Spot Prebuy – Worksheet Functions

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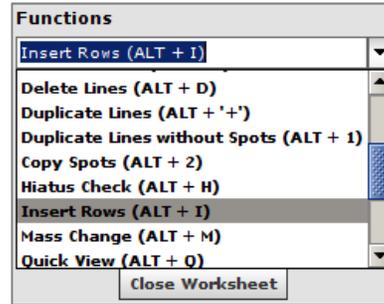
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1.   Manually add avails

The **Worksheet** tab contains your avail lines and the schedule of spots. Once you have created the right mix of spots that meets your goals, the avail lines are transferred to the live buy and become buylines.

1.   In the **Functions** field in the lower portion of the screen, select **Insert Rows** from the drop-down list.

2.   Click **Apply**. The **Insert Rows** dialog appears. In the **Number of rows to insert** field, enter the number of rows to add.

3.   Click **OK**. The new line(s) is added to the worksheet grid.

4.   Complete the following required details for each new avail line. You can add this information by clicking directly in the associated cell and entering the appropriate information.

- **Daypart**
- **Station**
- **Days**
- **Time From**
- **Time To**
- **Length**
- **Cost**

5.   If you want to retrieve demos, right click in the **Demos** field and select **Retrieve Ratings**.

6.   Click **Save**.

2.   Duplicate avail lines

1.   In the worksheet grid, select the checkbox(es) corresponding to the avail line(s) you wish to duplicate.

2.   In the **Functions** field in the lower portion of the screen, select **Duplicate Lines** from the dropdown list.

3.   Click **Apply**. The duplicated line(s) appear.

✱ *You can change the station on a duplicated line prior to saving.*

4.   Click **Save**.

Duplicate avail lines without spots

1.   In the worksheet grid, select the checkbox for the avail line you wish to duplicate but not include its spots.

2.   In the **Functions** field, select **Duplicate Lines without Spots** from the drop-down list.

3.   Click **Apply**. The duplicated line(s) appear. These lines are identical to the copied line except will show 0 spots.

4.   Click **Save**.

3.   Change avail lines

You can change any of the details of an avail line, with the exception of the **Estimate Book**, directly in the worksheet grid.

Change avails

1.   Click in the cell you wish to modify.

2.   Enter or select a new value.

✱ *Cells with changes that have not been saved are marked with a green triangle in the corner of the cell.*

4.   Mass change avails

1.   To change multiple avails at the same time, select the checkboxes in the grid for the lines you wish to change.

2.   In the **Functions** field in the lower portion of the screen, select **Mass Change**.

3.   The **Mass Change** dialog appears. At the top of the dialog, the avail lines you selected appear. You must re-select the lines you wish to change.

4.   Select the **Column Type** you want to change.

5.   In the **Column name** field select the column to change.

6. In the **New value** field, enter the new value for the column you wish to change across the selected rows.

7. Click **Apply**.

8. Click **Update Buys**.

✱ *If you have not clicked **Save**, a change to a cell in the worksheet can be undone by right-clicking the cell and select **Revert Changes**.*

9. Click **Save**.

5. Delete avail lines

1. In the worksheet grid, select the checkbox(es) of the avail line(s) you want to delete.

2. In the **Functions** field in the lower portion of the screen, select **Delete Lines** from the dropdown list.

3. Click **Apply**.bThe selected line.

4. Click **Save**.

## 6. Assign color to avail lines

1. Select the avail line(s) you wish to color.

2. In the **Functions** field in the lower portion of the screen, select **Assign Color** from the dropdown list. Click **Apply**.

3. The **Select a color** dialog appears. You can select a color from the **Swatches**, **HSV**, **HSL**, **RGB** or **CMYK** tabs.
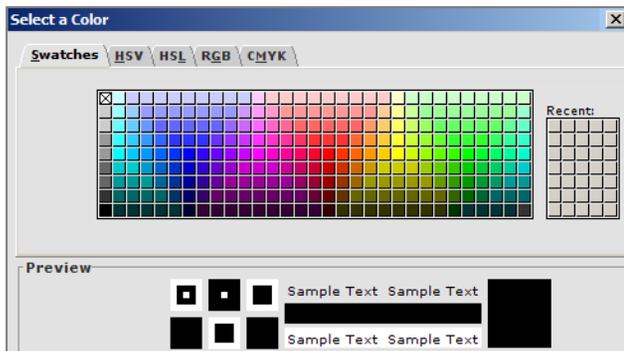
4. After you choose your color, click **Select** to apply the color and close the dialog. The lines you selected are updated on the worksheet with the new color.

