

How to Create a Radio VEA Book

Steps to Create a Radio Virtual Estimate Analysis (VEA) Book

Pre-Requisite: Only *WO Media Sales* users with **Radio Settings** access will be able to create VEA books. You need to be familiar enough with the market area to know specific male and female population figures and also the Average and Cume estimates for the radio stations you want to add to your VEA book.

*MANDATORY Information for VEA Book to create

Click on **System Setup** and select **Radio VEA Books** under **Radio Settings**. To create a new Radio VEA Book, click **Add VEA Book**.



Caution: The Market and Survey Area Description Names cannot be changed once the VEA Book has been created. Please make sure you are typing these in correctly.

Select the *market you would like to use in the drop-down list. If you do not find the market you are looking for available in the list, select the **Custom Market** and name the area appropriately. If you would like to see another market name other than Custom, choose any Arbitron market not in use and rename it appropriately in the '**Select the name of this market**' field. You can create multiple VEA books in the same market.

Type in the *name of the survey area associated with the book. Enter in the *population values for each demo at the bottom of the screen. Then to the right, enter in *stations for the VEA book by clicking **Add Station** and type the call letters in the field. Hit the **Enter** key after each call letters you enter. You can add as many stations as you need.

As stations are entered, they are placed alphabetically in the list.



Tip: Please add in the –AM or –FM designator to each station if you will be using the XML import/export feature.

If a station is added by accident or no longer available, highlight it and click **Delete Station**. **Clone Station** should be used whenever you need to rename or make a copy of a station. This option will make an exact copy of the demos, dayparts, and any Average or Cume Persons added. Simply highlight the station you wish to clone and click **Clone Station**. Type in the new station call letters and click **OK**.

Once all stations have been entered, click on **Assign Ratings**. Starting with the first station, click **Select Demos** (*add every demo you would like to use), click **OK** and then click ***Add Daypart**.

After you add in a daypart and click **OK**, the screen will update with a grid. Once the grid appears, you will type in the expected **Average** and **Cume** values for each demo/daypart combination. You do not have to enter in Average and Cume information at this time, if you want to manually add ratings in your campaigns. BUT if you spend the time upfront entering the information now, it will save you from a ton of work later.

Repeat Steps 9-11 for each station you have added for the VEA book. If you need to **Edit** or **Delete Daypart** in the grid, click the appropriate button. Click **OK**. Click **OK** again. Click **Yes, Create**. If you need to edit the book for any reason, select the appropriate market and click **Edit VEA Book**. Remember, you can edit any field, except for Market and Survey Area Description Names. If you need to delete the book for any reason, select the appropriate market and click **Delete VEA Book**.



Caution: You **MUST** add in market, survey area description, male and female population figures, at least one station and at least one demo and daypart for the Radio VEA book to create. The system will prompt you if the required information has not been set.

Steps to Create a Schedule Using Your New Radio VEA Book

Click **Campaigns** on the main screen. Click **New** to create a new campaign. Click **New Radio Quick Campaign**. Select **Markets**. You will see the market name selected or added when your VEA book was created and the Type column will show VEA. Select your VEA Market and click **Finished**. The VEA Book created will be automatically selected. Inside the Radio Surveys screen, you will see the custom name given to the VEA book. Select the VEA Survey and click **Finished**.

Select the Radio Station(s) you would like to add in your schedule. Click **Next**. Select any rate cards if you wish to apply them to your schedule and click **Finished**. Select your Dayparts and click **Finished**. The default list should be limited to the ones set up in the book. If you need a daypart that is not listed, you can create a custom daypart.

Select your Week(s) and click **OK**. Select your Demo(s) and click **OK**. Click **Display All VEA Demos** button to see the demos you set up in the book. If checked, it will be selected. Click **Create Campaign** to pull up your VEA schedule. Using Your New Radio VEA Book in Research the following *WO Media Sales* Research reports are available when using your VEA Book:

- Daypart Ranker
- Audience Composition
- Multi-Demo/Daypart Ranker
- Benchmark Report
- Trender



Caution: All dayparts and demos NOT set up with the VEA book will return 0s for estimates in your schedule. Manually add ratings, if necessary. You **MUST** add in Average and Cume to get Reach and Frequency to calculate. The printout will footnote the schedule was created from a user defined book.

For questions or concerns, call or email Support.

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