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NETSPOT RF
Quick Users Guide

September, 2012

Introduction

NetSpot RF is Telmar's television and print module for allocating national GRPs into spot markets. This national media planning analysis system was designed to work with Network, national Cable, and Syndication plans in addition to National Print.

NetSpot RF is easy-to-use, fast and comprehensive:

- Now with Reach and Frequency for national schedules in local markets

- Imports Print Audience from national print schedules for delivery into local markets

- Reports market-by-market GRP and GRP index for Network TV, Cable and Syndicated TV and Print

- Allows a user to input schedules TV by daypart OR by programs

- Helps to determine how much national and how much local media is necessary

- Determines how much local support should be directed to each market to most closely achieve allocation objectives

- Allocates on either dollar or impression basis. Allocates Spot TV budget across a group of DMA markets on the basis of Dollar allocation or Impression allocation

- Enables the planner to project sales potential on a DMA (TV market)

- Allocates GRPs, which may be apportioned to meet marketing objectives defined by BDI, CDI, or other sales/marketing weights.

Local Market Delivery Nat'l: $5,550K Nat'l Grps: 323 Sorted by Market

	Women 18-24					
		Reach		Mag	Network	Total
	Market	%	Frqncy	GRPs	GRPs	GRPs
	Total of All DMA's			122.3	201.1	
1	ATLANTA	55.9	4.0	119.2	103.4	222.6
2	BOSTON (MANCHESTER)	66.1	4.7	170.4	143.1	313.5
3	CHICAGO	62.9	4.8	151.1	150.3	301.4
4	DALLAS-FT. WORTH	68.9	4.0	103.1	174.4	277.5
5	HOUSTON	63.5	4.6	90.2	203.3	293.6
6	LOS ANGELES	57.9	4.2	116.1	129.2	245.3
7	NEW YORK	64.8	4.4	152.2	135.1	287.4
8	PHILADELPHIA	65.5	4.7	131.0	179.2	310.2
9	SAN FRANCISCO-OAK-SAN JOSE	63.1	5.3	203.2	130.9	334.1
10	WASHINGTON, DC (HAGRSTWN)	65.6	4.7	172.7	138.7	311.3
	Total of All Selected Markets			138.5	145.2	283.7

National Plan Schedules Summary

| Schedules	GRPs	% GRPs	Cost $	% Cost	CPP
VIP Network Programs	201.1	62.2	3,500,000	63.1	17,409
Magazines	122.3	37.8	2,049,985	36.9	16,762
Total	323.3	100.0	5,549,985	100.0	17,164

Please note that the screenshots in this document are meant as examples only, and do not represent any specific or complete problem solution.

Getting Started

There are two different ways of looking at the information provided by NetSpot RF: Delivery and Allocation. This manual will walk through each of the ways to work in the system so that you can quickly and easily create custom reports.

When first launching NetSpot RF, a screen will appear asking "What do you want to do?"

There are 2 sections to this screen, Wizards, and DIY (Do It Yourself). If you choose the Wizard, it will walk you through each step of the process of creating the report. Choosing DIY, will allow you to work on your own without the help of a wizard.
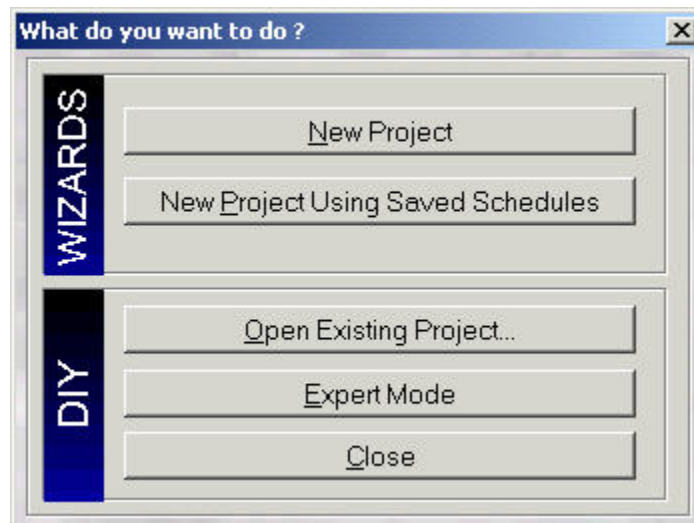
Click on New Project, and the Select Type of Data selection screen will appear.

Select your data type; General, Black or Hispanic Markets data.
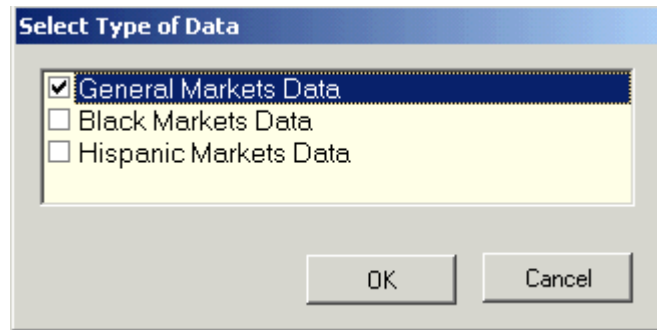

Next, choose your data source.

Choosing the Data Source

NetSpot RF works with data for Cable TV, Network TV (by Programs and Dayparts), Syndicated TV and imported Print schedules. You can include all in the report, or just work with one.

Note: As of November, 2010, Nielsen Local Monthly reports replace the Nielsen Viewers in Profile reports (VIP).

● Nielsen Local Monthly Network Programs.

