

Static Average Books

Users with rights to manage inventory have the ability to create **Static Average Books**, time period average books made up of two or more **Nielsen** local monthlies. **Static Average Books** can be used throughout *WO Media Sales* to supply ratings for campaigns, research reports, estimates/selling, or posting.

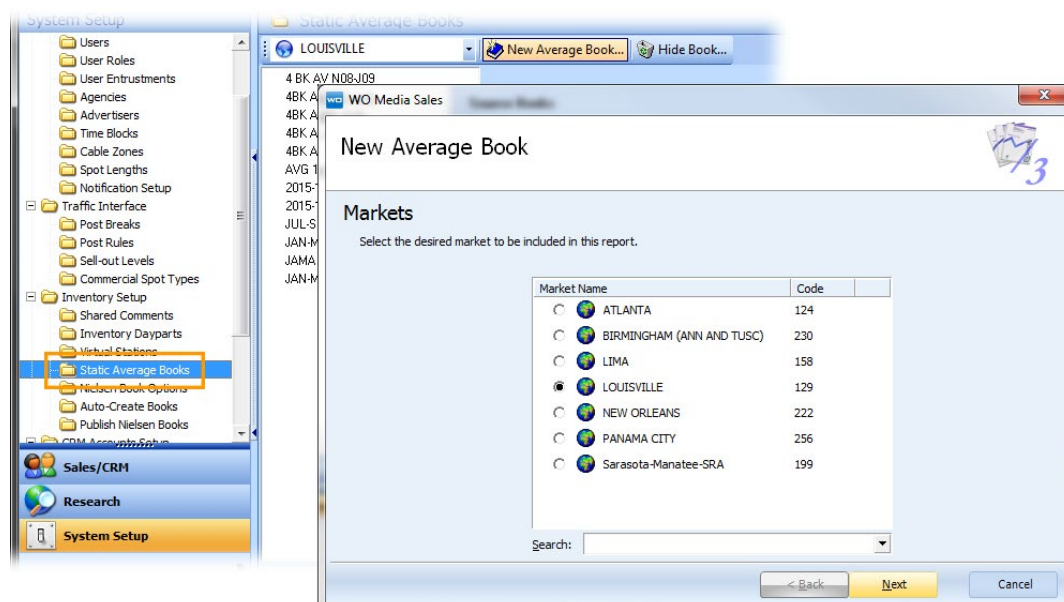
A **Static Average Book** has capabilities beyond a typical time period average book that can be created for single use in a campaign or a research report by any user. A **Static Average Book** can be used as the **Share**, or the **HUT/PUT** when creating estimates, or both the **Share** and the **HUT/PUT** while a one-time-only time period average book can only be used as the combined **Share** and **HUT/PUT**.



Tip: With both types of time period average books, quarter hour time period ratings data is averaged – NOT program average data.

To create a **Static Average Book**, click on **System Setup** in the task shortcut panel, and select **Static Average Books** under **Inventory Setup**. The **New Average Book** wizard is presented.

Choose the market which includes the **Nielsen** local monthlies, click **New Average Book**, and then click **Next**.



Choose the surveys to average from the **Target Surveys** dialog and click **Next**.

Target Surveys

Delivery Type: ▼

(3 of 208 Surveys Selected)

Survey Date	Type	Books
<input type="checkbox"/> June 2017 LiveSD	Standard	1
<input type="checkbox"/> June 2017 LivePlus3	Standard	1
<input checked="" type="checkbox"/> June 2017 LivePlus	Standard	1
<input type="checkbox"/> May 2017 LiveSD	Standard	1
<input type="checkbox"/> May 2017 LivePlus3	Standard	1
<input checked="" type="checkbox"/> May 2017 LivePlus	Standard	1
<input type="checkbox"/> April 2017 LiveSD	Standard	1
<input type="checkbox"/> April 2017 LivePlus3	Standard	1
<input checked="" type="checkbox"/> April 2017 LivePlus	Standard	1
<input type="checkbox"/> March 2017 LiveSD	Standard	1

Select All
Clear All

< Back
Next
Cancel

Give the book a recognizable name, create an abbreviation, and click **Finished**.

Book Name

Enter the name of the new average book (max 18 characters).

Average for 2017

Book Abbreviation

Enter the abbreviation of the new average book (max 10 characters).

