



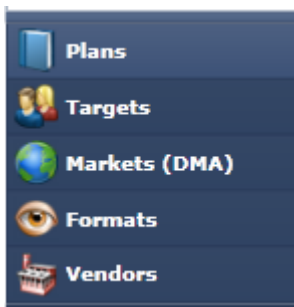
## Help Guide

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### Build a Plan

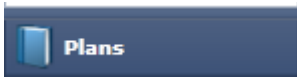
To build a plan, you will specify attributes for the “Selections” tab: Plans, Targets, Markets, Formats and Vendors.



Begin by clicking on “Plans,” and then choose DMA Plan, CBSA Plan, or Custom Market Plan.

Click on the right pointing arrows to open up available options.

Drag and drop selections into the open left hand section. More than one selection may be entered.



## Plans

The Plans section allows users to choose the market area.

DMA Plan – The DMA Plan will display ratings based on the DMA, designated market area.

CBSA Plan – The CBSA Plan will display ratings based on the CBSA, core based statistical area.

Custom Market Plan - The Custom Market Plan will display ratings based on the custom geography.



## Targets

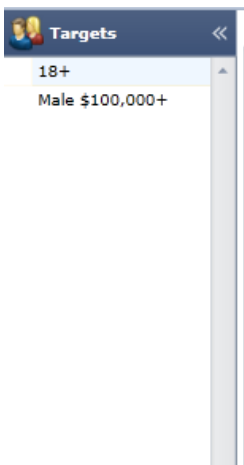
There are 21 categories of demographics.

- ▶ Universe
- ▶ Age groups
- ▶ Race
- ▶ African-American age groups
- ▶ Asian age groups
- ▶ Hispanic age groups
- ▶ Worker age groups
- ▶ Household income
- ▶ HHI \$200,000+ age groups
- ▶ HHI \$150,000+ age groups
- ▶ HHI \$100,000+ age groups
- ▶ HHI \$75,000+ age groups
- ▶ HHI \$50,000+ age groups
- ▶ HHI \$25,000+ age groups
- ▶ HHI \$100,000-\$149,999 age groups
- ▶ HHI \$75,000-\$99,999 age groups
- ▶ HHI \$50,000-\$74,999 age groups
- ▶ HHI \$25,000-\$49,999 age groups
- ▶ HHI under \$25,000 age groups
- ▶ African-American household income
- ▶ Hispanic household income

Click on the arrow to display additional breakdowns. Each demographic category is available by gender.

- ▷ Universe
- ▷ Age groups
- ▷ Race
- ▷ African-American age groups
- ▷ Asian age groups
- ▷ Hispanic age groups
- ▷ Worker age groups
- ▲ Household income
  - ▷ \$200,000+
  - ▷ \$150,000+
  - ▲ \$100,000+
    - Male \$100,000+
    - Female \$100,000+
  - ▷ \$75,000+
  - ▷ \$50,000+
  - ▷ \$25,000+
  - ▷ Under \$25,000
  - ▷ Group quarters
  - ▷ \$25,000-\$49,999
  - ▷ \$50,000-\$74,999
  - ▷ \$75,000-\$99,999
  - ▷ \$100,000-\$149,999
  - ▷ \$150,000-\$199,999
- ▷ HHI \$200,000+ age groups
- ▷ HHI \$150,000+ age groups
- ▷ HHI \$100,000+ age groups
- ▷ HHI \$75,000+ age groups
- ▷ HHI \$50,000+ age groups
- ▷ HHI \$25,000+ age groups
- ▷ HHI \$100,000-\$149,999 age groups
- ▷ HHI \$75,000-\$99,999 age groups
- ▷ HHI \$50,000-\$74,999 age groups
- ▷ HHI \$25,000-\$49,999 age groups
- ▷ HHI under \$25,000 age groups
- ▷ African-American household income
- ▷ Hispanic household income

To choose the demographic target, click on the target, then drag the selection into the Targets box. More than one target can be chosen.



### **Markets**

Choose between DMA/CBSA/Custom Geography in “Plans.”

DMA- Designated Market Area

CBSA- Core Based Statistical Area

Custom Geography – Specific set of counties

Find DMA/CBSA by:

- ▷ Population Rank
- ▷ Census Region
- ▷ Census Division
- ▷ Alphabetical

Population Rank – Displays top 30 markets by population

Census Region – divides markets into four geographies

Census Division – divides markets into nine geographies

Alphabetical – organizes markets by preceding letter of market name



### **Formats**

7 media categories are available with 65 media types.

