

## Target Reach Comparison

### 6.10 and beyond

To create a **Target Reach Comparison** on selected stations in *WO Media Sales*, select a single target station to compare against other stations to find out how many spots are needed to achieve a comparable reach to the target.



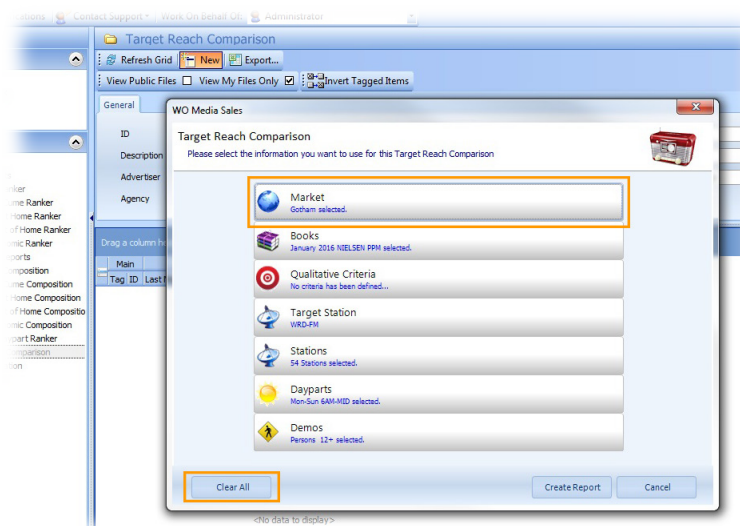
**Tip:** This report was titled **Benchmark Report** in previous versions.

To pull this report, click **Research**, then **Radio Research**, and choose **Target Reach Comparison**.



**Caution:** Different options may be seen under **Radio Research**. The list depends on what type of radio data is available for a station.

Click **New** to open the setup screen. Click **Clear All** to reset all of the report specifications.





**Caution:** The options in the previous screen shot may appear dimmed if this is the first time running a report or the system. If so, click on each report specification and make the desired selections. The system will remember the last used report specs.

Once the report is set, click **Create Report**. The report will load to the screen. In this example, placing 3 spots on WRD-FM reaches 34,590 people. Placing 22 spots on GAAD-AM will achieve a similar reach of 34,637. Stations showing 100+ spots cannot achieve the target reach goal.

Save Print Excel

File Operations Exports

Target Reach Comparison

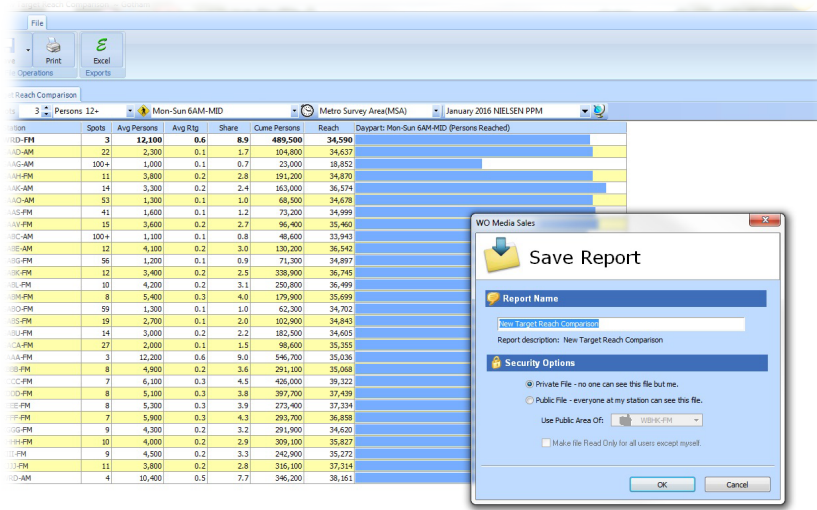
Spots 3 Persons 12+ Mon-Sun 6AM-MID Metro Survey Area(MSA) January 2016 NIELSEN PPM