● Nielsen Local Monthly Network Dayparts

● Nielsen Local Monthly Cable Programs

● Nielsen Local Monthly Cable Dayparts

● Nielsen Local Monthly Syndication

● Nielsen Total Audience Report (TAR) for Cable

● Nielsen Report on Syndicated Programs (ROSP)

● Magazines (imported from schedules created in Telmar's Media Planner or other R&F apps)

To import print, you would use the corresponding Month and Year, for example, for February 2011 Local Monthly Programs, you would select February 2011 Magazines.
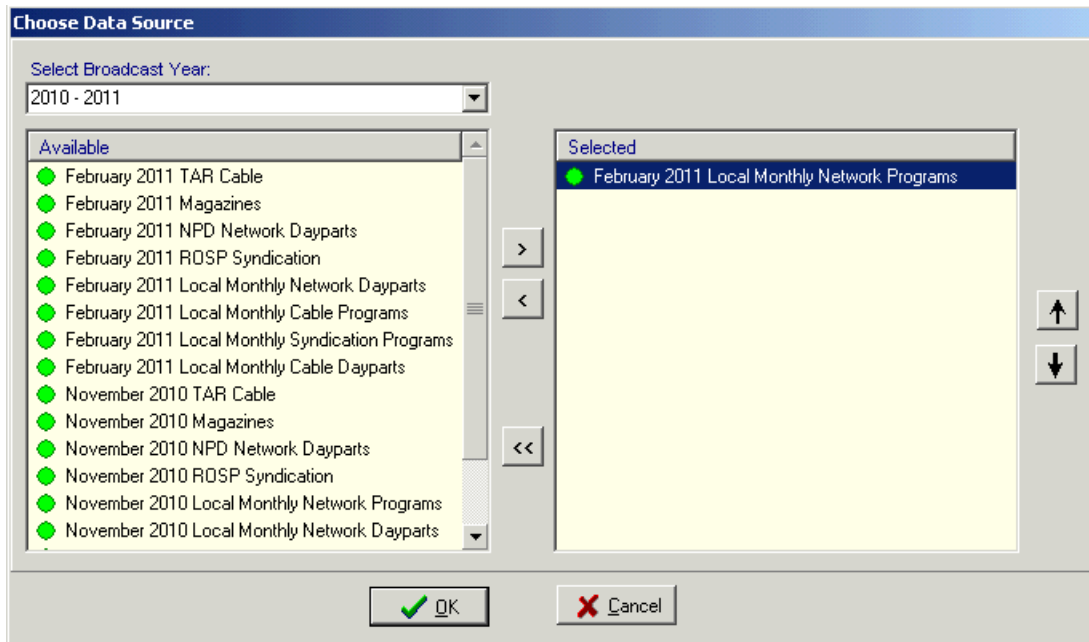
Double click on the data source from the Available (left) side of the window. It will be moved into the Selected (right) side of the window. When you are finished choosing data to work with, click on the OK button.

The Demo Selection window will display.

Demo Selection and Creation

This screen allows you to pick single or multiple demos for a report, as well as create demographics from the Nielsen data.

Double click or use the arrow keys to move the available demos to the selected demo's window, and click on the OK button to continue. **NOTE: When working with Imported Print Audiences from national print schedules, only one demo may be used at a time.**
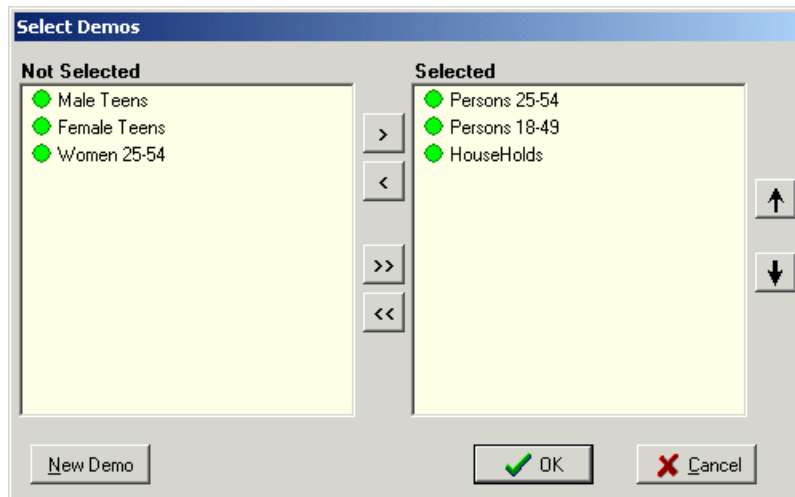
Click on the New Demo button to access the Define Demo dialog window. Using the drop-down Demographic list and the Age Range buttons, choose the demo, and then click on the Add button, then the OK button.
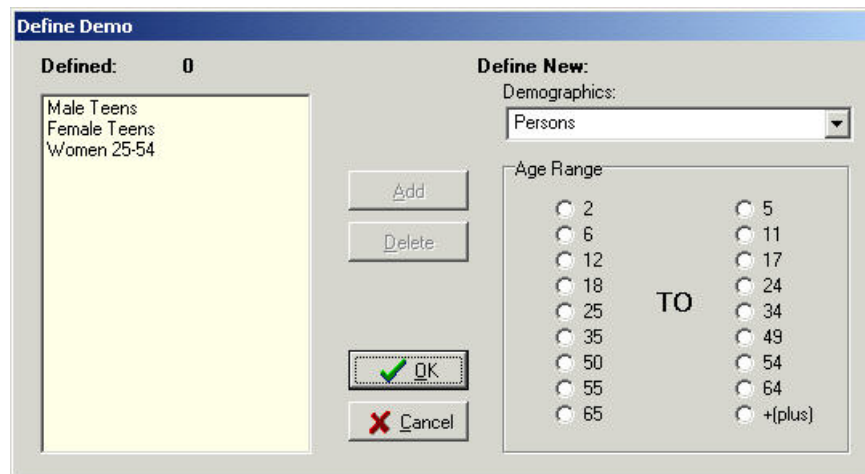
NOTE: If you have selected Cable TV as one of your data sources, the only demo that is available in the Nielsen TAR report is TV households. You will see a message on the demo selection screen that says this if you include cable TV.

