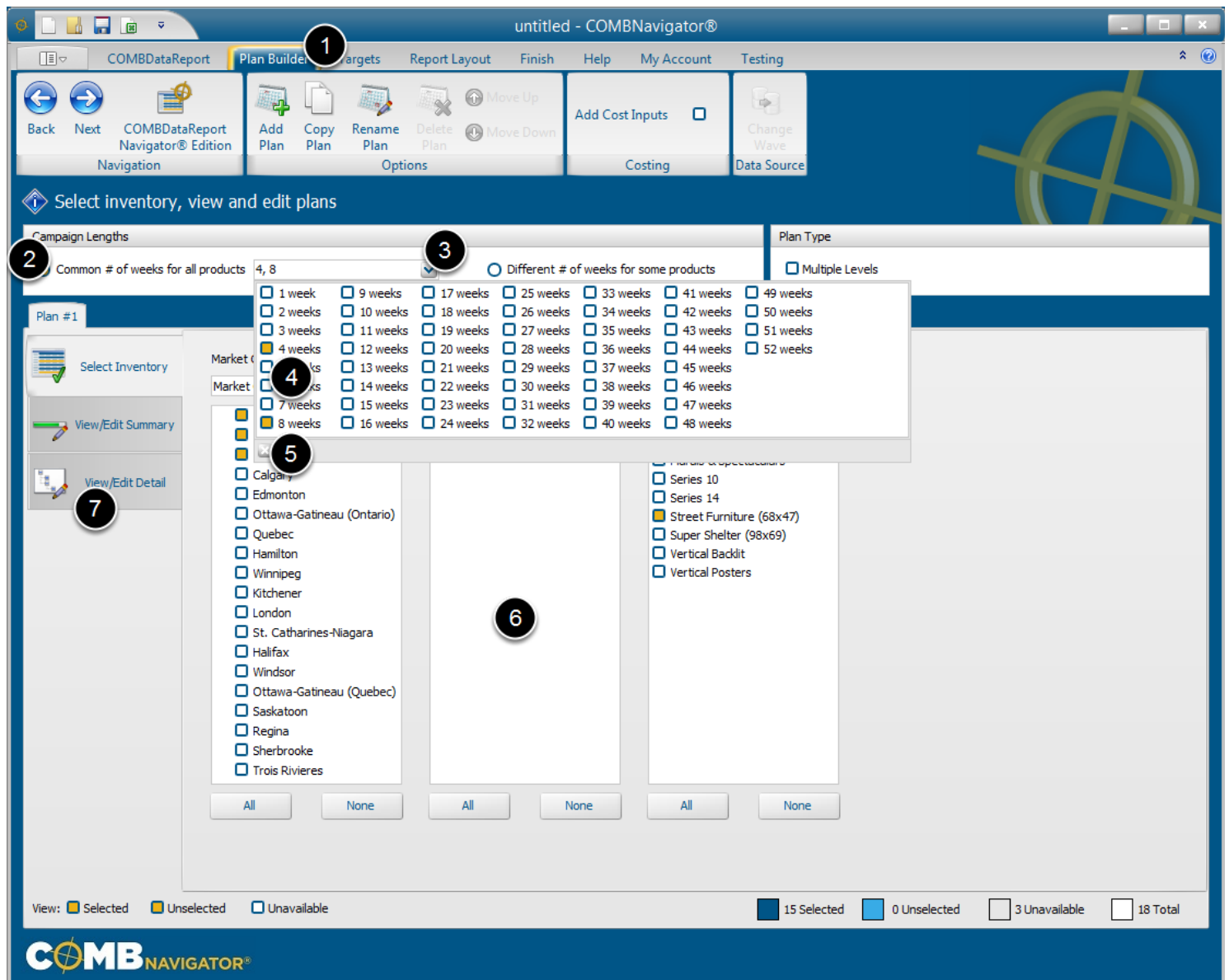


Defining a plan with the same campaign lengths for all products

This tutorial examines the process of defining a report with multiple, crosstabbed campaign lengths.

