

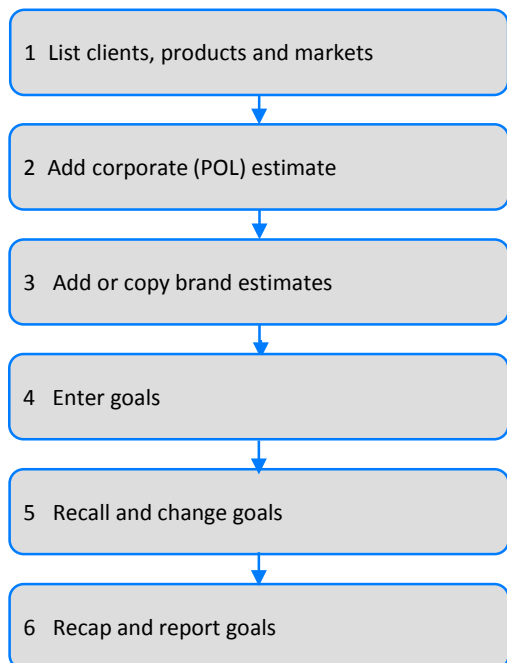
Managing Estimates and Goals

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

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Workflow



1. Listing Clients, Products and Markets

In order to set up estimates and enter goals you must be familiar with the codes set up for each client, product and market. Codes can be listed in the SFM program.

To list client codes:

1. Enter **CLIENT** in the **Record** field.
2. Enter **LIST** in the **Action** field.
3. Enter the media code (**T, R or X**) in the **Media** field.
4. Press Enter.

Record	CLIENT	Action	LIST	Key	
Print		Output		Dest.	Others
Media	T	TELEVISION	Client	PET	
Filters					

Sel	Clt	Code/Name	OFC#	AOF/AGY	TYPE	DLY
		PET /NUTRACAN PET INC.	N	NY	BPOL	N
		PI6 /PLAYLAND INDUSTRIES	1	NY	BPOL	N

To list product codes:

1. Enter **PRODUCT** in the **Record** field.
2. Enter **LIST** in the **Action** field.
3. Enter the media code (**T, R or X**) in the **Media** field.
4. Enter the client code in the **Client** field.
5. Press Enter.

Record	PRODUCT	Action	LIST	Key	
Print		Output		Dest.	Others
Media	T	TELEVISION	Client	PET	NUTRACAN PET INC.
Product					
Filters					

Sel	Prd	Product Name	C/P Code	Class
	AAA	CORPORATE	PEAA	
	BC	BIRD CAGES	PEBC	
	BF	BIRD FOOD	PEBF	

To list market numbers:

1. Enter **MARKET** in the **Record** field.
2. Enter **LIST** in the **Action** field.
3. Enter the media code (**T, R or X**) in the **Media** field.
4. Press Enter.

Record	MARKET	Action	LIST	Key	
Print		Output		Dest.	
Media	T	Market		Option	
Filters					

Sel	MktCode	Market Name	Alpha Mkts
	0011	ABILENE/SwTWT, TX	ABI
	0021	ADA/ARDMORE, OK	ARD
	0061	ALBANY, GA	ABG



2. Setting up Estimates

Before entering goals in Spot, you must set up estimate records in SFM.

Adding POL estimates

You must enter an estimate for your corporate targets using product POL before adding brand estimates. The POL estimate stores your corporate demos and allows cross-product reporting.

Complete the fields on the SFM screen as follows:

Record: Enter EST.

Action: Enter ADD.

Record	ESTIMATE	Action	ADD	Key	
Print		Output		Dest.	Others
Media	T	SPOT TV		Client	JTC JORDAN'S TOY CO
Product	POL	POOL			
Estimate	16				
Description SPRING 16 CAMPAIGN					
Start Date Mar28/16			End Date Jun26/16		
Bill	Formula	Data	Bill Basis	Comm Pct	Comm Basis
RHOMES, RWM2554					
Demos					
Weights					
Rating Book	LATEST	Hut Adj	AUTO	Dpt Menu	0
Copy Code		Special Rep		CPP Est	
Request Range		Rate Type		Book Type	comScore Book Type
Out Of Week Rotator?	NO	Control		Retail Scheme	
comScore Survey Dates					
Options					
2 Product 4 Client 5 Client2 8 EstCopy 9 Est\$					

Media: Enter the media code (T, R or X).

