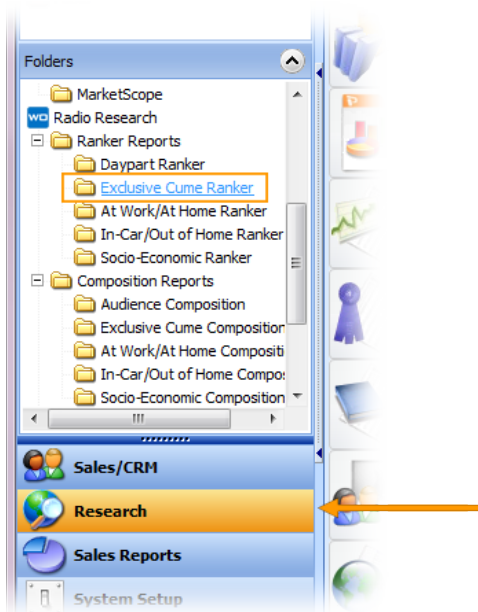


## Exclusive Cume Ranker Report

Create **Exclusive Cume Ranker Reports** to compare exclusive audiences among stations in *WO Media Sales*. You can include multiple demos and dayparts, choose all or selected stations, and print or export the report to Excel.

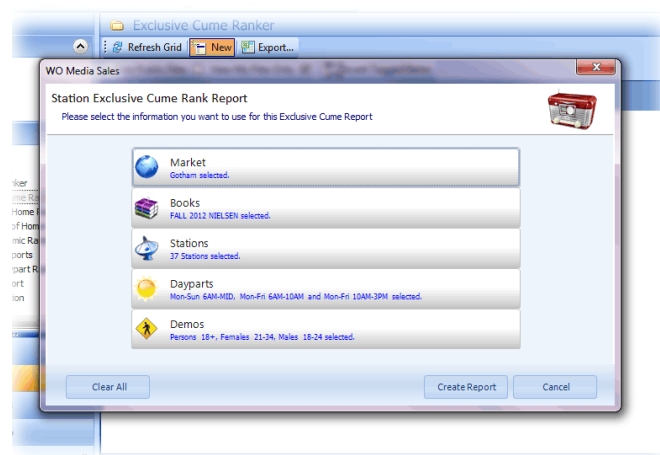


To begin working with **Exclusive Cume Ranker**, click the **Research** bar and select **Exclusive Cume Ranker** in the left navigation panel.



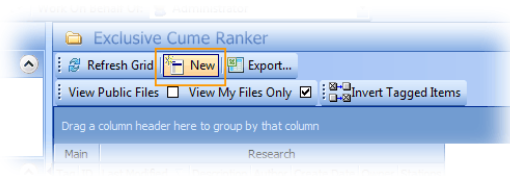
**Caution:** You may see different options under **Radio Research**. The list depends on what type of radio data is available for your station.

Click **New** and you will see the following setup dialog.

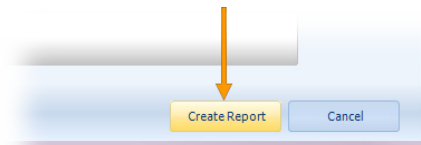


If this is your first time running an Exclusive Cume Ranker report in *WO Media Sales*, the options may appear grayed out. Click on each report specification and make your desired selections. The system will remember your last used report specs for next time.

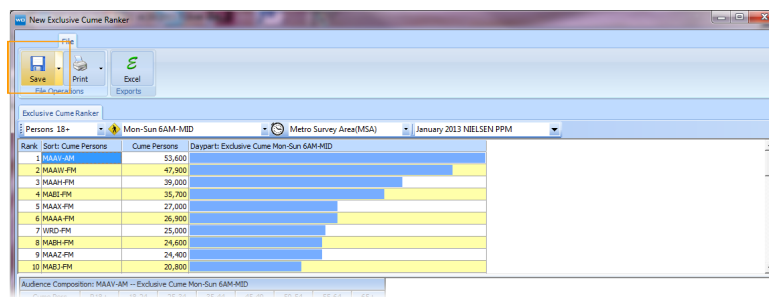
To clear out your current report specifications, click on **Clear All**.



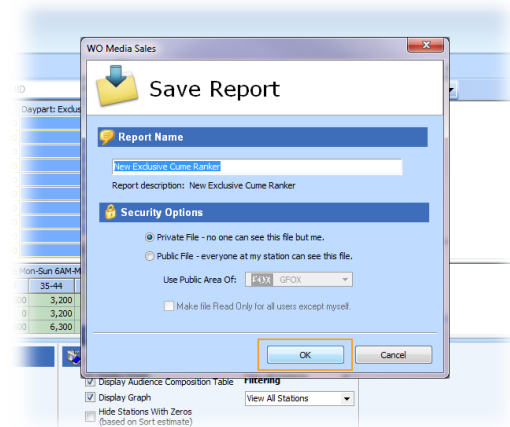
Once the report is set, click **Create Report**.