Schedule Selection

The Schedule Selection window will now display. Here you will want to select each of the shows on the Network Schedule.

On the left side is the list of shows available in the sweep that you've chosen. The right side is where you will see the list of shows you have selected to be a part of your report.

Clicking once at the top of a data item column (Rtg, Network, or Name) will cause the list to be sorted alphabetically/highest – lowest.

Using Shift-Click on again on any of the data item columns (Rtg, Network, or Name) will cause a secondary sort (for example, you may sort on Rating, and then Shift-Click to secondarily sort by Network).

National Schedules - VIP Network Programs

Schedules: Save As... | Open... | Import Audiences | OK | Cancel

Sweep: FEB 2007 | Sort On: Women 18-24 | Sch. Adj. Factor: = 1.0000 | Cost $: 3500000

	Rtg	Network	Name'
1	0.8	ABC	1 LIFE TO LIVE
2	0.0	ABC	1 LIFE-LIVE T
3	0.0	ABC	1 LIFE-LIVE CP
4	1.7	NBC	1 VS 100-NBC
5	1.1	ABC	20/20 SP-2/23
6	1.6	ABC	20/20 SP-2/9
7	0.9	ABC	20/20 SPEC 2/2
8	1.2	ABC	20/20-FRI-ABC
9	3.0	FOX	24-FOX
10	0.0	FOX	24-FOX T
11	3.3	FOX	24-MON 2/12 8P
12	1.5	NBC	30 ROCK-NBC

Sweep	Network	Name	Rating	Spots	Adj. ...	GRP
FEB 2007	ABC	DSPRT HSWV-AB	6.8	5	1.0000	34.0
FEB 2007	CBS	CRIM-SP BW-CBS	6.6	3	1.0000	19.9
FEB 2007	ABC	RD-OSCAR07-AB	6.3	5	1.0000	31.6
FEB 2007	ABC	UGLY BETTY-ABC	5.4	4	1.0000	21.5
FEB 2007	FOX	FAMILY GUY-FOX	4.3	5	1.0000	21.6
FEB 2007	NBC	OFFICE-NBC	3.7	2	1.0000	7.5
FEB 2007	ABC	GREY ANTMY2/22	3.4	3	1.0000	10.2
FEB 2007	NBC	DEAL-DL-MO-NB(	3.7	5	1.0000	18.3
FEB 2007	CBS	SURVR:FIJI-CBS	3.1	4	1.0000	12.5
FEB 2007	CBS	CSI:MIAMI-CBS	4.0	6	1.0000	24.0

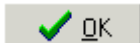Total GRPS: 201.05   Total Spots: 42

You can then save this schedule by giving it a name and clicking on the Save button.
Save
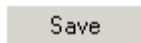
You may then retrieve this schedule at a later date and run additional reports by clicking on the Open button. Open...
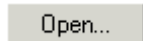
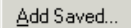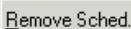When you have completed the schedule selection, and filled in the number of spots, click the OK button to proceed. OK
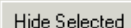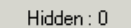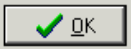
You will then see a window that will give you a total of all your schedules. Click on ✔ OK to proceed, or click on Edit Selected... to make additional changes or to import your print audience.

National Plan - Combined Schedules

Sort On: Women 18-24
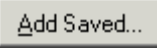
Schedule	GRPs	% GRPs	Cost $	% Cost	CPP
VIP Network Programs	201.1	62.2	3,500,000	63.1	17,409
Magazines					
Total	323.3	100.0	5,549,985	100.0	17,164

Manage Schedules
- Edit Selected...
- Add Saved...
- Remove Sched.
- Hide Selected
- Hidden : 0
- Unhide All

✔ OK
✗ Cancel
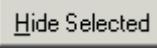
Edit Selected... Allows the user to make changes to the selected schedule.

Add Saved... Allows the user to add a previously saved schedule to the analysis.

Remove Sched. Allows the user to remove a schedule from the analysis.

Hide Selected Will temporarily remove a schedule from the analysis.

Unhide All Will add a hidden schedule back into the analysis.

Importing Print Audience

Select Magazines and click Edit Schedule to bring up the import window.

You will be asked to confirm that you are importing a single audience and a single schedule. Click ok and navigate to your print file.

Click OK.

Nielsen and MRI audiences differ, so you will be prompted to confirm Netspot RF to proceed with the Nielsen Target Audience population. Click Proceed.

