

## Overriding a circulation

This lesson examines the process of overriding a circulation

### Overriding circulations

The screenshot shows the COMBNavigator software interface. The 'Plan Builder' tab is active. The 'Avg Daily Circ 5+' column in the product grid is highlighted with a red box, and a red arrow points to the value 50000 for the 'Horizontal Posters' row under the 'Astral' operator.

Product	Objective	Level	Avg Daily Circ 5+	Cost Field	Cost Value
Market CMA : Montreal					
Operator : Astral					
Horizontal Posters	Daily GRPs	25	50000	Face Cost	2000
Operator : CBS					
Horizontal Posters	Daily GRPs	25	39322	Face Cost	2000
Street Furniture (68x47)	Daily GRPs	25	15619	Face Cost	1000

The Average Daily Circ 5+ values can be altered in **Detail View** of the **Plan Builder**. This affects the GRPs and impressions that can be achieved, as well as affecting R/F and costing calculations.

To change a circulation for a particular OOH Product, locate the row of the product in the grid. Select the cell of that row in the **Avg Daily Circ 5+** column, and type in a revised value. When a value is overridden, its colour changes to gold.

In our example, **Montreal - Astral - Horizontal Posters** circulation value has been changed from 46,513 to **50,000**.

Once all objectives, costs and circulations have been set as desired, select **Report Layout** from the ribbon menu.

## Results: before and after circulation value is overridden

Before																	
Market CMA	OOH Company	Product	Average Daily Circ	# of Faces	Daily Mkt GRPs	4wk Avg Face Cost	Total Mkt CPM	4 weeks					8 weeks				
								R	F	Tgt GRPs	Target Imp (000s)	Campaign Cost	R	F	Tgt GRPs	Target Imp (000s)	Campaign Cost
Montreal Plan #1	Astral	Horizontal Posters	46,500	23	25	2,000	1.54	59	11.9	699	29,954	46,000	67	21.0	1,398	59,909	92,000
		Astral Mix	46,500	23	25	2,000	0.10	59	11.9	699	29,954	46,000	67	21.0	1,398	59,909	46,000
	CBS	Horizontal Posters	39,300	27	25	2,000	1.82	60	11.6	694	29,727	54,000	67	20.6	1,387	59,455	108,000
		Street Furniture (68x47)	15,600	69	25	1,000	2.29	62	11.3	704	30,176	69,000	70	20.1	1,408	60,352	138,000
		CBS Mix	20,900	96	50	1,281	0.13	75	18.6	1,397	59,903	123,000	82	34.3	2,795	119,807	123,000
		Montreal Mix	24,500	119	75	1,420	0.12	84	24.9	2,096	89,858	169,000	89	47.1	4,193	179,715	169,000
After																	
Market CMA	OOH Company	Product	Average Daily Circ	# of Faces	Daily Mkt GRPs	4wk Avg Face Cost	Total Mkt CPM	4 weeks					8 weeks				
								R	F	Tgt GRPs	Target Imp (000s)	Campaign Cost	R	F	Tgt GRPs	Target Imp (000s)	Campaign Cost
Montreal Plan #1	Astral	Horizontal Posters	50,000	21	24	2,000	1.43	59	11.7	686	29,400	42,000	66	20.6	1,372	58,800	84,000
		Astral Mix	50,000	21	24	2,000	0.09	59	11.7	686	29,400	42,000	66	20.6	1,372	58,800	42,000
	CBS	Horizontal Posters	39,300	27	25	2,000	1.82	60	11.6	694	29,727	54,000	67	20.6	1,387	59,455	108,000
		Street Furniture (68x47)	15,600	69	25	1,000	2.29	62	11.3	704	30,176	69,000	70	20.1	1,408	60,352	138,000
		CBS Mix	20,900	96	50	1,281	0.13	75	18.6	1,397	59,903	123,000	82	34.3	2,795	119,807	123,000
		Montreal Mix	25,000	117	74	1,410	0.12	84	24.8	2,083	89,303	165,000	89	46.8	4,167	178,607	165,000

In the Before image, **Montreal - Astral - Horizontal Posters** has an Average Daily Circ of 46,500 which requires **23** faces to meet its objective, with a 4 week Campaign Cost of 46,000

In the After image, **Montreal - Astral - Horizontal Posters** has an overridden Average Daily Circ value of 50,000 which requires only **21** faces to meet its objective, with a 4 week Campaign Cost of only 42,000