

Setting Up a Radio Multi-Market Schedule

Pre-requisite: You **MUST** have access to two or more markets in *WO Media Sales* to take advantage of this **Multi-Market** feature.

Click **New** on the Campaigns screen. Select **New Radio Quick Campaign** (steps shown below) for one screen setup or select **New Radio Campaign** for the Advanced Wizard. Click **Markets** to select the Radio Markets you want in your schedule by clicking the **Select All** button or by clicking the box to the left of the market name. Click the **Finished** button.

Radio Markets

Select the radio market(s) you would like included in the report.
(0 of 2 Selected)

Market Name	Mkt Code	Type
<input type="checkbox"/> Gotham	901	Arbitron
<input type="checkbox"/> Metropolis	900	Arbitron

Select All
Clear All

Click **Books** to select **Multi-Market Radio Surveys**. Expand the markets by clicking the + next to each (or you can click **Expand All**) and select the individual surveys for each market by clicking the box to the left of the survey name. You also have the option to click the **Select Latest** button, and the most recent survey will be automatically selected for you. Or, you can click **Select All**. Click the **Finished** button.

Multi-Market Radio Surveys

Select the radio survey(s) you would like included in the report.
(2 of 15 Selected)

Available Surveys by Market	Metro	TSA	DMA
<input type="checkbox"/> Gotham - Arbitron			
<input checked="" type="checkbox"/> FALL 2010 ARBITRON	Y	Y	Y
<input type="checkbox"/> SPRING 2010 ARBITRON	Y	Y	Y
<input type="checkbox"/> WINTER 2010 ARBITRON	Y	N	N
<input type="checkbox"/> FA10/SP10/WI10 ARB AVG	Y	Y	Y
<input type="checkbox"/> Metropolis - Arbitron			
<input checked="" type="checkbox"/> April 2010 ARBITRON PPM	Y	N	N
<input type="checkbox"/> March 2010 ARBITRON PPM	Y	N	N
<input type="checkbox"/> February 2010 ARBITRON PPM	Y	N	N

Select All
Clear All
Select Latest
Expand All
Collapse All
Create Average



Tip: You are only limited by the number of markets available to you.

Click **Stations** to select the **Multi-Market Radio Stations** you want in your schedule by clicking the **Select All** button or by clicking the box to the left of the station name. You can also select stations by affiliation by clicking the drop-down menu and selecting the group. The system will autoselect the stations for you and will keep up with the number selected. Click the **Next** button.

Multi-Market Radio Stations

Please select the radio stations you would like included in the report.
(8 of 80 Selected)

Available Radio Stations by Market		Metro	TSA	DMA
<input checked="" type="checkbox"/>	Gotham - Arbitron ~ 4 selected			
<input checked="" type="checkbox"/>	Metropolis - Arbitron ~ 4 selected			
<input checked="" type="checkbox"/>	METRO COMBO	Y	N	N
<input type="checkbox"/>	MAAA-FM	Y	N	N
<input type="checkbox"/>	MAAB-FM	Y	N	N
<input type="checkbox"/>	MAAC-AM	Y	N	N
<input type="checkbox"/>	MAAD-AM	Y	N	N
<input type="checkbox"/>	MAAE-FM	Y	N	N
<input type="checkbox"/>	MAAF-FM	Y	N	N

Affiliation



Tip: If you need an average book and don't see it available in the list, click the **Create Average** button to create one on the fly!

If the system finds **Rate Cards** for the selected stations, the **Station Rate Cards** will appear. Choose **Rate Cards** if you would like to apply them to your schedule and click **Finished**.

Station Rate Cards

Select the rate cards you want to use for this report

Station
GAAJ-FM - 1 Rate Card(s)
<input type="radio"/> Do not use a rate card <input checked="" type="radio"/> GAAJ-FM 13 week RC

Click **Dayparts** to select the radio dayparts you would like to add to your schedule and click **Finished**. Create **Custom Dayparts** if you don't find the daypart you need in the default list.