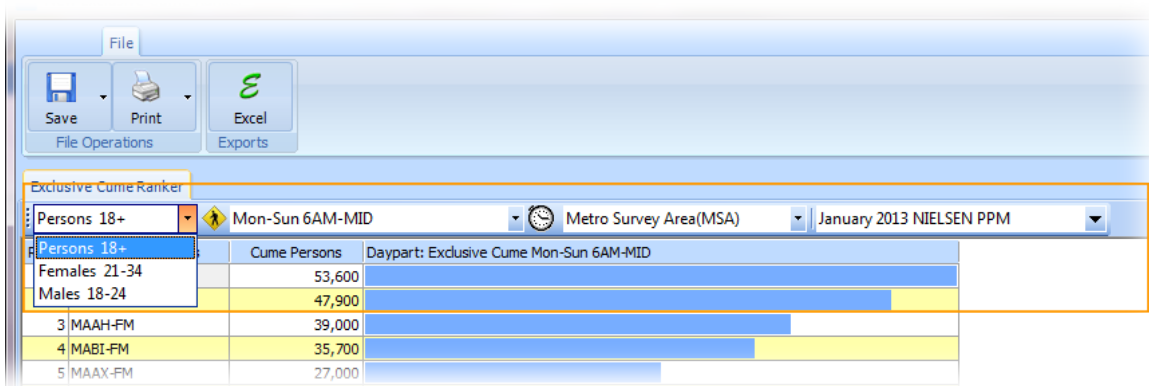
When the **New Exclusive Cume Ranker** window opens, click **Save** and name the report.



Click **OK** to save the **Exclusive Cume Ranker Report**.



In the **Exclusive Cume Ranker Report** window you can switch between multiple report specs (if selected) by clicking on the drop-down arrows of each.



The **Audience Composition**, a grid found just below the **Exclusive Cume Ranker** panel, provides valuable information broken out by each demo cell taken from the broad base demo you selected.

7 WND-FM	23,000
8 MABH-FM	24,600
9 MAAZ-FM	24,400
10 MABJ-FM	20,800

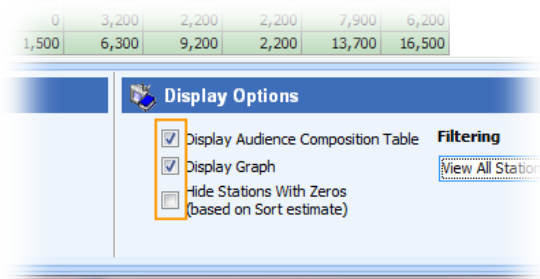
Audience Composition: MAAV-AM -- Exclusive Cume Mon-Sun 6AM-MID								
Cume Pers	P 18+	18-24	25-34	35-44	45-49	50-54	55-64	65+
Men(Males)	29,800	2,000	1,500	3,200	7,000	0	5,800	10,300
Women(Females)	23,800	2,100	0	3,200	2,200	2,200	7,900	6,200
Persons(Adults)	53,600	4,100	1,500	6,300	9,200	2,200	13,700	16,500



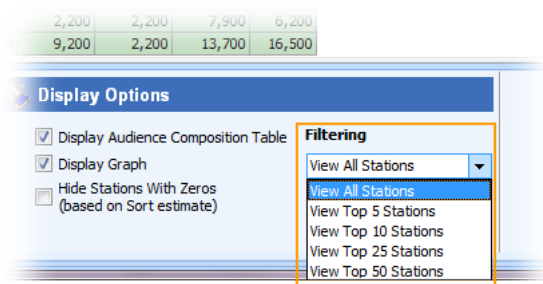
**Tip: Audience Composition** is another report available under **Radio Research**.

You can edit your display with options found at the bottom of the window under **Display Options**.

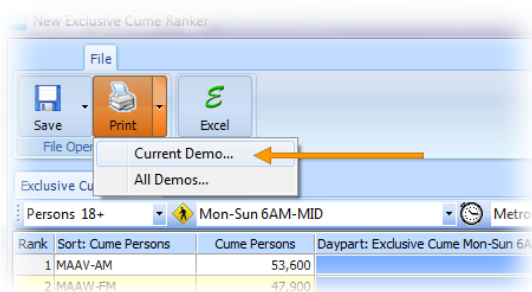
The **Audience Composition Table** and **Display Graph** can be selected for viewing or cleared to remove. **Hide Stations with Zeros** by checking its box or clear to return the lines.