Station	Spots	Avg Persons	Avg Rtg	Share	Cume Persons	Reach	Daypart: Mon-Sun 6AM-MID (Persons Reached)
WRD-FM	3	12,100	0.6	8.9	489,500	34,590	
GAAD-AM	22	2,300	0.1	1.7	104,800	34,637	
* GAAG-AM	100+	1,000	0.1	0.7	23,000	18,852	
GAHH-FM	11	3,800	0.2	2.8	191,200	34,870	
GAHK-AM	14	3,300	0.2	2.4	163,000	36,574	
GAHO-AM	53	1,300	0.1	1.0	68,500	34,678	
GAAS-FM	41	1,600	0.1	1.2	73,200	34,999	
GAHV-FM	15	3,600	0.2	2.7	96,400	35,460	
* GABC-AM	100+	1,100	0.1	0.8	48,600	33,943	
GABE-AM	12	4,100	0.2	3.0	130,200	36,542	
GABG-FM	56	1,200	0.1	0.9	71,300	34,897	
GABK-FM	12	3,400	0.2	2.5	338,900	36,745	
GABL-FM	10	4,200	0.2	3.1	250,800	36,499	
GABM-FM	8	5,400	0.3	4.0	179,900	35,699	
GABO-FM	59	1,300	0.1	1.0	62,300	34,702	
GABS-FM	19	2,700	0.1	2.0	102,900	34,843	
GABU-FM	14	3,000	0.2	2.2	182,500	34,605	
GACA-FM	27	2,000	0.1	1.5	98,600	35,355	
KAAA-FM	3	12,200	0.6	9.0	546,700	35,036	
KBBB-FM	8	4,900	0.2	3.6	291,100	35,068	
KCCC-FM	7	6,100	0.3	4.5	426,000	39,322	
KDDD-FM	8	5,100	0.3	3.8	397,700	37,439	
KEEE-FM	8	5,300	0.3	3.9	273,400	37,334	
KFFF-FM	7	5,900	0.3	4.3	293,700	36,858	
KGGG-FM	9	4,300	0.2	3.2	291,900	34,620	
KHHH-FM	10	4,000	0.2	2.9	309,100	35,827	
KIII-FM	9	4,500	0.2	3.3	242,900	35,272	
KJJJ-FM	11	3,800	0.2	2.8	316,100	37,314	
WRD-AM	4	10,400	0.5	7.7	346,200	38,161	

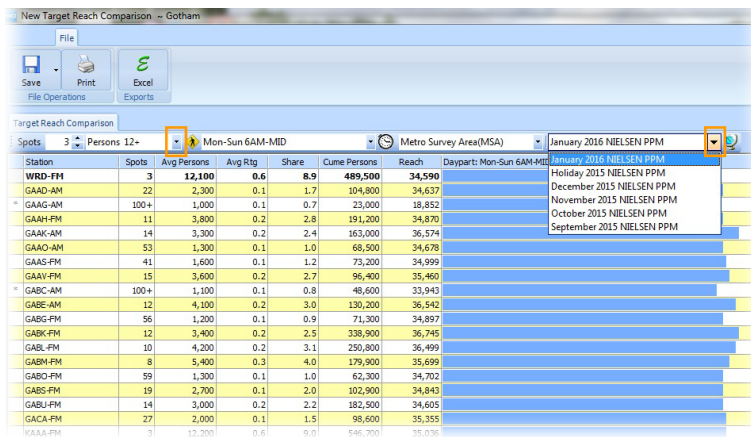
There is a “How to Read This Report” section that appears on all printed output.

WRD-AM	4	10,400	0.5	7.7	346,200	38,161
<b>How to read this report:</b>						
This report illustrates the power of a station's reach, and can compare it to other stations in its market based on placing a certain number of spots on the base station.						
Example: Placing 3 spots on WRD-FM reaches 34,590 people; you would need to place 22 spots on GAAD-AM to achieve a similar reach. Some stations can't achieve the reach of the base station at all, which is indicated by 100+ in the spots column (such as GAAG-AM).						
* - Target goal could not be reached.						
The PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for the precise accuracy or precise representativeness of a demographic or radio market.						

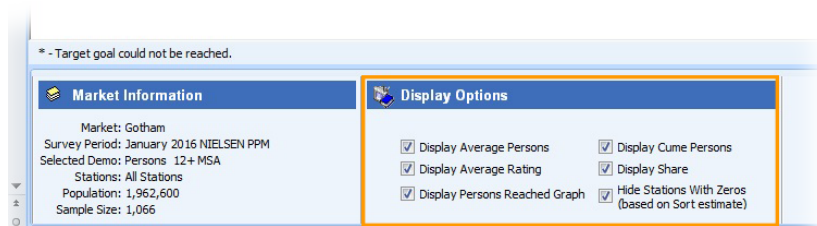
Click **Save**, name the report, then click **OK** to save the **Target Reach Comparison**.



To change the view of the **Target Reach Comparison** screen, switch between multiple report specifications (if applied) by clicking on the drop-down arrows of each. Change the default Spots of 3 to any number between 1 and 100 by typing in a number for spots in the field and hitting the **Tab** key or using the spinner buttons to increase or decrease the number.



