

Mediaocean Professional Services  
spot@mediaocean.com  
www.mediaocean.com

## TABLE OF CONTENTS

- 1. Goal Maintenance .....1
- 2. Add Goals .....2
- 3. Adjust Goals by Percent.....2
- 4. Change a Goal .....3
- 5. Copy a Goal .....3
- 6. Delete a Goal .....4
- 7. Save your Goals .....4

## 1. Goal Maintenance

1. Enter or select the **Location ID, Media, Client ID, and Estimate Number.**
2. Click **Next**. If your estimate has one product, the **Goal Entry** screen will display. If the estimate you entered has multiple products, two more fields will appear and the fields you entered in are now grayed out.

\* To change the information entered in the first four fields, click the **Back** button.

3. Enter or select a **Product ID**.
4. (Optional) Enter or select a **Piggyback Product**.
5. Click **Next**. The Goal List on the **Goal Entry** screen appears.

			CPP or	1	2	3	4	5	6	7
Market	DP	Ln	\$/week	MAR-28	APR-04	APR-11	APR-18	APR-25	MAY-02	MAY-09
CHI IL	PR	30	1020.00d	6.80	6.80	6.80	6.80	6.80	6.80	6.80
NY NY	EM	30	780.00d	4.30	4.30	4.30	4.30	4.30	4.30	4.30
NY NY	PR	30	\$thou	10.00	10.00	10.00	10.00	10.00	10.00	10.00

Filt = NONE      CPP Table = NONE      \* Product Total: \$263,770.00

This screen displays the goals attached to this estimate and product. If this is the first time you are working on this estimate and you have not uploaded goals, the Goal List will be blank. If you have already manually entered or uploaded goals, they will appear in the Goal List.

The information you entered on the first screen appears in the top left corner. Any special Filters, and the Product Total, appear just below the table. Goals are listed by Market, Daypart and Length.

### Navigate the list

Enter a market and click the Jump button to move to a specific market on the list.

Leave the Market field blank and click Jump to move to the top of the list.

## 2. Add Goals

You can enter goals against the primary demo for the product on your estimate.

1. Click **Add** on the toolbar. The **Add New Goal** window appears.

The 'Add New Goal' dialog box contains the following fields:

- Market: [Dropdown menu]
- Daypart: [Dropdown menu]
- Length: [Dropdown menu] / [Dropdown menu]
- Entry Mode: [Dropdown menu]

Buttons: OK, Cancel

2. Enter or select the **Market**. Markets are 6 digit codes.
3. Enter or select the **Daypart**.
4. Enter or select the **Length** (the second Length field is for piggyback).
5. Enter or select the **Entry Mode** code that applies:
  - 1 – Weekly CPP Constant, Weekly TRPs Variable.
  - 2 – Weekly Dollars Constant, Weekly TRPs Constant.
  - 3 – Weekly Dollars Variable, No Weekly TRPs.
  - 4 – Weekly CPP Constant, Weekly TRPs (with two decimal places) Variable
  - 5 – Weekly Spots Variable, No Weekly TRPs

\* Option 1 and 4 are used the most often

6. Click **OK**. The **Goal Detail** window appears with the fields that apply to the entry mode you selected.

The 'Goal Details' dialog box shows the following information:

- Market: LA CA
- Day Part: DA
- Length: 30
- Entry Mode: 1
- CPP per week: 1000.00

Below the fields is a grid for TRPs:

Enter TRP's per week or 'X' to repeat prev. week > 0											
MAR	APR	APR	APR	APR	MAY	MAY	MAY	MAY	MAY	JUN	JUN
28	04	11	18	25	02	09	16	23	30	06	13
20											
5	X	X	X	X	6	X	X	X	X	X	X

Buttons: OK, Cancel

The 'Goal Details' dialog box shows the following information:

- Market: LA CA
- Day Part: DA
- Length: 30
- Entry Mode: 1
- CPP per week: 1000.00

Below the fields is a grid for TRPs:

Enter TRP's per week or 'X' to repeat prev. week > 0											
MAR	APR	APR	APR	APR	MAY	MAY	MAY	MAY	MAY	JUN	JUN
28	04	11	18	25	02	09	16	23	30	06	13
20											
5	X	X	X	X	6	X	X	X	X	X	X

Buttons: OK, Cancel

7. Fill in the **CPP per week**, **TRP's** or **Spots** field- whatever fields are present.
8. Click **OK**. The **Add New Goal** dialog appears, with the message that your goal was successfully added.

The 'Add New Goal' dialog box shows a success message: "Goal successfully added". The fields are: Market: LA CA, Daypart: [Dropdown], Length: 30, Entry Mode: 4. Buttons: OK, Cancel.