AVG2017

< Back
Finished
Cancel

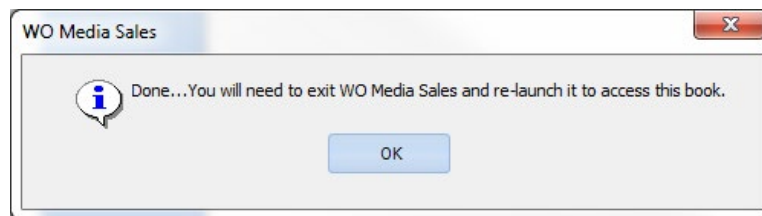
An informational dialog is presented showing the progress of the book being created.

Processing..

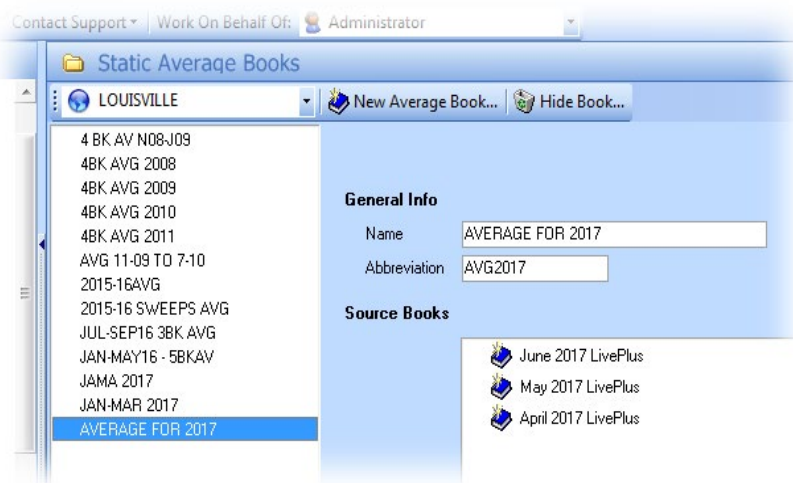
📁
📁
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Writing TPT to file: (6/2017)

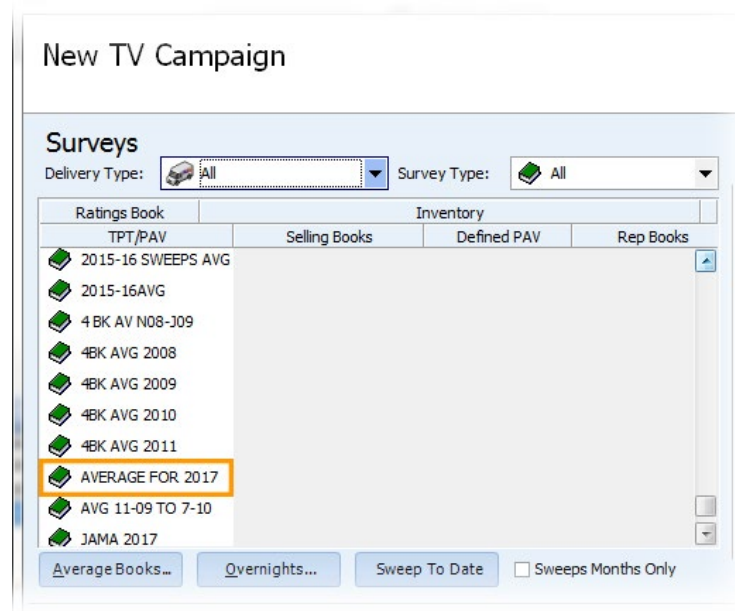
When the book has been completed, a message is presented which informs users they will need to exit the system and log back on to access the new book.



The next time the user launches the system, the book and the general information for it will be available.



The **Static Average Book** to be used when building campaigns will often fall at the bottom of the **TPT/PAV** column in the **Surveys** dialog under **Ratings Book**.



The **Static Average Book** will be available for selection from the list of **Time Period Books** in the **Share Book** and **HUT Book** drop-downs selection menus when creating **Estimates\Selling Books**.

WO Media Sales

Edit Selling Book

Select the properties of your selling book.

Selling Book | Add In Other Markets

Book Properties

Book Type: ☐ Standard Book ☒ Custom Book

Book Name: ESTWITHSTATICAVG

Start Date: 7/30/2018

End Date: 12/31/2036

Book Source

Delivery: LivePlus

Survey Type: Standard

☐ PAV Books ☒ Time Period Books

Share Book: AVERAGE FOR 2017

HUT Book: AVERAGE FOR 2017

☒ Update Rationale

OK Cancel

Users will also find **Static Average Books** available for selection in the book drop-down menu of the program line in a post.

