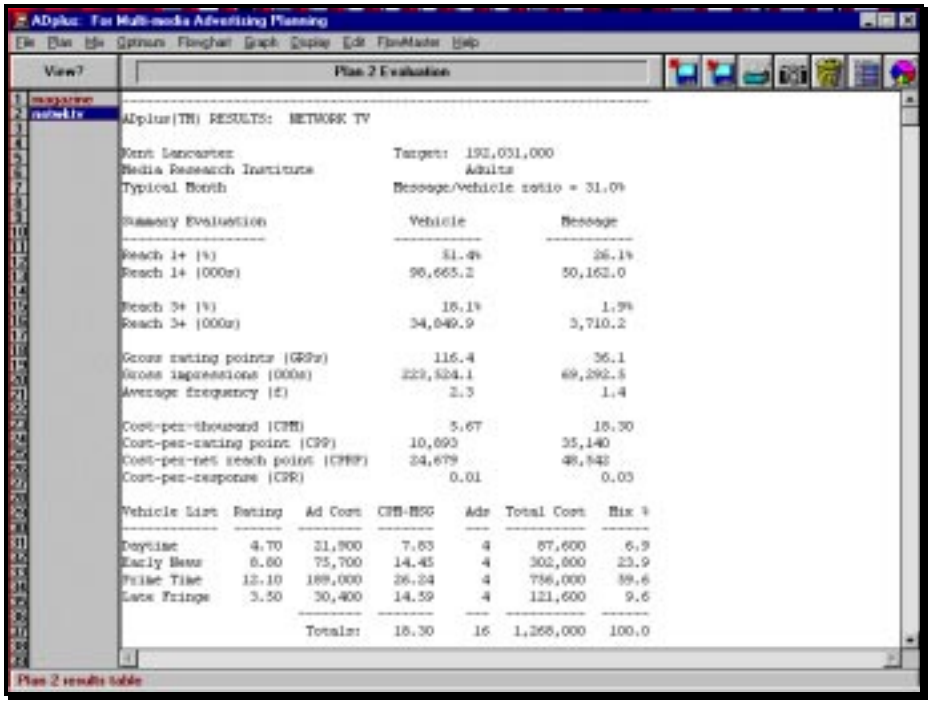
Mix **Menu**

A sophisticated capability of the ADplus™ program is its ability to evaluate any combination of advertising media plans. This is valid as long as message/vehicle ratios have been used to make the different media categories comparable. Also, the target audiences of the various media plans must be identical.

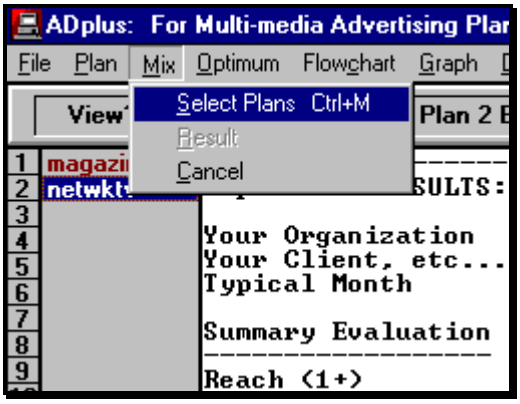
Except in the cases of television, radio and outdoor, ADplus™ will **not** allow you to combine plans of the same media category, such as two different magazine plans, because this would not properly account for between-vehicle duplication. However, since planners often develop separate television and radio daypart and station schedules, ADplus™ will allow you to combine multiple plans in these media categories as long as the target audience is identical for all plans. Also, since outdoor poster audience and cost data are typically presented for single monthly showings, ADplus™ will allow you to combine multiple outdoor plant showings within the same market. Nevertheless, you should be warned that the reach and frequency of such combinations will be slightly higher and lower respectively than evaluating the alternatives as part of a single plan.

What follows is an example of the media mix procedure. A television data base called *netwktv.dat* is first retrieved from disk storage. It was created in the same manner as the magazine plan shown in Chapter 1, using data from page 19 of MGM. After retrieving the network television data base, you will see the usual display of the ADplus™ results table.

Copyright © 1993-1999 Kent M. Lancaster,
Media Research Institute, Inc. All Rights Reserved.

