

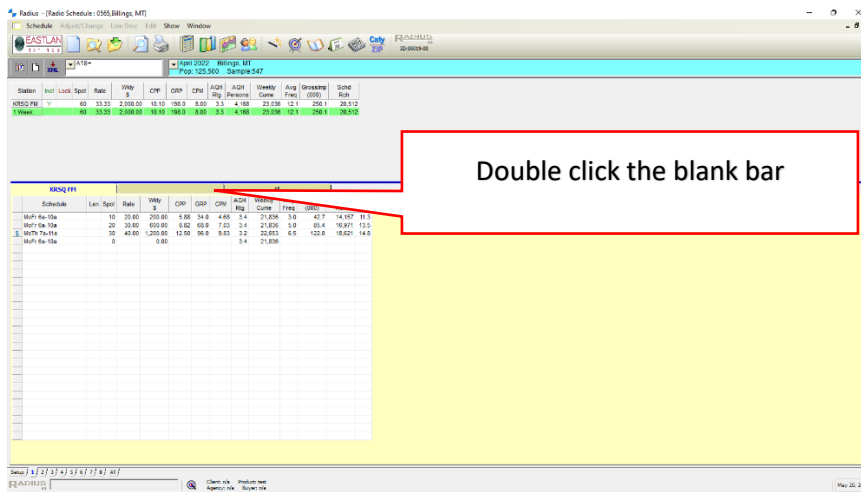


EASTLAN R A T I N G S

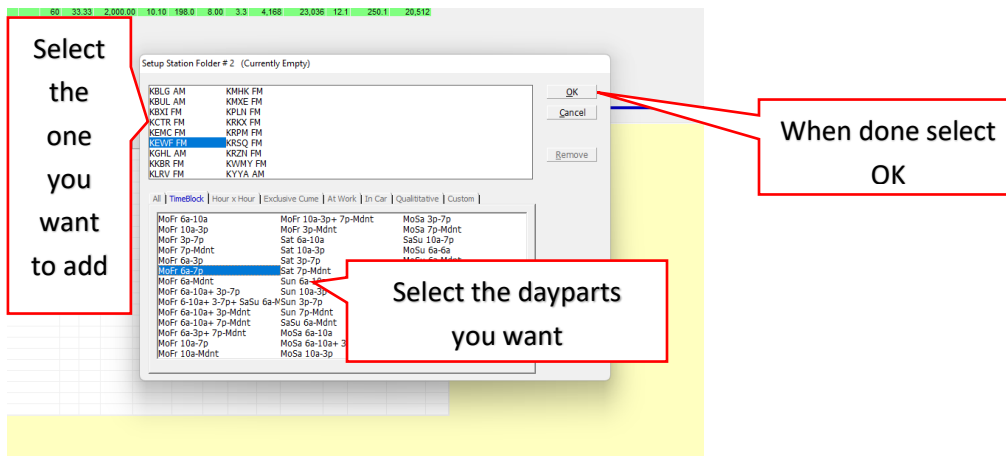
To Add or Remove a station to a Schedule.

NOTE: If you are in **Flighting Mode** you must add or remove the station on **tab 1** of **flighting**. It will then be available for all the flights of the schedule. If a part of the schedule does not include a station then leave it there just do not include any **payparts** for it.

To add a station to the schedule, double click the blank bar as shown below.... (Note once you add a station a new blank bar will be added so you can add more stations)



A popup window will appear. Choose the station you want and daypart you want then click **OK**



The station is now added to the schedule. You can now build the schedule for that station. **NOTE** be sure the station you want to work on is lit up. Click on the station call letters and it will then be lit up and the schedule shown below is for that station. Otherwise you will be adjusting the schedule for the wrong station.