At the bottom of the **Target Reach Comparison** screen, **Market Information** and **Display Options** are available. To edit the **Target Reach Comparison** display, untag or tag items under **Display Options**.





**Tip:** Any stations with 100+ Spots means the station cannot attain the goal. This is also noted on the bottom of the screen above **Market Information**. \* - Target goal could not be reached.

Once the report is set as desired, click **Print**. Select **Current Demo...** or **All Demos...**. Choose a station from the drop-down **Station** menu, add or change a station logo by clicking the elipsis(...) button and navigate to its location on the local machine or network. Click on and update **Comment** and **Cover Page** to add those to the report. Click **Print...** to go to the **Print Preview** or **Cancel** to go back to the **Target Reach Comparison** screen.

# Configure Target Reach Comparison Report

Report Header
 Comment
 Cover Page

Station: GAAN-FM

Report Title: New Target Reach Comparison  
 Report Author: WideOrbit User  
 Sales Person: WideOrbit User  
 Phone: 555-555-5555  
 Fax: 555-555-5555  
 Email: wouser@wideorbit.com  
 Web Site: www.wideorbit.com

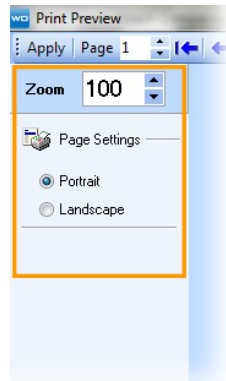
☐ Save Report Header Info on Print...?

☒ Show Shading  
☐ Print Header on First Page Only?

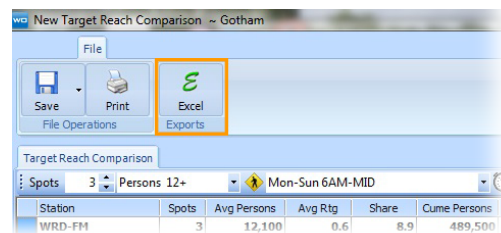
To print to a local or network printer, click the **Print** button, **Export To PDF** by clicking the button in the lower left-hand corner, or **Export Report** or **Send To** (email) the report as another file type by choosing the options at the top of the screen.

[illegible]

The orientation of the report can be changed by selecting **Landscape** or **Portrait** options found in the **Page Settings** panel.

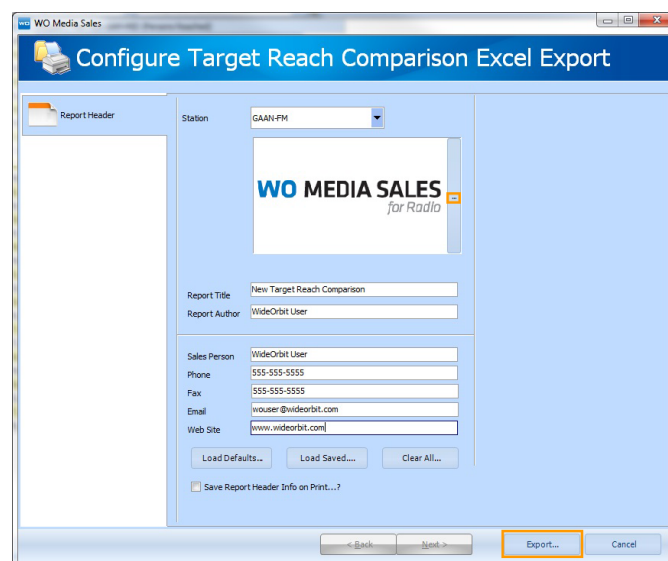


Export the **Target Reach Comparison** to Excel by choosing the **Excel** button in the *WO Media Sales* ribbon.



An **Export to Excel** window will appear showing the last saved location. Select the desired location to save the file, and give the Excel report a name.

After clicking **Save**, configure the **Target Reach Comparison** Excel Export. Select a station from the drop-down menu then upload a station logo by clicking the elipsis(...) button and navigating to the location it is saved. Finish filling out the information to display and click **Export**.



Excel will open and load the **Target Reach Comparison** export. Now, **Print** from Excel.