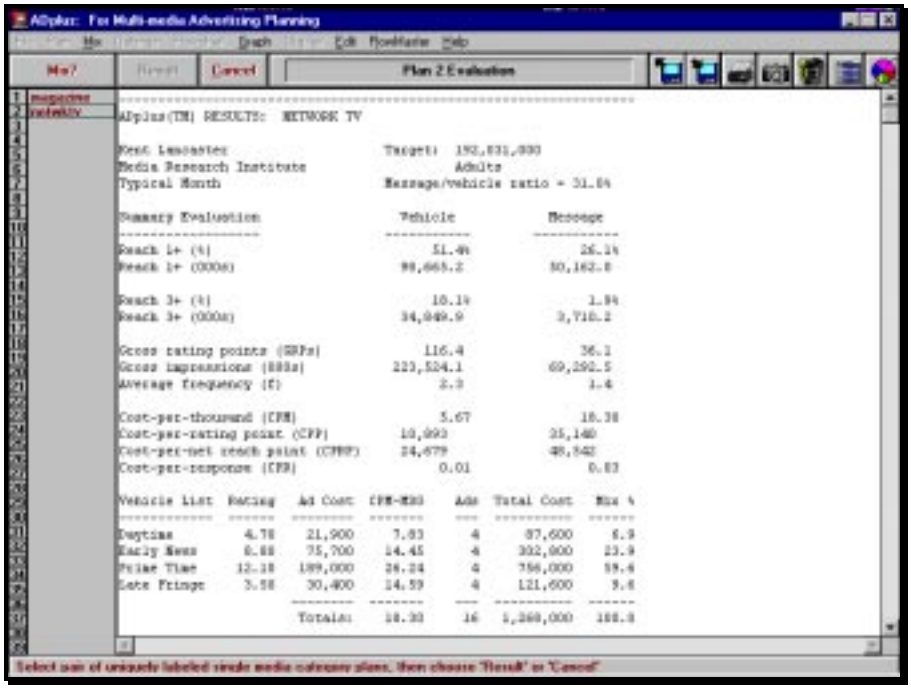


When *Mix* is selected from the menu bar, three options appear as illustrated in the following figure.

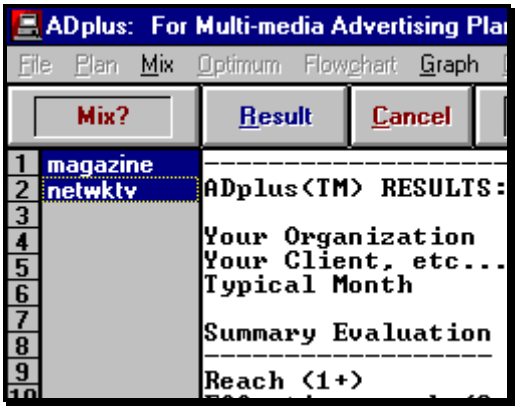


The first step is to *Select Plans* to be mixed. This will check (_) the *Select Plans* option of the *Mix* menu, the *View?* plan list label will change to *Mix?* plans, and none of the plan file names will be highlighted. Two buttons will be added to the toolbar, duplicating *Mix* menu options, including *Result* and *Cancel*. The *Status Bar* at the bottom of the ADplus™ main window briefly notes the steps to follow to mix plans. Here is an example.

Copyright © 1993-1999 Kent M. Lancaster,
Media Research Institute, Inc. All Rights Reserved.

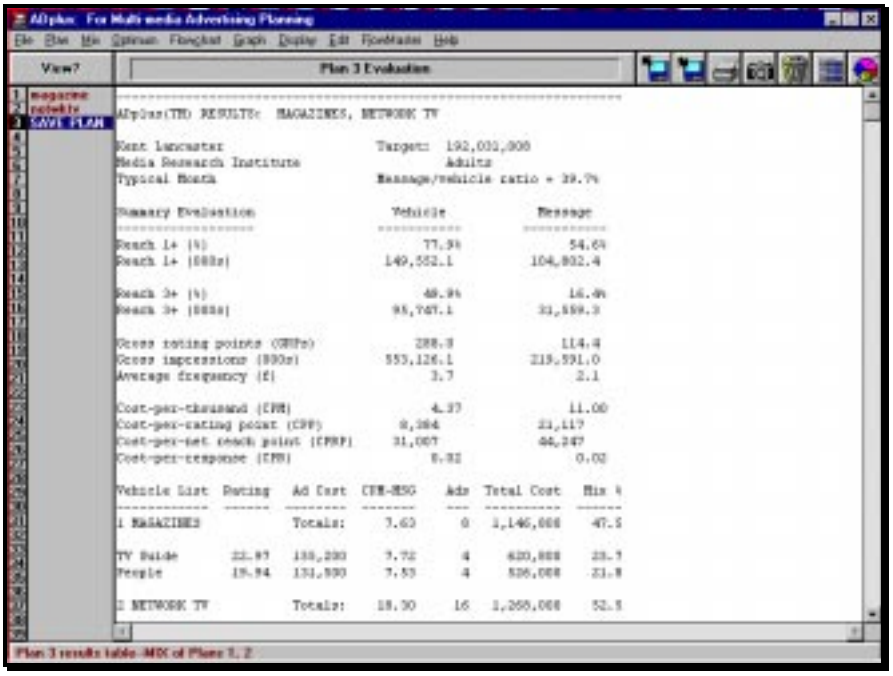


Choose the plans to be mixed. Plans 1 and 2 are selected in this example. Once you have highlighted the plans for mixing under the *Mix?* plan list, choose the *Result* option of the *Mix* menu, or click the *Result* button on the toolbar. Likewise, either *Cancel* option will terminate the mix procedure.



ADplus™ then displays the results table for the combined plans. It is given the next plan number, three in this case, with white-on-black colors for emphasis, and with the file name *SAVE PLAN*. A sample screen follows.

Copyright © 1993-1999 Kent M. Lancaster,
Media Research Institute, Inc. All Rights Reserved.



If you save the mixed plan, the name you give it, such as *magnetv* for instance, will be applied to all three plans on the list and they will be saved as a group. The original files and file names will remain unchanged. This way, you can retrieve all three plans at a later time using only the name *magnetv*, for example.

The mixed plan may not always fit completely in the results text box. Use the vertical scroll bar to see the rest of the table on the screen. A printed copy of this table will fit easily on a single page.

.

Copyright © 1993-1999 Kent M. Lancaster,
Media Research Institute, Inc. All Rights Reserved.