

Chapter 1

Quick Start

Installing Telmar and ADplus™ Software

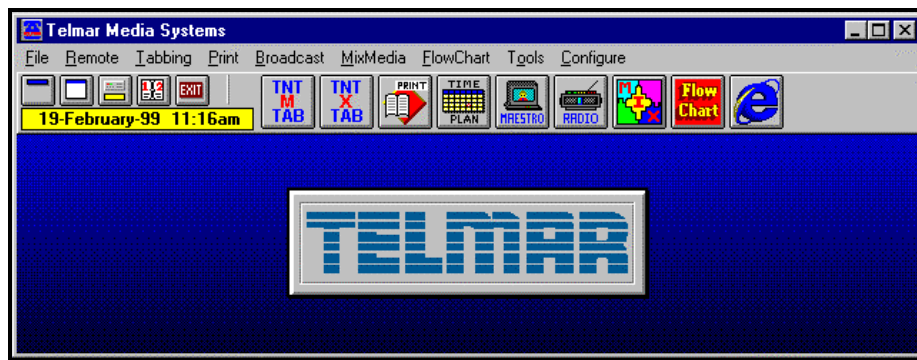
The *Setup* program on the Telmar diskettes or CD will install the program within the Windows™ operating system. Insert the Telmar setup diskette in Drive A, for example, or insert the Telmar CD into the CD drive. From the Windows™ 3.1x *Program Manager*, choose Run... from the File menu or for Windows 95 or higher choose Run from the *Start* button menu. Enter the following text in the input box of the subsequent *Run* dialog box, where *d* is the appropriate diskette or CD drive letter.

D:\SETUP<Enter,↵>

Throughout this book, the text that the computer displays will be presented in the Courier font. Portions of this text that you must type are in **bold** face. Particular keys, such as <Return> or <Enter,↵>, are in brackets.

Respond appropriately to the Setup program prompts.

After the software has been successfully installed, double-click the Telmar icon to launch the Telmar program manager, then select the *Mix* button from the toolbar to launch ADplus™. The figure below illustrates the Telmar program manager and the location of the *Mix* button that will launch ADplus™. Depending on the Telmar options that you are authorized to use, your toolbar layout may look different.



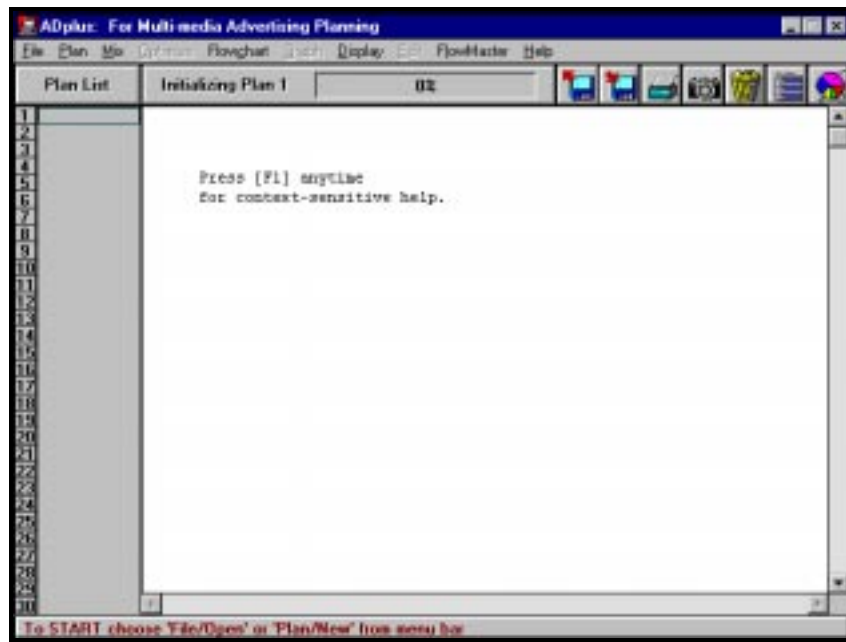
What follows is an example evaluation of a simple media schedule designed to acquaint you with ADplus™ capability.