Client: Enter the client code.

Product: Enter POL.

Estimate: Enter an estimate number (1-255).

Description: Enter a name for the estimate.

Start Date/ Enter the start and end dates of

End Date: the campaign (up to 52 weeks).

Demos: Enter the demos you will evaluate for all brands. The corporate target must be entered as the first demo.

Dpt Menu: Enter the daypart menu code used for this client or leave blank to default to daypart menu 0.

Book Type: (Optional) Enter a book type to be used for demos reported for this estimate (e.g., enter H for Hispanic).

comScore Enter a book type to be used for comScore

Book Type: demos for this estimate.

comScore (Optional) Enter B to base the comScore survey dates on the Broadcast calendar. The default is S to base the comScore survey dates on the Standard Sweeps dates.

* The comScore fields are only visible if your media type is T and you have access to comScore data.

Out of Week Rotator? (optional) Enter Y if this is an estimate for a campaign with out-of-week rotators. The estimate start date must reflect the first day of the weekly rotation.

Press Enter.

Adding brand estimates

In order to add goals for your brands, you must add an estimate for each brand, or product, individually. The brand estimate details are identical to POL, except each brand's product code should be entered in the **Product** field, and each brand's target demo should be entered in the **Product** field, and each brand's target demo should be entered as the first demo in the **Demos** field. Additional demos for the brand can be added, provided that they are included on the POL estimate.

Copying estimates

If all estimate details, including the order of the demo categories, will be the same for all brands, you can copy the POL (or any brand's) estimate to multiple brands instead of adding an estimate for each brand individually.

1. Display the estimate you want to copy and enter COPY in the **Action** field.
2. In the **Add Products** fields, enter the product codes for the brands
3. Press Enter.

Record	ESTIMATE	Action	COPY	Key	
Print		Output		Dest.	Others
Media	T	TELEVISION		Client	PET NUTRACAN PET INC.
Product	POL	POL			
Estimate	10	2ND QTR 2008			MAR31/08-JUN29/08
Add Products					
** Brands Not Open **					
AAA RC					
** Brands Already Open **					
BC BF CC CF CN DC DF DT RF RK RT PQL					

* You can copy up to 10 brands at a time.

Listing estimates

To see a list of available estimates, enter ESTIMATE in the **Record** field and LIST in the **Action** field. Enter a media and client and any additional details, then press ENTER.

3. Adding Goals with Weekly Dollars and Points

Goals are entered in the GOAL program. To add goals:

1. Fill in the header information (**Media, Planner, Client, Product and Estimate**) and press Enter.

Media	T	TELEVISION	Planner	SCR	
Client	PET	NUTRACAN PET INC.	Product	BC	BTRD CAGES
Estimate	12	SEP29/08-DEC28/08	Target		RWM55+
Options					

2. In the **Actn** column, enter A, then complete the remaining columns and press Enter:

- **Market** (e.g., enter 1401)
- **Dpt/Len** (e.g., enter D30)
- **Dollars/Week** (e.g., enter 10000)
- **Points/Week** (e.g., 15)
- **Period** (e.g., enter 9/25-13W)
- To enter goals for the entire estimate period, enter S-E in the **Period** field.

4. Adding Goals Using Total Dollars

You can also enter the total budget and weekly points. The system then splits the budget according to the point levels each week. To add total goals:

1. Fill in the goals header and press Enter.
2. In the **Actn** column, enter AT.
3. Complete the **Market**, **Dpt/Len** and **Dollars/Week** columns. These details will be copied to subsequent goal lines. (Leave the **Points/Week** column blank.)
4. In the **Period** column, enter the entire estimate period (S-E) or specify a start date and number of weeks (e.g., 12/31-4W).
5. On the next line enter action A.
6. Complete the **Points/Week** column.
7. Enter the goal period in the **Period** column.
8. Press Enter.

