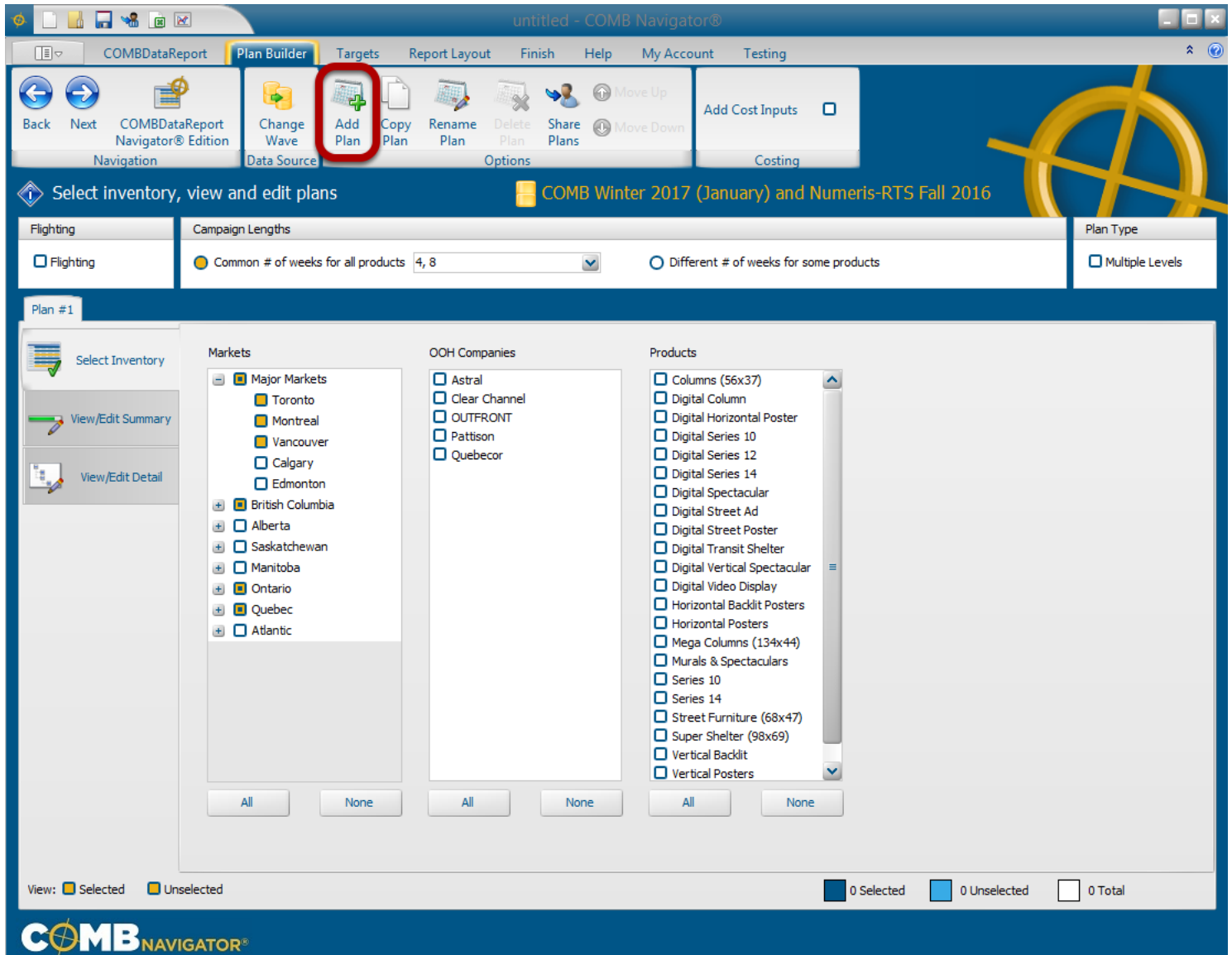


Adding inventory to a new plan

This lesson examines the process of adding inventory to a new plan.

