



Target Every New Schedule:

Every time you create a scheduled it should be targeted to someone. It will help you find it later and remember what it was.

Click on the Target Icon.....

Click Target Icon

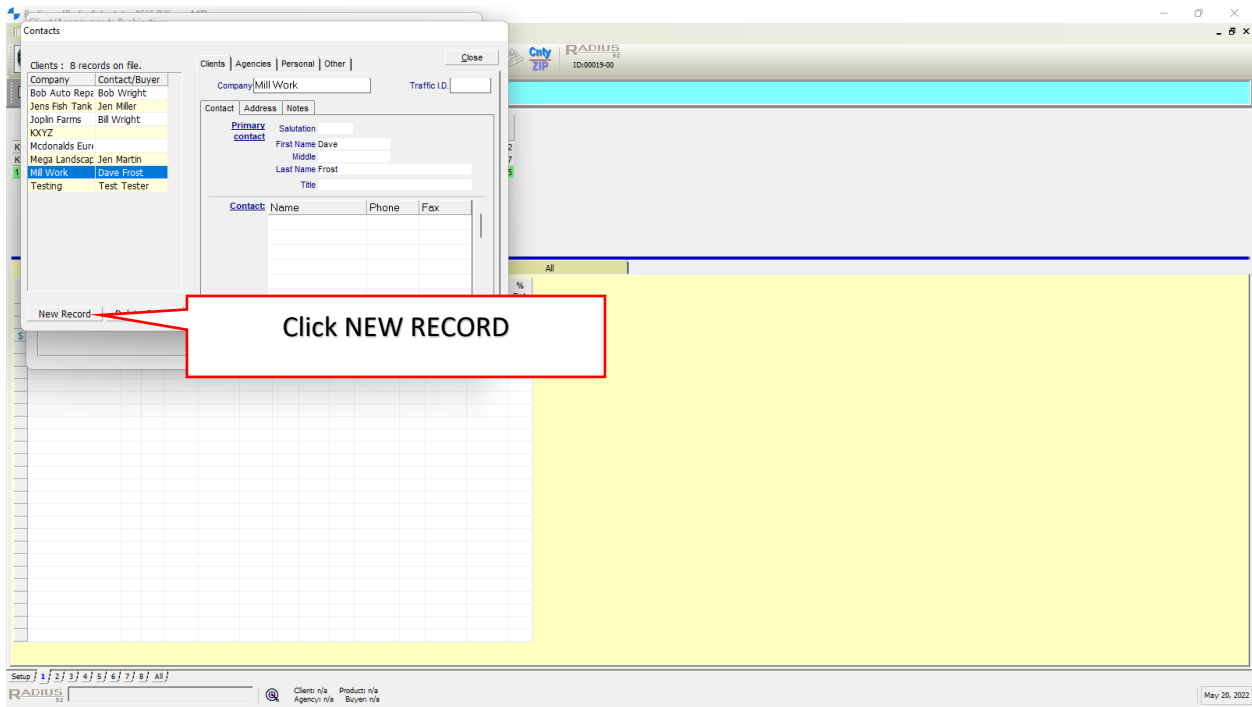
Station	Incl	Lock	Spot	Rate	Wkly \$	CPP	GRP	CPM	AQH Rtg	AQH Persons	Weekly Cume	Avg Freq	Grossimp (000)	Schd Rch	% Rch
KRSQ FM	Y		60	33.33	2,000.00	10.10	198.0	8.00	3.3	4.168	23,036	12.1	250.1	20,512	
KEWF FM	Y		60	33.33	2,000.00	24.69	81.0	19.28	1.4	1.728	10,566	10.9	103.7	9,327	
1 Week:			120	33.33	4,000.00	14.34	279.0	11.31	2.3	2.948	31,663	12.4	353.8	28,315	

Now you have a opportunity to find an previous entry, enter in a New client, or enter a new Agency. (Note: If you are creating a schedule for someone you already have an entry for, just scroll down and click on that entry and create a new Product name) If you want to enter a new client click the Edit button next to the client box. If entering a new Agency click the Edit button next to the Agency box.