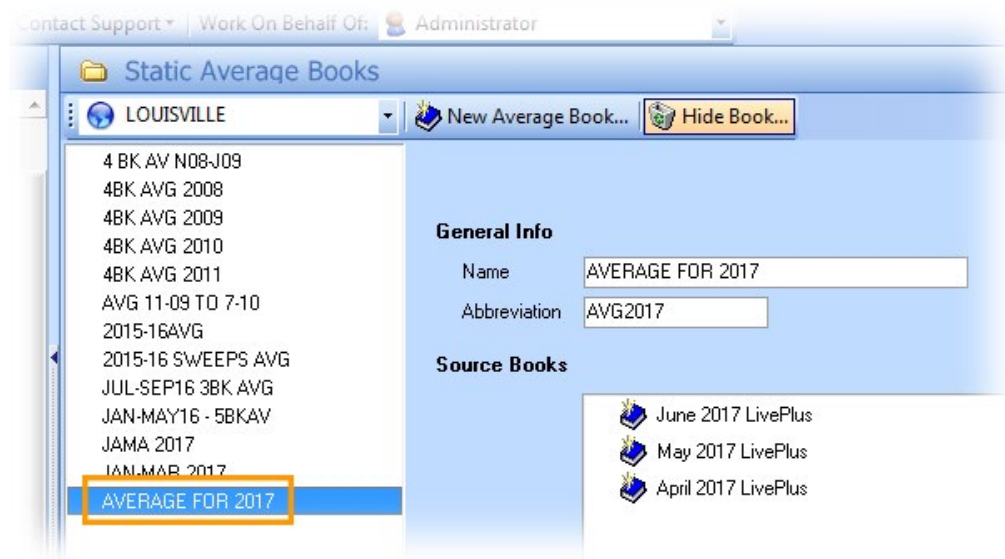
Save Print Edit Header Excel Send Import Expected Ratings Import From Inventory Update Post

Add Program Mode Edit Demos... Import Another Post...

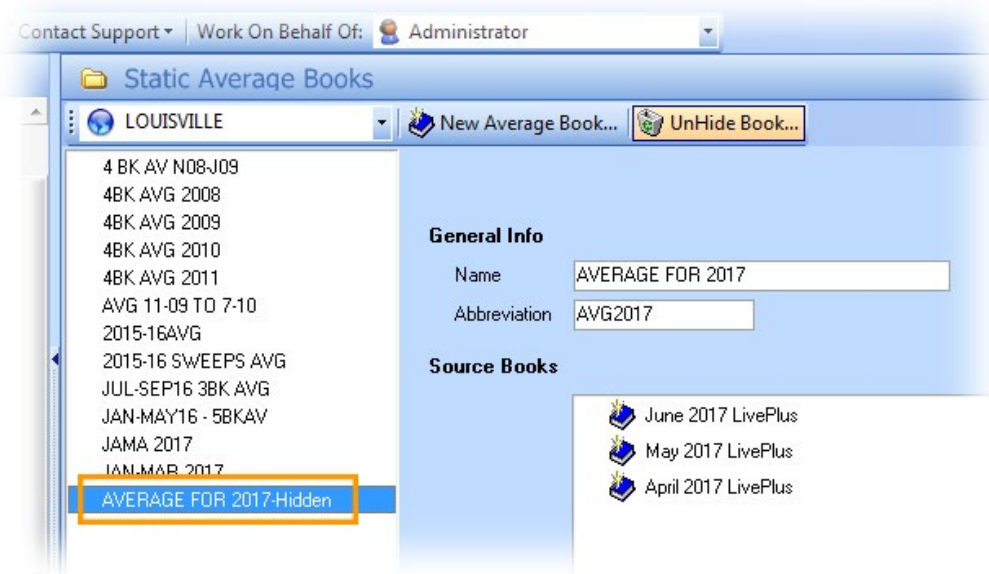
Drag a column header here to group by that column

Station Info				Order No	Advertiser	Day	Date	Time	Book	Program
Tag	Mkt	Network	Station							
222	FOX	WVUE				Thu	8/17/2017	12:00:00 AM	Aug/2016LS	OT
222	FOX	WVUE				Thu	8/17/2017	1:00:00 PM	AVE8/17/2017 AVERAGE FOR 2017 AVERAGE FOR 2006 MARFEBREDT1 REDY692T1 JANFENMALSD Dy-8/17/2017 Wk-8/17/2017	

The book's creator can later make the book unavailable throughout the system. In the **Static Average Books** window highlight the book in the **Static Average Books** list and click **Hide Book**.



The book is now unavailable and the system appends the name of the book with the word **Hidden** to indicate so. Click **UnHide Book** to make the book again available.



If you have any questions or concerns, please call or email.

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