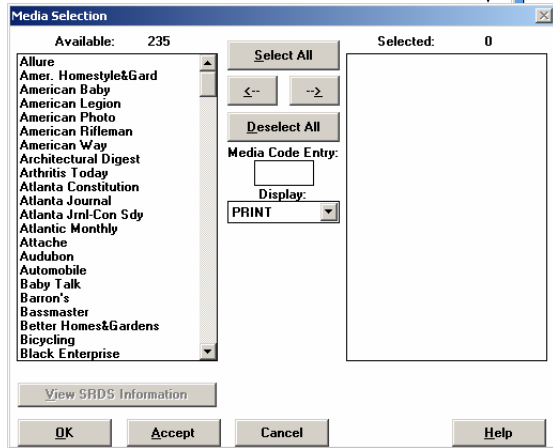
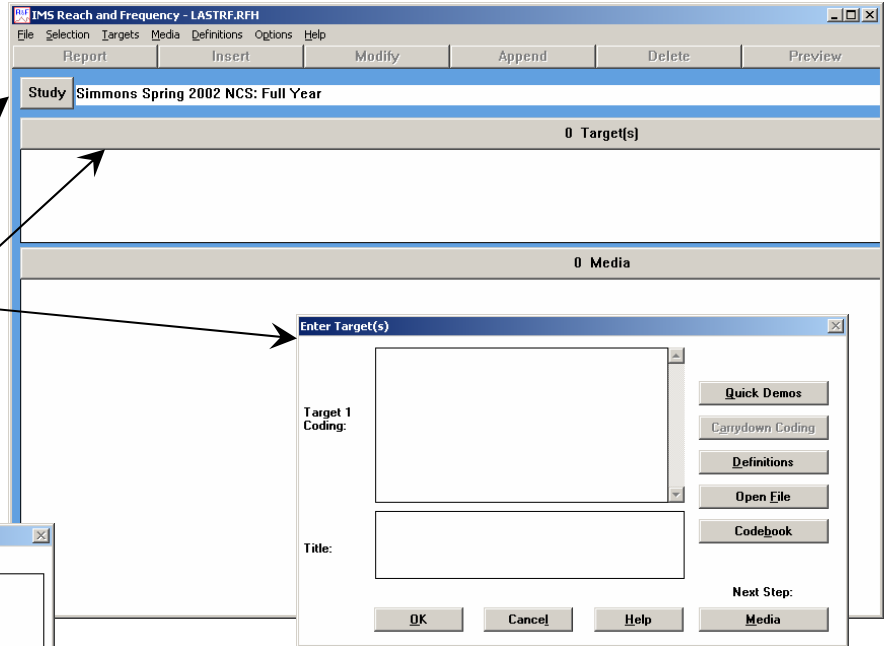


# IMS: Reach & Frequency

An advertising flight plan software for use with the following studies, or datasets:  
 The *Simmons National Consumer Survey*, *Simmons Teen Survey*, or *Mendelsohn's Affluent Survey*

## The Main, or Set-up, worksheet:

1. When you launch the program, a 'login' window will appear briefly and automatically disappear.
2. Click on the 'Study' button, select a study, and acknowledge copyright.
3. Click on the 'Target(s)' gray bar to bring up the 'Input Window'.
4. In the Input Window, use the 'Quick Demos' button (far right) to select targets.
5. Click on the 'Media' gray bar to bring up 'Media Selection' window.



6. In the 'Media Selection' window, select desired titles: highlight individual titles and use the right arrow button (beneath 'Select All') to transfer them to the Selected area.
  - ▶ Do NOT use 'Select All': this includes publisher *group* data to which we do not have access.
7. Click on the 'Report' button (upper-left of worksheet) when you have made your target and media selections.
8. This will bring up the Schedules Worksheet, pictured below.

## The Schedules Worksheet:

1. Use the Schedules Worksheet if you want to determine the placement of ads in particular magazines yourself.
2. To do so, in the upper half of the worksheet, fill in a number of inserts next to the magazines.
3. Each column (A, B, C) represents one possible flight plan. Use several columns in order to have several scenarios.
4. The bottom half of the worksheet shows the R&F variables. You may also click on these, if you want your flight plan to have certain values for these variables.
5. To fill in the R&F values in the bottom half of the worksheet for your flight plans, click on the 'Calculator' icon.

