

Creating, Printing and Adjusting the look of reports:

Here are some of what you can adjust and what page below has those directions. For how to Print, Save PDF and Copy to Clipboard, go to page 2 below.

The screenshot shows a report titled "EASTLAN RATINGS" for Market Decatur, IL. The report includes a table of radio stations with their call letters, weekly cumulative audience, and share. Callout boxes provide instructions for customizing different parts of the report:

- Add Logo PAGE 14**: Points to the "EASTLAN RATINGS" logo.
- Change Title color and text style PAGE 8**: Points to the "EASTLAN RATINGS" title.
- Change Table bar color PAGE 6**: Points to the table header bar.
- Change size of box (single reports only not Multi reports) PAGE 4**: Points to the table.
- Change Header and Footer Color and Font Style. Color Of Bar: PAGE 10 Style and Color of Text: PAGE 10**: Points to the footer area.

Rank	CallLetters	Weekly Cume.	Ach. Shr.
1	WSOY FM	6,688	16.4
2	WNLD FM	5,775	10.5
3	WYDS FM	4,876	11.9
4	WCZQ FM	4,053	8.7
5	WDZQ FM	2,623	3.8
6	WZNX FM	2,513	5.6
7	WSOY AM	2,196	3.5
8	WDCR FM	2,069	3.5
9	WILL FM	2,036	2.2
10	WYDS F2	1,963	4.3
11	WEJT FM	1,738	1.8
12	WUIS FM	1,727	3.1
13	WJMU FM	1,396	2.3
14	WXFM FM	950	1.0
15	WYDS F3	802	1.0
16	WDZ AM	777	8
17	WGLT FM	667	7
18	WMAY FM	465	4
19	WZUS FM	221	2
20	WDKR FM	118	1

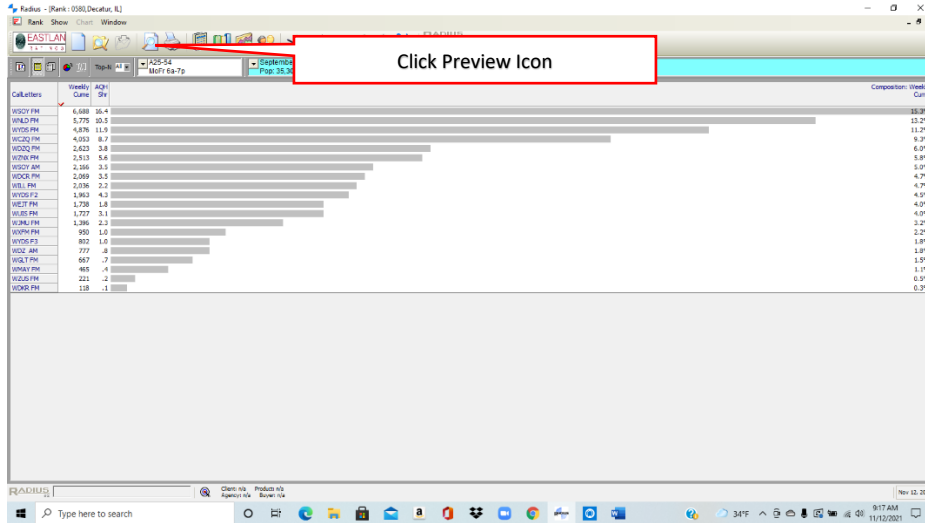
Source: Eastlan September 2021 Scott Phillips 12-Nov-21

Page 0000 %Wgn 100.0
A25-54 35.3
Sample: A25-54 232

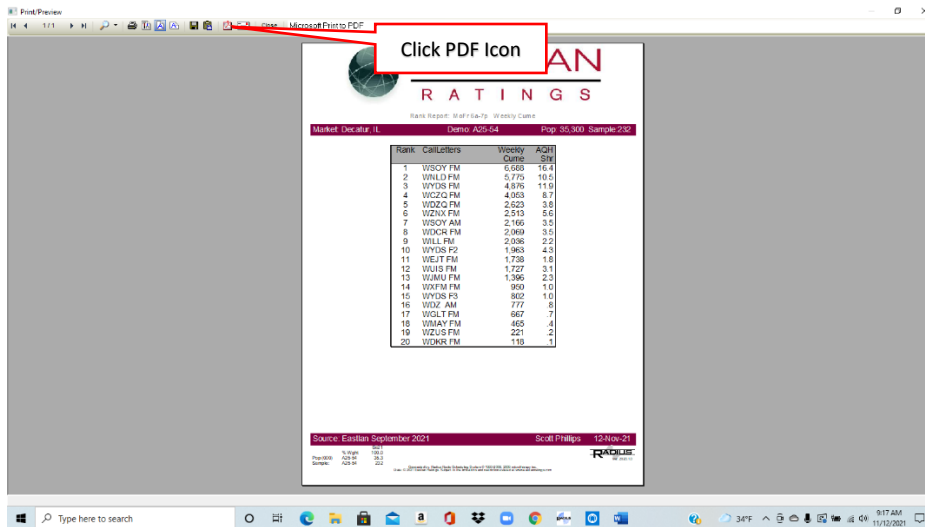
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PRINTING, CLIP BOARD or SAVE AS PDF:

Once you have created a report like below click on the Preview Tab



That will bring you to the following screen. To save as a PDF, click the PDF icon....