Media	T	TELEVISION	Planner	SCR		
Client	PET	NUTRACAN PET INC.	Product	BC BIRD CAGES		
Estimate	12	SEP29/08-DEC28/08	Target	RwM55+		
Options						
Actn	Market	Market Name	Dpt/Len	Dollars/Week	Points/Week	Period
AT	321		P30	10000		S-E
A					25	S-4W
A					15	11/3-2W
A					25	12/1-3W

5. Recalling Goals

To recall goals for a specific market and daypart, enter R in the **Actn** column, then complete the **Market** and **Dpt/Len** columns and press Enter.

Media	T	TELEVISION	Planner	SCR		
Client	PET	NUTRACAN PET INC.	Product	BC BIRD CAGES		
Estimate	12	SEP29/08-DEC28/08	Target	RwM55+		
Options						
Actn	Market	Market Name	Dpt/Len	Dollars/Week	Points/Week	Period
R	321		P30			
R	321	BOSTON, MA	P30	1220	25	SEP29-4W
*				732	15	NOV03-2W
*				1220	25	DEC01-2W
*				1216	25	DEC15-1W

To see the weekly details, enter RW in the **Actn** column, then complete the **Market** and **Dpt/Len** columns and press Enter.

Media	T	TELEVISION	Planner	SCR		
Client	PET	NUTRACAN PET INC.	Product	BC BIRD CAGES		
Estimate	12	SEP29/08-DEC28/08	Target	RwM55+		
Options						
Actn	Market	Market Name	Dpt/Len	Dollars/Week	Points/Week	Period
RW	321		P30			
RW	321	BOSTON, MA	P30	1220	25	SEP29-1W
*				1220	25	OCT06-1W
*				1220	25	OCT13-1W
*				1220	25	OCT20-1W
*				732	15	NOV03-1W
*				732	15	NOV10-1W
*				1220	25	DEC01-1W
*				1220	25	DEC08-1W
*				1216	25	DEC15-1W

To view goals for multiple dayparts, enter RM in the **Actn** column, then enter the market and press ENTER.

Media	T	TELEVISION	Planner	SCR		
Client	PET	NUTRACAN PET INC.	Product	BC BIRD CAGES		
Estimate	12	SEP29/08-DEC28/08	Target	RwM55+		
Options						
Actn	Market	Market Name	Dpt/Len	Dollars/Week	Points/Week	Period
RM	1521					
RM	1521	NEW YORK, NY	D30	10000	12	SEP29-13W
			P30	15000	10	SEP29-13W

To check bottom line totals for dollars and points for a market, enter T in the **Actn** column, then enter the market and press Enter.

Media	T	TELEVISION	Planner	SCR		
Client	PET	NUTRACAN PET INC.	Product	BC BIRD CAGES		
Estimate	12	SEP29/08-DEC28/08	Target	RwM55+		
Options						
Actn	Market	Market Name	Dpt/Len	Dollars/Week	Points/Week	Period
T	1521					
T	1521	NEW YORK, NY	D30	TOT=130000	TOT=156	SEP29-DEC22
		MKT DOL=	P30	325000	TOT=130	SEP29-DEC22
		MKT PTS=		286.0		

6. Changing Goals

To change points or dollars on existing goals:

1. Recall the goals you wish to modify.
2. Enter A in the **Actn** field.
3. Enter the changes in the **Dollars/Week** and/or **Points/Week** fields.
4. Press Enter to complete the update. The new information replaces what was previously entered for the specified market and daypart.

Media	T	TELEVISION	Planner	SCR		
Client	PET	NUTRACAN PET INC.	Product	BC BIRD CAGES		
Estimate	12	SEP29/08-DEC28/08	Target	RwM55+		
Options						
Actn	Market	Market Name	Dpt/Len	Dollars/Week	Points/Week	Period
RW	1521		P30			
A	1521	NEW YORK, NY	P30	16000	12	SEP29-1W
A				16000	12	OCT06-1W
A				17500	15	OCT13-1W
A				15000	10	OCT20-1W

* To change the daypart, length or period of existing goals, you must delete the goals and re-add them with the correct information.