Creating Media Plans

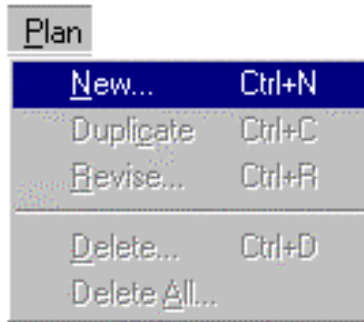
More will be said later about where to get audience and cost data to evaluate using ADplus™. For now we will use *Marketer's Guide to Media 98-99* (MGM). Let's assume that you want to evaluate the following magazine schedule against 192,031,000 adults using four, full-page, four-color advertisements in two weekly publications. The advertisements themselves also are assumed to have a typical exposure probability of 45.6 percent.

Magazine	Rating	Cost	Ads(#)
<i>TV Guide</i>	22.97	\$155,200	4
<i>People</i>	19.94	131,500	4

To evaluate this schedule using ADplus™, double-click the *Mix* bottom icon on the Telmar program manager toolbar. Here is what you will see on the screen after the program has finished loading.

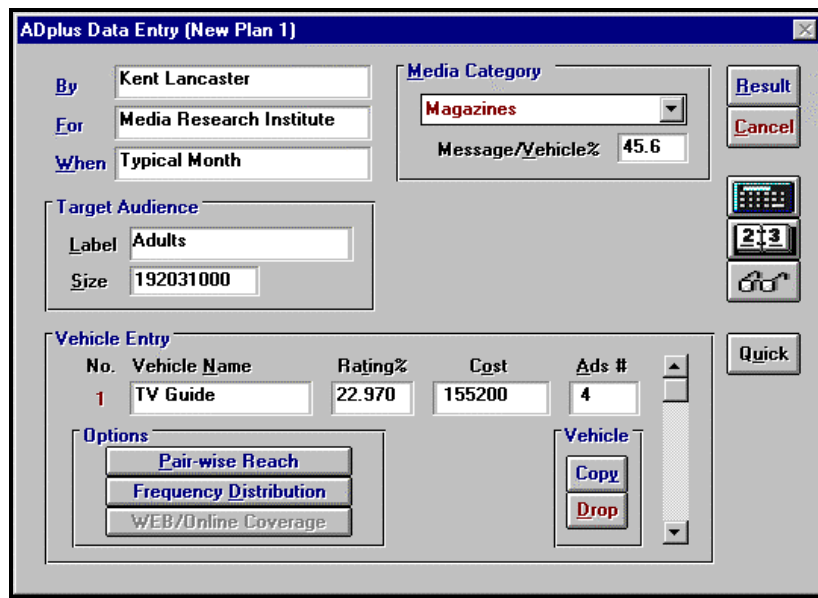


To continue, select New... from the Plan menu. A shorthand used throughout this book is to refer to menu bar selections from the top down, separating items by a slash (e.g., Plan/New...). You will see the following options.



Since there are no plans in ADplus™ memory (RAM), only the first option, *New...*, is initially enabled.

The *Data Entry* window will then appear on top of the ADplus™ main window. Simply type the schedule information in the various input text boxes as shown.



When typing data, press <Tab> or <Enter,↵> after each input text box to move forward to the next one. Press the <Shift> + <Tab> keys or the <Esc> key to move backward to the previous input text box.

The *Media Category* drop-down list box is set by default to *Magazines*, but you can use this tool to select alternative media categories as well. By default, all advertisements are assumed to have 100% message exposure values. In this example, however, the probability of a typical adult reader seeing one of these advertisements, given a single vehicle exposure, is assumed to be 45.6 percent. More will be said about this in Chapter 2.

Enter the separate media vehicle data as shown for *TV Guide*. After typing the number of advertisements (*Ads #*), press *<Enter>* to move to the *Vehicle Name* input text box for the second vehicle. Alternately, press the *<Tab>* key to move the focus to the vertical scroll bar. To input data for the next magazine, simply click the down arrow (*↓*) with the mouse, or press it on the number pad of your keyboard, and you will be prompted for the next vehicle's data. Also, you can press *<PgDn>* once a line of vehicle data is complete to move to the next vehicle number.

When you have finished entering the data for this sample magazine schedule, click the *Result* button. You will see the ADplus™ results table as shown in the next figure.