Adding a plan

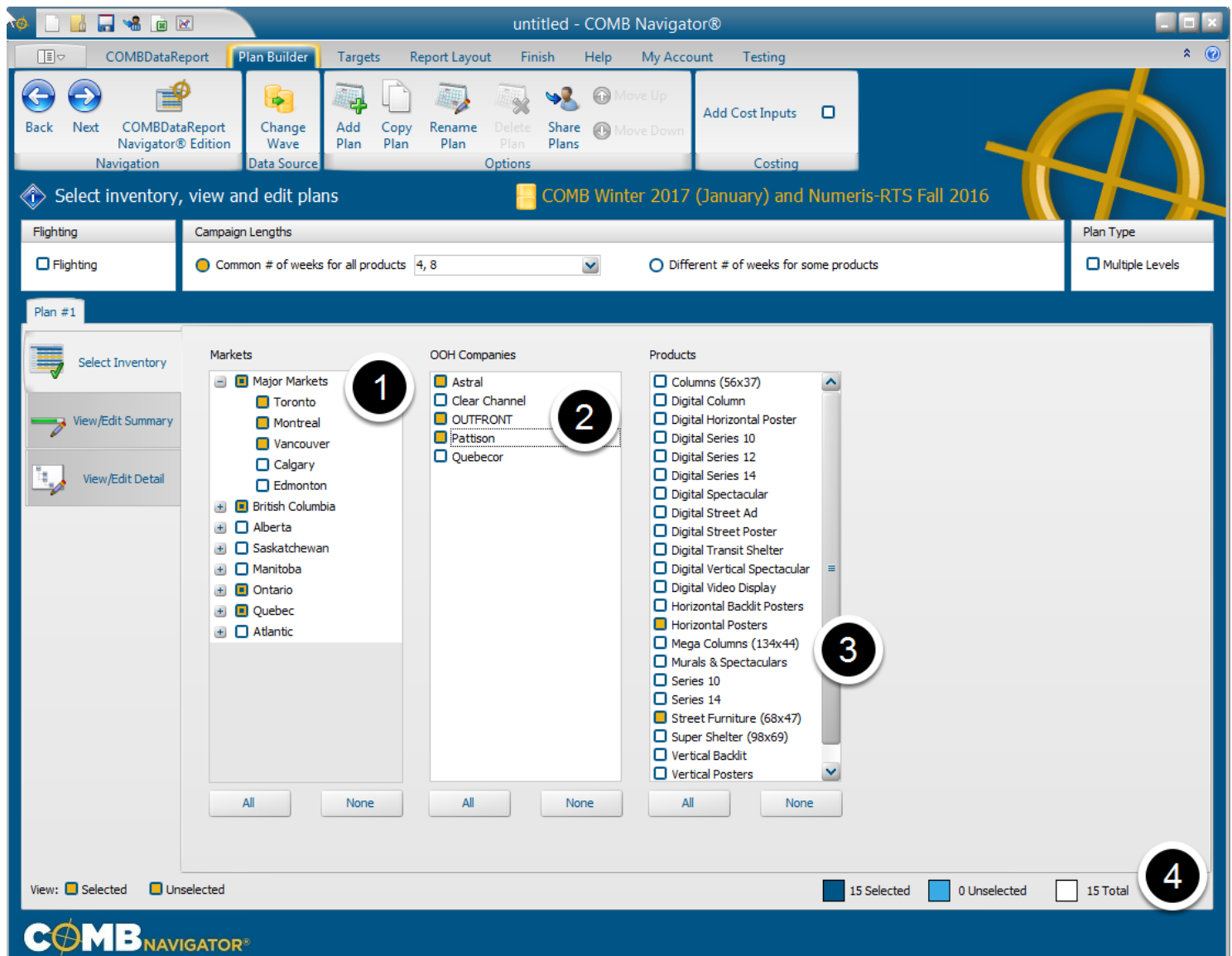


The first plan in a Standard R/F file is created automatically by **COMBNavigator®**, or by using **Add as Plan** in the **COMBDataReport** ribbon menu

Subsequent plans can also be added in the Plan Builder by selecting **Add Plan** from the ribbon.

By default, the first plan has **Toronto**, **Montreal** and **Vancouver** markets selected.

Selecting inventory



1. Select the desired markets from the list of markets by checking the adjacent boxes, e.g. **Toronto, Montreal** and **Vancouver**
2. Select the desired OOH Companies from the list of companies by checking the adjacent boxes. e.g. **Astral, OUTFRONT** and **Pattison**
3. Select the desired Products from the list of products by checking the adjacent boxes. e.g. **Horizontal Posters** and **Street Furniture**
4. As markets, OOH Companies and Products are selected, Navigator searches the OOH inventory and updates the legend located in the lower right area of the Plan Builder. In the above example, 3 markets, 3 OOH companies and 2 products equals a potential 15 OOH products. All available OOH products are selected by default for inclusion in the report.