Selecting a common # of weeks for all products



To create a report with multiple, crosstabbed campaign lengths:

1. Select **Plan Builder** from the ribbon menu
2. Under **Campaign Lengths**, select the **Common # of weeks for all products** button
3. To the right, select the # of weeks drop-down box, which appears as a down arrow. The # of weeks popup appears.
4. The # of weeks selected defaults to **4** and **8**. Select and deselect the desired # of weeks. Since campaign columns are repeated for each campaign length, selecting more than three campaign lengths is unlikely to fit at full size on legal paper when printed.
5. Close the # of weeks popup by clicking outside the popup, or using the small close (X) button on the bottom left of the popup

Once the # of weeks is selected:

6. Select desired inventory.

7. Select the ***View/Edit Detail*** tab

Defining an individual objective

untitled - COMB Navigator®

COMBDataReport | **Plan Builder** | Targets | Report Layout | Finish | Help | My Account | Testing

Navigation: Back, Next, COMBDataReport Navigator® Edition, Change Wave, Add Plan, Copy Plan, Rename Plan, Delete Plan, Share Plans, Move Up, Move Down

Options: Add Cost Inputs, Costing

Select inventory, view and edit plans | COMB Winter 2017 (January) and Numeris-RTS Fall 2016

Plan #1

Product	Objective	Level	Avg Daily Circ 5+	
Market CMA : Montreal				
Operator : Astral				
Horizontal Posters	Daily GRPs	30	49795	
Street Furniture (68x47)	Weekly GRPs		17026	
	Daily GRPs			
Operator : OUTFRONT				
Horizontal Posters	Faces	30	39942	
	Daily Impressions			
	Reach %			
Operator : Pattison				
Horizontal Posters	Daily GRPs	30	36666	
Street Furniture (68x47)	Daily GRPs	30	16605	
Market CMA : Toronto				
Operator : Astral				
Horizontal Posters	Daily GRPs	30	32677	
Street Furniture (68x47)	Daily GRPs	30	18927	
Operator : OUTFRONT				
Horizontal Posters	Daily GRPs	30	25282	
Street Furniture (68x47)	Daily GRPs	30	23508	
Operator : Pattison				
Horizontal Posters	Daily GRPs	30	23941	
Street Furniture (68x47)	Daily GRPs	30	11620	
Market CMA : Vancouver				
Shared Objective / Shared Cost / Shared Weeks				
Method	Level	Cost Field	Cost Value	# of Weeks
Daily GRPs	30	4 Wk Face Cost		4
Apply Objective		Apply Cost		Apply Weeks