	A	B	C	D	E	F	G	H	
Atlantic Monthly		1							
Better Homes&Gardens	1		1						
Black Enterprise	1	1	1						
Business Week			1	1					
Country Living	1			1					
Fortune	1	1	1						
Good Housekeeping			1						
Ladies' Home Journal				1					
Money			1	1					
Variables									
Total Inserts	10	10	10						
Total Cost	1205116	1180690	1095565						
Gross Impressions	35642	32671	24731						
Gross Rating Points	43	39	30						
CPM Gross Impressions	33.81	36.14	44.30						
Net Reach	24301	21737	17951						
Reach Percent	29.37	26.28	21.70						
CPM Reach	49.59	54.32	61.03						
Effective Reach: 3+	2474	2371	1374						
	Active	Active	Active	Inactive	Inactive	Inactive	Inactive	Inactive	

## Optimizer Worksheet

1. Use the Optimizer if you want the software to figure out the optimal placements of ads, i.e. the optimal flight plans.
2. From the top menu bar, under 'View', click on Optimizer, or use the Optimizer icon.
3. Use the 'Must buy' column (in the center) if you want to force ad placement in some titles.
4. Use the Calculator icon to recalculate schedules if necessary.
5. Use the Worksheet Options icon to change the default budget amount (\$500K), or to change the default ad format (full page, four color).

	Cov %	CPM	Min	Max	Must Buy	Optimize1	Optimize2	Optimize3
Atlantic Monthly	0.64	32.52	1	12				
Better Homes&Gardens	10.22	14.16	1	12		1		
Black Enterprise	0.96	16.86	1	12				2
Business Week	1.84	25.10	1	52				
Country Living	3.01	17.79	1	12				
Fortune	1.53	24.94	1	26				
Good Housekeeping	7.28	15.35	1	12			1	1
Ladies' Home Journal	4.88	17.56	1	12				
Money	2.06	29.56	1	12				

Variables			
Total Inserts	2	3	4
Total Cost	498600	499845	497460
Gross Impressions	40669	37895	38580
Gross Rating Points	20	18	19
CPM Gross Impressions	12.26	13.19	12.89
Net Reach	37636	34571	34144
Reach Percent	18.37	16.87	16.66
CPM Reach	13.25	14.46	14.57

## Printing & Exporting to Excel:

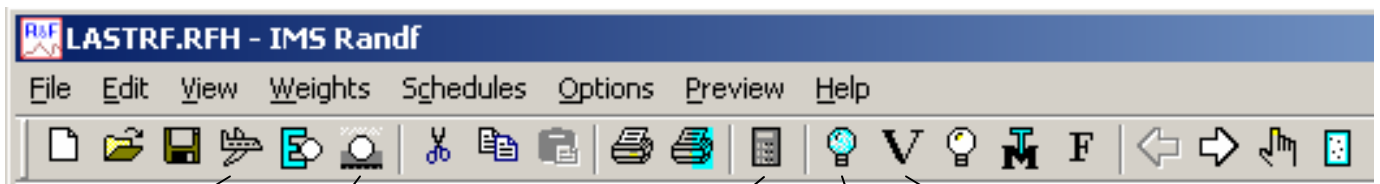
► Printing and saving to Excel can **only** be done after viewing the reports: they **cannot** be done directly from the worksheets.

**Viewing Reports:** from the top menu bar, look under 'View' for the different types of reports. (To the right is an example of an Optimizer Summary Report + Media List report.)

**Exporting Reports:** once you're viewing a report, to save in Excel format use the "Export to Excel" icon (the airplane).

Schedule	Media	Total Inserts	Total Cost	Gr Imp (000)	GRP's	CPM Gr Imp	Reach (000)	Reach (%)	CPM Reach	Eff Reach (000) 3+
Optimize1	1-Better Homes&Gardens 1-Time	2	498600	40669	20	12.26	37636	18.37	13.25	0
Optimize2	1-Good Housekeeping 1-New Yorker 1-Time	3	499845	37895	18	13.19	34571	16.87	14.46	95
Optimize3	2-Black Enterprise 1-Good Housekeeping 1-Time	4	497460	38580	19	12.89	34144	16.66	14.57	511
Optimize4	1-Better Homes&Gardens 1-Newsweek	2	479380	36206	18	13.24	33779	16.48	14.19	0

**Icons:** below the icons are enlarged and labeled.



Export to Excel

Optimizer

Calculator

Worksheet Options window

Variables window