You can filter by station. Under **Filtering** click the drop-down menu and choose **View All Stations**, **View Top 5 Stations**, **View Top 10 Stations**, **View Top 25 Stations**, or **View Top 50 Stations**.



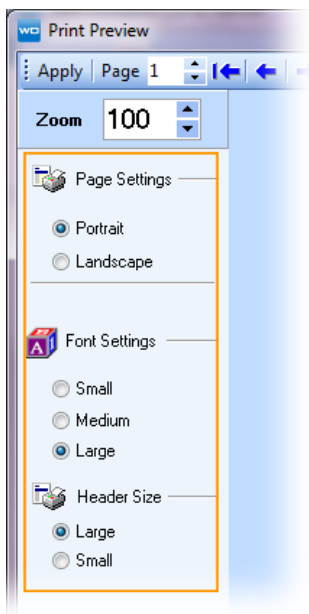
When you are satisfied with your selections, click **Print**. You'll have the option of printing the current demo, or all demos you selected.



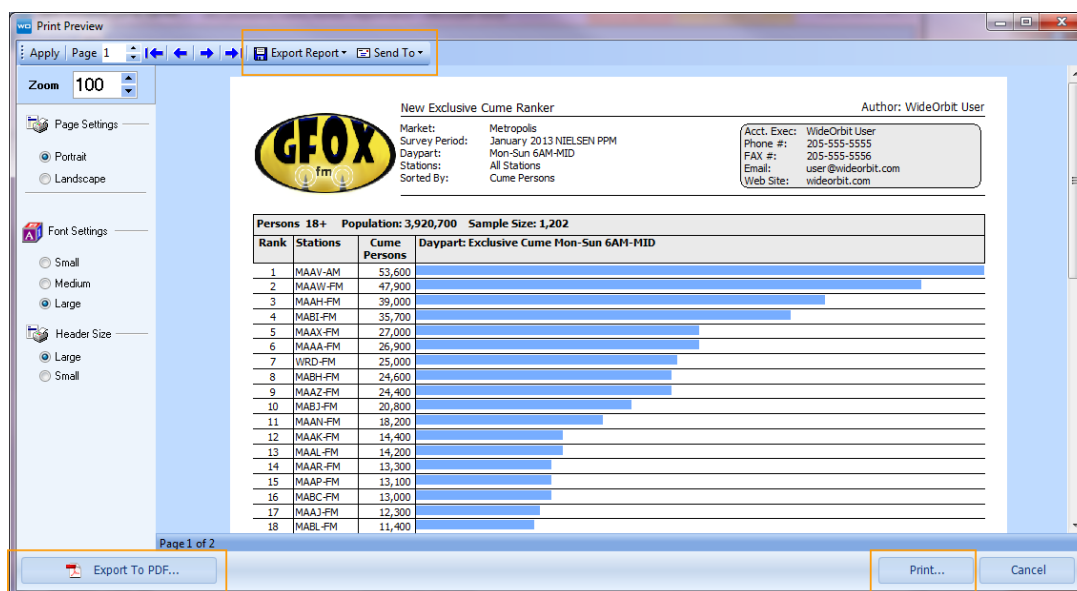
When the print dialog opens, make any necessary selections or edits to the screen. You can add a comment to the bottom of your report pages with the **Comment** tab in the left panel. Click the **Cover Page** tab and add text for your cover page, if desired. Click **Print** to go to the **Print Preview** or **Cancel** to go back to the **Exclusive Cume Ranker** window.



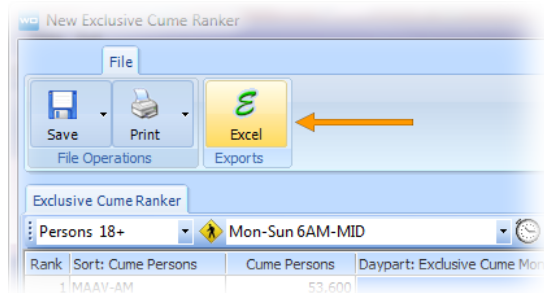
You can change the orientation, the font size, or the header settings using the options in the left panel.



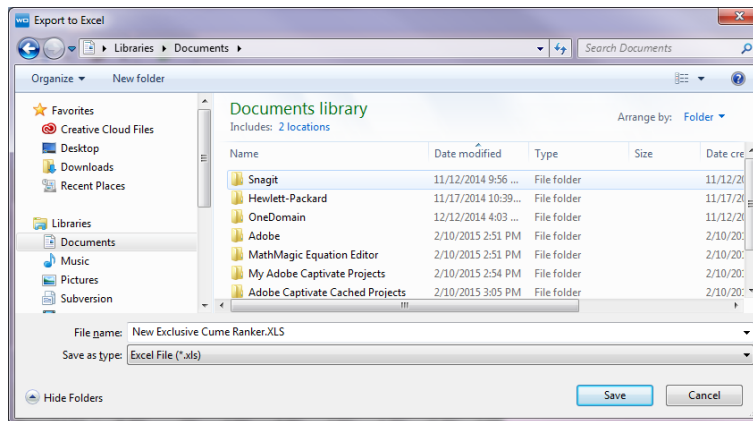
You can print to a local or network printer by clicking the **Print** button. Click **Export to PDF** in the lower left-hand corner to create a PDF. Click **Export Report** at the top of the window to save as the file type of your choice. To email the report, click **Send To**. You'll select a file type before *WO Media Sales* sends the document.