Station: KRSQ FM, KEWF FM

Station	Incl	Lock	Spot	Rate	Wkly \$	CPP	GRP	CPM	AQH Rtg	AQH Persons	Weekly Cume	Avg Freq	GrossImp (000)	Schd 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		0											
1 Week:			60	33.33	2,000.00	10.10	198.0	8.00	3.3	4,168	23,036	12.1	250.1	20,512

KRSQ FM		KEWF FM													
Schedule	Len	Spot	Rate	Wkly \$	CPP	GRP	CPM	AQH Rtg	Cu						
MoFr 6a-7p		0		0.00				1.4							

I am working on KEWF as it is lit up and KRSQ is greyed out

IF you want to copy the dayparts or the schedule from one radio station to the other you must first make sure the station whose schedule you want to copy from is lit up. In example below I want to copy the schedule form KRSQ over to KEWF. So first I click on KRSQ so it is lit up and KEWF is greyed out.....

Station: KRSQ FM, KEWF FM

Station	Incl	Lock	Spot	Rate	Wkly \$	CPP	GRP	CPM	AQH Rtg	AQH Persons	Weekly Cume	Avg Freq	GrossImp (000)	Schd 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		0											
1 Week:			60	33.33	2,000.00	10.10	198.0	8.00	3.3	4,168	23,036	12.1	250.1	20,512

KRSQ FM		KEWF FM													All		
Schedule	Spot	Rate	Wkly \$	CPP	GRP	CPM	AQH Rtg	Weekly Cume	Avg Freq	GrossImp (000)	Schd Rch	% Rch					
MoFr 6a-10a	2	200.00	200.00	5.88	34.0	4.68	3.4	21,836	3.0	42.7	14,157	11.3					
MoFr 6a-10a	2	200.00	200.00	8.82	68.0	7.03	3.4	21,836	5.0	85.4	16,971	13.5					
MoTh 7a-11a	30			12.50	96.0	9.83	3.2	22,653	6.5	122.0	18,621	14.8					

I clicked on KRSQ as that is the schedule I want to copy. It is now lit up and KEWF is greyed out.

Now you can select what station you want to copy it to and it will copy it over....

Click the one you want the schedule copied to.

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		0												
1 Week:			60	33.33	2,000.00	10.10	198.0	8.00	3.3	4,168					

KRSQ FM		KEWF FM		KRSQ FM		All							
Schedule	Len	Spot	Rate	Wkly \$	CPP	GRP	CPM	AQH Rtg	Weekly Cume	Avg Freq	GrossImp (000)	Schd Rch	% Rch
MoFr 6a-10a		0		0.00				1.3	7,077				
MoFr 6a-10a		0		0.00				1.3	7,077				
MoTh 7a-11a		0		0.00				1.4	10,566				

The schedule is now copied over and you can adjust as you want.

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		0												
1 Week:			60	33.33	2,000.00	10.10	198.0	8.00	3.3	4,168	23,036	12.1	250.1	20,512	

KRSQ FM		KEWF FM		KRSQ FM		All							
Schedule	Len	Spot	Rate	Wkly \$	CPP	GRP	CPM	AQH Rtg	Weekly Cume	Avg Freq	GrossImp (000)	Schd Rch	% Rch
MoFr 6a-10a		0		0.00				1.3	7,077				
MoFr 6a-10a		0		0.00				1.3	7,077				
MoTh 7a-11a		0		0.00				1.4	10,566				

Remember to click on the station whose schedule you want to adjust. If it is greyed out you are not adjusting that radio station schedule, only the one that is lit up. You can adjust them all on one tab by clicking the ALL tab and adjust all station schedules on one tab as seen below.....

