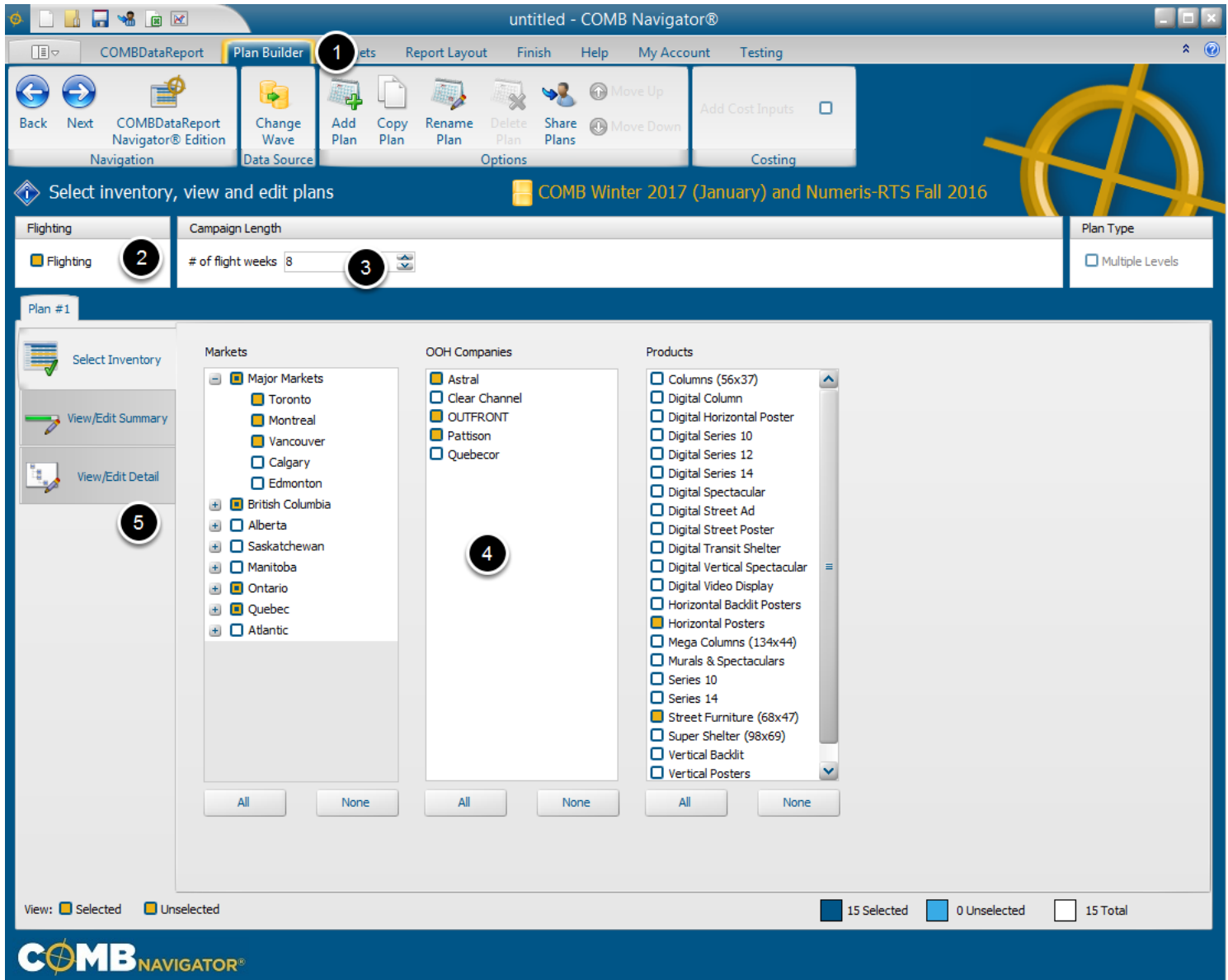


Creating Different Flighting Schedules That Vary By Product

This tutorial examines the creation of **different** flight schedules for multiple products using the **Detail View** in the Plan Builder.