Now name the file and save it wherever you want on your computer. **To print:** click the print icon. **To save to your clipboard** so you can paste it into a word document or other program, click the "Copy To Clipboard" icon. Once you click the "Copy to Clipboard" Icon, then just go to the document you want to paste it into and right click the document and click paste.

Print/Preview Microsoft Print to PDF

EASTLAN RATINGS

Rank Report: M-F 7a-7p, Weekly Curve
Net Decatur, IL Demo A55-64 Pop: 35,900 Sample: 232

Rank	Call Letters	Weekly Curve	AGL SH
	FM	6,948	16.4
	FM	5,775	14.5
	FM	4,876	11.9
	FM	4,053	9.7
	FM	2,523	3.8
6	WZLX FM	2,313	5.6
7	WSOY AM	2,166	3.5
8	WDGZ FM	2,069	3.5
9	WILL FM	2,038	2.2
10	WYDS P2	1,963	4.8
11	WIEP FM	1,738	1.8
12	WUIS FM	1,727	3.1
13	WUMU FM	1,366	2.3
14	WXFM FM	950	1.0
15	WYDS P3	802	1.0
16	WIOZ AM	777	5
17	WGLT FM	667	.7
18	WIMM FM	465	.4
19	WZUS FM	221	.2
20	WDKR FM	118	.1

Source: Eastlan September 2021 Scott Phillips 12/16/21

Print/Preview Microsoft Print to PDF

Type here to search

9:17 AM 11/12/2021

Print

Copy to Clipboard

Save to PDF

Changing the Size of the Stations/ratings table (SINGLE REPORTS ONLY):

Click on the SETUP tab.

Click Setup Icon

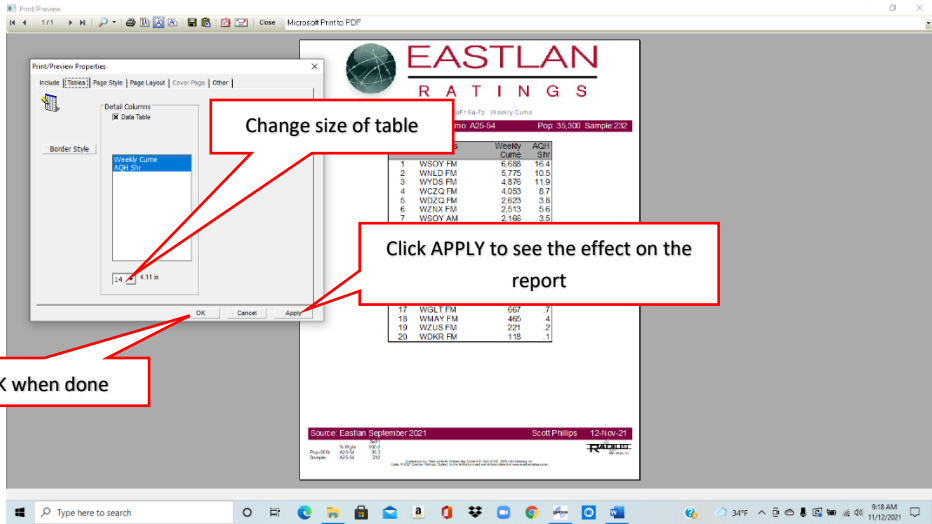
You are changing the size of this table

Rank	CallLetters	Weekly Gross	Adpt Sp
1	WISV FM	6,656	16.4
2	WNLB FM	2,775	10.5
3	WYDS FM	4,876	11.9
4	WCZQ FM	4,053	8.7
5	WIOY FM	2,623	3.6
6	WZNX FM	2,513	5.6
7	WISV AM	2,186	3.5
8	WDOR FM	2,069	3.5
9	WILL FM	2,036	2.2
10	WYDS FS	1,963	4.3
11	WEJT FM	1,738	1.8
12	WJUS FM	1,727	3.1
13	WJMU FM	1,396	2.3
14	WXPW FM	950	1.0
15	WYDS FS	802	1.0
16	WIDZ AM	777	.8
17	WOLT FM	667	.7
18	WIMY FM	465	.4
19	WZUS FM	221	.2
20	WDKR FM	118	.1

This will bring up the following popup screen. Click on Tables tab...

Click on TABLES tab

You will get the following popup window. You can change the size of the box by clicking the dropdown arrow and select the size you want. Then click Apply to see the effect. Repeat until you have the look you want and then click OK. NOTE: This option is only available if you are running a single report (showing only one daypart and demographic) not multi reports (showing more than one daypart and demographic).



