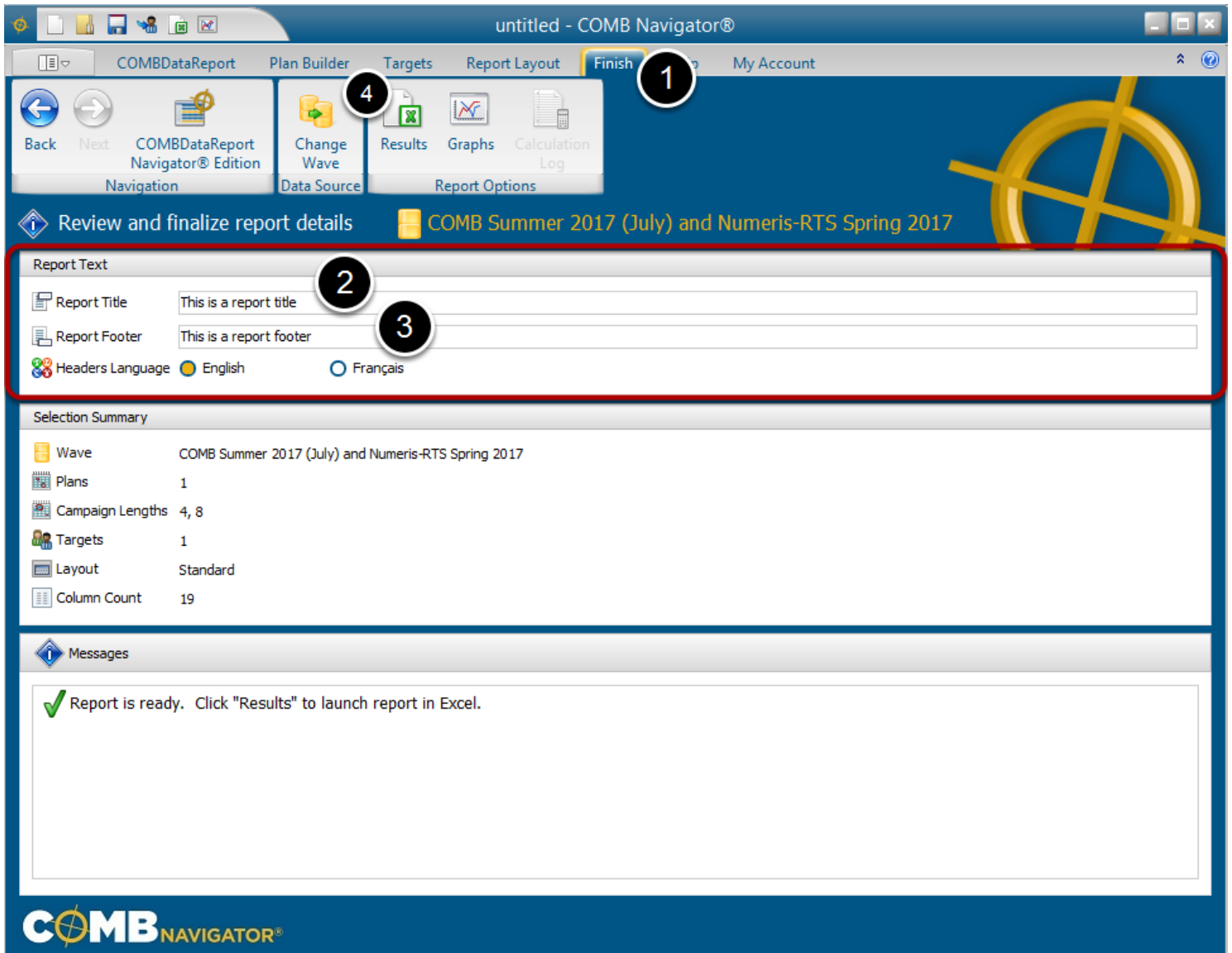


Report Appearance

Enter or change the report title and footer

This lesson examines how to add or change a title and footer of a report.

Enter a title



1. Select **Finish** from the ribbon menu.
2. In the **Report Title** box, enter text for a title for the report. This will appear in the first line on each target tab of the report, and is used as a default file name if one is not already in use.
3. In the **Report Footer** box, enter text for the footer line of the report. This line will appear within the footer of each target tab of the report.
4. (Optional) Run the report (again) by selecting **Results** from the ribbon bar.

Title in a report example

This is a report title

Target Beverages - Beer - Glasses/cans/bottles/past 7 days - all locations - Any of [None, 1 - 3]
 Campaigns 4, 8
 Sort By Market CMA Size, OOH Company, Product

Market CMA	CMA Pop (000s)	Tgt Pop (000s)	OOH Company	Product	Average Daily Circ	# of Faces	Daily Tgt GRPs	Daily Mkt GRPs	4 weeks				
									R	F	Tgt GRPs	Target Imp (000s)	Total Imp (000s)
Montreal Plan #1	3,891.3	3,027.9	OUTFRONT	Horizontal Posters	25,200	64	25	25	60	11.8	706	35,040	45,121
				Street Furniture (68x47)	23,400	68	25	25	59	11.8	699	34,667	44,641
				OUTFRONT Mix	24,300	132	50	50	69	20.4	1,405	69,707	89,762
			Pattison	Horizontal Posters	24,100	67	25	25	59	11.9	707	35,082	45,176
				Street Furniture (68x47)	11,600	138	25	25	58	12.1	701	34,781	44,788
				Pattison Mix	20,200	205	50	50	67	21.0	1,408	69,863	89,964
			Toronto Mix		21,200	467	151	150	92	45.8	4,224	209,552	269,842
				Horizontal Posters	50,300	21	25	25	55	12.4	689	22,669	29,584
				Street Furniture (68x47)	16,900	63	25	25	55	12.6	694	22,848	29,819
				Astral Mix	38,500	84	49	50	63	21.9	1,383	45,517	59,403
			OUTFRONT	Horizontal Posters	39,800	27	25	25	56	12.6	700	23,026	30,051
				OUTFRONT Mix	39,800	27	25	25	56	12.6	700	23,026	30,051
			Pattison	Horizontal Posters	36,600	29	25	25	55	12.6	692	22,767	29,713
				Street Furniture (68x47)	17,200	61	24	25	55	12.4	684	22,505	29,371
				Pattison Mix	31,200	90	49	50	62	22.3	1,376	45,272	59,083
			Montreal Mix		36,800	201	124	125	77	44.9	3,458	113,816	148,537
				Plan #1 Total Mix	23,500	668	140	140	86	45.5	3,918	323,368	418,379
	9,796.5	7,592.3											

This is a report footer
 Source: COMB Summer 2017 (July) and Numeris-RTS Spring 2017
 Created on July-17-17
 This footer line is set in the Preferences dialog



The report title entered now appears in the first row of each sheet.

The report footer entered now appears at the end of each sheet.

The footer consists of the following lines:

- 1) (Optional) **Report Footer** line entered in **Finish** area.
- 2) Source line, indicating which set of data is used, e.g. Summer 2017
- 3) Creation date of the report
- 4) (Optional) **Additional Information** line attached to all reports (entered in the **Preferences** dialog available through the **My Account** ribbon tab).
- 5) (Optional) Custom logo, specified in the **Preferences** dialog available through the **My Account** ribbon tab.

The ***Additional Information*** line (4) and custom logo (5) can be specified in the ***Preferences*** dialog available through the ***My Account*** ribbon tab.