7. Switch market worksheets

You can switch to another worksheet for a different market on the same client/estimate by using the drop-down menu on top of the program screen.
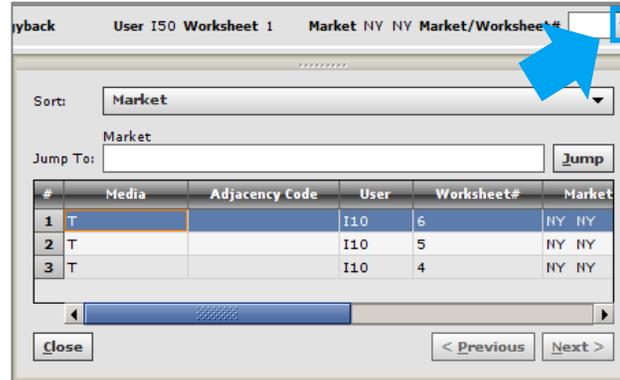

✱ *If no additional market worksheets exist for the client/estimate, the drop-down menu will be blank.*

8. Add demos to worksheet

You can add additional demographic groups to the worksheet for research and reporting purposes. A maximum of 10 demos may be selected.

1. On the **Worksheet** tab in the **Functions** field, select **Add Demo** from the drop-down list.

2. Click **Apply**. The **Add Demos** dialog appears.
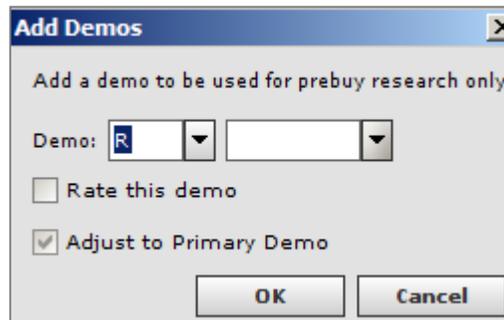
3. Select a demo abbreviation in the first field.

4. Select a demo from the second field.

5. Select the **Rate this demo** checkbox, if appropriate.

6. Click **OK**. The summary tables on the worksheet are updated to include the new demo.

9. Change estimated books

1. In the **Functions** field in the lower portion of the screen, select **Change Estimated Books** from the dropdown list.

2. Click **Apply**.
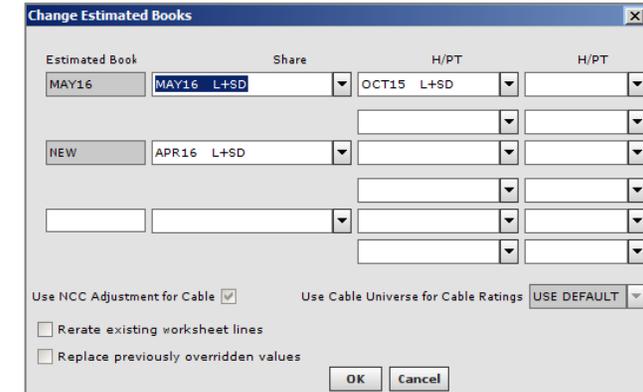
3. Add shares, HUTs and PUTs for up to two additional estimated books.

4. If you wish to use cable fusion ratings, select the **Use fusion cable ratings** checkbox and select the cable universe.

5. If you want to rerate the worksheet with the new books, select the **Rerate existing worksheet lines** and/or **Replace previously overridden values** checkbox.

6. Click **OK**.

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10. Schedule spots

On the **Worksheet** tab in the Spot Pre-Buy Research program, you can schedule spots directly in the grid.

1. Click the week you want to schedule a spot.

2. Type the number of spots you wish to add and press **Enter**.

3. Repeat steps 1-2 for all spots you wish to schedule.

4. Use the following shortcuts to enter spots for the entire worksheet period. Here, n=the number of spots you wish to add.

   - n+: Adds n number of spots for every week in the worksheet period. 0+ will clear the schedule.

   - nS: Adds n number of spots for every other week in the worksheet period.

   - nT: Adds n number of spots for every third week in the worksheet period.

   - nF: Adds n number of spots for every fourth week in the worksheet period.

   - X: To mark weeks as a hiatus. If any of the shortcuts above are used, weeks marked with an 'X' would be ignored.

✱ *Cells with changes that have not been saved are marked with a green triangle in the corner of the cell.*
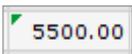
5. Click **Save**.

11. Add multiple rates (tiered costs)

1. Select a line in the worksheet grid for which you want to specify multiple costs.

2. In the **Functions** field, select **Tiered Cost** from the drop-down list.

3. The **Tiered Costs** dialog appears. In the **Add another cost** field, enter a new cost and click **Add**.

4. Repeat step 3 for all costs you wish to add.

5. After all costs have been added, use the checkboxes and the grid in the dialog to select the weeks for which each cost should be applied.

✱ *Weeks in which you cannot schedule at a specified cost are greyed out on the schedule.*

6. Click **Update Buys** when you have assigned all the costs. The worksheet is updated and a separate avail line for each cost appears in the grid.

12. Copy spots

1. In the worksheet grid, select the checkbox(es) for the avail line(s) with the spots you want to copy.

2. In the **Functions** field, select **Copy/Move/Delete Spots** from the dropdown list.

3. Click **Apply**. The **Copy Spots** dialog displays.

The dialog includes two sections: **Copy Spot From** and **Copy Spots To**. Every week assigned to the worksheet and a corresponding check box are included in the dialog. The check boxes are used to select weeks to copy to and from.