Selected inventory in the summary view

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COMBDataReport Plan Builder Targets Report Layout Finish Help My Account Testing

Navigation Data Source Options Costing

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

Flighting Campaign Lengths Plan Type

Plan #1

IN EACH OF FOR EACH OF PLAN SELECTIONS

Product	Objective	Level
Horizontal Posters	Daily GRPs	25
Street Furniture (68x47)	Daily GRPs	25

View: Selected Unselected 15 Selected 0 Unselected 15 Total

COMB NAVIGATOR®

Once inventory selection is completed, select the **View/Edit Summary** tab.

In this view, the first column indicates the selected markets, the second column indicates the selected OOH Companies, and the area to the right indicates all the selected products. All OOH inventory associated with a particular Product can be deselected in this view by unchecking the checkbox to the left of the product name.

Selected inventory in the detail view

The screenshot shows the COMB Navigator software interface. The title bar reads "untitled - COMB Navigator®". The menu bar includes "COMBDataReport", "Plan Builder", "Targets", "Report Layout", "Finish", "Help", "My Account", and "Testing". The toolbar contains various icons for navigation, data source, options, and costing. The main window displays the "Plan #1" view, which is a table of inventory items grouped by Market and Operator. A red arrow points to the "Select / Deselect" button in the left sidebar. The table shows the following data:

Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal			
Operator : Astral			
Horizontal Posters	Daily GRPs	25	49795
Street Furniture (68x47)	Daily GRPs	25	17026
Operator : OUTFRONT			
Horizontal Posters	Daily GRPs	25	39942
Operator : Pattison			
Horizontal Posters	Daily GRPs	25	36666
Street Furniture (68x47)	Daily GRPs	25	16605
Market CMA : Toronto			
Operator : Astral			
Horizontal Posters	Daily GRPs	25	32677
Street Furniture (68x47)	Daily GRPs	25	18927
Operator : OUTFRONT			
Horizontal Posters	Daily GRPs	25	25282
Street Furniture (68x47)	Daily GRPs	25	23508
Operator : Pattison			
Horizontal Posters	Daily GRPs	25	23941
Street Furniture (68x47)	Daily GRPs	25	11620
Market CMA : Vancouver			
Shared Objective / Shared Cost / Shared Weeks			
Method	Level	Cost Field	Cost Value
Daily GRPs	25	4 Wk Face Cost	
		# of Weeks	
		4	
		Apply Objective	Apply Cost
		Apply Weeks	

At the bottom, there is a status bar showing "View: Selected Unselected" and a summary of "15 Selected", "0 Unselected", and "15 Total".

Next, select the **View/Edit Detail** tab.

In this view, inventory is grouped first by Market, then by OOH Company. There is a line for each available Product in each market/OOH Company pair. Individual items can be deselected by unchecking the gold box to the left of the item.

In the above example, inventory is available in all 3 selected Markets, and each of the 3 OOH Companies appears in each Market. Up to 2 Products are available in each Market/OOH Company pair.

Collapsing the detail view

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Back Next COMBDataReport Navigator® Edition Navigation Change Wave Data Source 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

Flighting Campaign Lengths Plan Type

Flighting Common # of weeks for all products 4, 8 Different # of weeks for some products Multiple Levels

Plan #1

Select Inventory View/Edit Summary View/Edit Detail

Product	Objective	Level	Avg Daily Circ 5+
Market CMA : Montreal			
Operator : Astral			
Horizontal Posters	Daily GRPs	25	49795
Street Furniture (68x47)	Daily GRPs	25	17026
Operator : OUTFRONT			
Horizontal Posters	Daily GRPs	25	39942
Operator : Pattison			
Horizontal Posters	Daily GRPs	25	36666
Street Furniture (68x47)	Daily GRPs	25	16605
Market CMA : Toronto			
Market CMA : Vancouver			
Operator : OUTFRONT			
Horizontal Posters	Daily GRPs	25	39729
Street Furniture (68x47)	Daily GRPs	25	24071
Operator : Pattison			
Horizontal Posters	Daily GRPs	25	28391
Street Furniture (68x47)	Daily GRPs	25	16018

Shared Objective / Shared Cost / Shared Weeks

Method Level Cost Field Cost Value # of Weeks

Daily GRPs 25 4 Wk Face Cost Apply Objective Apply Cost 4 Apply Weeks

View: Selected Unselected 15 Selected 0 Unselected 15 Total

COMB NAVIGATOR®

Details of any group can be hidden by collapsing the group using the - (minus) button to the left of the Market or OOH Company name. In the above example, the Toronto market group has been collapsed, which allows all of the Vancouver inventory to be seen without scrolling.