Creating a Plan with Flying



To create a report with multiple, cross-tabbed campaign lengths:

1. Select **Plan Builder** from the ribbon menu
2. Select **Flying**. Note that options for **Multiple Levels** and **Cost Inputs** are no longer available, and that the options for **Campaign Lengths** have changed.
3. Under **Campaign Length**, alter the **# of flight weeks** to reflect the maximum number of weeks that are needed for any product.
4. Select desired inventory.
5. Select the **View/Edit Detail** tab

Select Flight Levels

The screenshot displays the 'Select Flight Levels' interface in COMB Navigator. The top navigation bar includes 'COMBDataReport', 'Plan Builder', 'Targets', 'Report Layout', 'Finish', 'Help', and 'My Account'. Below this is a toolbar with icons for 'Back', 'Next', 'COMBDataReport Navigator® Edition', 'Change Wave', 'Add Plan', 'Copy Plan', 'Rename Plan', 'Delete Plan', 'Share Plans', 'Move Up', and 'Move Down'. The main workspace is titled 'Select inventory, view and edit plans' and shows a list of products with columns for Objective, Level, Avg Daily Circ 5+, and a grid of weeks (Week 1 to Week 8). The products are grouped by Operator: Astral, OUTFRONT, and Pattison. The Astral group includes Horizontal Posters and Street Furniture (68x47). The OUTFRONT group includes Horizontal Posters. The Pattison group includes Horizontal Posters and Street Furniture (68x47). The interface also includes a 'Campaign Length' section with a dropdown for '# of flight weeks' set to 8, and a 'Plan Type' section with a dropdown for 'Multiple Levels'. At the bottom, there is a 'Shared Objective / Shared Cost / Shared Weeks' section with fields for Method, Level, Cost Field, Cost Value, and # of Weeks, along with 'Apply Objective', 'Apply Cost', and 'Apply Weeks' buttons. A status bar at the bottom indicates 'View: Selected' and 'Unselected' counts.

When **flighting** is activated, each product in the **Detail View** will have a **flighting grid** underneath it. There is one row in the grid for each **flighting level**, and one column for each **week**.

To change the **flighting levels** of an outdoor product:

1. Find the desired product in the grid, and select the drop-down box in the **Objective** column. Select the desired kind of objective from the drop-down list (e.g. Daily GRPs, Daily Impressions, etc.). The drop-down list will close.
2. In the same row, select the cell in the **Level** column and enter the level that you want.
3. Click on the **green "+" sign** to add a new row and choose the objective and level that you want for this row.

The rows in the **flighting grid** will be adjusted to reflect the selected levels.

Select Flight Weeks For A Product

Product					Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Market CMA : Montreal												
Operator : Astral												
Horizontal Posters												
Objective	Level	Avg Daily Circ 5+										
Daily GRPs	25	50313	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Daily GRPs	40	50313	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily GRPs	50	50313	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Furniture (68x47)												
Objective	Level	Avg Daily Circ 5+										
Daily GRPs	25	16904	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Operator : OUTFRONT												
Horizontal Posters												
Objective	Level	Avg Daily Circ 5+										
Daily GRPs	25	39750	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Operator : Pattison												
Horizontal Posters												
Objective	Level	Avg Daily Circ 5+										
Daily GRPs	25	36592	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Street Furniture (68x47)												
Objective	Level	Avg Daily Circ 5+										

All the weeks of the first level are selected by default. Within each week, only one level may be selected at a time for a product. When no inventory is to be selected in a particular week, click the checked (gold) box in that week, which will deselect it.

If 50 GRPs are available for 2 weeks, and then 40 GRPs are available for 2 weeks:

- 1) On the 50 Daily GRPs row, click on **None** to deselect all of the boxes and then select the Week 1 and Week 2 boxes.
- 2) In the 40 Daily GRPs row, click on **None** to deselect all of the boxes and then select the Week 3 and Week 4 boxes.
- 3) Deselect Week 1, 2, 3 and 4 on the 25 Daily GRPs row.

If no inventory is to be selected in week 5:

- 3) Deselect the (already checked) Week 5 box in the 25 Daily GRPs row.