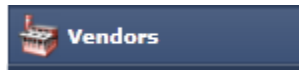
- ▷ Billboard
- ▷ Bus exterior
- ▷ Bus interior
- ▷ Ferry interior
- ▷ Rail interior
- ▷ Station
- ▷ Street furniture

Formats – Ratings will be displayed for mediatype.

- ▲ Bus exterior
  - ▷ 2 Sheet
  - ▷ Full Back
  - ▷ Full Side
  - ▷ Full Wrap
  - ▷ Half Side
  - ▷ Half Side w/Headliner
  - ▷ Half Wrap
  - ▷ Headlight
  - ▷ Headliner
  - ▷ King
  - ▷ King w/Headliner
  - ▷ Kong
  - ▷ Kong w/Headliner
  - ▷ Mini Queen
  - ▷ Mini Taillight
  - ▷ Queen
  - ▷ Queen w/Headliner
  - ▷ Taillight
  - ▷ Ultra Super King
  - ▷ Ultra Super King w/headliner

Targeted Formats – Ratings will be displayed for individual train stations, rail line, or bus garage.

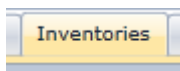
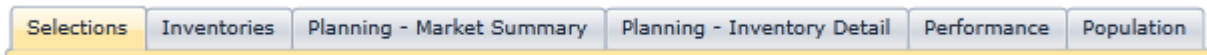
- ▲ King
  - King - Targeted



### Vendors

Any TAB member with inventory will be available.

### Output



### Inventories

The inventories section provides age 5+ ratings numbers by media type by market.

Vendor	Sector	Format	Inventory name	Scope	Inventory	Environment Count	Inventory Share	Avg Wkly Impressions	Audience Share	In-Market	Spill
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Vendor- The company selling the advertisement space

Sector - The media category

Format - The media type

Inventory name - The transit system and available format

Scope - The targeted garage, station, or line.

Inventory - The quantity of available panels.

Environment Count - The quantity of buses or stations.

Inventory Share - The inventory's percentage of the plan's total inventory

Average Weekly Impressions - The number of impressions over the course of any given week during the year

Audience Share - The average weekly impressions' percentage of the plan's total average weekly impressions

In-Market - The percentage of impressions coming from within the designated market

Spill - The percentage of impressions coming from outside the designated market.

### Planning - Market Summary

#### Planning – Market Summary

The Planning – Market Summary section provides 18+ ratings numbers through market totals. Ratings for media types are combined by market.

Market	Panels	Weeks	Estimated Cost	Inventory	Weekly Target GRP	(000) Target Impressions	Target GRP	CPM	Target Reach	Avg Frq	Effective Reach
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Market – Geography selected

Panels – Number of panels in plan

Weeks – Duration time of plan

Estimated Cost – Cost of plan

Inventory - The quantity of available panels.

Weekly Target GRP - The percentage of impressions coming from within the designated market

Target Impressions - The total Impressions for the specified target

Target GRP - The percentage of impressions coming from within the designated market

CPM - Cost Per Thousand impressions

Target Reach - The percentage of the specified market population reached

Average Frequency - The average number of times each individual sees the ad

Effective Reach - The percentage of the specified market population reached X number of times

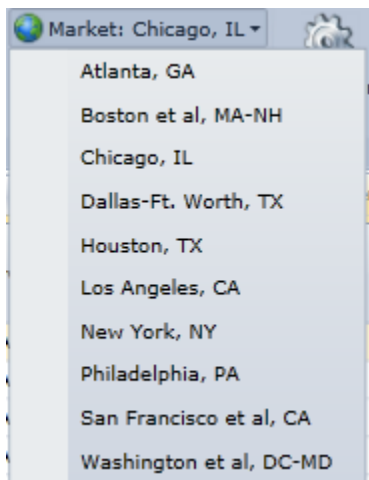
## Planning - Inventory Detail

### Planning – Inventory Detail

The Planning – Inventory Detail section provides 18+ ratings numbers by media type according to a single, specified market.

Market	Vendor	Sector	Format	Inventory name	Panels	Scope	Weeks	Inventory	Environment Count	Panels per Environment	Weekly Target GRP	Estimated Cost	CPM	(000) Target Impressions	Target GRP	Target Reach	Avg Frq	Effective Reach
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Select market:



Select Target:



Market – Geography selected

Vendor- The company selling the advertisement space

Sector - The media category

Format - The media type

Inventory name - The transit system and available format

Panels – Number of panels in plan

Scope - The targeted garage, station, or line.

Weeks – Duration time of plan

Inventory - The quantity of available panels.

Environment Count - The quantity of buses or stations.

Panels Per Environment - The average number of panels on one bus, station, etc.