View: Selected, Unselected | 15 Selected, 0 Unselected, 15 Total

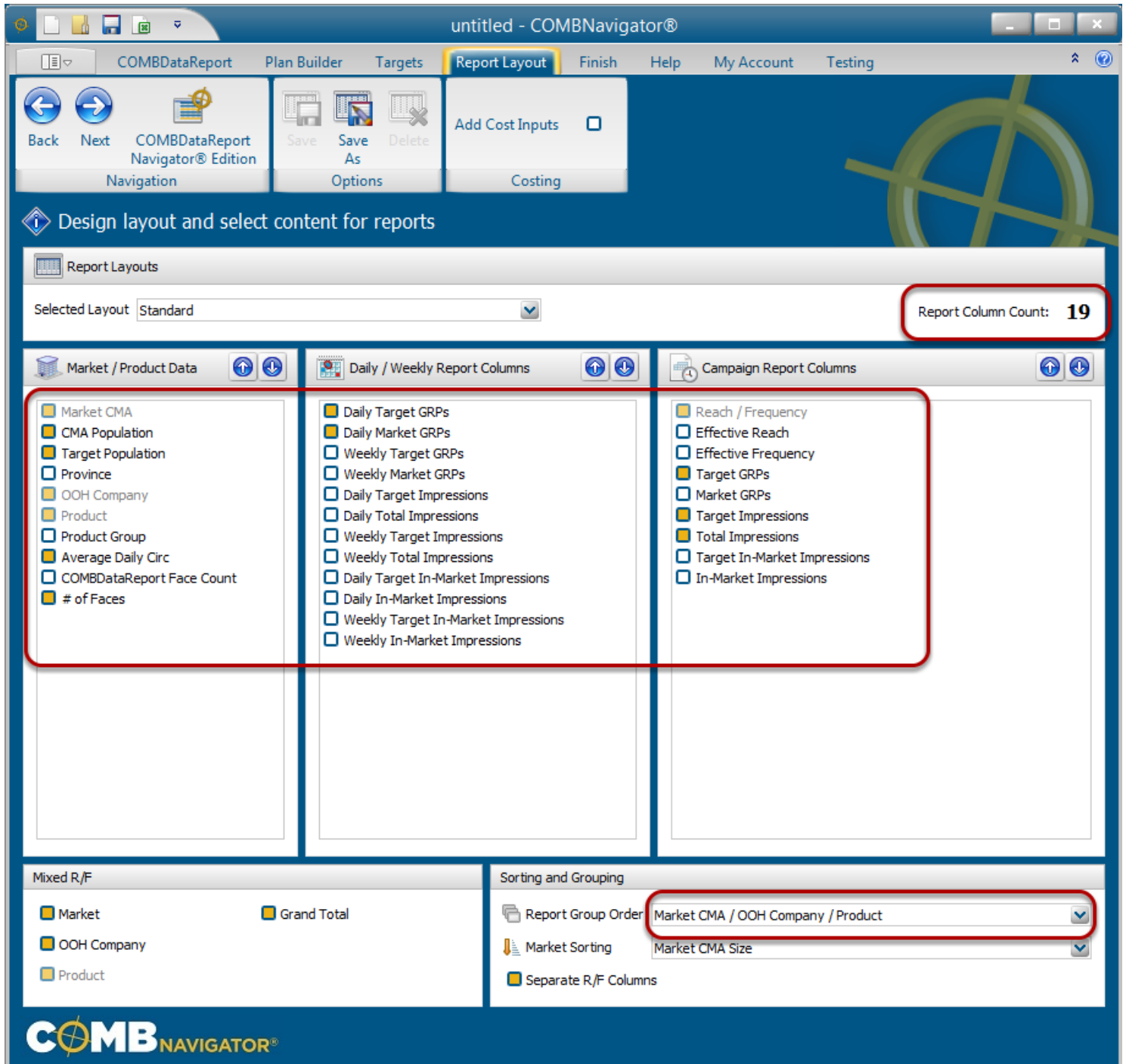
COMB NAVIGATOR®

To change the objective for an individual OOH product:

1. Find the row of the product in the grid, and select the drop-down box in the **Objective** column.
2. Select the desired kind of objective from the drop-down list. The drop-down list will close.
3. In the same row, select the cell in the **Level** column. The amount of the objective can be altered by typing in a new value with the keyboard, or clicking the up or down arrows.

When all desired individual objectives have been set, select **Report Layout** in the ribbon menu.

Selecting report columns



By default, the selected layout is the **Standard** layout, which is included with Navigator.

1. Select or deselect columns by checking the boxes to the left of column names.

Notes:

Since this report has multiple crosstabbed campaign lengths, the **# of weeks** column is not available in report layout.

Columns in the first two lists occur only once in the report. Columns in the third list, **Campaign Report Columns**, appear once for each campaign length in the report (e.g. twice when 4 and 8 weeks are selected for column lengths).

Report Column Count, found in the upper right, is updated whenever changes are made to the layout

Single level reports have a default **Report Group Order** of Markets, then OOH Companies, then Products.