Select Flight Weeks For Another Product

Product													
Market CMA : Montreal													
Operator : Astral													
Horizontal Posters													
Objective	Level	Avg Daily Circ 5+			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
+ Daily GRPs	25	50313	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
+ Daily GRPs	40	50313	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
+ Daily GRPs	50	50313	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Street Furniture (68x47)													
Operator : OUTFRONT													
Horizontal Posters													
Objective	Level	Avg Daily Circ 5+			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
+ Daily GRPs	25	39750	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Operator : Pattison													
Horizontal Posters													
Objective	Level	Avg Daily Circ 5+			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
+ Daily GRPs	25	36592	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Street Furniture (68x47)													
Objective	Level	Avg Daily Circ 5+			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
+ Daily GRPs	25	17196	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
+ Daily GRPs	60	17196	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

The results of selections in the last step can be seen in the above figure. Now, select another product and repeat, using different levels and weeks as desired.

In the example above, Montreal - PATTISON Street Furniture was assigned levels of 25 and 60 Daily GRPs.

If 60 GRPs are available for 2 weeks, then 25 GRPs are available for 1 week, then 60 GRPs for 3 weeks again, but no inventory is available for the rest of the overall campaign:

- 1) On the 60 Daily GRPs row, click on **None** to deselect all of the boxes and then select the Week 1, Week 2, Week 4, Week 5 and Week 6 boxes
- 2) Click on **None** to deselect all of the boxes in the 25 Daily GRPs row and then select Week 3.