Change size of table

Click APPLY to see the effect on the report

Click OK when done

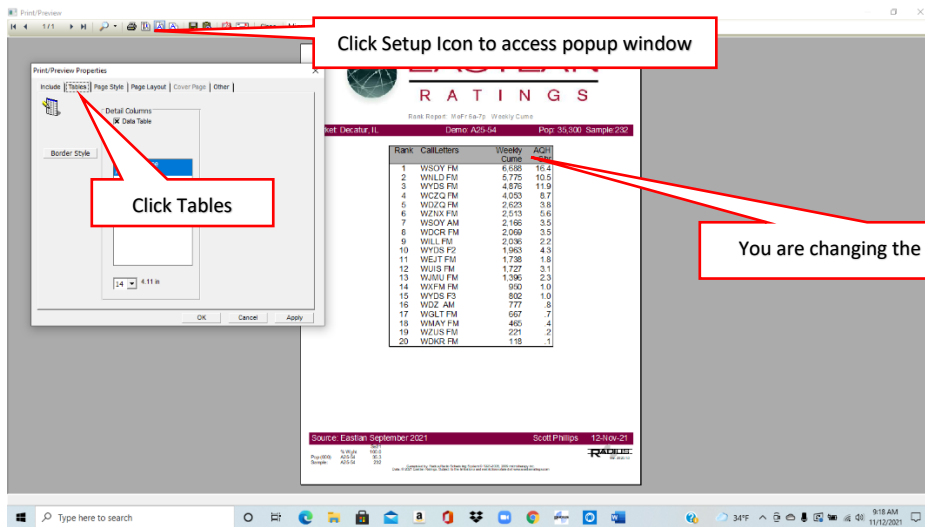
	Weekday	Gains	Shares
1	WISL-FM	6,158	10.4
2	WILD-FM	5,775	10.5
3	WYDS-FM	4,875	11.9
4	WZCZ-FM	4,923	8.7
5	WIZG-FM	2,623	3.8
6	WZNU-FM	2,513	5.6
7	WSOV-AM	2,168	3.5

17	WISL-FM	567	7
18	WIMY-FM	465	4
19	WZUS-FM	221	2
20	WDRG-FM	118	1

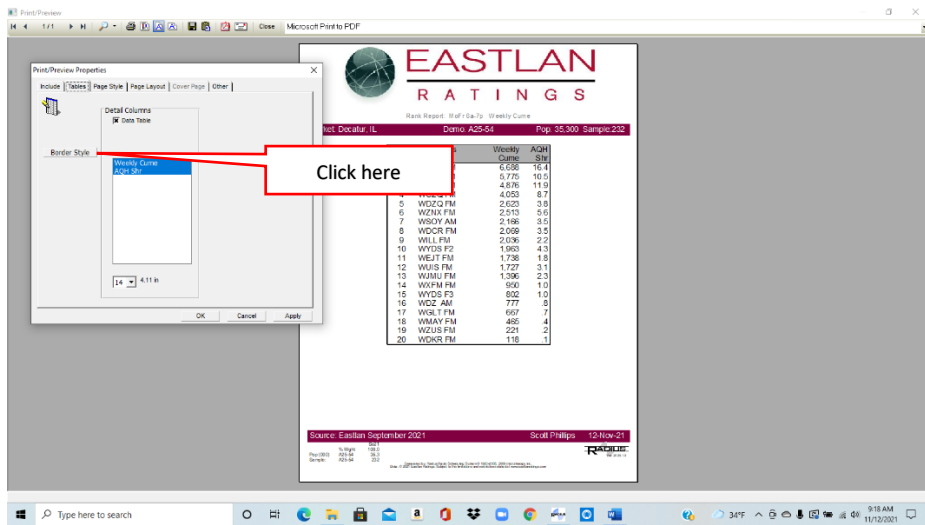
Source: Eastlan September 2021 Scott Phillips 10-Nov-21

Change the color of the header for the Station/ratings box as shown below.

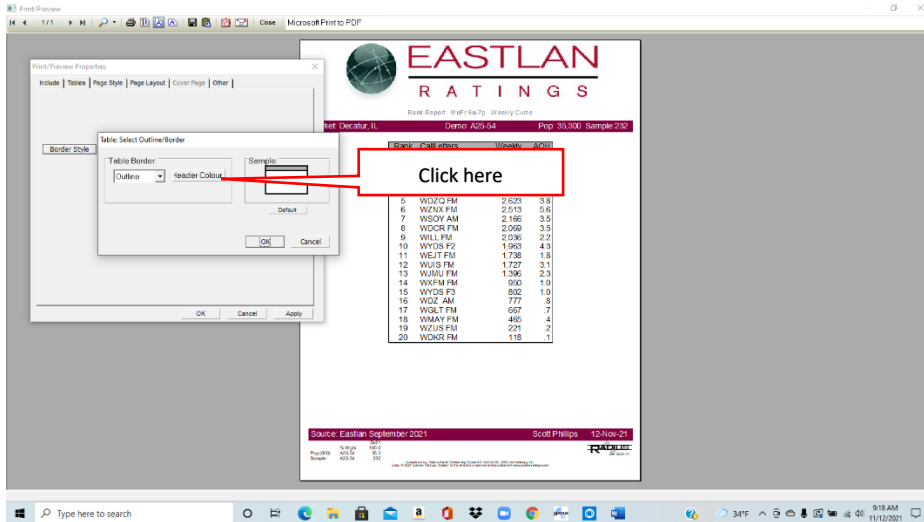
To start, click the Setup button and the following popup screen will appear. Click on TABLES