ADplus™ For Multi-media Advertising Planning

File Plan Edit Database Forecast Graph Display Edit Position Help

View? Plan 1 Evaluation

SAVE PLAN

ADplus(TM) RESULTS: MAGAZINES

Kent Lancaster Target: 190,831,000
Media Research Institute Adults
Typical Month Message/vehicle ratio = 45.6%

Summary Evaluation

	Vehicle	Message
Reach 1+ (%)	54.54	38.54
Reach 1+ (000s)	104,662.2	70,869.2
Reach 3+ (%)	33.09	21.34
Reach 3+ (000s)	63,310.8	21,778.3
Scans rating points (SRPs)	171.6	78.3
Scans impressions (000s)	329,602.0	150,298.5
Average frequency (F)	3.1	2.0
Cost-per-thousand (CPM)	3.46	3.63
Cost-per-rating point (CPP)	4,661	14,652
Cost-per-net reach point (CPRP)	21,041	28,778
Cost-per-response (CPE)	0.01	0.02

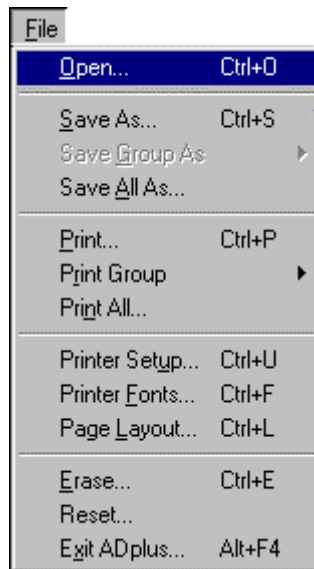
Vehicle List	Rating	Ad Cost	CPM-M3G	Ads	Total Cost	Mix %
TV Guide	22.97	155,000	7.22	4	630,000	54.1
People	19.94	121,500	7.53	4	526,000	45.9
Totals:			7.63	8	1,146,000	100.0

Evaluation Plan 1

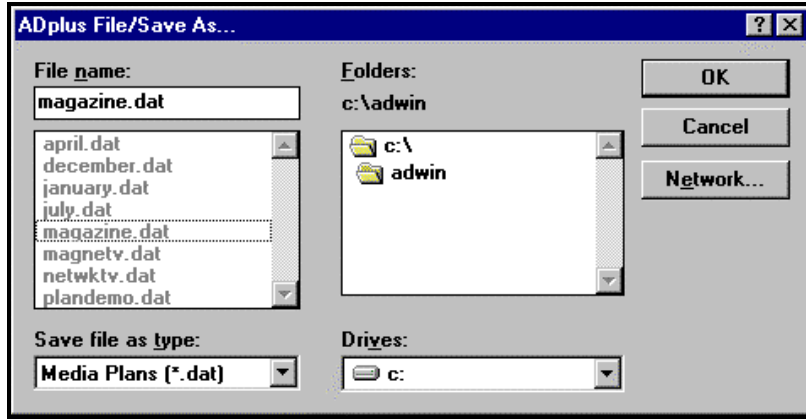
Saving Plans

After creating a plan, it is wise to save it before undertaking additional analysis. This is especially important when the schedule is large so that it will not have to be typed again. ADplus™ reminds you to do this by using the file name *SAVE PLAN* in the *View?* plan list, as shown above.

The process is quite simple. Merely select *Save As...* from the *File* option on the main menu bar as shown in the following sample.



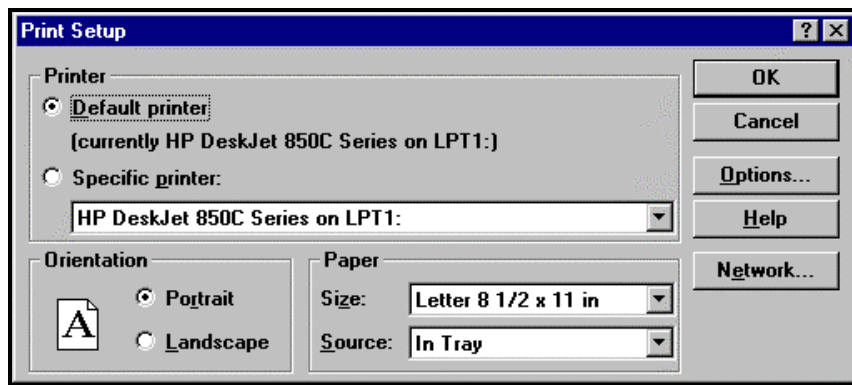
You will then see the *File/Save As...* dialog box. Select the appropriate drive and path, then enter a file name up to eight characters long. **Do not** add the common three-character extension, since ADplus™ does this for you. Press *OK* and the program automatically saves a raw data file with a *dat* extension and a matching results table file with a *tab* extension. The sample dialog box below is configured to save the file as *magazine* in the *adwin* subdirectory on Drive C. By Windows™ convention, file names and directories are displayed in lower case to conserve space.



