

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

The screenshot displays the COMB Navigator software interface. The title bar reads "untitled - COMB Navigator®". The ribbon menu includes "COMBDataReport", "Plan Builder", "Targets", "Report Layout", "Finish", "Help", "My Account", and "Testing". The "Plan Builder" ribbon is active, showing options for "Navigation", "Data Source", "Options", and "Costing".

Key interface elements and annotations:

- 1**: Points to the "Plan Builder" ribbon tab.
- 2**: Points to the "Flying" button in the "Flighting" section.
- 3**: Points to the "# of flight weeks" input field, which is set to 8.
- 4**: Points to the "OOH Companies" list, which includes Astral, Clear Channel, OUTFRONT, Pattison, and Quebecor.
- 5**: Points to the "View/Edit Summary" button in the left-hand navigation pane.

The main workspace shows three columns: "Markets", "OOH Companies", and "Products". The "Markets" column lists Major Markets (Toronto, Montreal, Vancouver, Calgary, Edmonton) and other regions (British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Atlantic). The "Products" column lists various advertising formats like Columns (56x37), Digital Column, Digital Horizontal Poster, Digital Series 10, 12, 14, Digital Spectacular, Digital Street Ad, Digital Street Poster, Digital Transit Shelter, Digital Vertical Spectacular, Digital Video Display, Horizontal Backlit Posters, Horizontal Posters, Mega Columns (134x44), Murals & Spectaculars, Series 10, 14, Street Furniture (68x47), Super Shelter (98x69), Vertical Backlit, and Vertical Posters.

At the bottom, a status bar shows "View: Selected Unselected" and a summary: "15 Selected, 0 Unselected, 15 Total".

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 displays the COMB Navigator software interface. At the top, there's a navigation bar with tabs for 'COMBDataReport', 'Plan Builder', 'Targets', 'Report Layout', 'Finish', 'Help', and 'My Account'. Below this is a toolbar with various icons for navigation and plan management. The main workspace is titled 'Select inventory, view and edit plans' and shows a 'Campaign Length' of 8 weeks. The 'Plan #1' section is divided into 'IN EACH OF' (Toronto, Montreal, Vancouver) and 'FOR EACH OF' (Astral, OUTFRONT, Pattison). The 'PLAN SELECTIONS' table shows products like 'Horizontal Posters' and 'Street Furniture (68x47)' with columns for 'Objective', 'Level', and 'Week 1' through 'Week 8'. Three callouts (1, 2, 3) highlight the 'Objective' dropdown, the 'Level' cell, and the green '+' sign respectively.

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

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

To change the fighting 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 fighting grid will be adjusted to reflect the selected levels.

Select Flight Weeks

The screenshot shows the COMB Navigator Plan Builder interface. The main window is titled "untitled - COMB Navigator®". 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 various actions like "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 several sections:

- Flighting:** Shows "Campaign Length" set to "# of flight weeks 8".
- Plan #1:** A sidebar on the left with options: "Select Inventory", "View/Edit Summary", and "View/Edit Detail".
- IN EACH OF:** Lists "Toronto", "Montreal", and "Vancouver".
- FOR EACH OF:** Lists "Astral", "OUTFRONT", and "Pattison".
- PLAN SELECTIONS:** A grid showing product levels and weekly selections.

Product	Objective	Level	All	None	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Horizontal Posters	Daily GRPs	25	<input checked="" type="checkbox"/>	<input 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"/>	<input checked="" type="checkbox"/>
Street Furniture (68x47)	Daily GRPs	25	<input checked="" type="checkbox"/>									
	Daily GRPs	40	<input checked="" type="checkbox"/>									
	Daily GRPs	50	<input checked="" type="checkbox"/>									

At the bottom, a status bar shows "View: Selected (15 Selected), Unselected (0 Unselected), Total (15 Total)".

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				Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Horizontal Posters											
	Objective	Level									
<input type="checkbox"/>	Daily GRPs	25	All None	<input checked="" type="checkbox"/>							
Street Furniture (68x47)											
	Objective	Level									
<input checked="" type="checkbox"/>	Daily GRPs	25	All None	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
<input checked="" type="checkbox"/>	Daily GRPs	40	All None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Daily GRPs	50	All None	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The fighting grid for **Street Furniture** now looks like the above figure.

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

Editing the Report Layout

The screenshot displays the COMBNavigator® Report Layout editor. The window title is "untitled - COMBNavigator®". The ribbon at the top includes tabs for "COMBDataReport", "Plan Builder", "Targets", "Report Layout" (which is active), "Finish", "Help", and "My Account". The "Report Layout" ribbon contains buttons for "Back", "Next", "COMBDataReport Navigator® Edition Navigation", "Save", "Save As", "Delete", "Add Cost Inputs", and "Costing".

The main workspace is titled "Design layout and select content for reports". It features a "Report Layouts" section with a dropdown menu set to "Standard Flying" and a "Report Column Count" of 18. Below this are three panels for selecting report columns:

- Market / Product Data:** Includes checkboxes for Market CMA, CMA Population, Target Population, Province, OOH Company, Product, Product Group, Average Daily Circ, COMBDataReport Face Count, and # of Faces.
- Daily / Weekly Report Columns:** Includes checkboxes for Daily Target GRPs, Daily Market GRPs, Weekly Target GRPs, Weekly Market GRPs, Daily Target Impressions, Daily Total Impressions, Weekly Target Impressions, Weekly Total Impressions, Daily Target In-Market Impressions, Daily In-Market Impressions, Weekly Target In-Market Impressions, and Weekly In-Market Impressions.
- Campaign Report Columns:** Includes checkboxes for Effective Reach, Effective Frequency, Target GRPs, Market GRPs, Target Impressions, Total Impressions, Target In-Market Impressions, and In-Market Impressions. This panel is highlighted with a red border.

At the bottom, there are two sections: "Mixed R/F" with checkboxes for Market, OOH Company, Product, and Grand Total; and "Sorting and Grouping" with dropdowns for "Report Group Order" (Market CMA / OOH Company / Product) and "Market Sorting" (Market CMA Size), along with a checkbox for "Separate R/F Columns".

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 Daily Circ	# of Faces	Daily Tgt GRPs	Daily Mkt GRPs	Week								Total	Tgt GRPs	Target Imp (000s)	Total Imp (000s)		
5								1	2	3	4	5	6	7	8						
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																					
17		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		
18							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		
19			Street Furniture (68x47)	23,400	68	26	25	x	x	x	x	x			x	66/19.6	1,295	69,733	78,122		
20				23,400	110	43	40					x	x			57/10.4	598	32,230	36,107		
21				23,400	137	53	50	x	x	x						64/17.3	1,118	60,211	67,454		
22							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		
23																					
24			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						
25							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		
26																					
27																					
28		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		
29							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		
30			Street Furniture (68x47)	11,600	138	27	25	x	x	x	x	x			x	65/19.9	1,299	69,962	78,378		
31				11,600	222	43	40					x	x			57/10.5	597	32,156	36,025		
32				11,600	277	53	50	x	x	x						64/17.5	1,118	60,184	67,425		
33							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		
34																					
35			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						
36							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		
37																					
38																					
39			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						
40							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		
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.