Results: same crosstabbed campaign lengths for all products

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Target	Age 5+															
2	Campaigns	4, 8															
3	Sort By	Market CMA Size, OOH Company, Product															
4																	
5																	
6	Market CMA	CMA Pop (000s)	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Faces	Daily Tgt GRPs	Daily Mkt GRPs	4 weeks				8 weeks			
7										Tgt R/F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)	Target R/F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)
8	Toronto	5,905.2	5,905.2	Astral	Horizontal Posters	32,700	59	30	30	62/13.7	841	53,982	53,982	69/24.5	1,682	107,965	107,965
9	Plan #1				Street Furniture (68x47)	18,900	102	30	30	81/10.4	842	54,056	54,056	88/19.2	1,684	108,111	108,111
10					Astral Mix	19,700	161	60	60	88/19.2	1,683	108,038	108,038	92/36.4	3,366	216,076	216,076
11																	
12				OUTFRONT	Horizontal Posters	25,300	76	30	30	62/13.5	838	53,800	53,800	69/24.2	1,676	107,600	107,600
13					Street Furniture (68x47)	23,500	82	30	30	62/13.6	841	53,974	53,974	69/24.4	1,682	107,949	107,949
14					OUTFRONT Mix	24,400	158	60	60	72/23.5	1,679	107,774	107,774	77/43.4	3,358	215,549	215,549
15																	
16				Pattison	Horizontal Posters	23,900	80	30	30	62/13.5	835	53,628	53,628	69/24.2	1,671	107,256	107,256
17					Street Furniture (68x47)	11,600	166	30	30	61/13.8	841	54,010	54,010	68/24.7	1,683	108,020	108,020
18					Pattison Mix	20,100	246	60	60	69/24.3	1,677	107,638	107,638	75/44.7	3,354	215,275	215,275
19																	
20					Toronto Mix	21,100	565	180	180	94/53.5	5,039	323,450	323,450	96/104.5	10,078	646,900	646,900
21																	
22	Montreal	3,891.3	3,891.3	Astral	Horizontal Posters	49,800	25	29	29	59/13.9	824	34,857	34,857	67/24.8	1,648	69,713	69,713
23	Plan #1				Street Furniture (68x47)	17,000	75	30	30	59/14.3	845	35,755	35,755	66/25.6	1,691	71,509	71,509
24					Astral Mix	38,100	100	60	60	67/24.9	1,669	70,611	70,611	73/45.8	3,339	141,222	141,222
25																	
26				OUTFRONT	Horizontal Posters	39,900	32	30	30	60/14.1	846	35,788	35,788	67/25.3	1,692	71,576	71,576
27					OUTFRONT Mix	39,900	32	30	30	60/14.1	846	35,788	35,788	67/25.3	1,692	71,576	71,576
28																	
29				Pattison	Horizontal Posters	36,700	35	30	30	59/14.5	850	35,933	35,933	66/25.9	1,699	71,865	71,865
30					Street Furniture (68x47)	16,600	76	30	30	59/14.2	835	35,335	35,335	66/25.4	1,671	70,671	70,671
31					Pattison Mix	31,000	111	60	60	66/25.7	1,685	71,268	71,268	72/47.1	3,370	142,536	142,536
32																	
33					Montreal Mix	36,600	243	150	150	81/51.5	4,200	177,667	177,667	86/98.0	8,401	355,335	355,335
34																	
35	Vancouver	2,437.5	2,437.5	OUTFRONT	Horizontal Posters	39,700	20	30	30	62/13.4	831	22,248	22,248	69/23.9	1,661	44,496	44,496
36	Plan #1				Street Furniture (68x47)	24,100	33	30	30	69/12.1	830	22,242	22,242	76/21.8	1,661	44,483	44,483
37					OUTFRONT Mix	26,600	53	59	59	78/21.2	1,661	44,490	44,490	84/39.6	3,322	88,980	88,980
38																	
39				Pattison	Horizontal Posters	28,400	28	30	30	65/12.7	831	22,259	22,259	73/22.8	1,662	44,517	44,517
40					Street Furniture (68x47)	16,000	50	30	30	71/11.8	837	22,425	22,425	78/21.4	1,674	44,850	44,850
41					Pattison Mix	19,700	78	60	60	87/19.2	1,668	44,684	44,684	92/36.3	3,336	89,367	89,367
42																	
43					Vancouver Mix	22,100	131	119	119	94/35.6	3,329	89,174	89,174	96/69.2	6,658	178,347	178,347

The produced report has the same campaign lengths for all products (4 and 8 weeks) crosstabbed across the top.

The shared objective of 30 Daily GRPs is found in the **Daily Mkt GRPs** column. **Montreal - Astral - Horizontal Posters** is an example of an individual objective set differently from the rest.

Note: in the example above, some columns selected in Report Layout are omitted from the image for the purposes of compactness.