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The following business rules apply to copying weeks:

- Multiple weeks can be copied at the same time.
- Spots from previous weeks can be copied to future weeks and vice versa.
- Selected weeks in the **Copy Spots From** section can overlap with selected weeks in the **Copy To** section.
- Spots are copied to the designated weeks in the same order in which they are selected.

Copy one or more week's number of spots to many weeks

1. Select the week(s) in the top grid whose spots you want copied to multiple weeks.
2. Select the weeks you want the spot number to be copied to in the bottom grid.
3. Click **Update buys**.

The numbers of spots assigned to the selected weeks that were copied from are displayed in the selected weeks to be copied to in your worksheet. If more than one week was copied, a repeating pattern based on numerical order of the selected weeks is reflected.

Copy weeks by effective dates

This option is used to copy weeks that include effective start/end dates. When selected weeks are outside of the established effective start/end dates for a given line, the effective dates are automatically expanded to include the selected weeks.

1. Select the weeks in the top grid whose spots you want copied.
2. Select the weeks you want the spot numbers to be copied to in the bottom grid. Weeks can be selected outside of the assigned effective date range.
3. Click **Update buys**. The number of spots assigned to the selected weeks to be copied from are displayed in the selected weeks to be copied to. The effective date range is expanded to reflect the last day of copied to spots.

13. Move spots

You can move spots from week to week. If multiple weeks are selected, the weeks are copied to their destination weeks using a repeating pattern based on numerical order of the selected weeks.

1. In the worksheet grid, select the checkbox(es) of the avail line(s) with the spots you want to move.
2. In the **Functions** field in the lower portion of the screen, select **Copy/Move/Delete Spots** from the drop-down list.
3. Click **Apply**. The **Copy Spots** dialog displays.
4. Select the weeks to move in the **Copy Spots From** area.
5. Select the weeks to move to in the **Copy Spots to** area.
6. Select the **DELETE Spots from the 'Copy From' weeks** checkbox.
7. Click **Update Buys** to move the spots. A warning appears asking if you are sure you want to delete spots from the selected weeks in the **Copy Spots From** section.
8. Click **Yes**.

The number of spots assigned to the selected week(s) in the **Copy From** area is moved and displayed in the selected week(s) in the **Copy To** area.

14. Delete spots

1. In the worksheet grid, select the checkbox(es) of the avail line(s) with the spots you want to delete.
2. In the **Functions** field, select **Copy/Move/Delete Spots** from the dropdown list.
3. Click **Apply**. The **Copy Spots** dialog displays.
4. Select the weeks to delete in the **Copy Spots From** area.
5. Select the **DELETE Spots from the 'Copy From' weeks** checkbox.
6. Click **Update Buys** to delete the spots. A warning appears asking if you are sure you want to delete spots from the selected weeks in the **Copy Spots From** section.
7. Click **Yes**. The number of spots assigned to the selected week(s) in the **Copy From** area are deleted.

15. Remove all spots on a line

1. Select an avail line(s) for which you wish to remove spots.
2. In the **Functions** field, select **Remove Spots** from the dropdown list. Click **Apply**.
3. The **Remove Spots** dialog appears indicating the number of rows from which spots will be removed.
4. Click **OK** to remove the spots. Spots for the selected line(s) revert to 0.

16. Transfer to the live buy

When you have finished building your schedule, you can transfer your avail lines to the live buy on the **Xfer to Live** tab.

✳ *A product and estimate must be assigned to the worksheet before you can transfer avails to the live buy. In addition, the worksheet must be saved prior to transfer.*

1. Click the **Xfer to** Live tab.
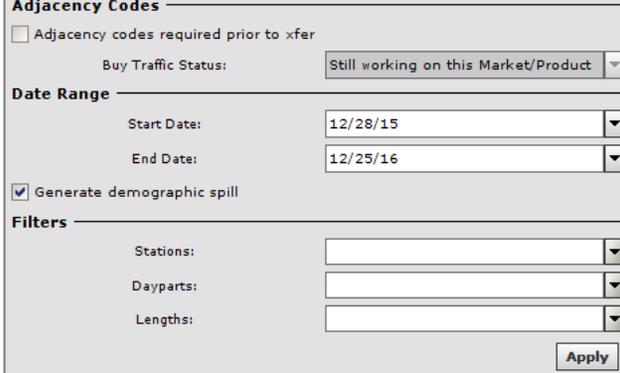
2. (Optional) In the **Adjacency Codes** section, select the **Adjacency codes required prior to xfer** checkbox as appropriate.
3. In the **Buy Traffic Status** field, select either **Still working on this Market/Product** or **Done for this Market/Product**.

4. The **Date Range** section defaults with the start and end dates assigned to the Worksheet. If necessary, you can limit the avails that will be transferred to the live buy by adjusting the dates here.

5. If appropriate, select the **Generate demographic spill** checkbox.

6. (Optional) In the **Filters** section, you can specify the stations, dayparts and/or lengths. If you specify values here, only avail lines with those values will be transferred to the live buy. Click **Apply** to transfer the avail lines to the live buy.

A confirmation message displays to indicate the number of lines that have been transferred.