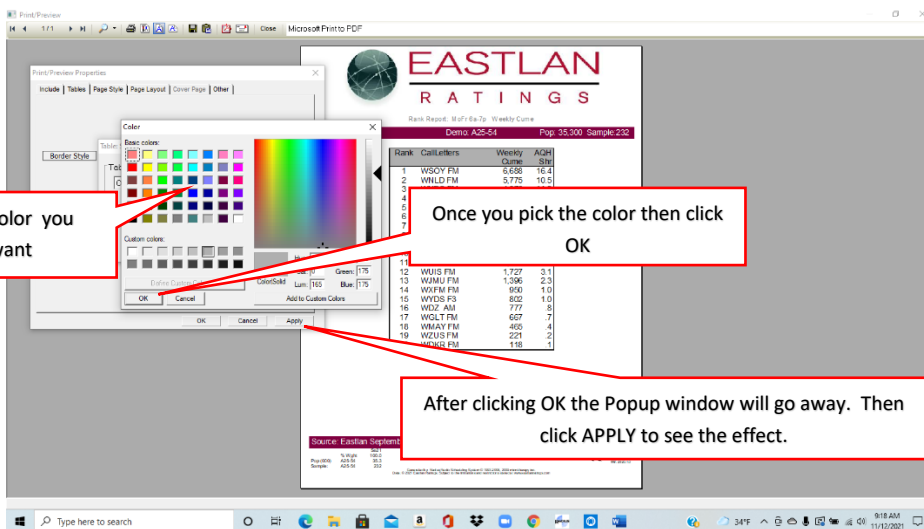
Click on BORDER STYLE...



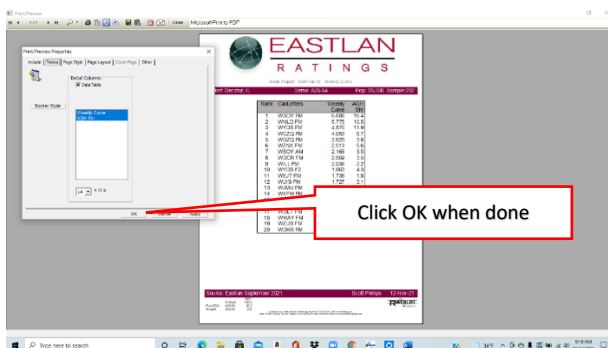
From the popup window below, click as shown.....



From the popup screen select the color you want, then click "ok" on the popup screen. The popup window will disappear then click APPLY to see how it looks (NOTE: select a light color so the text is easy to read). If you don't like the color just repeat above.

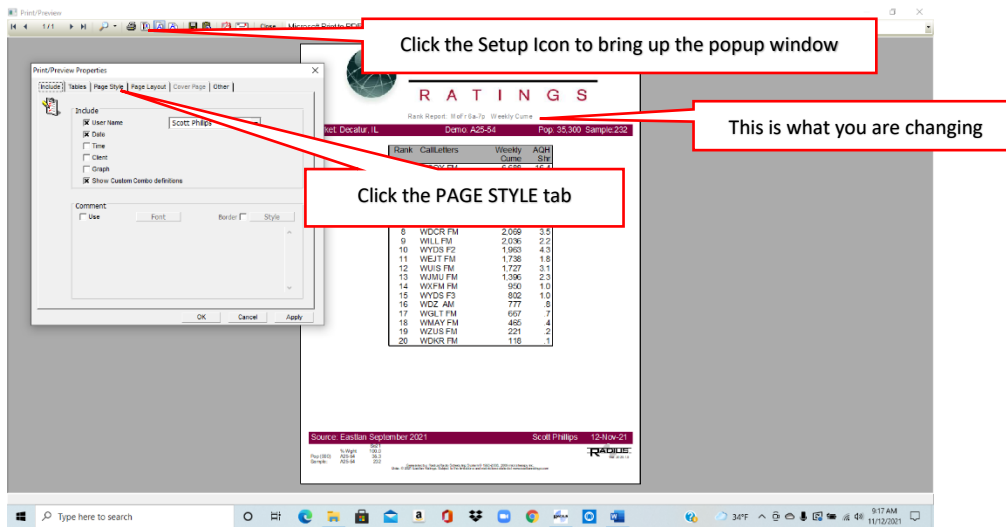


Once you like the look, click OK to finish.

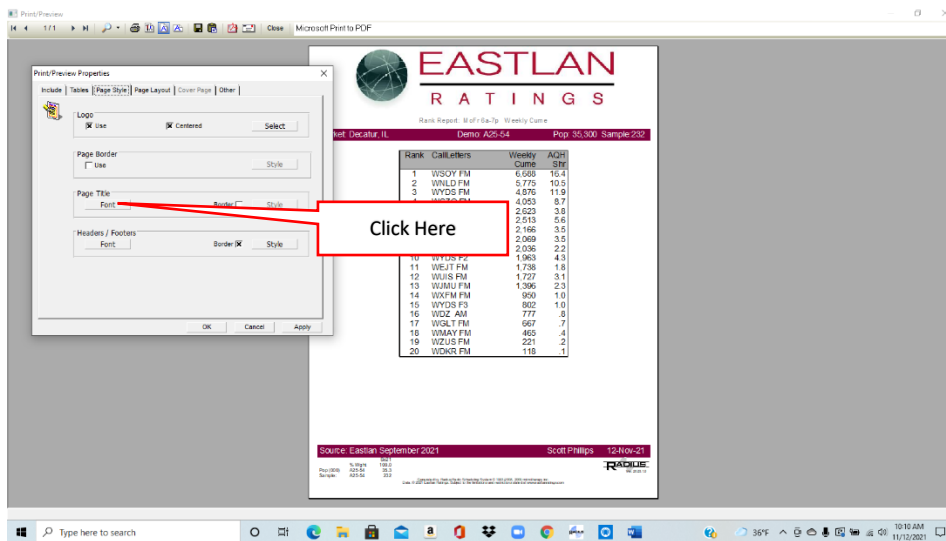


Change the TITLE font and color as shown below.