7. Deleting Goals

To delete goals:

1. Recall your goals.
2. Enter D in the **Actn** column next to the line you want to delete.
3. Press Enter.

Media	T	TELEVISION	Planner	SCR		
Client	PET	NUTRACAN PET INC.	Product	BC BIRD CAGES		
Estimate	12	SEP29/08-DEC28/08	Target	RwM55+		
Options						
Actn	Market	Market Name	Dpt/Len	Dollars/Week	Points/Week	Period
RW	1521		D30			
RW	1521	NEW YORK, NY	D30	10000	12	SEP29-1W
D				10000	12	OCT06-1W
D				10000	12	OCT13-1W
D				10000	12	OCT20-1W



8. Copying and Transferring Goals

You can copy or transfer goals to a new market, daypart and product. Copying adds a duplicate goal record in addition to the original. Transferring deletes the original and copies the goals to a new market, daypart or product.

To copy or transfer goals:

1. Enter COPY or TRANSFER in the **Options** field.
2. Press Enter.
3. Enter the period and market from which you want to copy goals.
4. Enter a specific daypart and length, or enter ** in the **Dpt/Len** field to copy all dayparts and lengths.
5. In the **To Market** field, enter the market to which you want to copy the goals. To copy to the same dayparts, leave the **Dpt/Len** field (to the right of the **To Market** field) blank, or enter a new daypart.
6. (Optional) To copy goals from one product to another, enter a product code.

Media	T	TELEVISION	Planner	SCR
Client	PET	NUTRACAN PET INC.	Product	BC BIRD CAGES
Estimate	L2	SEP29/08-DEC28/08	Target	RwM55+
Options	COPY			
Period	S=E			
From Market	1521	Dpt/Len	**30	
To Market	1271	Dpt/Len		Products
* FROM *	BC	1521 NEW YORK, NY	D30	156 130000
** TO **		1271 LOS ANGELES, CA	P30	130 195000

9. Viewing Goals in MIS

The Media Information System (MIS) program displays a market's goal information in a variety of formats. Buy data can also be viewed in MIS. To list the markets with goals, enter the media, client, product and estimate and enter LIST in the Market field. Press Enter.

Media	T	TELEVISION	Client	PET
Product	BC	BIRD CAGES	Estimate	L2
Market	LIST		Station	
Daypart			Length	
Period			Format	
Options				
<<Pause>>				
Demo=RwM55+				
Market	Market Name	Goals	Buy	
0321	BOSTON, MA	Goals		
1521	NEW YORK, NY	Goals		

To request a daypart summary for a market, enter the media, client, product, estimate, market and ALL in the **Station** field. Press Enter. You can filter the summary by daypart or length and enter a date range or leave the **Period** field blank to see the estimate period.

Media	T	TELEVISION	Client	PET	NUTRACAN PET INC.					
Product	BC	BIRD CAGES	Estimate	L2	4TH QTR 2008					
Market	1521	NEW YORK, NY	Station	ALL						
Daypart			Length							
Period	SEP29/08-DEC28/08		Format	GVP						
Options										
<<Pause>>										
Goal vs. Purchased Demo=RwM55+										
Daypart	Length	Goal Points	Goal Dollars	Goal CPP	Purchased Points	Purchased Dollars	Purchased CPP	Spots	Average Points	% Achmt
DAY	30	156.0	130,000	833.33	.0					
PRI	30	130.0	195,000	1500.00	.0					
TOTAL*		286.0	325,000	1136.36*	.0					

For a weekly summary, enter GVP-W in the **Format** field.

Media	T	TELEVISION	Client	PET	NUTRACAN PET INC.					
Product	BC	BIRD CAGES	Estimate	L2	4TH QTR 2008					
Market	1521	NEW YORK, NY	Station	ALL						
Daypart			Length							
Period	SEP29/08-DEC28/08		Format	GVP-W						
Options										
<<Pause>>										
Goal vs. Purchased-weekly Demo=RwM55+										
Week	Goal Points	Goal Dollars	Goal CPP	Purchased Points	Purchased Dollars	Purchased CPP	Spots	Average Points	% Achmt	% Achmt Dollars
SEP29	22.0	25,000	1136.36*	.0						
OCT06	22.0	25,000	1136.36*	.0						
OCT13	22.0	25,000	1136.36*	.0						
OCT20	22.0	25,000	1136.36*	.0						

10. Requesting Media Plans

Two standard reports are available in the REQ program for reporting goals – the Market Media Plan (M8), which shows the weekly goals for each market by brand, and the Brand Media Plan (M9), which shows the weekly brand goals by market.