Radio Dayparts

Select the dayparts you would like included in this report.
(1 of 17 Selected)

Daypart Definitions	
<input type="checkbox"/>	Mo-Su 6A-MID
<input type="checkbox"/>	Mo-Fr 6A-MID
<input type="checkbox"/>	Sa-Su 6A-MID
<input type="checkbox"/>	Mo-Fr 6A-7P
<input type="checkbox"/>	Sa-Su 6A-7P
<input checked="" type="checkbox"/>	Mo-Fr 6A-10A
<input type="checkbox"/>	Mo-Fr 10A-3P
<input type="checkbox"/>	Mo-Fr 3P-7P
<input type="checkbox"/>	Mo-Fr 7P-MID

Select All
Clear All
Custom Dayparts
Delete Custom Daypart

Click **Spot Lengths** to select spot lengths for your stations and click **OK**.

Spot Lengths

Select the spot lengths to be included in the report.
(1 of 10 Spot Lengths Selected)

Spot Lengths	Description
<input type="checkbox"/>	:05
<input type="checkbox"/>	:10
<input type="checkbox"/>	:15
<input type="checkbox"/>	:20
<input type="checkbox"/>	:30
<input type="checkbox"/>	:45
<input checked="" type="checkbox"/>	:60
<input type="checkbox"/>	:90
<input type="checkbox"/>	:120

Select All
Clear All

Click **Dates** to select the campaign dates for your schedule and click **OK**.

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Campaign Dates

Dates

Start Date: 10/01/12 Weeks: 1
End Date: 10/28/12

Valid Days

Mon-Fri: ☒ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☒ Friday
Mon-Sun: ☒ Saturday ☒ Sunday
Clear All

Hiatus Dates

Start Date: End Date:
<No data to display>
Add Hiatus Dates... Alternate Weeks...

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Oct 2012	24	25	26	27	28	29	30
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
Nov 2012	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
Dec 2012	26	27	28	29	30	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
Jan 2013	31	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
Feb 2013	28	29	30	31	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
Mar 2013	25	26	27	28	1	2	3

OK Cancel

Click **Demos** to select demographic(s) for your schedule and click **OK**.

Gender	Start Age	End Age	Estimate	Selected Demographic	Population	Sample
<input type="radio"/> Males	<input checked="" type="radio"/> 12 -	<input type="radio"/> 17 -	<input type="checkbox"/> Rtg	MSA Persons 12+ Rating	901,400	2,263
<input type="radio"/> Females	<input type="radio"/> 18 -	<input type="radio"/> 20 -	<input type="checkbox"/> 000			
<input checked="" type="radio"/> Persons	<input type="radio"/> 21 -	<input type="radio"/> 24 -	<input type="checkbox"/> Cume			
	<input type="radio"/> 25 -	<input type="radio"/> 34 -				
	<input type="radio"/> 35 -	<input type="radio"/> 44 -				
	<input type="radio"/> 45 -	<input type="radio"/> 49 -				
	<input type="radio"/> 50 -	<input type="radio"/> 54 -				
	<input type="radio"/> 55 -	<input type="radio"/> 64 -				
	<input type="radio"/> 65 -	<input checked="" type="radio"/> +				

Click **Create Campaign** to load your **Multi-Market Radio Schedule**.



Caution: The order of the steps above will be slightly different if you go through the **Advanced Wizard** instead of the **Radio Quick Campaign**. The Wizard prompts you for advertiser and agency information on the first two screens.

Customizing Your Radio Multi-Market Schedule

Once the schedule is loaded to screen, the default view is the **Avails** tab. On this tab, you can input rates and need rates and review your CPP/CPM estimates.