You can also export the **Exclusive Cume Ranker** to Excel by choosing **Excel** in the *WO Media Sales* ribbon.



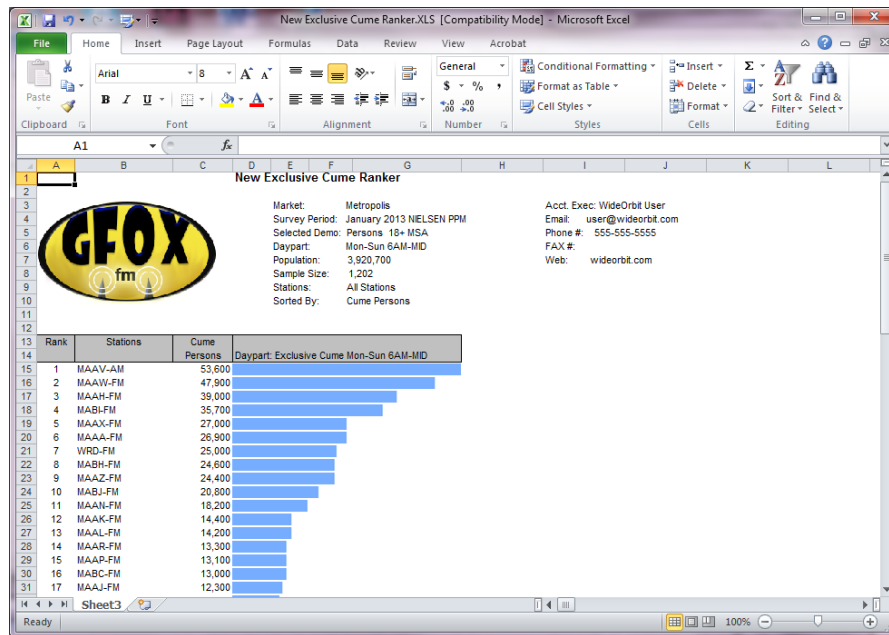
A window will come up showing your last saved location. Select where you want to save your file, and give the Excel report a name.



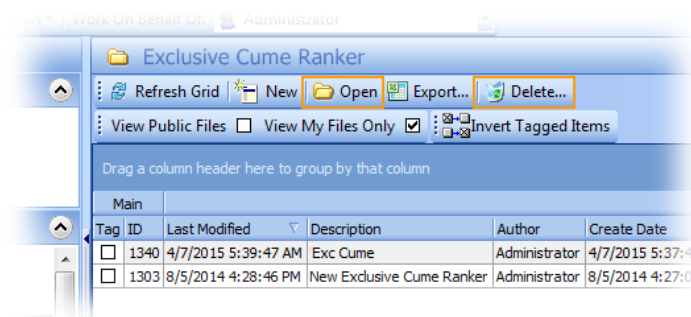
After clicking **Save**, you'll configure the Excel export. Click the **Export** button when you are done.



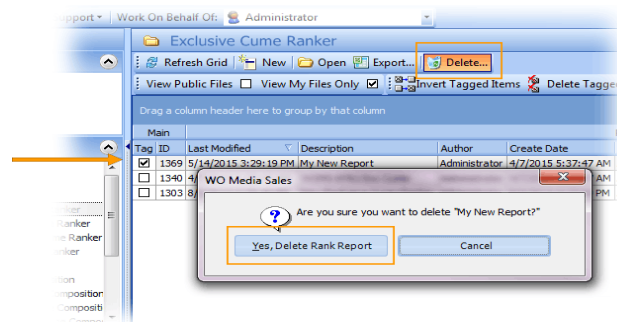
Excel will open and load your **Exclusive Cume Ranker** report. Now you can **Print** from Excel.



Once a report is saved, you can double-click to load it or highlight the report and click **Open**. Any old or unwanted reports can be removed from the list by selecting the report(s) and clicking the **Delete** button.



There is a confirmation window when you delete items in *WO Media Sales*.



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

*WO Media Sales* Support:  
415.675.6775 Option 2, 1  
[sales-support@wideorbit.com](mailto:sales-support@wideorbit.com)