9. To continue entering goals, repeat this process. When you are done, click **Cancel**.

## 3. Adjust Goals by Percent

Goal line items may be adjusted up or down by a user-defined percentage. This is useful when planning spill or heavy-up markets. Adjustments may be made for a across all weeks, or specified week by week.

\* This function only adjusts TRP goals. Goals entered using Entry Mode 5 will not be affected.

1. Click the **Adjust Percent** button. The **Adjust Goals by Pct** dialog will appear.

The 'Adjust Goals by Pct' dialog box has three buttons: "One rate - all weeks", "Different rates each week", and "Exit".

2. Make your choice to adjust **Different rates each week** or **One Rate – all weeks**. The corresponding **Adjust by PCT** dialog will appear.

### One Rate – all weeks

The 'Adjust Goals by Pct' dialog box (One Rate - all weeks) shows: Market: [Dropdown], Adjust TRPs by: [Input field]. Buttons: OK, Cancel.

3. Enter or select the **Market** you want to adjust.
4. Enter the percentage you want to adjust the TRPs by in the **Adjust TRPs by** field.
5. Click **OK**. The **Update complete** message will appear in the top left corner.
6. Click **Cancel** when you are done. The values in the Goal List will be adjusted by the percent entered.

### Different rates each week

The 'ADJUST BY PCT' dialog box (Different rates each week) shows: Market: LA CA, FILTERS: Len: 30, Dypt: DA. Below is a grid for TRPs:

Enter ADJUST PCT PER WEEK:											
MAR	APR	APR	APR	APR	MAY	MAY	MAY	MAY	MAY	JUN	JUN
28	04	11	18	25	02	09	16	23	30	06	13
20											
50	50	50	50	50	50	50	50	200	200	200	200

Buttons: OK, Cancel

3. Enter or select the **Market** you want to adjust.
4. (Optional) Enter or select a **Length** to limit the adjustment to buys of that length.
5. (Optional) Enter or select a **Daypart** to limit the adjustment to buys of that daypart.
6. Enter the percentage you want to adjust the TRPs by in the **Adjust TRPs by** field.
7. Click **OK**. The **Update complete** message will appear in the top left corner.
8. Click **Cancel** when you are done. The values in the Goal List will be adjusted by the percent entered.

# Goal Maintenance

## 4. Change a Goal

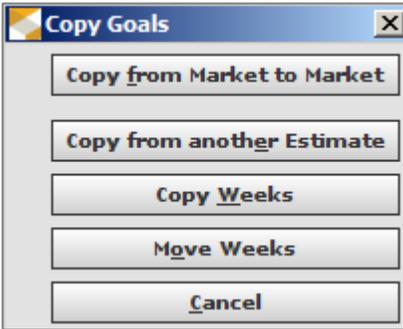
You can change goal information after you have added it.

1. Select the goal line you want to change.
2. Click the **Change** button. The **Goal Details** dialog opens.
3. Make your desired changes.
4. Click **OK**.

## 5. Copy a Goal

You can copy a goal from one market to another, or from another product or estimate.

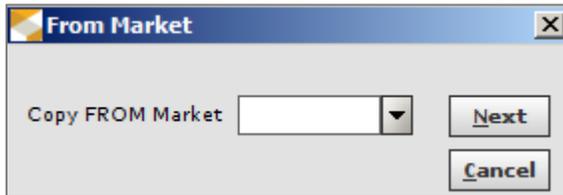
1. Click the **Copy** button. The **Copy Goals** dialog appears.



2. Click the button that meets your needs.

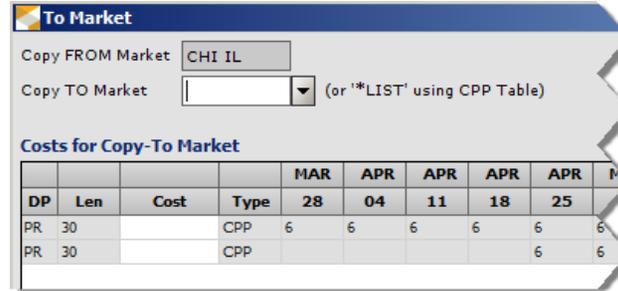
### Copy From Market to Market

New goals may be created by copying existing goals for one market to another market. This function may only be used to copy data within the same estimate and product and has a maximum copy limit of 18 goal lines.



3. In the **From Market** window, select the market to copy from in the **Copy FROM Market** field.

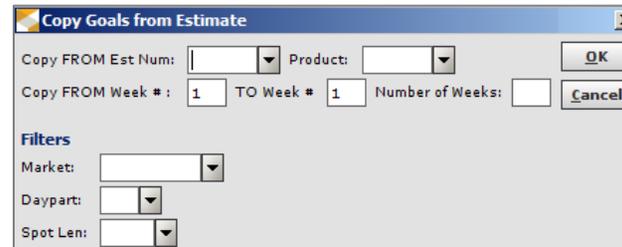
4. Click **Next**.