Target Audience Warning

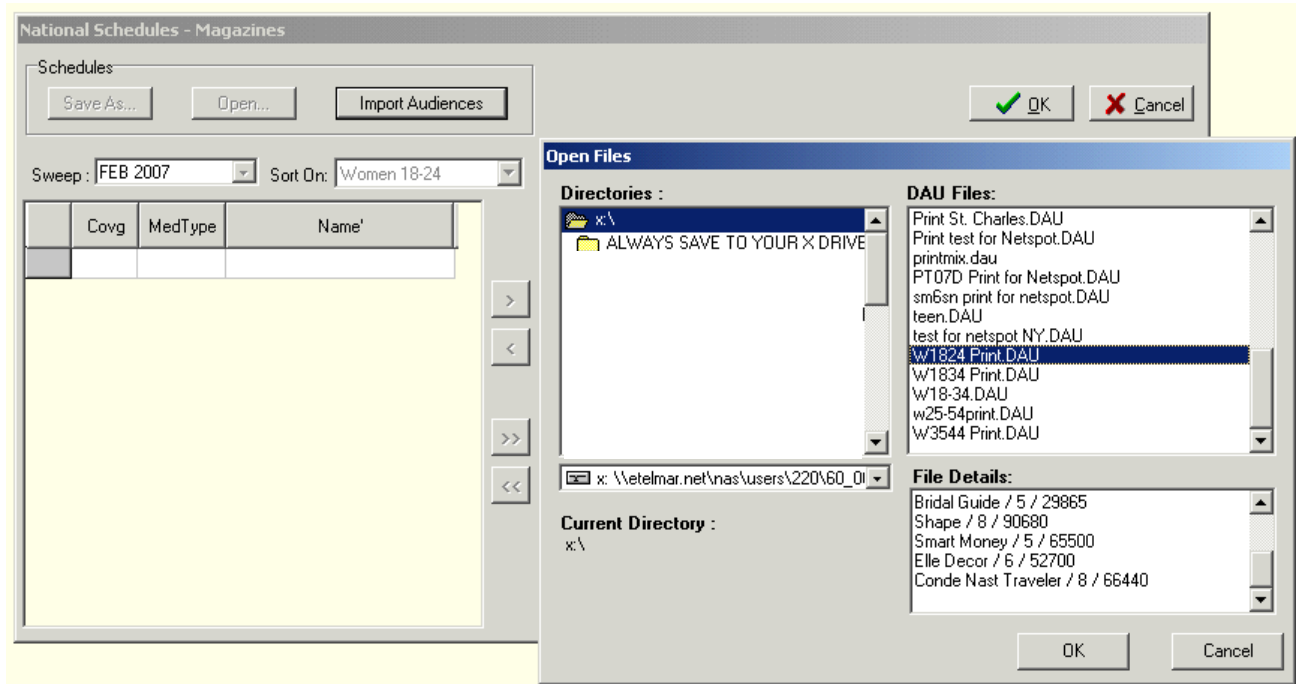Imported target audience differs from currently selected target one. NetSpot will use selected target population rather then imported one.

Targets Descriptions

Selected: Women 18-24

Imported: Women 18-24

Targets Populations

Selected: 14,033,683

Imported: 13,987,000

[Proceed]   [Cancel]

NetSpot RF will import the Print Audience and schedule exactly as you saved it in Media Planner. All changes to the schedule must be made in Media Planner. NetSpot RF cannot edit Print files.

National Schedules - Magazines

Schedules

[Save As...] [Open...] [Import Audiences]   [✔ OK] [✗ Cancel]

Sweep : FEB 2007 ▼   Sort On: Women 18-24 ▼   Sch. Adj. Factor: = 1.0000   Cost $: 2049985

Covg	MedType	Name'

Sweep	MedType	Name	Covg	Uses	Adj. ...	GRP
FEB 2007	MAG	Bridal Guide	8.6	5	1.0000	43.1
FEB 2007	MAG	Shape	8.4	8	1.0000	67.3
FEB 2007	MAG	Smart Money	0.6	5	1.0000	3.1
FEB 2007	MAG	Elle Decor	0.9	6	1.0000	5.5
FEB 2007	MAG	Conde Nast Trave	0.4	8	1.0000	3.3

Total GRPS: 122.30   Total Spots: 32

This is how your combined National Plan will look. Click OK to proceed to Market Selection.

Market Selection

Using the Market selection window, choose from the available markets on the left by double-clicking on the market, or use the arrow keys to add to the selected list.

By clicking at the top of either the Market or Pop (000) column, you can sort the markets by name or size for easier selection.

After selecting the markets to be included in the report, you can save your list by providing a file name, then clicking on the [Save...] button. This will allow you to retrieve this specific market list for use at a later date.

If you are going to create a Schedule Allocation report, click on [Allocation] (See Allocation later in the manual for more on this)

If you are only creating a Schedule Delivery Report, click on [✔ OK] *and your report will be complete. There is no need to do anything in the Allocation window if all you want to see is your Schedule Delivery.*

Generating Reports/Schedule Delivery

The Report Generation screen is where you may customize the reports and the data items represented in the reports.

First, if you do not already have a template set-up, you must create one.

Click [Report Templates...]. The Select Report Template window will display.
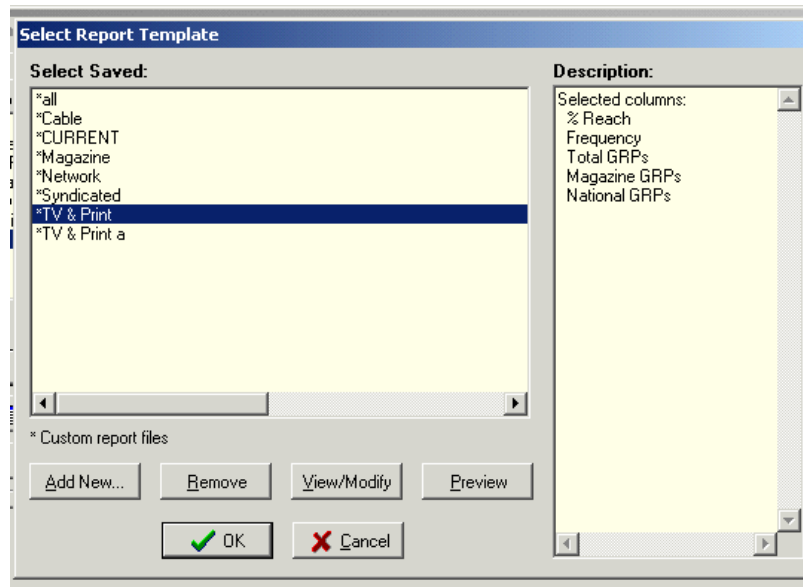
- Click **Add New...** to create a new template.

- Click **Remove** to delete a template.

- Click **View/Modify** to add or remove data items that will be displayed in the report.

- Click **Preview** to preview the selected template layout.

