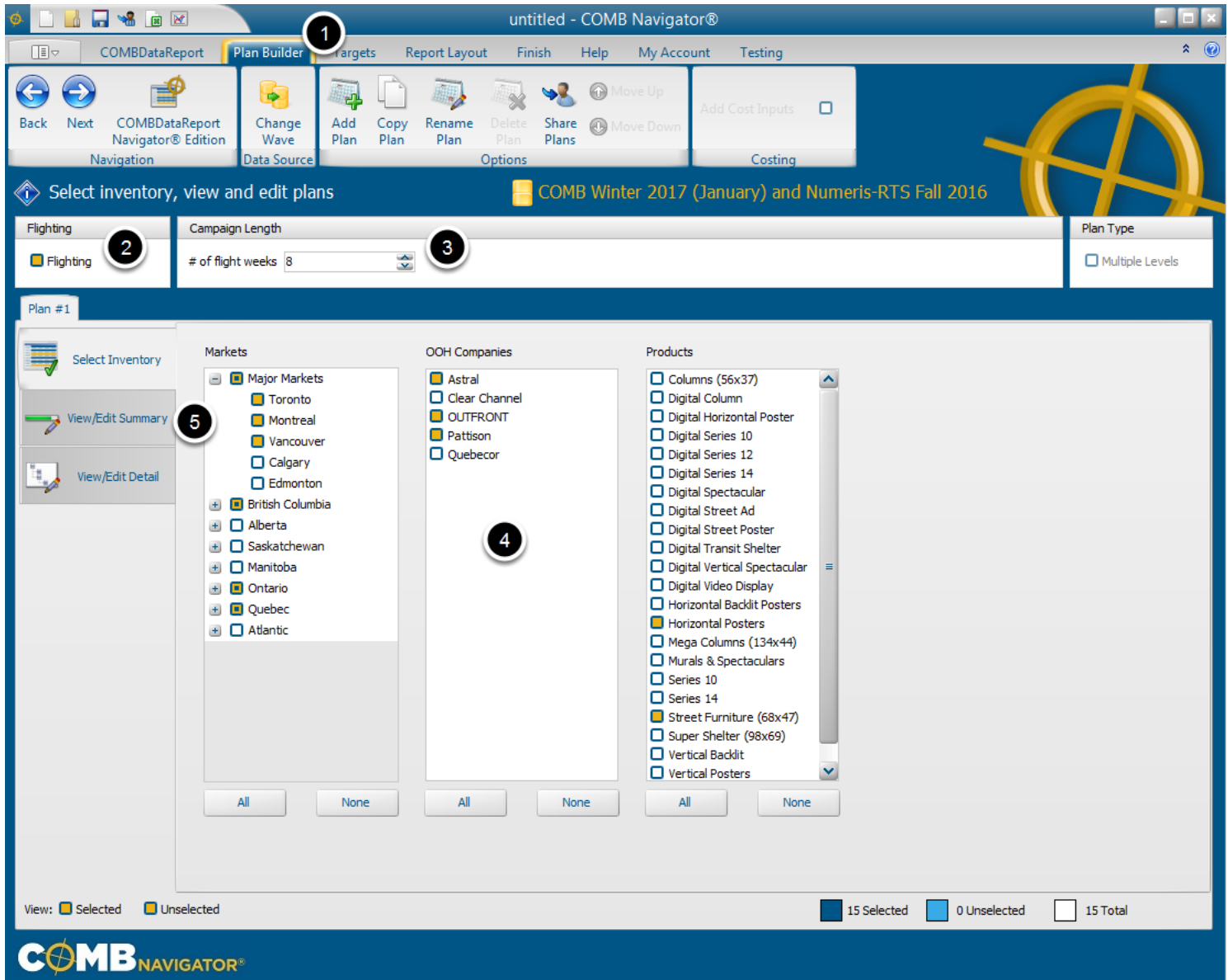


Creating a Flighting Schedule For All Selected Inventory

This tutorial examines the creation of the **same** flight schedule for all selected inventory using the **Summary 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 Summary** tab