Daypart information									
Tag	Station	Daypart Name	Daypart	Survey	Rate	SL	MSA P12+		
<input type="checkbox"/>	MABH-FM	Mo-Fr Morning Drive	Mo-Fr 5A-10A	Apr 10 ARB PPM	\$0.00 :60		0.5	4.0	\$0.00
<input type="checkbox"/>	MABG-FM	Mo-Fr Morning Drive	Mo-Fr 5A-10A	Apr 10 ARB PPM	\$0.00 :60		0.2	1.7	\$0.00
<input type="checkbox"/>	MABD-FM	Mo-Fr Morning Drive	Mo-Fr 5A-10A	Apr 10 ARB PPM	\$0.00 :60		0.1	1.1	\$0.00
<input type="checkbox"/>	METRO COMBO	Mo-Fr Morning Drive	Mo-Fr 5A-10A	Apr 10 ARB PPM	\$0.00 :60		0.8	5.8	\$0.00
<input type="checkbox"/>	GAAO-FM	Mo-Fr Morning Drive	Mo-Fr 5A-10A	FALL 10 ARB	\$0.00 :60		0.4	2.3	\$0.00
<input type="checkbox"/>	GAAM-FM	Mo-Fr Morning Drive	Mo-Fr 5A-10A	FALL 10 ARB	\$0.00 :60		0.7	3.9	\$0.00
<input type="checkbox"/>	GAAJ-FM	Mo-Fr Morning Drive	Mo-Fr 5A-10A	FALL 10 ARB	\$0.00 :60		1.1	5.7	\$0.00
<input type="checkbox"/>	GOTHAM COMBO	Mo-Fr Morning Drive	Mo-Fr 5A-10A	FALL 10 ARB	\$0.00 :60		2.2	11.9	\$0.00

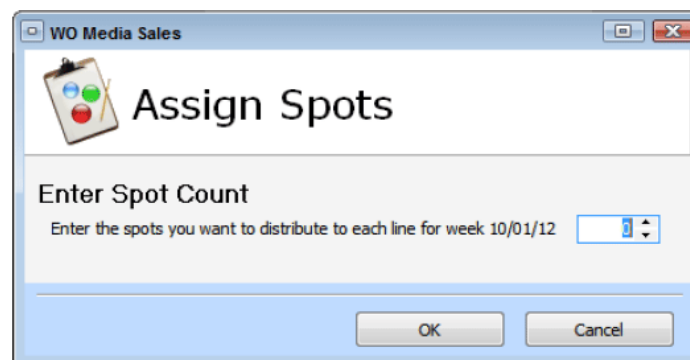
To save time, you can click on the **Planner** tab and start adding in spots and rates there.

On the **Planner** tab below, you have the option to 'goal' by **Spots**, **Rate** and/or **CPP** by clicking on the column headers under the week column. This will distribute your goals on all lines in your schedule for the entire week.




Station Information			10/01	10/08	10/15	10/22	Totals	
Station	Daypart Name	Rating	Spots	Spots	Spots	Spots	Spots	GRPs
	Daypart	Share	Rate	Rate	Rate	Rate	Cost	CPP
			CPP	CPP	CPP	CPP	Avg Rate	
<input checked="" type="checkbox"/> MABH-FM	Mo-Fr Morning Drive	0.5	0	0	0	0	0	0.0
	Mo-Fr 6A-10A	4.0	\$0	\$0	\$0	\$0	\$0	\$0.00
1:50			\$0.00	\$0.00	\$0.00	\$0.00	\$0	

Click on the **Spots** column header underneath 10/01 in the example schedule above, to display the **Assign Spots** screen. Enter in number of spots and click **OK**.



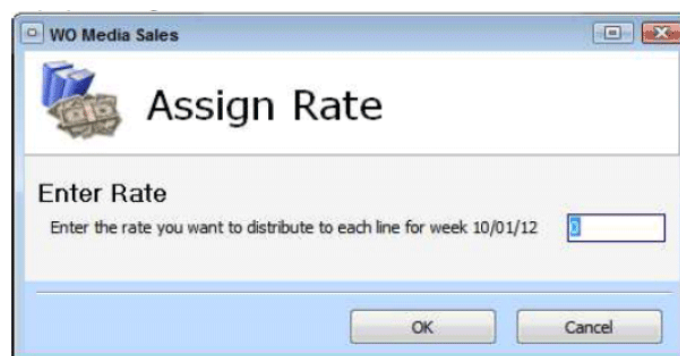
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 **Assign Spots**


Enter Spot Count

Enter the spots you want to distribute to each line for week 10/01/12

Click on the **Rate** column header underneath 10/01 in the example schedule above, to display the **Assign Rate** screen. Enter in the desired rate and click **OK**.