New Target Reach Comparison [Compatibility Mode] Microsoft Excel

File Home Insert Page Layout Formulas Data Review View

Font Paragraph Styles Alignment Number Conditional Formatting Table Properties Styles Cells Editing

How to read this report:

**WO MEDIA SALES for Radio**

Market: Gotham  
 Survey Period: January 2016 HELSEN PM  
 Selected Dates: Persons 12+ HSEA  
 Daypart: Mon-Sun 6AM-5M  
 Target Station: WRD-FM  
 Target Spots(s): 3

Acct. Exec: WMDenD (user)  
 Email: wmdenD@wired.com  
 Phone #: 555-555-5555  
 FAX #: 555-555-5555  
 WWW: www.wired8.com

**Persons 12+ HSEA Population: 1,362,600 Sample Size: 1,068**

Station	Spots	Avg Pers./Sp.	Day	Share	Reach	Daypart: Mon-Sun 6AM-5M (Persons Reached)
WRD-FM	3	12,100	0.1	0.9	439,500	24,390
GAO-AM	20	2,300	0.1	1.7	154,800	24,537
GAO-AM	100+	1,000	0.1	0.7	23,200	18,852
GAO-PM	11	3,800	0.2	2.8	191,200	18,874
GAO-AM	14	3,300	0.2	2.4	163,000	16,574
GAO-AM	53	1,300	0.1	1.6	68,500	15,476
GAO-PM	41	1,600	0.1	1.2	71,200	14,999
GAO-PM	15	3,800	0.2	2.7	182,400	15,465
GAO-AM	100+	1,100	0.1	0.8	48,800	13,943
GAO-AM	12	4,100	0.2	3.3	120,200	15,742
GAO-PM	56	1,200	0.1	0.9	71,200	14,697
GAO-PM	12	3,400	0.2	2.5	105,800	16,746
GAO-PM	10	4,200	0.2	3.1	291,800	16,489
GAO-PM	8	5,400	0.3	4.0	378,000	16,088
GAO-PM	59	1,300	0.1	1.0	62,300	14,712
GAO-PM	19	2,700	0.2	2.0	110,000	14,541
GAO-PM	14	3,000	0.2	2.2	102,500	14,605
GAO-PM	27	2,000	0.1	1.0	93,800	15,355
KAAA-FM	3	12,200	0.0	0.0	548,700	15,028
KBBB-FM	6	4,900	0.2	2.6	291,100	15,065
KCCC-FM	7	6,100	0.3	4.5	428,000	15,322
KBBB-FM	6	5,100	0.2	3.0	397,700	15,219
KBBB-FM	8	5,300	0.3	3.9	273,400	17,334
KBBB-FM	7	5,900	0.3	4.3	292,700	16,808
KBBB-FM	9	4,300	0.2	3.2	291,900	16,629
KBBB-FM	10	4,000	0.2	2.9	309,100	16,827
KBBB-FM	9	4,500	0.2	3.3	242,000	16,777
KBBB-FM	11	3,800	0.2	2.9	316,100	17,314
WRD-AM	4	10,400	0.1	1.7	346,200	16,161

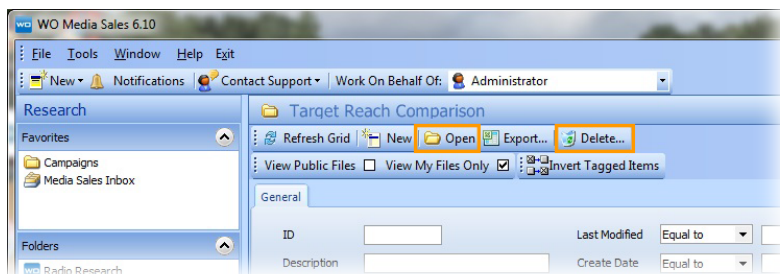
Target goal could not be reached.

How to read this report:

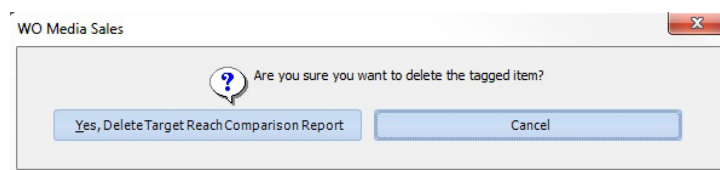
This report illustrates the power of a station's reach, and can compare it to other stations in its market based on placing a certain number of spots on the base station.

Example: Placing 3 spots on WRD-FM reaches 34,590 people; you would need to place 22 spots on GAO-AM to achieve a similar reach. Some stations (such as WRD-FM) may not be able to reach the target goal, which is indicated by 100+ in the spots column (such as GAO-AM).

Once a report is saved, 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 items are deleted in *WO Media Sales*.



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

**WO Media Sales Support:**  
415.675.6775 Option 2, 1  
sales-support@wideorbit.com