Select Flight Levels

The screenshot shows the COMB Navigator software interface. The top menu bar includes 'COMBDataReport', 'Plan Builder', 'Targets', 'Report Layout', 'Finish', 'Help', and 'My Account'. Below the menu is a toolbar with icons for navigation, data source, and plan management. The main area is divided into sections: 'Select inventory, view and edit plans' with a 'Flighting' toggle and 'Campaign Length' input; 'Plan #1' with a 'Select Inventory' list (Toronto, Montreal, Vancouver); 'IN EACH OF' and 'FOR EACH OF' lists (Astral, OUTFRONT, Pattison); and 'PLAN SELECTIONS' which is a grid showing products, objectives, levels, and weekly flighting. Three numbered callouts (1, 2, 3) highlight specific actions in the grid: 1 points to the 'Objective' dropdown, 2 points to the 'Level' input field, and 3 points to the green '+' icon for adding a new row.

When flighting is activated, each product in the **Summary 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.

Note: Changing the flighting grid for a product in the **Summary View** will set the flights for that product in all markets for all operators.

To change the flighting levels of an outdoor product:

1. Find the row of the 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. Enter the level that you wish.
3. Click on the **green "+" sign** to add another level. A new row will appear - you can enter the objective and level that you wish. You can add more rows by clicking the green "+" sign.

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

Select Flight Weeks

The screenshot shows the COMB Navigator Plan Builder interface. The top menu bar includes 'COMBDataReport', 'Plan Builder', 'Targets', 'Report Layout', 'Finish', 'Help', and 'My Account'. The 'Plan Builder' tab is active, showing a toolbar with icons for Back, Next, Change Wave, Add Plan, Copy Plan, Rename Plan, Delete Plan, Share Plans, Move Up, and Move Down. The main workspace is divided into three columns: 'IN EACH OF' (listing Toronto, Montreal, Vancouver), 'FOR EACH OF' (listing Astral, OUTFRONT, Pattison), and 'PLAN SELECTIONS'. The 'PLAN SELECTIONS' column contains a table with columns for Objective, Level, and Week 1 through Week 8. The table has three rows of 'Daily GRPs' for 'Street Furniture (68x47)'. The first row has a level of 25 and 'None' selected for all weeks. The second row has a level of 40 and 'None' selected for all weeks. The third row has a level of 50 and 'None' selected for all weeks. Red boxes highlight the 'None' dropdowns and the Week 1, 2, 3, 4, 5, 7, and 8 checkboxes in the third row. The bottom status bar shows '15 Selected', '0 Unselected', and '15 Total'.

Objective	Level	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Daily GRPs	25	<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	<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	50	<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"/>

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 box in that week, which will deselect it.















































If 50 GRPs are available for 3 weeks, and then 40 GRPs are available for 2 weeks:

- 1) On the 50 Daily GRPs row, click on **None** on the left side to deselect all of the boxes and then select the Week 1, Week 2, and Week 3 boxes.
- 2) In the 40 Daily GRPs row, click on **None** and then select the Week 4 and Week 5 boxes.
- 3) In the 25 Daily GRPs row, click on **None** and then select the Week 7 and Week 8 boxes.

If no inventory is available in week 6 - leave the Week 6 box unchecked.

Note: The selection/deselection of each box in the flight grid can take several seconds. After clicking a box, wait until Navigator indicates it is done before selecting subsequent boxes.