Radius - [Radio Schedule : 0565,Billings, MT]

Schedule Adjust/Change Line Desc Edit Show Window

EASTLAN 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

A18+ April 2022 Billings, MT Pop. 125,500 Sample 547

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	

Click ALL tab

Station	Schedule	Len	Spot	Rate	Wkly \$	CPP	GRP	CPM	AQH Rtg	Weekly Cume	Avg Freq	Grossimp (000)	Schd Rch	% Rch
KRSQ FM	MoFr 6a-10a		10	20.00	200.00	5.80	34.0	4.60	3.4	21,836	3.0	42.7	14,157	11.3
KRSQ FM	MoFr 6a-10a		20	30.00	600.00	8.82	68.0	7.03	3.4	21,836	5.0	85.4	16,971	13.5
KRSQ FM	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
KEWF FM	MoFr 6a-10a		10	20.00	200.00	15.30	13.0	12.03	1.3	7,077	3.4	16.6	4,859	3.9
KEWF FM	MoFr 6a-10a		20	30.00	600.00	23.98	26.0	18.04	1.3	7,077	5.7	33.3	5,890	4.5
KEWF FM	MoTh 7a-11a		40	40.00	1,200.00	28.57	42.0	22.30	1.4	10,566	6.1	53.8	8,010	6.9

Now all stations' schedules are visible and can be adjusted right here.

Client: n/a Agency: n/a Product: test Buyer: n/a May 20, 2022

TO REMOVE A STATION (reminder if in **Flighting Mode** you must be on tab 1 before adding or removing a radio station)

Double click on the station you want to remove. In this example I am removing KEWF.....

Radius - [Radio Schedule : 0565,Billings, MT]

Schedule Adjust/Change Line Desc Edit Show Window

EASTLAN 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

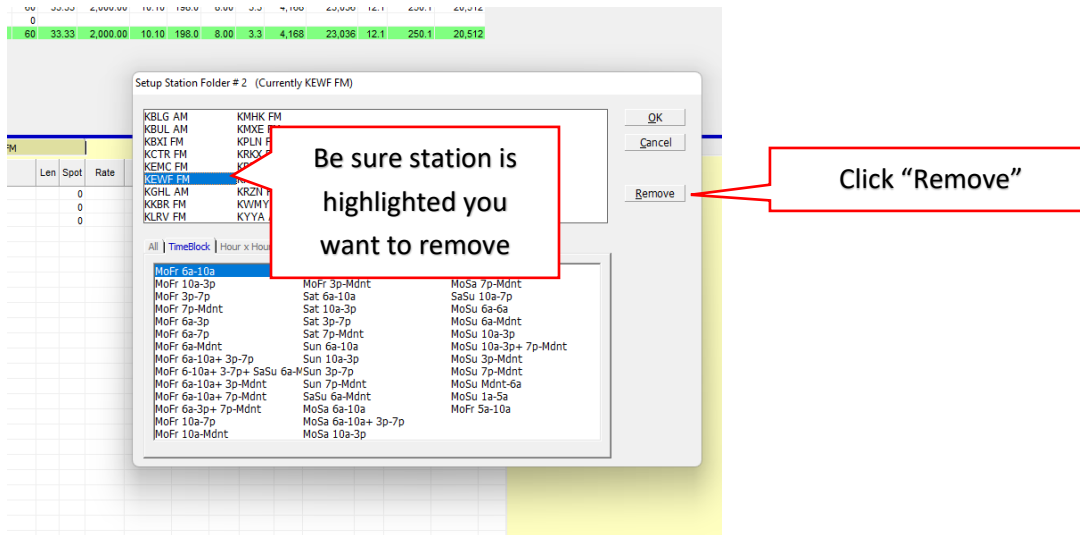
A18+ April 2022 Billings, MT Pop. 125,500 Sample 547

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		0												
1 Week:			60	33.33	2,000.00	10.10	198.0	8.00	3.3	4,168	23,036	12.1	250.1	20,512	

Double click on the radio station you want to remove

Station	Schedule	Len	Spot	Rate	Wkly \$	CPP	GRP	CPM	AQH Rtg	Weekly Cume	Avg Freq	Grossimp (000)	Schd Rch	% Rch
MoFr 6a-10a			0		0.00				1.3	7,077				
MoFr 6a-10a			0		0.00				1.3	7,077				
MoTh 7a-11a			0		0.00				1.4	10,566				

A popup window will appear. Click on the station if it is not highlighted and click Remove.....



You will get a pop up window for you to confirm you want to remove it. Click YES and the station will be removed.