Click the **✓ OK** button to proceed.
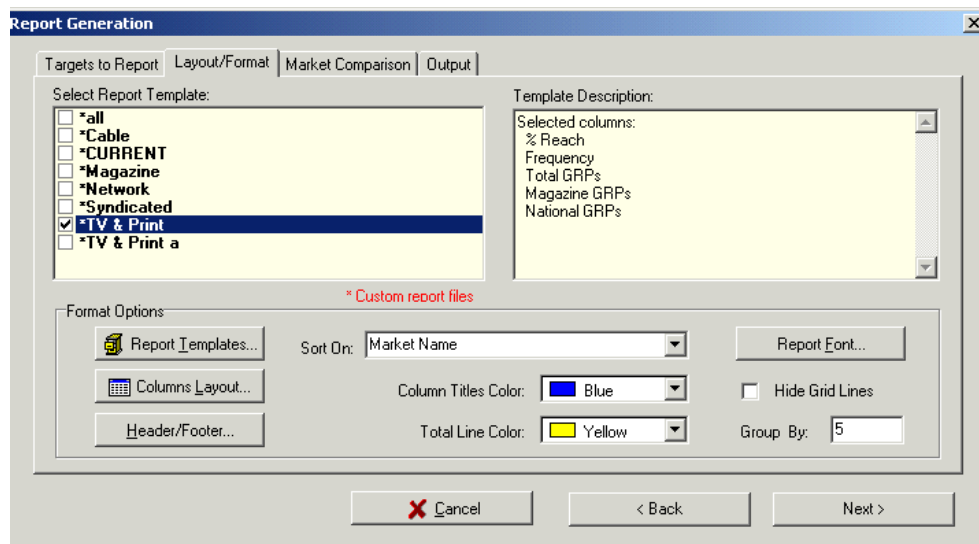
Now click on [Report] to generate the Schedule Delivery report.

Broadcast Year: 2006 - 2007
Target: Women 18-24
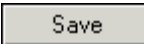Total of All DMA's Target Pop(000): 14,035

Local Market Delivery Nat'l: $5,550K Nat'l Grps: 323 Sorted by Market

		Women 18-24					
			Reach		Mag	Network	Total
	Market		%	Frqncy	GRPs	GRPs	GRPs
	Total of All DMA's				122.3	201.1	
1	ATLANTA		55.1	4.0	119.2	103.4	222.6
2	BOSTON (MANCHESTER)		66.1	4.7	170.4	143.1	313.5
3	CHICAGO		62.6	4.8	151.1	150.3	301.4
4	DALLAS-FT. WORTH		68.6	4.0	103.1	174.4	277.5
5	HOUSTON		63.1	4.7	90.2	203.3	293.6
6	LOS ANGELES		57.5	4.3	116.1	129.2	245.3
7	NEW YORK		64.7	4.4	152.2	135.1	287.4
8	PHILADELPHIA		65.3	4.8	131.0	179.2	310.2
9	SAN FRANCISCO-OAK-SAN JOSE		63.2	5.3	203.2	130.9	334.1
10	WASHINGTON, DC (HAGRSTWN)		65.3	4.8	172.7	138.7	311.3
	Total of All Selected Markets				138.5	145.2	283.7

If all you needed was to generate the Schedule Delivery report, then you are finished. If you wish to Allocate based on Dollars, Impressions, or Spot Fill, then continue on to the Allocation section of this manual.

Exporting to Excel

To export the report to Excel, simply click [Export]. A dialog box will display prompting the user to give the exported file a name. Type in a name for the file and click on [Save]

● *Note: When exporting from NetSpot to Excel, make sure that you are choosing the C\$ on 'Client' (C:) in order to save the file directly to your computer, and not the eTelmar server.*
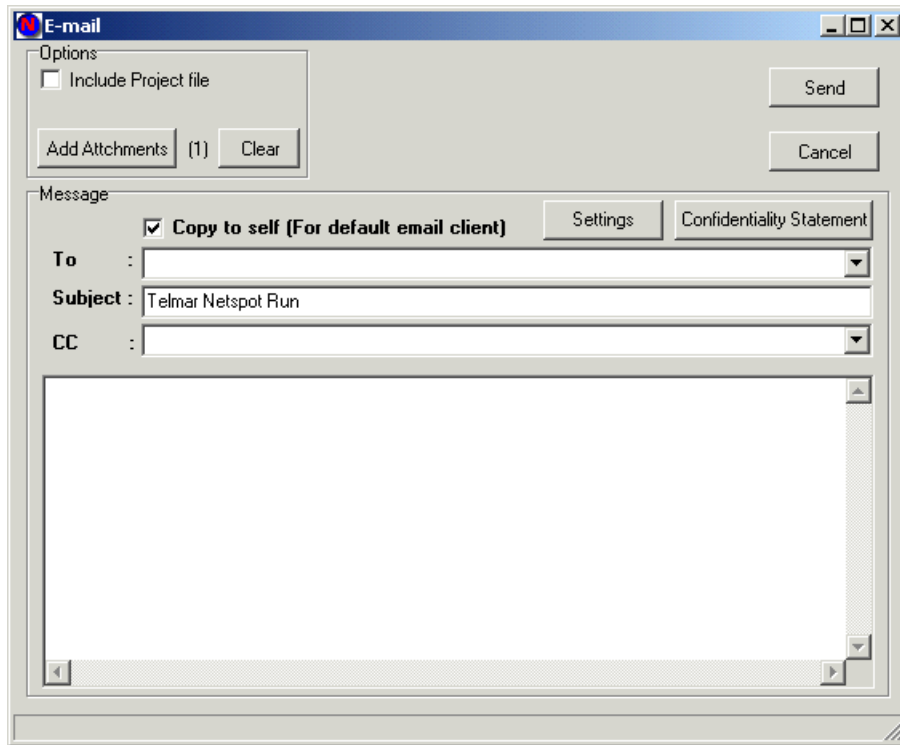
Emailing Directly

From the Report Generation screen you may email your analysis directly from the application.

