

Assigning the same costing to all Market - OOH Company - Product combinations

This lesson examines the process of assigning the same cost field and same cost value to all Market / OOH Company / Product combinations

Assigning shared cost

untitled - COMB Navigator®

COMBDataReport Plan Builder Targets Report Layout Finish Help My Account Testing

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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

Product	Objective	Level	Avg Daily Circ 5+	Cost Field	Cost Value
Market CMA : Montreal					
Operator : Astral					
Horizontal Posters	Daily GRPs	25	49795	4 Wk Face Cost	0
Street Furniture (68x47)	Daily GRPs	25	17026	4 Wk Face Cost	0
Operator : OUTFRONT					
Horizontal Posters	Daily GRPs	25	39942	4 Wk Face Cost	0
Operator : Pattison					
Horizontal Posters	Daily GRPs	25	36666	4 Wk Face Cost	0
Street Furniture (68x47)	Daily GRPs	25	16605	4 Wk Face Cost	0
Market CMA : Toronto					
Operator : Astral					
Horizontal Posters	Daily GRPs	25	32677	4 Wk Face Cost	0
Street Furniture (68x47)	Daily GRPs	25	18927	4 Wk Face Cost	0
Operator : OUTFRONT					
Horizontal Posters	Daily GRPs	25	25282	4 Wk Face Cost	0
Street Furniture (68x47)	Daily GRPs	25	23508	4 Wk Face Cost	0
Operator : Pattison					
Horizontal Posters	Daily GRPs	25	23941	4 Wk Face Cost	0
Street Furniture (68x47)	Daily GRPs	25	11620	4 Wk Face Cost	0
Market CMA : Vancouver					
Operator : OUTFRONT					

Shared Objective / Shared Cost / Shared Weeks

Method Level Apply Objective Cost Field Cost Value Apply Cost # of Weeks Apply Weeks

Daily GRPs 25 4 Wk Face Cost 5000 8

View: Selected Unselected 15 Selected 0 Unselected 15 Total

To define the same cost inputs for all available inventory, use the **Shared Cost** box at the bottom of the **View/Edit Detail** tab.

1. To select the kind of costing, click the **Cost Field** box. A drop-down list appears.
2. Select the cost field, e.g. **4 Wk Face Cost**. The drop-down list will close.
3. Select the **Cost Value** box to enter a cost amount. The amount can be entered by keyboard or adjusted by clicking the up and down buttons.
4. Select the **Apply Cost** button

Results: same values in the Cost Field and Cost Value columns

The screenshot displays the COMB Navigator interface with the 'Plan Builder' tab active. The main table lists inventory items across various categories (Market CMA: Montreal, Toronto, Vancouver) and operators (Astral, OUTFRONT, Pattison). The table columns include Product, Objective, Level, Avg Daily Circ 5+, Cost Field, and Cost Value. A red box highlights the 'Cost Field' and 'Cost Value' columns, showing that all items have a '4 Wk Face Cost' of 5000.

Product	Objective	Level	Avg Daily Circ 5+	Cost Field	Cost Value
Market CMA : Montreal					
Operator : Astral					
Horizontal Posters	Daily GRPs	25	49795	4 Wk Face Cost	5000
Street Furniture (68x47)	Daily GRPs	25	17026	4 Wk Face Cost	5000
Operator : OUTFRONT					
Horizontal Posters	Daily GRPs	25	39942	4 Wk Face Cost	5000
Operator : Pattison					
Horizontal Posters	Daily GRPs	25	36666	4 Wk Face Cost	5000
Street Furniture (68x47)	Daily GRPs	25	16605	4 Wk Face Cost	5000
Market CMA : Toronto					
Operator : Astral					
Horizontal Posters	Daily GRPs	25	32677	4 Wk Face Cost	5000
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Operator : Pattison					
Horizontal Posters	Daily GRPs	25	23941	4 Wk Face Cost	5000
Street Furniture (68x47)	Daily GRPs	25	11620	4 Wk Face Cost	5000
Market CMA : Vancouver					
Operator : OUTFRONT					

At the bottom of the interface, there are controls for 'Shared Objective / Shared Cost / Shared Weeks'. The 'Method' is set to 'Daily GRPs', 'Level' is '25', 'Cost Field' is '4 Wk Face Cost', 'Cost Value' is '5000', and '# of Weeks' is '8'. There are buttons for 'Apply Objective', 'Apply Cost', and 'Apply Weeks'. A status bar at the bottom indicates '15 Selected', '0 Unselected', and '15 Total'.

After a delay of a few seconds, all the inventory will be changed to have a 4-Week Face Cost of 5,000.