Printing Results

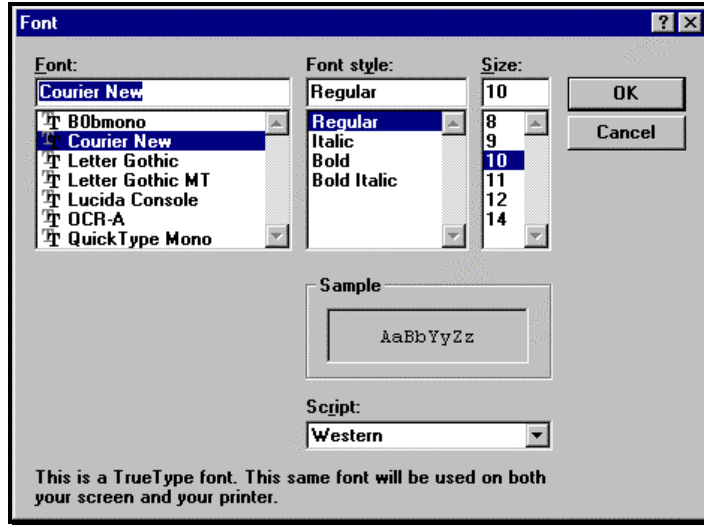
Using File/Print...

Now that your file is saved on a disk, you will probably want a *hard* or printed copy of the ADplus™ results table. To do so, make sure that you have properly selected the printer attached to your computer and that it will print with a fixed-proportion font. First, select the *Printer Setup...* option from the File menu. This will give you the standard Windows™ *Print Setup* dialog box. Here is a sample of the initial screen.



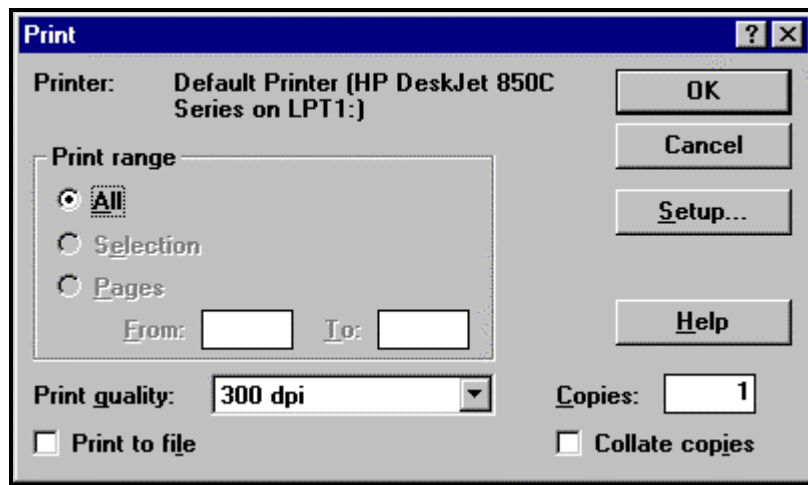
In this example the printer is set to the default printer. Select the *Options...* button to choose another printer.

Next, select File/Printer Fonts... from the ADplus™ menu bar to choose a fixed-proportion font, such as *Courier*. An example of the font dialog follows, illustrating the selection of 10-point Courier New.



To make your font selection easier, variable proportion fonts will not be displayed in the *Font* list box.

When your printer and fonts are properly configured, you can choose *File/Print...* from the ADplus™ menu bar. After doing so, you will see the standard Windows™ print dialog box illustrated below.



This dialog box is linked to the *Print Setup* dialog. Select *OK* when the options are properly set. Here is a sample of the ADplus™ results table that you would retrieve from the printer.

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ADplus(TM) RESULTS:  MAGAZINES

Kent Lancaster                Target: 192,031,008
Media Research Institute      Adults
Typical Month                Message/vehicle ratio = 45.6%

Summary Evaluation           Vehicle           Message
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Reach 1+ (%)                 54.5%            38.5%
Reach 1+ (000s)             104,662.2        73,960.2

Reach 3+ (%)                 33.0%            11.3%
Reach 3+ (000s)             63,310.8         21,778.3

Gross rating points (GRPs)   171.6            78.3
Gross impressions (000s)     329,602.0        150,298.5
Average frequency (f)        3.1              2.0