First click [Email]. The PDF Dialog box will display. Give your file a name, and remember to save directly to your C\$ on 'Client' (C:).
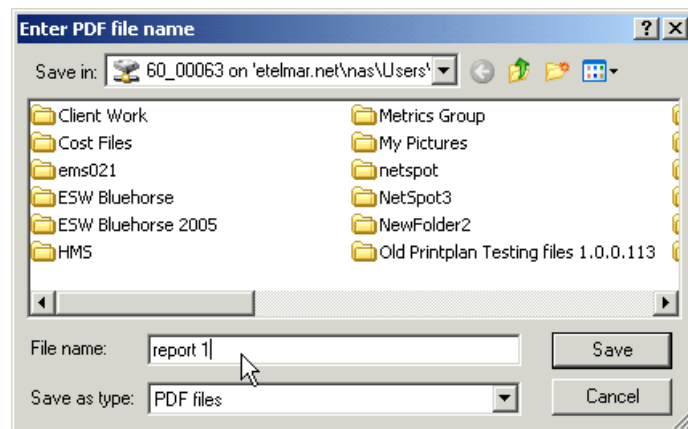
Click [Save]. The email dialog box will display.

Click [Settings].

The email setting will display. Click any of the lines to change your information. The Host name will always be "relay2.xand.com." The "From Address" and "From Name" should be changed to your name/e-mail address.

From Address: Jeffrey@telmar.com
From Name: Jeffrey Wieland
Host Name: relay2.xand.com
User ID: jeffrey

Verify Settings

Fill in the body of the email, and check off the option to include the saved project file if you want the recipient to be able to open the file in NetSpot. (If they also have access to the application as well.)

Click [Send].

Allocation

All allocations use the same data as input, specifically:

- A list of markets to which you want to allocate additional delivery, along with each market's population.
- The number of Gross Impressions the Network Schedule generated in each market, as well as the number of Gross Impressions generated for the entire U.S.
- An aggregate Cost-Per-Point for each market across the four basic dayparts.
- A Total budget and a Network budget.

NetSpot supports 3 methodologies for the allocation of a Spot TV budget over a number of markets. These 3 methodologies are: Allocation by Spot Fill, Allocation by Dollars, and Allocation by Gross Impressions.

Allocation by Spot Fill:
Using the Spot Fill feature, NetSpot will take your cost information for markets that were under-delivered as a result of your national schedule, and use that information to make each under-delivered spot market's GRP levels the same as what was delivered nationally. As an example, if your schedule achieves 100 GRPs nationally (GRP Index=100), and Market A delivers 80 GRPs (GRP Index=80), the system will allocate Spot 20 GRPs to Market A in order to compensate for the national schedule's under-delivery. It will allocate these 20 GRPs at the CPP or CPM that you have specified for the market, and will show you how much it will cost to buy that market. Markets that are already over-delivered against the national schedule (GRP Index >100) will be skipped.

When using this function, the system will ignore the Spot Budget you have entered, and instead, tell you how much it will cost to buy all under-delivered markets.

Allocation by Dollars:
The goal of allocating by dollars is to have each market's percentage of allocated dollars be equal to the target index, based on Market Population or User-entered Target indices. Using this allocation methodology, NetSpot will spend your spot TV budget according to the CPP or CPM that you have provided for each market. Once the dollars have been allocated into each market, then the GRP's can be computed based on your CPP.

When using this function, the system will spend the entire Spot Budget that you have entered.

Allocation by Gross Impressions:

The goal of allocation by Gross Impressions is to have each market's percentage of total gross impressions be equal to the target index. This method of allocation, in contrast with allocation by dollars, is conceptually more difficult, in that we cannot really know the total number of Gross Impressions to divide among the various markets until after we have allocated them. Therefore, a recursive process is used to first estimate, and then interpolate and fine tune until the budget is spent. Starting with the sum of the Cost Per Points and Populations for the markets that will be purchased, we can estimate the total GRPs we might expect to buy (Spot Budget/Total CPP). Multiplying the GRPs by the Total Population will give us the estimated Impressions. Apportioning these Impressions by the user entered target indices gives us the first cut. Repeating the process will get us closer and closer to spending the full budget and the final allocation.

Allocation Using Spot Fill

1. After Choosing the Data Source and Demo, Create the National Schedule and give the schedule a total cost.

2. Click [✔ OK]

3. The Total of Combined Schedules will appear. Click [✔ OK].

4.

5. Pick the Markets to be included in the allocation.

6. Click .

7. When the allocation screen appears you can import SQAD cpps by simply clicking
    Load SQAD CPPS (requires a subscription to SQAD rates).
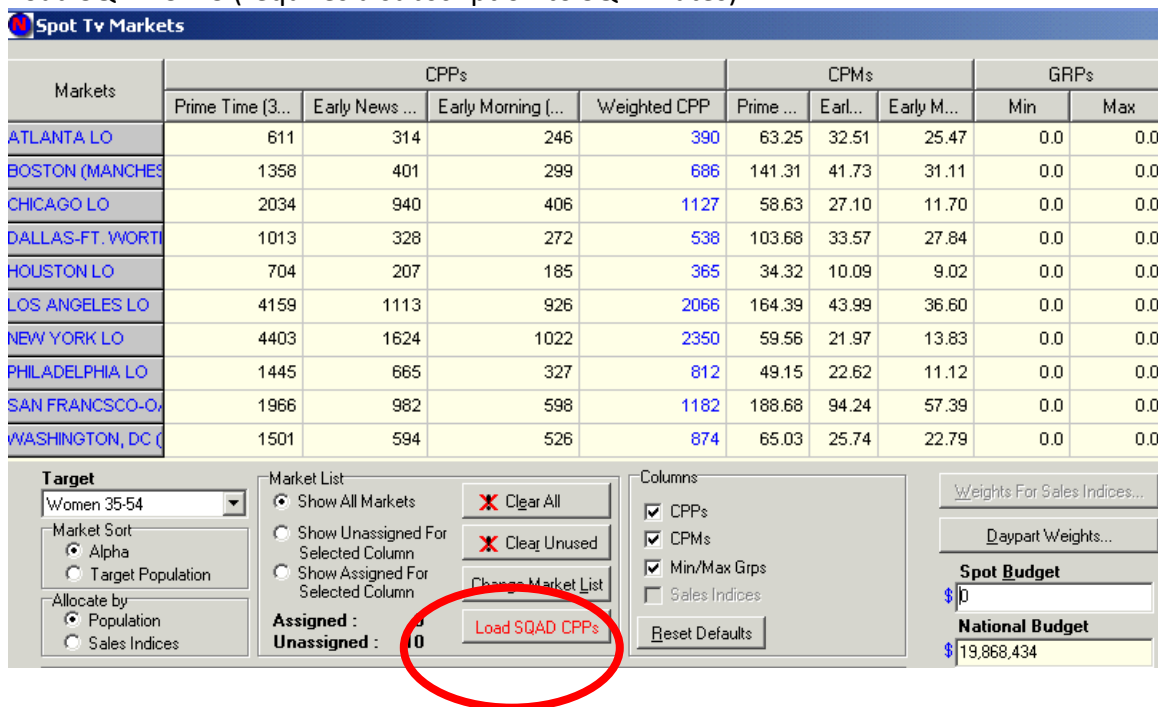
8. Click year, quarter usage for stations in daypart and up to 5 dayparts for cost imports.