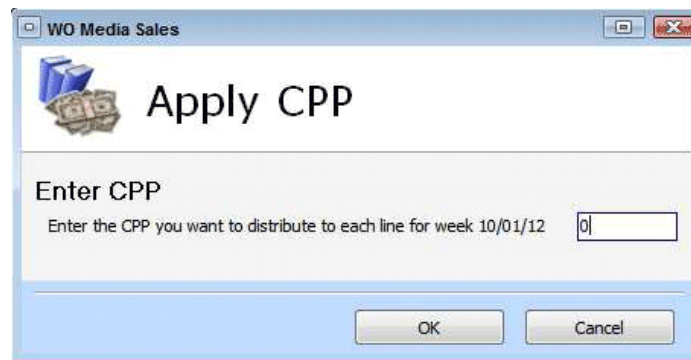
WO Media Sales

 **Assign Rate**

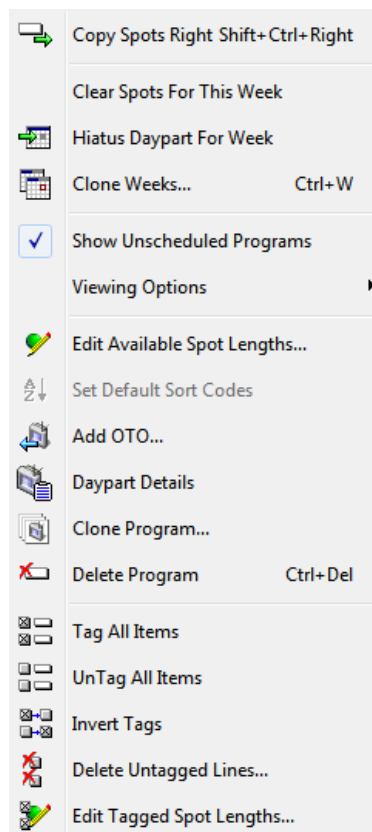
Enter Rate

Enter the rate you want to distribute to each line for week 10/01/12

Click on the **CPP** column header underneath 10/01 in the example schedule above, to display the **Apply CPP** screen. Enter in the desired CPP and click **OK**.



You can always manually add in spots and rates for each week and also take advantage of the right-click menu available to you on the schedule. You can **Copy Spots or Rates Right, Clone Weeks**, and much, much more:



Tip: Click on the **Summaries** tab at the bottom of the screen to see your **Reach & Frequency** and various estimate totals.

If Your Station Broadcasts in 2 Different Markets in Your Multi-Market Schedule

You might have a scenario where your station broadcasts in two different markets but you want both markets represented in the schedule. If this applies to your station, reading below will give you some tips and shows CITYNAME and CITYNAME 2 market examples of how you should handle this special circumstance.

PLEASE NOTE THE FOLLOWING:



- If you are using the same station which appears in 2 markets for your multi-market schedule, the **Totals** line in your schedule should show the total cost of the total number of spots to be placed on the station.
- You **MUST** add spots to the station in both markets for the station and multi-market totals to calculate correctly.
- The stations will appear in the order in which the markets were selected in the original setup of the schedule.

SCENARIO 1:

We will use 20 total spots on station WAAA-FM in the example below. The total cost of this schedule should be \$300. In *WO Media Sales*, you need to split the total number of spots 50:50 (10 each) and split the rate 50:50 (\$15 each) across both markets to achieve the desired CPM. That will equal \$18.75 per 000.

SCENARIO 1: View of General Summary below

Flying Grid Options RTF Comment Rate Card Summaries											
General Summary		Summarize Flight: All		Effective Reach: 1		Print Summaries...					
Name (MSA P25-54)	Spots	Cost	Grps	Impressions(000)	Reach	Freq	CPP	CPM	Net Reach	Population	
Total	20	\$300.00	10.6	16.0	4.7	2.3	\$28.24	\$18.75	7,012	150,639	
WAAA-FM (999)	10	\$150.00	5.0	3.0	2.9	1.9	\$30.00	\$50.00	1,547	53,172	
WAAA-FM (998)	10	\$150.00	14.0	13.0	5.6	2.4	\$10.71	\$11.54	5,465	97,467	
CITYNAME	10	\$150.00	5.0	3.0	2.9	1.9	\$30.00	\$50.00	1,547	53,172	
CITYNAME 2	10	\$150.00	14.0	13.0	5.6	2.4	\$10.71	\$11.54	5,465	97,467	