Weekly Target GRP - The percentage of impressions coming from within the designated market

Estimated Cost – Cost of plan

CPM - Cost Per Thousand impressions

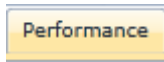
Target Impressions - The total Impressions for the specified target

Target GRP - The percentage of impressions coming from within the designated market

Target Reach - The percentage of the specified market population reached

Average Frequency - The average number of times each individual sees the ad

Effective Reach - The percentage of the specified market population reached X number of times

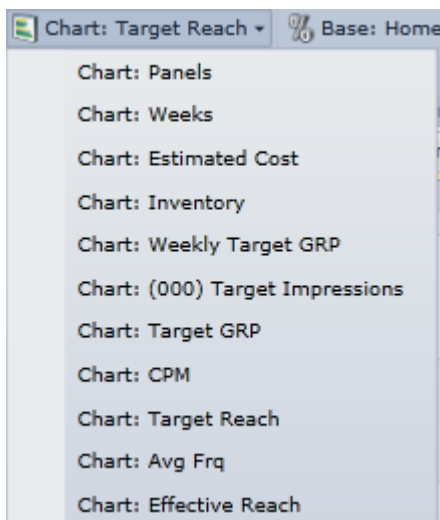


## Performance

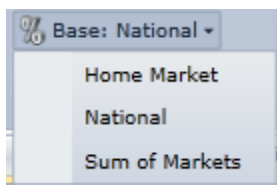
The Performance section displays selected data in a chart.

Performance – Bar chart

Select plan attribute:



Select Plan Base:

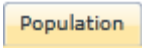


Home Market – The Selected Market

National – The comparison against national markets

Sum of Markets – The comparison against all selected markets





## Population

The Population section shows population of selected market.

Market Population – The population as per United States Census of selected geography

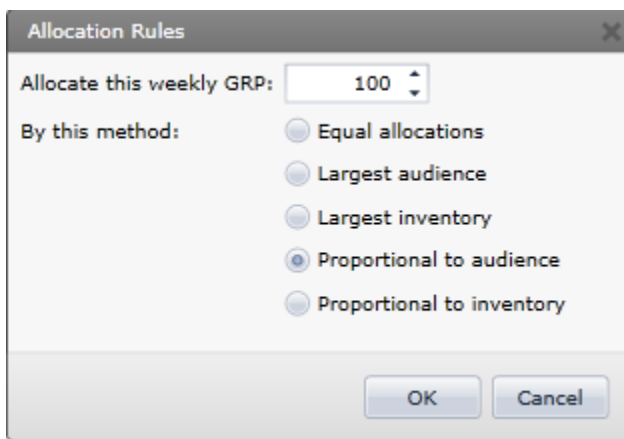
Demographic Population – The population of selected demographic within selected market



## Allocation

The Allocation button allows for distribution of GRP levels.

Allocation - Distributing weekly GRP level to equal allocations, largest audience, largest inventory, proportional to audience, or proportional to inventory.



Equal Allocations - Equal allocations will distribute the GRPs by the number of stations and then set panels.

Largest Audience - The largest audience allocation will distribute the panels into the largest audience. The “audience share” numbers are available in the “Inventories” tab. The audience share is calculated by multiplying the inventory by the average weekly impressions. Any overflow of panels will be distributed into the next largest audience.

Largest Inventory - The largest inventory allocation will distribute the panels into the station with the most inventory.

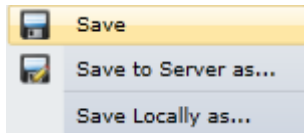
Proportional to audience - The proportional to audience allocation distributes the panels on a weighted station basis again using the audience share numbers in the “inventories” tab.

Proportional to inventory - The proportional to inventory allocation distributes the panels on a weighted station basis using the maximum inventory numbers.



## Save

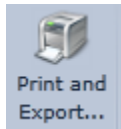
The Save button allows for saving plans.



Save – Saves any updates to previously saved plans

Save to Server as- Saves plan online

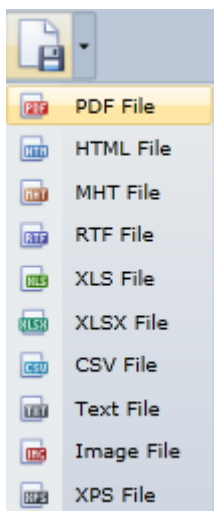
Save Locally as – Saves plan onto local drive



## Print and Export

The Print and Export section allows for printing and exporting plans.

Print – Prints current plan

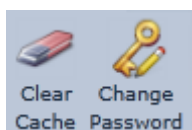


Export – Exports plan to specified format.



## System

The System section allows you to make edits to software.



Clear Cache – Clears downloaded data

Change Password – Reset password by entering old password. For any issues regarding login, please contact TAB.