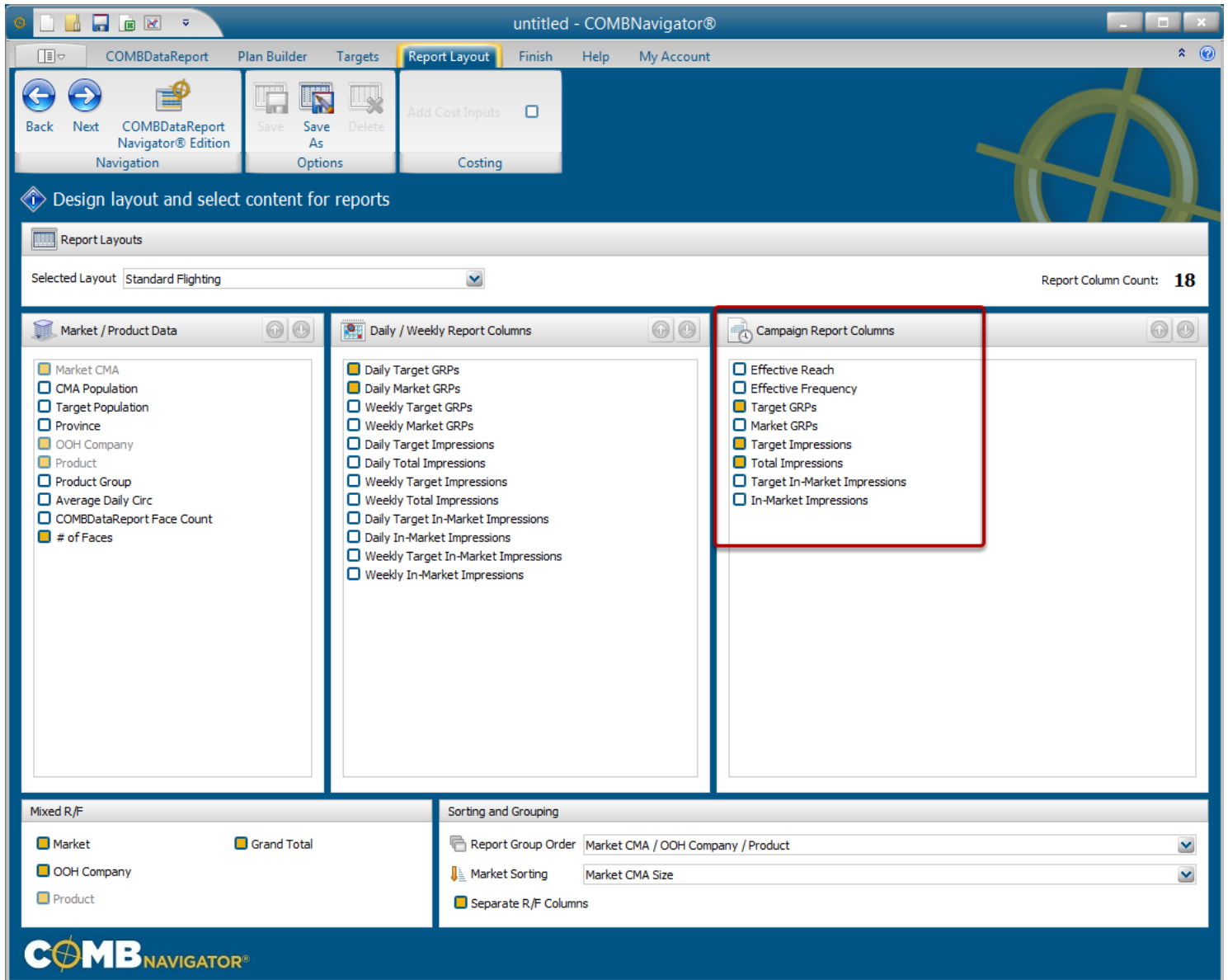
Review the Flight Grid

PLAN SELECTIONS													
Product													
-		Horizontal Posters											
	Objective	Level			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
		Daily GRPs	25	 All None									
-		Street Furniture (68x47)											
	Objective	Level			Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
		Daily GRPs	25	 All None									
		Daily GRPs	40	 All None									
		Daily GRPs	50	 All None									

The flighting grid for **Street Furniture** 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