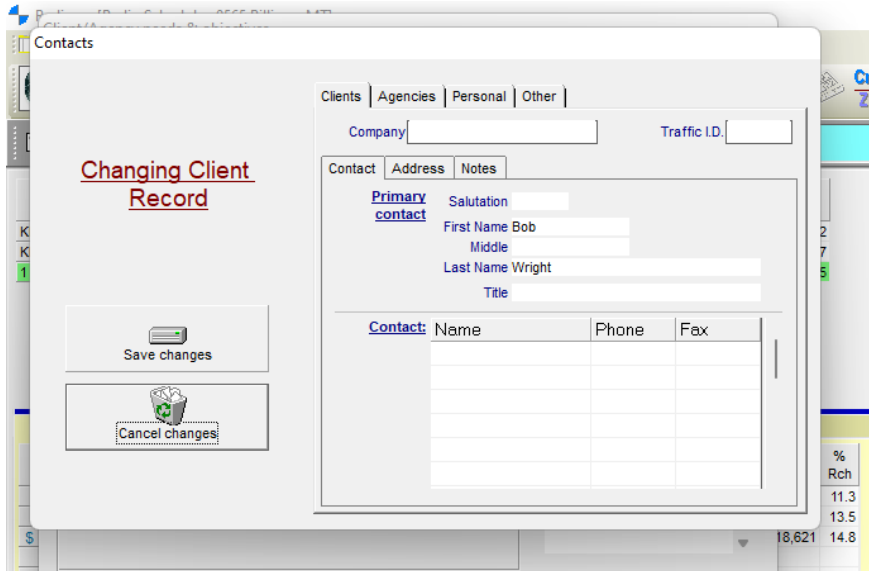
Click Edit to add Client

Click Edit to add Agency

A new window will appear. Click on New Record.....

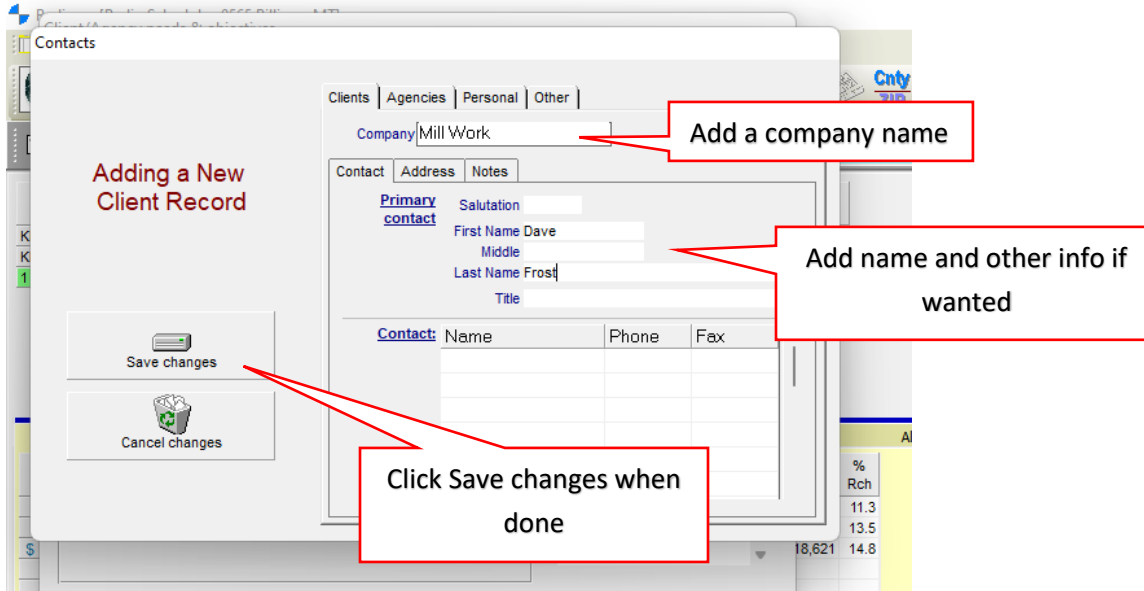


A new popup window will appear (the entry fields will look different for Clients vs Agency. The example below is for clients.....