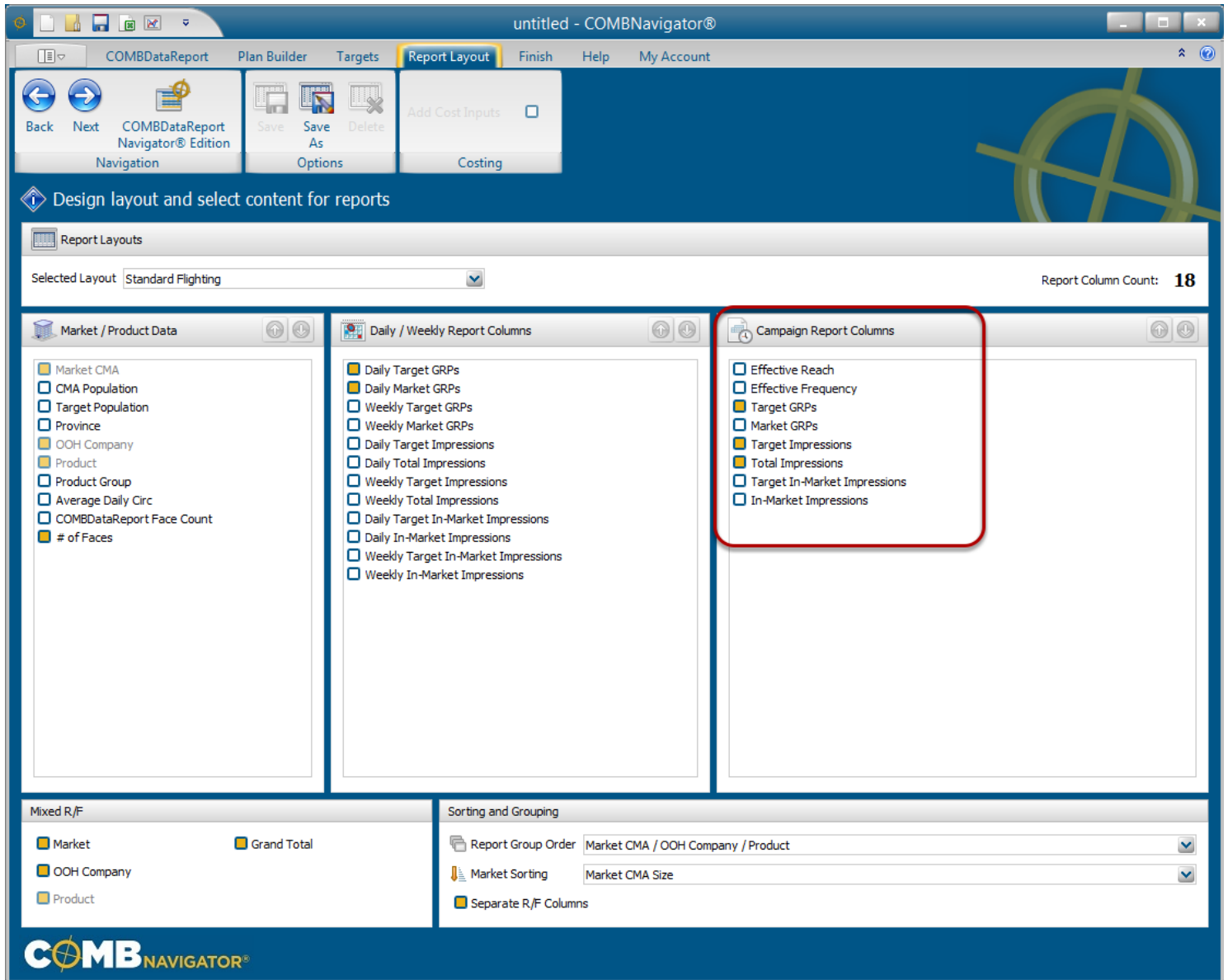
Review the Flight Grid

Product													
Market CMA : Montreal													
Operator : Astral													
Horizontal Posters													
Objective	Level	Avg Daily Circ 5+			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
+ Daily GRPs	25	50313	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
+ Daily GRPs	40	50313	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
+ Daily GRPs	50	50313	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Street Furniture (68x47)													
Operator : OUTFRONT													
Horizontal Posters													
Objective	Level	Avg Daily Circ 5+			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
+ Daily GRPs	25	39750	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Operator : Pattison													
Horizontal Posters													
Objective	Level	Avg Daily Circ 5+			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
+ Daily GRPs	25	36592	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Street Furniture (68x47)													
Objective	Level	Avg Daily Circ 5+			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
+ Daily GRPs	25	17196	All	None	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
+ Daily GRPs	60	17196	All	None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

The flighting grid now looks like the above figure.

Select the **Report Layout** tab in the Ribbon

Editing the Report Layout



Selecting required report columns and report options is the same as non-flying reports.

Note: Flying reports always place **Reach / Frequency** first among **Campaign Report Columns**. Thus, unlike other reports, **Reach / Frequency** is not listed.

When done making layout selections, select the **Finish** tab on the ribbon at the top of the screen and then select **Results** to see the flying report.