Cost-per-thousand (CPM)      3.48             7.63
Cost-per-rating point (CPP)   6,681            14,652
Cost-per-net reach point (CPRP) 21,041           29,776
Cost-per-response (CPR)      0.01             0.02

Vehicle List  Rating  Ad Cost  CPM-MSG  Ads  Total Cost  Mix %
-----
TV Guide      22.97  155,200  7.72     4    620,800     54.1
People        19.94  131,500  7.53     4    526,000     45.9

Totals:       7.63     8    1,146,800  100.0
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Using Table Files

ADplus™ automatically creates table files with *tab* extensions whenever you save schedule data. You can easily print plans using these files from outside the ADplus™ application. This approach allows you to control the files directly using your word processor (e.g., Microsoft® Word, WordPerfect®), giving you full control of the margins, type style, font size, and table contents, among other possibilities. It also makes it easy to merge the plan with reports, spreadsheets and other documents. You can then print the plan by following your usual word processing procedures.

Stopping ADplus™

So far you have learned how to evaluate an advertising media plan using ADplus™--entering data, saving them, and printing the results. The next chapter will explain how to interpret ADplus™ results tables which present standard media evaluation factors used throughout the industry. For now the only additional step you should be acquainted with is how to stop an ADplus™ run.

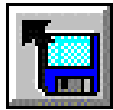
To stop the program, simply select *File/Exit ADplus...* from the menu bar. You will then see a message box requiring you to confirm that you wish to exit the program. If you answer *OK*, all of your work in ADplus™ memory

will be deleted. But since you saved your magazine schedule in a file called *magazine*, the plan can be retrieved the next time you run ADplus™.

Toolbar Shortcuts

The row of captions and buttons at the top of the ADplus™ main window, just below the menu bar, is referred to as the *toolbar*. The toolbar configuration will change for different procedures. Nevertheless, the seven buttons at the right of the toolbar will remain constant. A brief description of each of these buttons follows. They are shortcuts to menu bar procedures.

Simply click the button to duplicate corresponding menu bar selections. Procedures for the first three buttons have already been discussed. The remaining options will be covered in subsequent chapters.



Open plan or flowchart data files from disk storage.



Save plan or flowchart data files on disk.



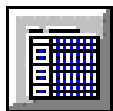
Print the selected (currently visible) plan, flowchart or graph.



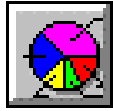
Duplicate or copy the selected plan within ADplus™ memory (RAM).



Delete or *trash* the selected (currently visible) plan or flowchart from ADplus™ memory (RAM). This is much faster than using *Plan\Delete...* because no confirmation prompt is provided if the data file has been saved.



View the current flowchart, if available.



View plan, flowchart, or reach curve graph. Each click of this button will present the next graph in the current sequence of available graphs.

Keyboard Shortcuts

If your equipment does not include a mouse, ADplus™ can nevertheless be operated completely with the keyboard. And in several instances, you may find it faster or more convenient to use the keyboard instead of the mouse.

ADplus™ follows Windows™ keyboard conventions. Navigation keys, such as <Tab> and <Enter,↵>, move the focus logically forward throughout a window, while <Shift><Tab> and <Esc> move the focus logically backward. Any menu bar item, input box, or command button can be selected by pressing <Alt> plus the underlined letter of the option to be selected (e.g., <Alt><f> will select the File menu). Once the menu is displayed, you can select a sub-menu item by simply pressing the underlined letter that is shown for that option (e.g., press <s> to save a plan once the File menu is displayed).

Fast keys are displayed to the right of any sub-menu item. These allow you to bypass the menu bar, usually by pressing <Ctrl> plus some related letter of the alphabet (e.g., press <Ctrl><s> to save a file without using the menu bar).

To select a particular plan from the *View?* file list, first use the navigation keys to move about the list. These keys are located on or near the number pad of the keyboard (e.g., <↑>, <↓>, <PgUp>, <PgDn>). The current position within the *View?* file list will be shown by a dashed outline surrounding the file name of the selected plan. Press the space bar to select and highlight your final choice.

Navigation keys will also operate vertical and horizontal scroll bars once they have the focus within a window.

All of the other ADplus™ features are as easy, simple, and quick as those presented so far in this chapter. The rest of this book is devoted to acquainting you with them, along with explaining how to read and improve the results to maximize the role of the media plan within advertising campaigns.

References

Marketer's Guide to Media 98-99, Volume 21, New York: ASM Communications, Inc., 298 pages.