9. If you do not subscribe to SQAD, you must manually enter in each market CPP by daypart, or if you have saved a previous set of CPP's, you may click on [Open...] and click on the saved file.

10. Click Daypart Weights to set daypart weights

Telmar Information Services Corp.
470 Park Ave. South, 15th Floor, New York, NY 10016
New York 212.725.3000   Chicago 312.840.8563   LA 310.575.4880
www.etelmar.com   info@telmar.com

11. Add in the Spot TV Budget,

and click .

12. The Report Generation screen will display:

13. After setting the Layout, and Market parameters, select the Spot Allocation method:

14. Select the Report Template, and click on [Report] to generate the analysis.

15. *Users can make as many templates as they like before they run the actual analysis.*
While the analysis is generated, if a market is at the goal, it will be ignored.

NETSPOT - Processing Message Log

Market BOSTON (MANCHESTER) LO is already at or above a goal criteria and ignored

[✔ Continue] [✘ Cancel]
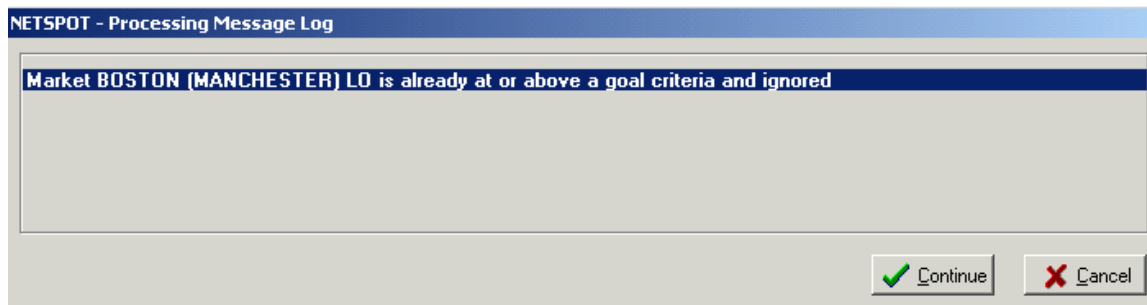
16. Click [✔ Continue]. The report will generate and display onscreen.

Broadcast Year: 2007 - 2008   Network & Print with Spot Allocation
Target: Women 35-54
Total of All DMA's Target Pop(000): 43,205.7

Local Market Delivery/Allocation Nat'l: $19,868K Nat'l Grps: 758 Spot: $950K Alloc: Pop/Spot Fill by GRPs Sorted by Market

	Women 35-54					%Alloc			Natl
		Reach		Mag	Network	Spot	Spot	Total	GRP
	Market	%	Frqncy	GRPs	GRPs	$	GRPs	GRPs	Index
	Total of All DMA's			523.4	234.2				100
1	ATLANTA LO	89.1	7.4	466.1	189.9	2.3	101.6	757.5	87
2	BOSTON (MANCHESTER) LO	91.9	9.1	571.1	264.2			835.3	110
3	CHICAGO LO	87.5	7.5	478.0	175.8	7.0	103.7	757.5	86
4	DALLAS-FT. WORTH LO	89.4	7.6	477.3	200.9	2.6	79.3	757.5	90
5	HOUSTON LO	85.7	6.5	391.3	168.2	4.5	198.0	757.5	74
6	LOS ANGELES LO	82.2	6.2	388.8	120.0	32.6	248.7	757.5	67
7	NEW YORK LO	83.8	6.4	394.7	144.4	31.5	218.4	757.5	71
8	PHILADELPHIA LO	90.1	8.0	510.2	212.5	1.7	34.8	757.5	95
9	SAN FRANCSCO-OAK-SN JSE LO	86.0	6.9	450.1	146.2	11.1	161.2	757.5	79
10	WASHINGTON, DC (HGRTWN) LO	86.8	7.3	475.8	154.7	6.6	127.0	757.5	83
	Total of All Selected Markets			443.9	166.4	100.0	152.5	762.9	

Allocation by Dollars

Local Market Delivery/Allocation Nat'l: $19,868K Nat'l Grps: 758 Spot: $950K Alloc: Pop/Dollar Sorted by Market