Results: Flying Report

1	Target	A18+																			
2	Sort By	Market CMA Size, OOH Company, Product																			
3																					
4	Market CMA	OOH Company	Product	Average	# of	Daily Tgt	Daily Mkt	Week								Total	Tgt	Target	Total		
5				Daily Circ	Faces	GRPs	GRPs	1	2	3	4	5	6	7	8		GRPs	Imp (000s)	Imp (000s)		
33			Toronto Mix				Mix	86/13.1	86/13.1	86/13.1	86/13.1	86/13.1	86/13.1	86/13.1	86/13.1						
34							Cumulative	86/13.1	89/25.1	92/36.7	93/48.1	94/59.5	95/70.9	95/82.3	96/93.6	96/93.6	8,945	481,730	539,684		
35																					
36	Montreal Plan #1	Astral	Horizontal Posters	50,300	21	27	25							x	x	x	55/10.2	562	20,246	22,188	
37				50,300	34	43	40										56/10.8	607	21,853	23,949	
38				50,300	42	54	50	x	x									59/12.8	750	26,995	29,584
39						R/F	53/7.1	53/7.1	50/6.1	50/6.1	0/0.0	42/4.4	42/4.4	42/4.4	68/28.2	1,919	69,095	75,721			
40																					
41			Street Furniture (68x47)	16,900	63	27	25	x	x	x	x	x	x	x	x	65/23.2	1,512	54,418	59,637		
42							R/F	40/4.7	40/4.7	40/4.7	40/4.7	40/4.7	40/4.7	40/4.7	40/4.7	65/23.2	1,512	54,418	59,637		
43																					
44			Astral Mix				Mix	58/9.7	58/9.7	57/8.7	57/8.7	40/4.7	53/7.1	53/7.1	53/7.1						
45							Cumulative	58/9.7	63/17.8	67/24.2	69/30.5	70/32.9	71/37.6	72/42.2	73/46.8	73/46.8	3,431	123,513	135,358		
46																					
47		OUTFRONT	Horizontal Posters	39,800	27	27	25	x	x	x	x	x	x	x	x	66/23.1	1,524	54,842	60,102		
48								R/F	43/4.5	43/4.5	43/4.5	43/4.5	43/4.5	43/4.5	43/4.5	43/4.5	66/23.1	1,524	54,842	60,102	
49																					
50				OUTFRONT Mix				Mix	43/4.5	43/4.5	43/4.5	43/4.5	43/4.5	43/4.5	43/4.5	43/4.5					
51							Cumulative	43/4.5	50/7.6	55/10.3	59/13.0	61/15.6	63/18.1	65/20.6	66/23.1	66/23.1	1,524	54,842	60,102		
52																					
53		Pattison	Horizontal Posters	36,600	29	27	25				x					42/4.5	188	6,778	7,428		
54								R/F	0/0.0	0/0.0	42/4.5	0/0.0	0/0.0	0/0.0	0/0.0	0/0.0	40/4.7	188	6,778	7,428	
55																					
56				Street Furniture (68x47)	17,200	61	27	25				x					40/4.6	186	6,700	7,343	
57					17,200	148	65	60	x	x		x	x	x			69/32.9	2,258	81,280	89,075	
58							R/F	52/8.7	52/8.7	40/4.6	52/8.7	52/8.7	52/8.7	0/0.0	0/0.0	69/35.3	2,444	87,980	96,418		
59																					
60			Pattison Mix				Mix	52/8.7	52/8.7	51/7.3	52/8.7	52/8.7	52/8.7	0/0.0	0/0.0						
61							Cumulative	52/8.7	60/15.1	63/20.2	66/26.2	68/32.0	70/37.8	70/37.8	70/37.8	70/37.8	2,632	94,758	103,846		
62																					
63			Montreal Mix				Mix	71/16.9	71/16.9	72/14.6	71/16.0	63/13.1	70/14.6	62/9.1	62/9.1						
64							Cumulative	71/16.9	74/32.5	79/43.7	81/56.6	82/65.9	84/77.2	84/83.5	84/89.8	84/89.8	7,587	273,114	299,307		
65																					
66	Vancouver Plan #1	OUTFRONT	Horizontal Posters	39,900	17	26	25	x	x	x	x	x	x	x	x	69/20.9	1,451	33,237	37,990		
67									R/F	43/4.3	43/4.3	43/4.3	43/4.3	43/4.3	43/4.3	43/4.3	43/4.3	69/20.9	1,451	33,237	37,990
68																					

In the flying report, the flight grid is reproduced to the left of the campaign columns. Note that **Astral - Horizontal Posters** and **PATTISON - Street Furniture** have different schedules of flight weeks displayed in the report, exactly as they were selected in the **Plan Builder**.

The **R/F** line of each product reports the reach and frequency achieved by the inventory in that week alone, ignoring the contribution of other weeks. Thus, it is zero in Week 5 for **Astral - Horizontal Posters**, because no inventory was selected for that week.

For each Operator, Product and Market Mix, two lines appear:

Mix: indicates the reach and frequency achieved by the inventory of all the related products in that week alone, ignoring the contribution of other weeks. Thus, in Week 6 the R/F of the operator mixes is the same as the R/F of just Horizontal Posters.

Cumulative: indicates the reach and frequency achieved by all activity up to and including that week. This is similar to reach and frequency reported in non-flying reports, except it is seen for every week.

When there is only one level (such as with **Pattison - Horizontal Posters**), the **Total** column represents a cumulative reach and frequency for the entire product, as in non-flying reports. When more than one level is present for a product, the **Total** column represents the cumulative reach and frequency of only the applicable weeks of that level.