5. In the **To Market** window, select the market to copy to in the **Copy TO Market** field.
6. Enter a cost in the **Cost** field.
7. Click **OK**.
8. Repeat this process for all the markets you want to copy goals into.
9. Click **Cancel** when you are done.

### Copy from another Estimate

New goals may be created by copying existing goals from one estimate to another estimate. This function may be used to copy any estimate, product, or combination of both, which exist for the same client.



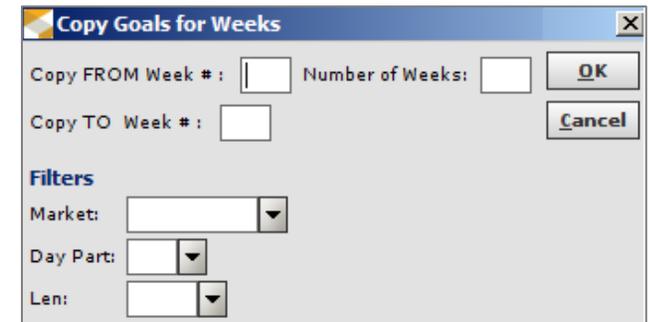
3. Enter or select the estimate number in the **Copy FROM Est Num** field.
4. Select the product for the goals you want to copy in the **Product** field.
5. Enter the starting and ending week in the **Copy FROM Week #** and **TO Week #** fields.

6. Enter the number of weeks you want to copy in the **Number of Weeks** field or leave this field blank to copy all weeks.
7. Enter values in the **Market**, **Daypart**, and **Spot Len** fields to filter the data copied or leave these fields blank to copy all goal data for the product.
8. Click **OK**.
9. Repeat this process for all the estimates you want to copy from.
10. Click **Cancel** when you are done.

### Copy Weeks

Existing weekly goals may be copied to other weeks within the current estimate.

Please note there is a maximum copy limit of 18 goal lines and goals entered using Entry Method 3 (dollars only) will not be copied.



3. Enter the **Copy FROM Week #** and the **Number of Weeks** to copy.
4. Enter the **Copy TO Week #**, which is the week you wish to copy goals.
5. Enter values in the **Market**, **Daypart**, or **Length** fields to filter the data copied or leave these fields blank to copy all goal data for that week.
6. Click **OK**.
7. Click **Cancel** when you are done.

# Goal Maintenance

## Move Weeks

Existing weekly goals may be moved to begin earlier or later within the current estimate.

3. Enter the first week number you wish to move in the **Starting with Week #** field.
4. Enter a + to push the start week to later in the flight or a - to move it earlier in the flight then enter the number of weeks in the **Offset Weeks (+/-)** field. For example enter **+2** to move goals two weeks later than the current start week.
5. Enter values in the **Market** and **Daypart** fields to filter the data moved or leave these fields blank to move all goal data.
6. Click **OK**.
7. Click **Cancel** when you are done.

## 6. Delete a Goal

1. Select the goal line you want to delete.
2. Click the **Delete** button. The **Delete Goal** dialog opens.

3. Click the button that meets your needs.

## Delete the highlighted line

This choice will delete the goal line you selected. There is no confirmation warning so use caution.

## Delete all goals for a market

4. Click to delete the goals for one or all markets included on the Goal Listing screen. The Market Delete window will display.

5. Enter or use the drop-down to select the **Market** to delete goals or enter **\*ALL** to remove goals for all markets.
6. Click **OK** when finished. The system will remove the market or all markets from the Goal Listing screen.

## Delete goals for selected weeks

4. Click to delete one or multiple weeks for all or a specific **Market**, **Daypart**, or **Spot Length**. The Weeks Delete window will launch.

5. Enter the **Delete Week #** and the **Number of Weeks** to delete.
6. Select a **Market**, **Daypart**, and/or **Spot Length** from the drop-downs or leave blank to include all.
7. Click **OK** and the system will remove the appropriate data from the Goal Listing screen.

## 7. Save your Goals

After goals are entered or changed, they must be saved.

1. Click **Save** to save the goals. The **Goal Status Update** window appears.

2. Goal Status defaults to **Done**. This means goals are complete and the buyer should move forward.
3. Click **OK**.

If you need to control when buyers use the goals, you can select a different **Goal Status** accordingly:

- **Incomplete** (Goals are not complete and buyers should wait)
- **Short Deadline** (Goals are not complete but the buyer should proceed)