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
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)
6	Toronto	Astral	Horizontal Posters	35,900	45	27	25	x	x	x	x	x	x	x	x	67/22.3	1,500	80,767	90,483
7	Plan #1						R/F	42/4.5	42/4.5	42/4.5	42/4.5	42/4.5	42/4.5	42/4.5	42/4.5	67/22.3	1,500	80,767	90,483
8			Street Furniture (68x47)	18,900	85	27	25	x	x	x	x	x			x	84/15.4	1,302	70,098	78,531
9				18,900	136	43	40					x	x			75/7.9	595	32,045	35,900
10				18,900	170	53	50	x	x	x						83/13.5	1,116	60,084	67,312
11							R/F	77/7.3	77/7.3	77/7.3	75/6.5	75/6.5	0/0.0	56/3.3	56/3.3	91/33.1	3,012	162,227	181,743
12																			
13			Astral Mix				Mix	81/9.2	81/9.2	81/9.2	80/8.4	80/8.4	42/4.5	70/5.3	70/5.3				
14							Cumulative	81/9.2	86/17.4	89/25.1	91/32.1	92/39.0	92/40.9	93/44.7	93/48.5	93/48.5	4,512	242,994	272,226
15																			
16		OUTFRONT	Horizontal Posters	25,200	64	27	25	x	x	x	x	x	x	x	x	68/22.0	1,496	80,551	90,242
17							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	68/22.0	1,496	80,551	90,242
18			Street Furniture (68x47)	23,400	68	26	25	x	x	x	x	x			x	66/19.6	1,295	69,733	78,122
19				23,400	110	43	40					x	x			57/10.4	598	32,230	36,107
20				23,400	137	53	50	x	x	x						64/17.3	1,118	60,211	67,454
21							R/F	58/9.6	58/9.6	58/9.6	56/8.6	56/8.6	0/0.0	42/4.4	42/4.4	74/40.9	3,011	162,173	181,683
22																			
23			OUTFRONT Mix				Mix	64/11.6	64/11.6	64/11.6	63/10.6	63/10.6	43/4.3	55/6.7	55/6.7				
24							Cumulative	64/11.6	70/21.3	74/30.4	76/38.4	77/46.2	78/48.4	78/52.7	79/57.0	79/57.0	4,507	242,724	271,925
25																			
26		Pattison	Horizontal Posters	24,100	67	27	25	x	x	x	x	x	x	x	x	68/22.1	1,498	80,650	90,352
27							R/F	43/4.4	43/4.4	43/4.4	43/4.4	43/4.4	43/4.4	43/4.4	43/4.4	68/22.1	1,498	80,650	90,352
28			Street Furniture (68x47)	11,600	138	27	25	x	x	x	x	x			x	65/19.9	1,299	69,962	78,378
29				11,600	222	43	40					x	x			57/10.5	597	32,156	36,025
30				11,600	277	53	50	x	x	x						64/17.5	1,118	60,184	67,425
31							R/F	56/9.9	56/9.9	56/9.9	55/8.9	55/8.9	0/0.0	41/4.5	41/4.5	73/41.4	3,014	162,303	181,828
32																			
33			Pattison Mix				Mix	62/12.0	62/12.0	62/12.0	61/11.1	61/11.1	43/4.4	53/7.0	53/7.0				
34							Cumulative	62/12.0	68/22.0	71/31.3	74/39.5	75/47.6	76/49.8	76/54.2	77/58.6	77/58.6	4,511	242,952	272,180
35																			
36			Toronto Mix				Mix	91/24.5	91/24.5	91/24.5	91/22.2	91/22.2	62/9.1	86/13.1	86/13.1				
37							Cumulative	91/24.5	93/48.1	95/70.9	95/91.3	96/111.8	96/117.4	96/128.8	97/140.1	97/140.1	13,531	728,670	816,331
38																			
39																			
40																			
41																			
42	Montreal	Astral	Horizontal Posters	50,300	21	27	25	x	x	x	x	x	x	x	x	66/22.8	1,500	53,990	59,168
43	Plan #1						R/F	42/4.4	42/4.4	42/4.4	42/4.4	42/4.4	42/4.4	42/4.4	42/4.4	66/22.8	1,500	53,990	59,168
44																			

In the flying report, the flight grid is reproduced to the left of the campaign columns.

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 6 for Street Furniture, 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 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.