	Market	Reach %	Frqncy	Mag GRPs	Network GRPs	%Alloc Spot $	Spot GRPs	Total GRPs	Natl GRP Index
	Women 35-54								
	Total of All DMA's			523.4	234.2				100
1	ATLANTA LO	89.1	7.4	466.1	189.9	6.9	148.2	804.2	87
2	BOSTON (MANCHESTER) LO	91.9	9.1	571.1	264.2	6.9	76.8	912.1	110
3	CHICAGO LO	87.5	7.5	478.0	175.8	10.1	72.6	726.4	86
4	DALLAS-FT. WORTH LO	89.4	7.6	477.3	200.9	7.0	101.3	779.6	90
5	HOUSTON LO	85.7	6.5	391.3	168.2	6.1	129.4	689.0	74
6	LOS ANGELES LO	82.2	6.2	388.8	120.0	18.1	66.5	575.3	67
7	NEW YORK LO	83.8	6.4	394.7	144.4	22.4	75.0	614.1	71
8	PHILADELPHIA LO	90.1	8.0	510.2	212.5	8.3	82.7	805.4	95
9	SAN FRANCSCO-OAK-SN JSE LO	86.0	6.9	450.1	146.2	7.4	52.0	648.3	79
10	WASHINGTON, DC (HGRTWN) LO	86.8	7.3	475.8	154.7	6.8	63.3	693.8	83
	Total of All Selected Markets			443.9	166.4	100.0	81.7	692.0	

Allocation by Gross Impressions

Local Market Delivery/Allocation Nat'l: $19,868K Nat'l Grps: 758 Spot: $950K Alloc: Pop/Impress. Sorted by Market

	Market	Reach %	Frqncy	%Mag Gross Impr	Network Gross Impr(000)	Natl Gross Impr(000)	Spot Gross Impr(000)	Total Gross Impr(000)
	Women 35-54							
	Total of All DMA's				101,166	327,291		
1	ATLANTA LO	89.1	7.4	7.2	1,835	6,337	83	6,420
2	BOSTON (MANCHESTER) LO	91.9	9.1	8.8	2,537	8,024		8,024
3	CHICAGO LO	87.5	7.5	10.9	2,496	9,284	152	9,436
4	DALLAS-FT. WORTH LO	89.4	7.6	7.5	1,962	6,624		6,624
5	HOUSTON LO	85.7	6.5	5.4	1,441	4,792	899	5,691
6	LOS ANGELES LO	82.2	6.2	15.8	3,035	12,872	3,940	16,812
7	NEW YORK LO	83.8	6.4	19.9	4,522	16,883	3,929	20,812
8	PHILADELPHIA LO	90.1	8.0	9.5	2,471	8,404		8,404
9	SAN FRANCSCO-OAK-SN JSE LO	86.0	6.9	7.5	1,523	6,212	711	6,922
10	WASHINGTON, DC (HGRTWN) LO	86.8	7.3	7.3	1,483	6,042	326	6,369
	Total of All Selected Markets			100.0	23,305	85,473	10,040	95,513

NetSpot RF Reach Methodologies

NetSpot RF provides market by market Reach & Frequency estimates for Television and Magazine schedules.

Television Reach Methodology

It should be noted that every attempt has been made to provide RF estimates that as closely approximate those calculated in Telmar's TVPlan for each local market.

Using TVPlan's standard 11 generic dayparts as a basis, each NetSpot RF Nielsen program or daypart vehicle is mapped to one of these. All spots within a given daypart are aggregated, and the average rating for each daypart is calculated for each market. This Nielsen survey specific derived demographic rating is used in place of TVPlan's generic rating estimate.

The Reach and Impressions calculated for each market, and the Total of Markets Selected, and the Total DMA's values reported represent the sum of those calculated values across each of the respective markets. Please note that due to both rounding and differences in Nielsen local and national measurement services, the summed values may not equal that of a national schedule produced in Telmar's TVPlan.

In addition, NetSpot RF will not produce a Reach calculation (or delivery) for a given market if there is a zero rating, the rating is below reporting standards, or a program is not cleared on any station in the market. The report will display zero GRPs and you will be shown a list of markets where one of these conditions exists.

Magazine Audience Delivery Methodology

The starting point for local market Magazine Reach is the import into NetSpot RF of Audience values from a user created national magazine schedule run in Telmar's Media Planner.

The target demographic that is imported must be the same as that used for the TV schedule.

Individual market Audience delivery for each magazine is then calculated as follows:

For each magazines in the schedule for which circulation data is available (approximately 150 consumer titles), we calculate each market's % share of circulation out of the magazines total US circulation; and then apply that value to the magazine's Media Planner Audience to derive each magazine's market demo audience. This audience is then divided by the Nielsen demo population to calculate the magazine's market rating (coverage). This

step facilitates the use of a single population base (Nielsen) for comparable analysis of TV and Magazines.

For all other magazines in the schedule (for which no circulation is available), the average market % Circulation of the titles with available circulation is used in lieu of specific magazine Circulation.

Example:

National Schedule
Original Media Planner National Audience = 5,000
Original Media Planner National Population = 210,000
Original Media Planner National Rating (Coverage) = 5,000 / 210,000 = 2.4%

Sample Market Calculation
Magazine Market Circulation = 200
Magazine Total US Circulation = 2,000
Magazine % Market Circulation = 200 / 2,000 = 10%
Magazine Market Calculated Audience Delivery = 5,000 * 10% = 500
Market Population (Nielsen) = 15,000
Magazine Market Calculated Rating = 500 / 15,000 = 3.3%

Note that all final rating calculations are based on the demographic target's Nielsen Population.

The methodology holds Reader Per Copy (RPC) (Audience/Circulation) constant across all markets.

Magazine Reach by Market Methodology

The basis for the estimation of local market magazine Reach by market starts with the above calculated Rating for each magazine in the schedule. The original national schedule's rating is then adjusted to this value, and the cumes, and pairwise duplications are appropriately factored to conform. Each market's Reach for the schedule is then calculated based on the adjusted values using the same algorithms used in Media Planner.

As the purpose of this calculation is to estimate the local market Reach, and because that Reach is re-based against the TV Market Population, no attempt is made to sum these across markets or across media.

For TV and Magazine combined national or local Reach, please use Telmar's ADplus, InterMix, or MediaMix programs.