SCENARIO 1: View of Station Summary below

Flying Grid Options RTF Comment Rate Card Summaries														
Station Summary		Summarize Flight: All		Effective Reach: 1		Print Summaries...								
Station (MSA P25-54)	Spots	%	Cost	%	Grps	%	Gross Imp.	Reach	Freq	1+ Reach	CPP	CPM	Net Reach	Population
WAAA-FM (999)	10	50	\$150.00	50	5.0	132	3.0	2.9	1.9	2.9	\$30.00	\$50.00	1,547	53,172
WAAA-FM (998)	10	50	\$150.00	50	14.0	132	13.0	5.6	2.4	5.6	\$10.71	\$11.54	5,465	97,467

SCENARIO 1: View of Multi-Market Summary below

Flighting Grid Options RTF Comment Rate Card Summaries										
Multi-Market Summary Summarize Flight All Effective Reach 3 Print Summaries...										
Market (MSA P25-54)	Spots	%	Cost	%	Grps	%	Gross Imp.	CPP	CPM	Population
CITYNAME (R)	10	50	\$150.00	50	14.0	132	13	\$10.71	\$11.54	97,467
CITYNAME 2 (R)	10	50	\$150.00	50	5.0	47	3	\$30.00	\$50.00	53,172
Total MSA P25-54	20	100	\$300.00	100	10.6	100	16	\$28.24	\$18.75	150,639

SCENARIO 2

If CITYNAME is the home market, then do not apply any rates to the CITYNAME 2 market for reconciliation purposes. Using the same WAAA-FM example below, the total number of spots should be 20 and the total cost of this schedule should be \$300. In *WO Media Sales*, you need to split the total number of spots 50:50 (10 each) across both markets, but only apply rates to the home market (for a total cost of \$300) to achieve the desired CPM. This will still equal \$18.75 per 000.

SCENARIO 2: View of General Summary below

Flighting Grid Options RTF Comment Rate Card Summaries										
General Summary Summarize Flight All Effective Reach 0 Print Summaries...										
Name (MSA P25-54)	Spots	Cost	Grps	Impressions(000)	Reach	Freq	CPP	CPM	Net Reach	Population
Total	20	\$300.00	10.6	16.0	4.7	2.3	\$28.24	\$18.75	7,012	150,639
WAAA-FM (999)	10	\$300.00	14.0	13.0	5.6	2.4	\$21.43	\$23.08	5,465	97,467
WAAA-FM (998)	10	\$0.00	5.0	3.0	2.9	1.9	\$0.00	\$0.00	1,547	53,172
CITYNAME	10	\$300.00	14.0	13.0	5.6	2.4	\$21.43	\$23.08	5,465	97,467
CITYNAME 2	10	\$0.00	5.0	3.0	2.9	1.9	\$0.00	\$0.00	1,547	53,172

SCENARIO 2: View of Station Summary below

Flighting Grid Options RTF Comment Rate Card Summaries														
Station Summary Summarize Flight All Effective Reach 0 Print Summaries...														
Station (MSA P25-54)	Spots	%	Cost	%	Grps	%	Gross Imp.	Reach	Freq	1+ Reach	CPP	CPM	Net Reach	Population
WAAA-FM (999)	10	50	\$300.00	100	14.0	132	13	5.6	2.4	5.6	\$21.43	\$23.08	5,465	97,467
WAAA-FM (998)	10	50	\$0.00	0	5.0	47	3	2.9	1.9	2.9	\$0.00	\$0.00	1,547	53,172
Total MSA P25-54	20	100	\$300.00	100	10.6	100	16	4.7	2.3	4.7	\$28.24	\$18.75	7,012	150,639

SCENARIO 2: View of Multi-Market Summary below

Flighting Grid Options RTF Comment Rate Card Summaries										
Multi-Market Summary Summarize Flight All Effective Reach 0 Print Summaries...										
Market (MSA P25-54)	Spots	%	Cost	%	Grps	%	Gross Imp.	CPP	CPM	Population
CITYNAME	10	50	\$300.00	100	14.0	132	13	\$21.43	\$23.08	97,467
CITYNAME 2	10	50	\$0.00	0	5.0	47	3	\$0.00	\$0.00	53,172
Total MSA P25-54	20	100	\$300.00	100	10.6	100	16	\$28.24	\$18.75	150,639

If you have questions or concerns, call or email Support.

WO Media Sales Support:
415.675.6775 Option 2, 1
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