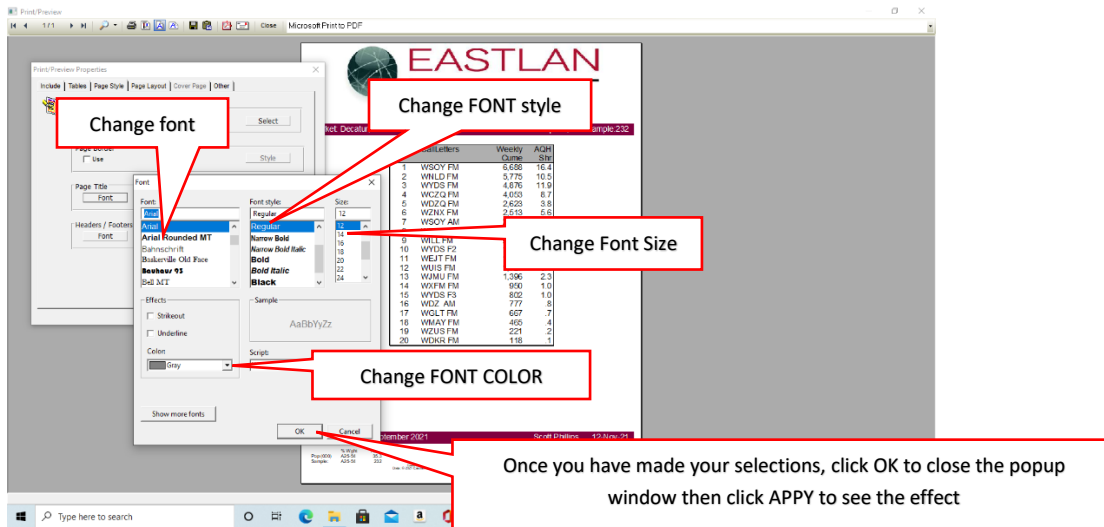
Access the popup window by clicking the SETUP button then click on "Page Style" tab



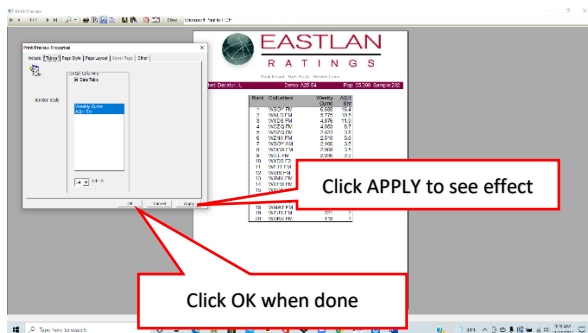
The following popup screen will appear. Click on FONT under PAGE TITLE



You can adjust the size, type of the font and color of the font. Pick the ones you want then click OK. That will close the Popup Screen. Then Click Apply to see how it looks. Go back and repeat until you have the look you want.

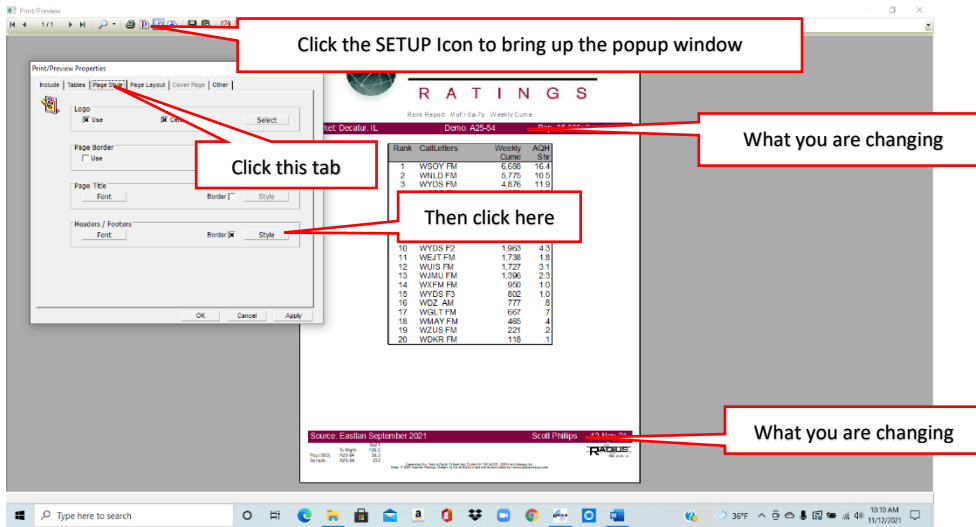


Once you are satisfied with the look, click OK...

