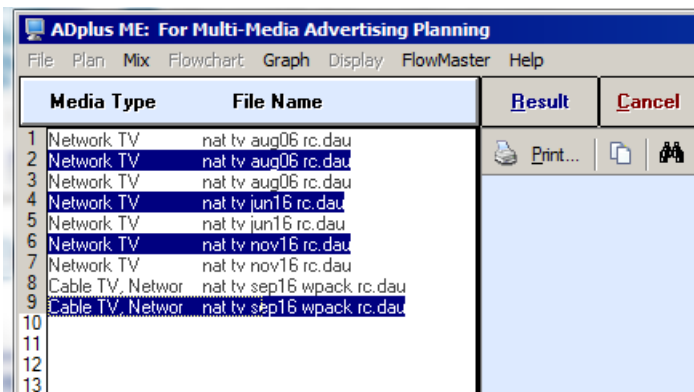
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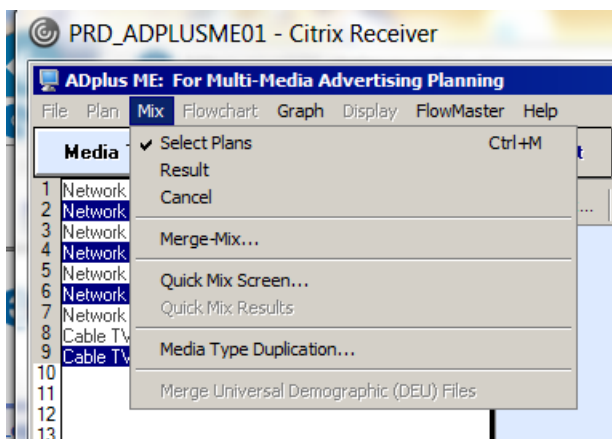
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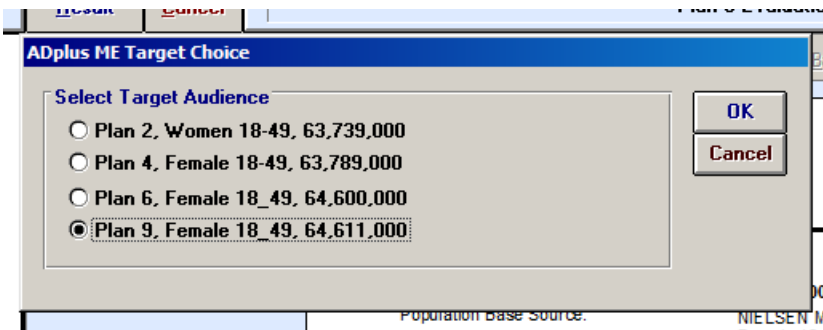
7. To combine plans, make sure the plans are of the same target (e.g. Women 18-49), especially if your plan files has primary and secondary target audiences. Click on **Mix** and **Select Plans**. Use control (Ctrl) key to highlight the names of the plans (numbered to the left) that you want to combine.



8. Click on **Mix** menu again, select **Merge-Mix**



9. The **Target Choice** dialog box will display. Choose which population base will be used for the calculations. Click **OK**.