Market Media Plan (M8)

TELEVISION	MARKET MEDIA PLAN	AJ PHILIPS AGENCY
REQUESTOR SCR	PERIOD FROM OCT13/07 TO NOV23/07	115 WEST 18TH ST
CLIENT PET NUTRACAN PET INC.	MARKET 1521 NEW YORK, NY	PAGE 1
ESTIMATE 097 4TH QTR ADV	SPM8 ON APR08/08- 3.36	
GOALS = RWM1849 WM1849 RWM2554 WM2554 RHOMES		
-----MONTHLY RECAP		
PRD DPT-LEN	1 2 3 4 5 6 7 8 1-4 5-8 PERIOD	
(CPP/CPM)	OCT01 OCT08 OCT15 OCT22 OCT29 NOV05 NOV12 NOV19 OCT07 NOV07 TOTALS	
BC - BIRD CAGES (RWM1849, WM1849, RWM2554, WM2554, RHOMES)		
DAY-30 P 12 12 24 12 12 12 12		60 24 84
(833.33) \$ 10000 10000 20000 10000 10000 10000		50000 20000 70000
FRI-30 P 10 10 10 10 10 10 10 10 10		40 40 80
(1500.00) \$ 15000 15000 15000 15000 15000 15000 15000 15000		60000 60000 120000
TOTAL P 22 22 34 22 22 22 10 10 100		64 164
(1158.54) \$ 25000 25000 35000 25000 25000 25000 15000 15000 110000		80000 190000
MEDIA PLAN SUMMARY		
DAY-30 \$ 10000 10000 20000 10000 10000 10000		50000 20000 70000
FRI-30 \$ 15000 15000 15000 15000 15000 15000 15000 15000		60000 60000 20000
TOTAL \$ 25000 25000 35000 25000 25000 25000 15000 15000 110000		80000 190000

Requestor Name	SCR	Request ID	M8	Media	T	Destination		Output Type	SOON,SCR
Client Code	PET	Mkt or Mkt Grp	1521	Estimate Num	L2	Start/End Dates	10/13/08-11/23/08		
Affiliate		Daypart Detail		Demo Menu		Date Option			
Recap Option		Data Option		Total Option		Spill Option		Y=SUPPRESS MARKET_GROUP TOTALS	
								Y=SUPPRESS SPILL	
Options									

Brand Media Plan (M9)

TELEVISION	BRAND MEDIA PLAN	AJ PHILIPS AGENCY
REQUESTOR SCR	PERIOD FROM OCT13/07 TO NOV23/07	115 WEST 18TH ST.
CLIENT PET NUTRACAN PET INC.	MARKETS=1	PAGE 1
ESTIMATE 012 4TH QTR		SPM9 ON APR03/08-10.48
GOALS = RWM1849 WM1849 RWM2554 WM2554 RHOMES		
-----MONTHLY RECAP		
MKT. DPT-LEN	1 2 3 4 5 6 7 8 9 1-4 5-8 PERIOD	
(CPP)	OCT01 OCT08 OCT15 OCT22 OCT29 NOV05 NOV12 NOV19 NOV26 OCT07 NOV07 TOTALS	
1521 - NEW YORK, NY		
DAY-30 P 12 12 24 12 12 12 12		60 24 84
(833.33) \$ 10000 10000 20000 10000 10000 10000		50000 20000 70000
FRI-30 P 10 10 10 10 10 10 10 10 10		40 50 90
(1500.00) \$ 15000 15000 15000 15000 15000 15000 15000 15000		15000 60000 75000
TOTAL P 22 22 34 22 22 22 10 10 100		100 74 174
(1238.32) \$ 25000 25000 35000 25000 25000 25000 15000 15000 15000		65000 80000 145000

Requestor Name	SCR	Request ID	M9	Media	T	Destination		Output Type	SOON,SCR
Client Code	PET	Prd or Prd Grp	BC	Mkt or Mkt Grp	1521	Estimate Num	L2	Start/End Dates	10/13/08-11/23/08
Affiliate		Daypart Detail		Date Option		Recap Option		Data Option	
Spill Option		Total Option		Y=SUPPRESS SPILL					
Options									