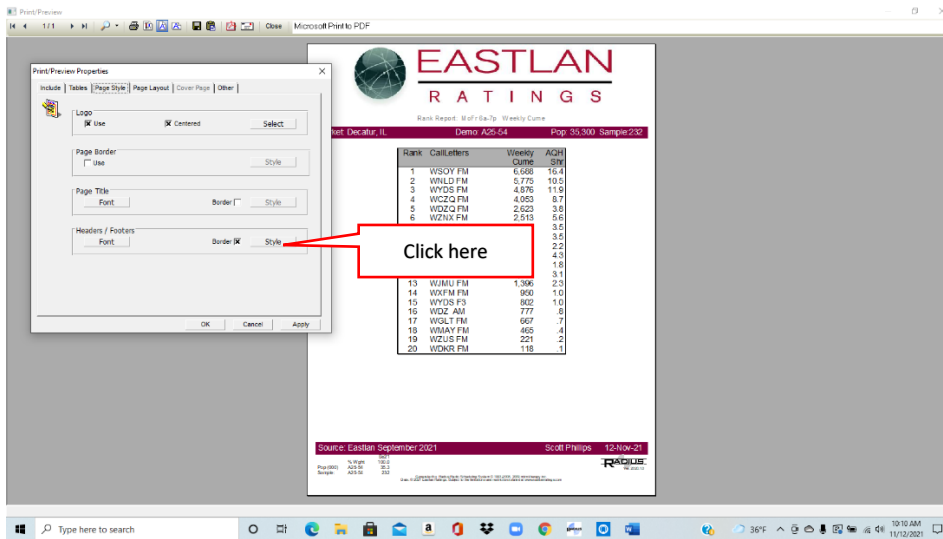


To change the Color of the HEADER AND FOOTER as shown below:

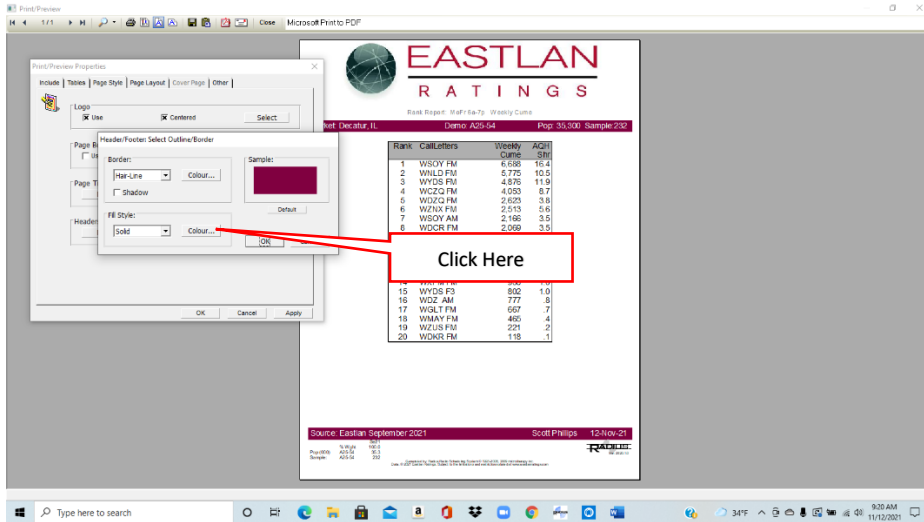
Click on the Setup Icon to bring up the popup window below. Click on the Page Style tab.



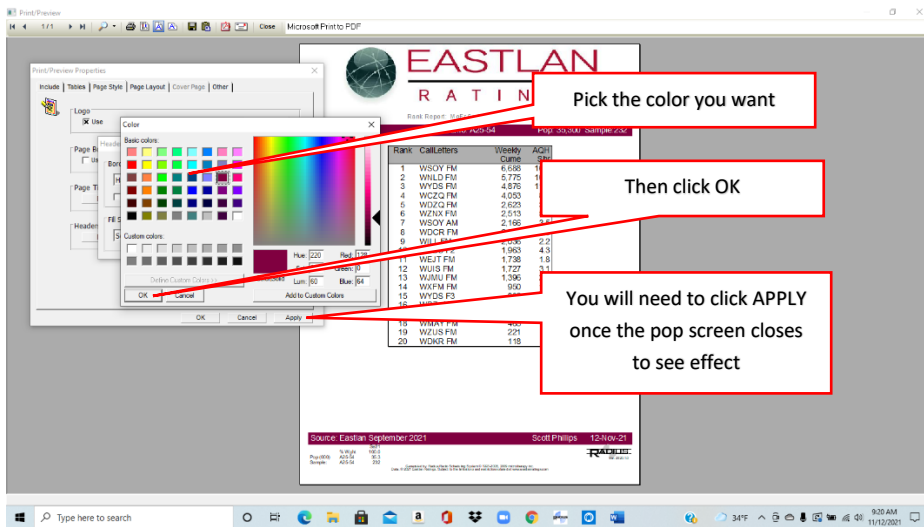
From the pop up screen, click on STYLE under Headers/Footers



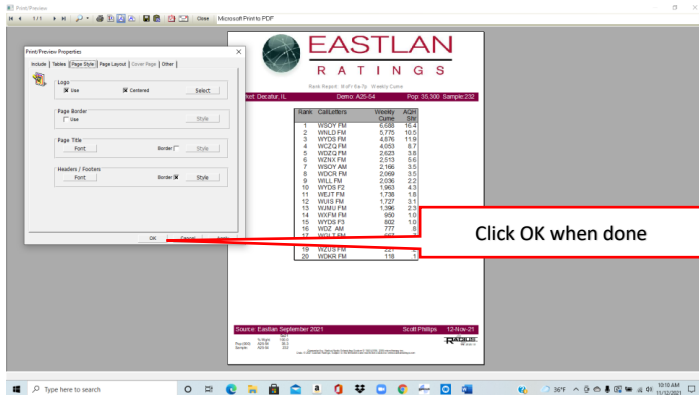
Then click as shown below...