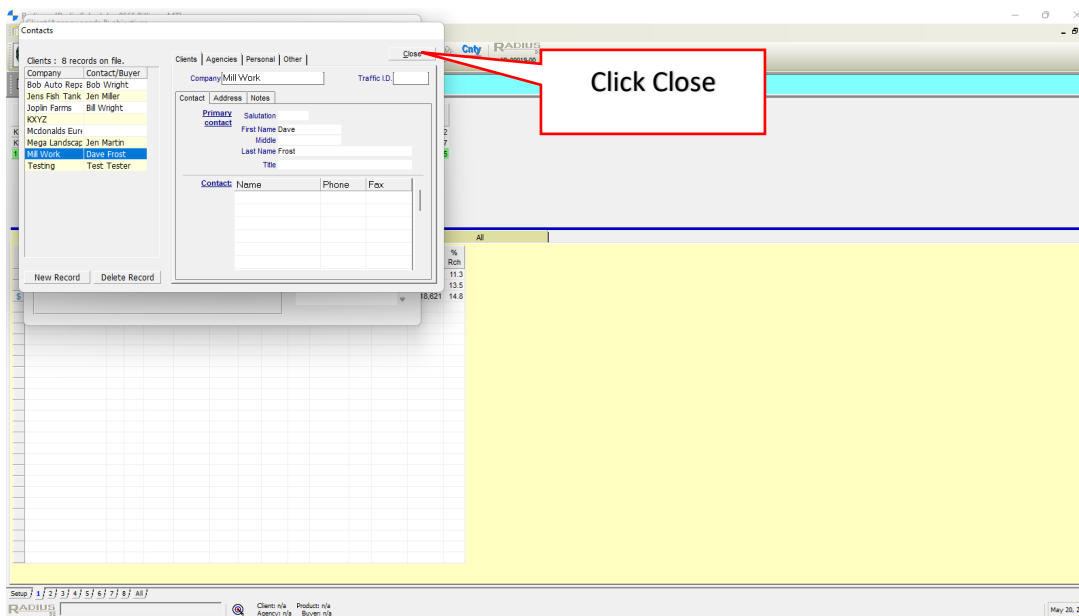


Continue below...

Enter in company name and other information you want (must have at least company name). Then click “Save Changes”

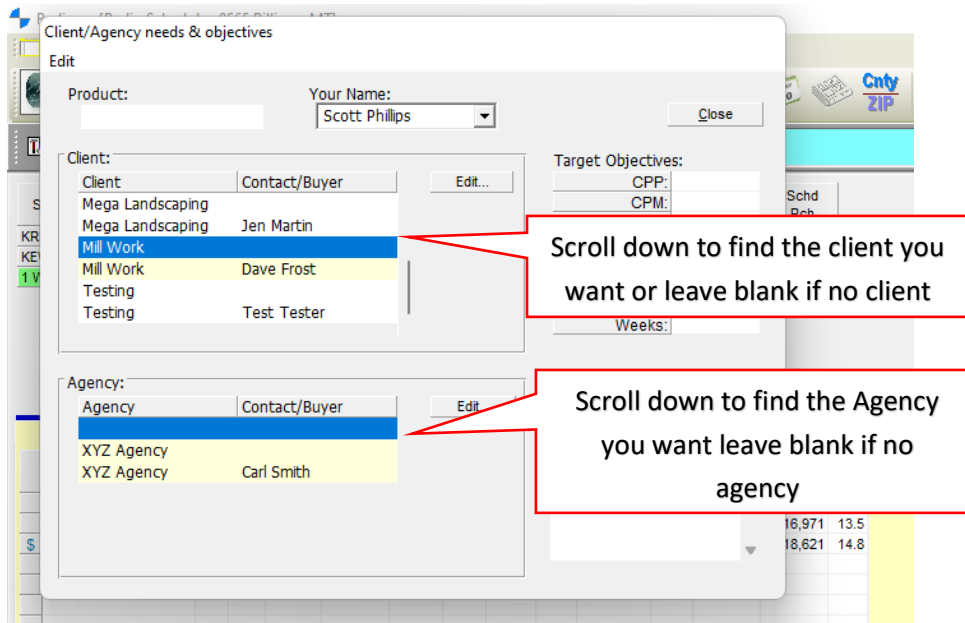


You will then come to this screen. Click on Close.....

