

Defining Plans

Assigning the same single value to the number of weeks column for all Market - OOH Company - Product combinations

This lesson examines how to assign the same value to the # of weeks column for all inventory in a plan.

Apply the same # of weeks to all products

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	# of Weeks	Avg Daily Circ 5+
Market CMA : Montreal				
Operator : Astral				
Horizontal Posters	Daily GRPs	25	5	49795
Street Furniture (68x47)	Daily GRPs	25	8	17026
Operator : OUTFRONT				
Horizontal Posters	Daily GRPs	25	6	39942
Operator : Pattison				
Horizontal Posters	Daily GRPs	25	3	36666
Street Furniture (68x47)	Daily GRPs	25	4	16605
Market CMA : Toronto				
Operator : Astral				
Horizontal Posters	Daily GRPs	25	6	32677
Street Furniture (68x47)	Daily GRPs	25	5	18927
Operator : OUTFRONT				
Horizontal Posters	Daily GRPs	25	4	25282
Street Furniture (68x47)	Daily GRPs	25	6	23508
Operator : Pattison				
Horizontal Posters	Daily GRPs	25	5	23941
Street Furniture (68x47)	Daily GRPs	25	5	11620
Market CMA : Vancouver				

Shared Objective / Shared Cost / Shared Weeks

Method Level Cost Field Cost Value # of Weeks

Daily GRPs 25 4 Wk Face Cost Apply Objective 8 Apply Cost Apply Weeks

View: Selected Unselected 15 Selected 0 Unselected 15 Total

COMB NAVIGATOR®

In a report, when most OOH products have the same # of weeks, apply the # of weeks by:

1. In the **Shared Weeks** area at the bottom right of the **Detail View**, select the # of Weeks box. Type in a # of weeks value using the keyboard, or use the up and down buttons to incrementally adjust the value. (e.g. 8 weeks)
2. Select the **Apply Weeks** button.

Results: same value in the # of weeks column for all inventory

The screenshot shows the COMB Navigator software interface. The main window displays a table of inventory items. A red box highlights the '# of Weeks' column, which contains the value '8' for all items. The table is organized by Market CMA (Montreal, Toronto, Vancouver) and Operator (Astral, OUTFRONT, Pattison). The table columns are: Product, Objective, Level, # of Weeks, and Avg Daily Circ 5+.

Product	Objective	Level	# of Weeks	Avg Daily Circ 5+
Market CMA : Montreal				
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Operator : OUTFRONT				
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Street Furniture (68x47)	Daily GRPs	25	8	16605
Market CMA : Toronto				
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Horizontal Posters	Daily GRPs	25	8	32677
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Operator : OUTFRONT				
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Street Furniture (68x47)	Daily GRPs	25	8	23508
Operator : Pattison				
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Market CMA : Vancouver				

At the bottom of the interface, there are buttons for 'Apply Objective', 'Apply Cost', and 'Apply Weeks'. The 'Apply Weeks' button is highlighted. The status bar at the bottom indicates '15 Selected', '0 Unselected', and '15 Total'.

After a delay of a few seconds, the **# of Weeks** column in the grid will change to the new value for all inventory.