You will now see the popup screen below. Select the color you want and click Ok (Note: If the text is now too dark, we will show you how to adjust the text color further below) You will need to click APPLY once the popup screen closes to see the effect on the report.



Repeat until you have the color you want. Then click "OK"



Change the color of the Text on Headers and Footers.

Access the popup wind below by clicking on the SETUP Icon. Click on the PAGE STYLE tab and then Click FONT under HEADERS/FOOTERS

Click on the SETUP icon to bring up the popup window

Click this tab

Then Click here

You re changing the color of the text in the headers and footers

The screenshot shows the 'PrintPreview Properties' dialog box with the 'Page Style' tab selected. The 'Headers / Footers' section is expanded to show the 'Font' settings. A table of station call letters and their weekly game counts is visible in the background.

Rank	CallLetters	Weekly Game	Align	Size
1	WISQY FM	6,586	16.4	14
2	WLNKX FM	6,379	16.4	14
3	WVDS FM	6,379	16.4	14
4	WVZG FM	2,623	3.6	14
5	WVZG FM	2,513	3.6	14
6	WLNKX FM	2,513	3.6	14
7	WISQY AM	2,166	3.5	14
8	WDCR FM	2,099	3.5	14
9	WILL FM	2,036	2.2	14
10	WVDS P2	1,963	4.3	14
11	WVET FM	1,728	1.9	14
12	WUIS FM	1,727	3.1	14
19	WIZUS FM	221	2	14
20	WDCR FM	118	1	14

From the following popup screen you can change the font size and style. You can also change the color by clicking as shown below...

Change FONT here

Change FONT STYLE here

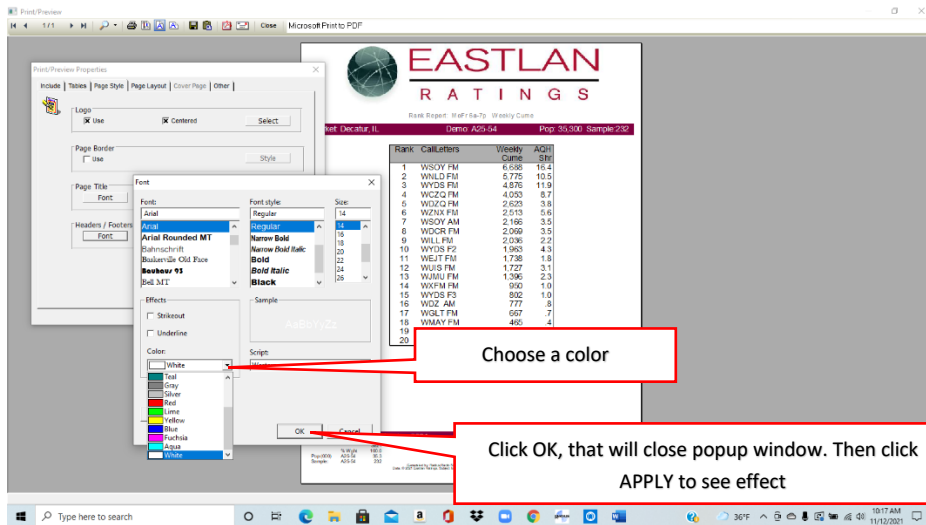
Change FONT SIZE here

Change FONT COLOR here

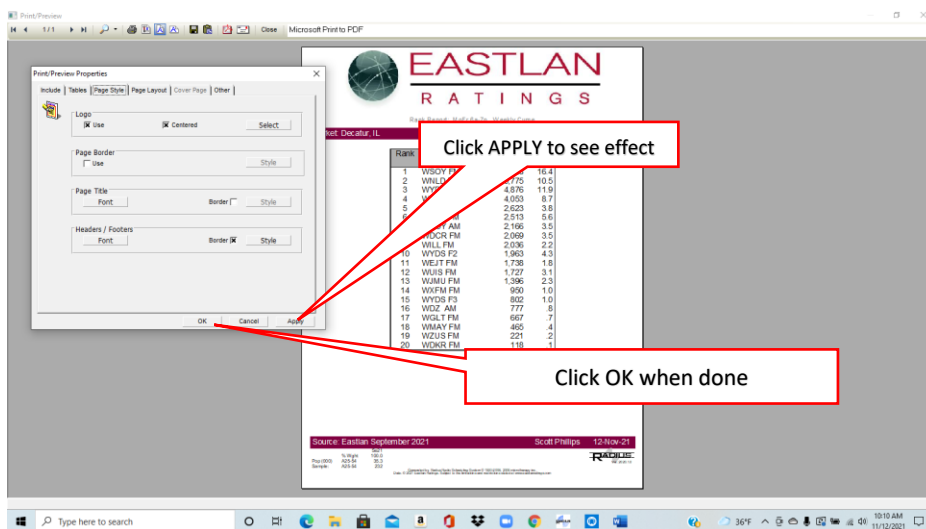
The screenshot shows the 'Font' dialog box with the 'Font' tab selected. The 'Font' dropdown is set to 'Arial Rounded MT', the 'Font style' is 'Regular', the 'Size' is '14', and the 'Color' is 'White'. A table of station call letters and their weekly game counts is visible in the background.

Rank	CallLetters	Weekly Game	Align	Size
1	WISQY FM	6,586	16.4	14
2	WLNKX FM	6,379	16.4	14
3	WVDS FM	6,379	16.4	14
4	WVZG FM	2,623	3.6	14
5	WVZG FM	2,513	3.6	14
6	WLNKX FM	2,513	3.6	14
7	WISQY AM	2,166	3.5	14
8	WDCR FM	2,099	3.5	14
9	WILL FM	2,036	2.2	14
10	WVDS P2	1,963	4.3	14
11	WVET FM	1,728	1.9	14
12	WUIS FM	1,727	3.1	14
14	WVZG FM	2,623	3.6	14
15	WVZG FM	2,513	3.6	14
16	WVZG FM	2,513	3.6	14
17	WVZG FM	2,513	3.6	14
18	WVZG FM	2,513	3.6	14
19	WVZG FM	2,513	3.6	14
20	WVZG FM	2,513	3.6	14

From the dropdown window select the color you want (Note: if the bar color is dark it is best to pick white for Font Color). Then Click OK. You won't be able to see the color on your report until you click APPLY

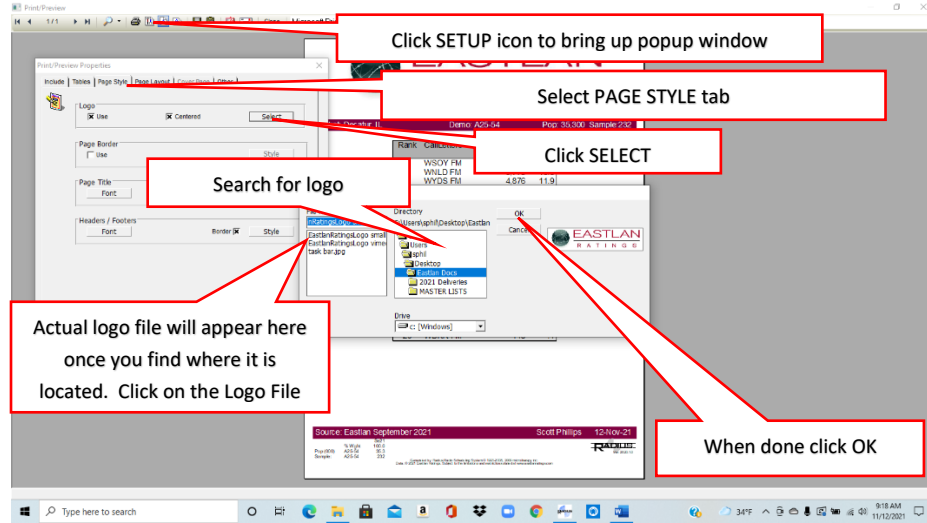


Repeat the process until you have the color and look you want. Then click OK...

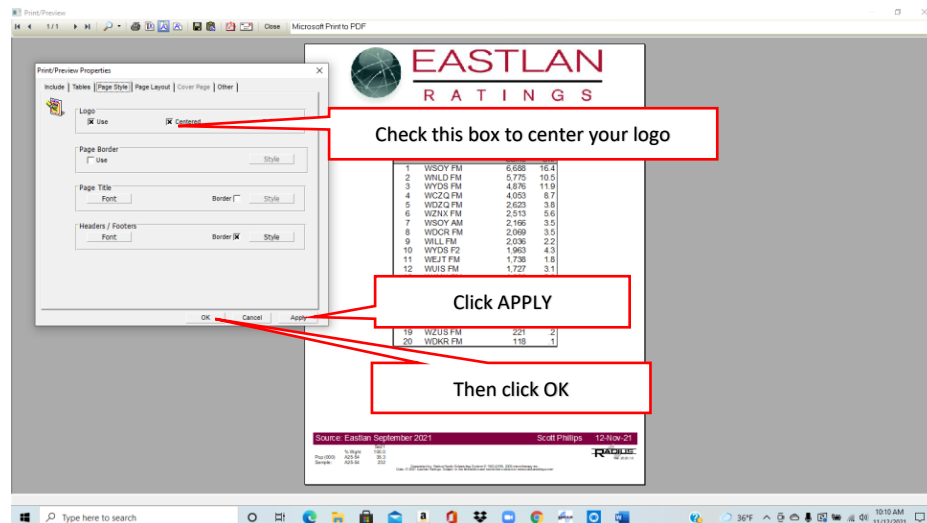


Add a logo:

Click the Setup Icon, then click "Page Style" tab and then click SELECT under LOGO. Search for where you logo is saved on your computer. If it is inside a folder click the folder and the files will appear as shown below. Select the image you want (must be either Jpeg or Bitmap)



Once you have the logo you want, you can center it by clicking as shown below. Then click APPLY and then OK.



If you need help reach out to us support@eastlanratings.com