- 10 **Merge and Mix Selected Plans of the Same Media Type** box will display. The default settings
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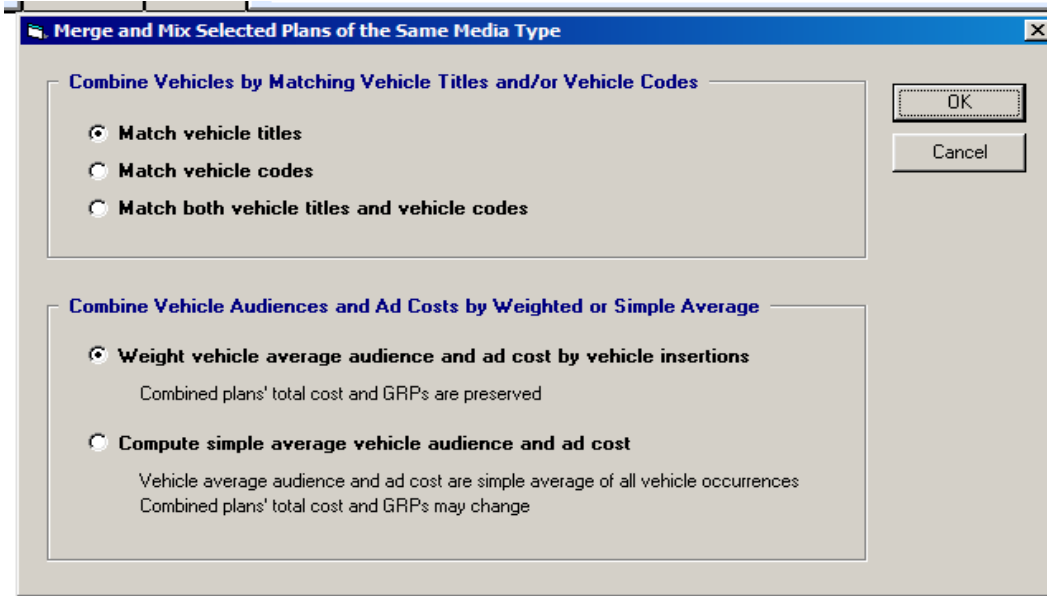
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are **Match vehicle titles** and **Weight vehicle average audience and ad cost by vehicle insertion**. This is appropriate setting for mixing Nielsen national television monthly schedules.



Combining Multiple Instances of Vehicles

The first frame in this dialog box gives the user the option to combine vehicles based on only the vehicle titles, only the vehicle codes, or the combination of vehicle titles and vehicle codes.

The Network TV mid-minute DAU files have different media type codes for the same dayparts across months. For example ABC: DP: Prime M-Su has a different vehicle code in each month that it appears in the schedule. Therefore, it is important to select the **Match vehicle titles** option for these DAU files

Averaging Data for Multiple Instances of Vehicles

When multiple instances of a single vehicle are combined, there are two ways to average these vehicle audience (ratings, dups) and ad cost data. These two options are presented in the second frame of the merge-mix dialog box.

One option is to weight these averages based on the number of uses in the vehicle. This approach will result in the same total GRPs and total schedule cost that one would obtain by adding up these values based on the separate DAU files. So the overall schedule cost and GRP parameters will not change, although the average rating and dups for some vehicles may change due insertion-weighted averaging across instances of those vehicles.

The second option is to ignore the vehicle insertions when computing vehicle average audience and ad cost data. With this approach, a simple average of these values is computed across instances of a given vehicle. This approach maintains constant audience and ad cost data across different schedules. However, the approach likely will result in different total GRPs and total schedule cost in comparison to the sums in the schedules of the original DAU files.

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11. You will be asked if you want to save the new merge-mix schedule. Click **Yes** (to save to the cloud) or **No** to save it later. To save the merge-mix schedule later, click on the row. Go to **File** and click on **Save As**, and select **Media Plans (*.dau)**. Give the merge-mix schedule a name.
12. The merge-mix schedule appears in new row at the end of the list.

File Plan Mix Flowchart Graph Display FlowMaster Help		
	Media Type	File Name
1	Network TV	nat tv aug06 rc.dau
2	Network TV	nat tv aug06 rc.dau
3	Network TV	nat tv aug06 rc.dau
4	Network TV	nat tv jun16 rc.dau
5	Network TV	nat tv jun16 rc.dau
6	Network TV	nat tv nov16 rc.dau
7	Network TV	nat tv nov16 rc.dau
8	Cable TV, Networ	nat tv sep16 wpack rc.dau
9	Cable TV, Networ	nat tv sep16 wpack rc.dau
10	Cable TV, Networ	NOT SAVED
11		
12		
13		
14		

13. Now this new national television merge-mix schedule can be combined and mixed with other national media plans such as magazine, digital and network radio.

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








The Main Window Buttons



	Opens an existing schedule.		View the schedule results.
	Save a schedule.		Graph the selected plan.
	Print the report.		Change the Target Audience.
	Delete the selected plan.		

The Quick Mix/Revise/Plan New Button Bar



	Use detailed grid for vehicle data entry.		Modify Pair-Wise reach estimates.
	Use condensed grid for vehicle data entry		Modify schedule Frequency Distribution
	Import a saved cost file (*.cos)		Provide additional Web/Online data.
	Multiply the ad cost by a factor.		Launch the schedule viewer.
	Copy vehicle		Launch the Calculator
	Delete vehicle		Launch the Calendar.

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