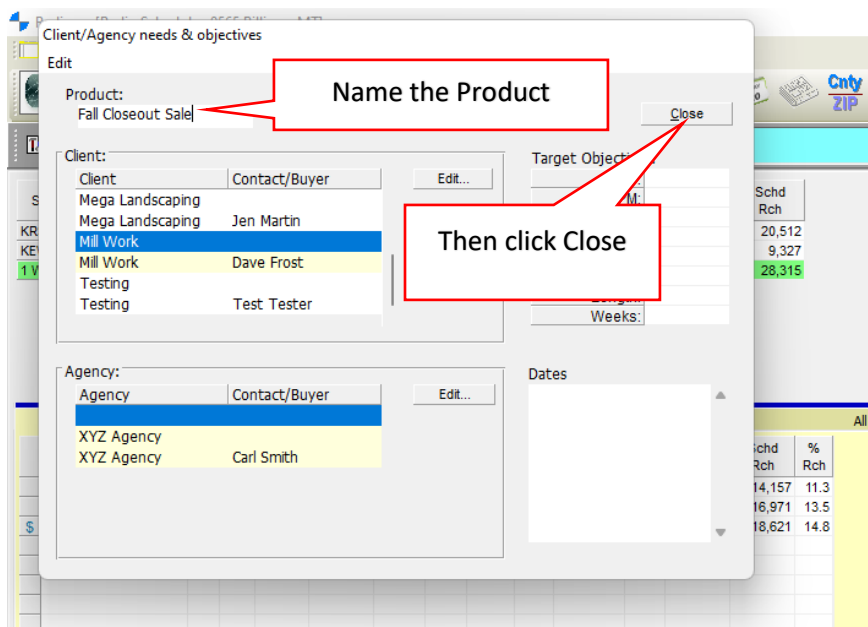


Continue below...

Now scroll down to find the record you want. Keep in mind you can select both a Client and an Agency. Click on the one the schedule is for....



Important to fill out something for "Product". This should be something to help remind you what the schedule is about. It will also appear on the Schedule Reports. Click on close.....



Continue below...

Now at the bottom scheduler the info will appear. Remember it stays there even when create a new schedule so be sure to “Target” each schedule you make.

KRSQ FH				KEWF FM				All					
Schedule	Len	Spot	Rate	Wkly \$	CPP	GRP	CPM	AGH Rtg	Weekly Cum	Avg Freq	Grossimp (000)	Schd Rch	% Rch
MoFr 6a-10a	10	20.00	200.00	5.88	34.0	4.85	3.4	21.836	3.0	42.7	14,157	11.3	
MoFr 6a-10a	20	30.00	600.00	9.82	68.0	7.03	3.4	21.836	5.0	85.4	16,971	13.5	
MoTh 7a-11a	30	40.00	1,200.00	12.50	96.0	9.83	3.2	22.653	6.5	122.0	18,621	14.8	

Client, Agency and Product info appears here

If you don't want any name or product to be attached to a schedule do the following. Click on the Target Icon to bring up the following window. Erase whatever is showing in “Product” and scroll to the top of the Client or Agency box and select the blank area. Then click Close.

Client/Agency needs & objectives

Edit

Product: Your Name: Scott Phillips

Client:

Client	Contact/Buyer
Bob Auto Repair	
Bob Auto Repair	Bob Wright
Jens Fish Tank	
Jens Fish Tank	Jen Miller
Joplin Farms	
Joplin Farms	Bill Wright

Agency:

Agency	Contact/Buyer
XYZ Agency	
XYZ Agency	Carl Smith

Target Objectives:

CPP:

CPM:

Weekly:

GRP:

Reach:

Freq:

Length:

Weeks:

Dates: