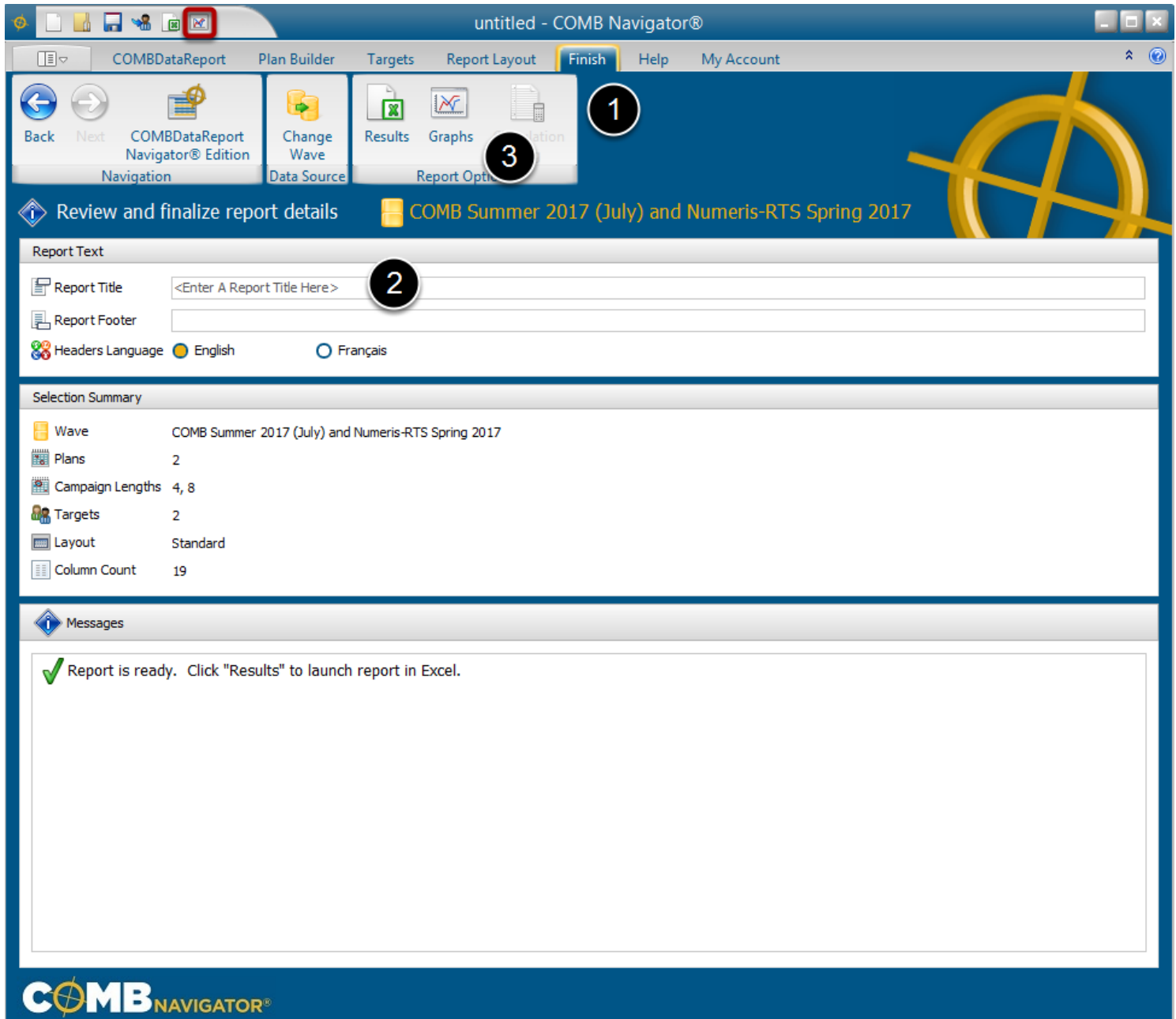# Graphing

Comparing Reach Build

This tutorial examines the use of Reach Build graphs to compare the 3 operators.
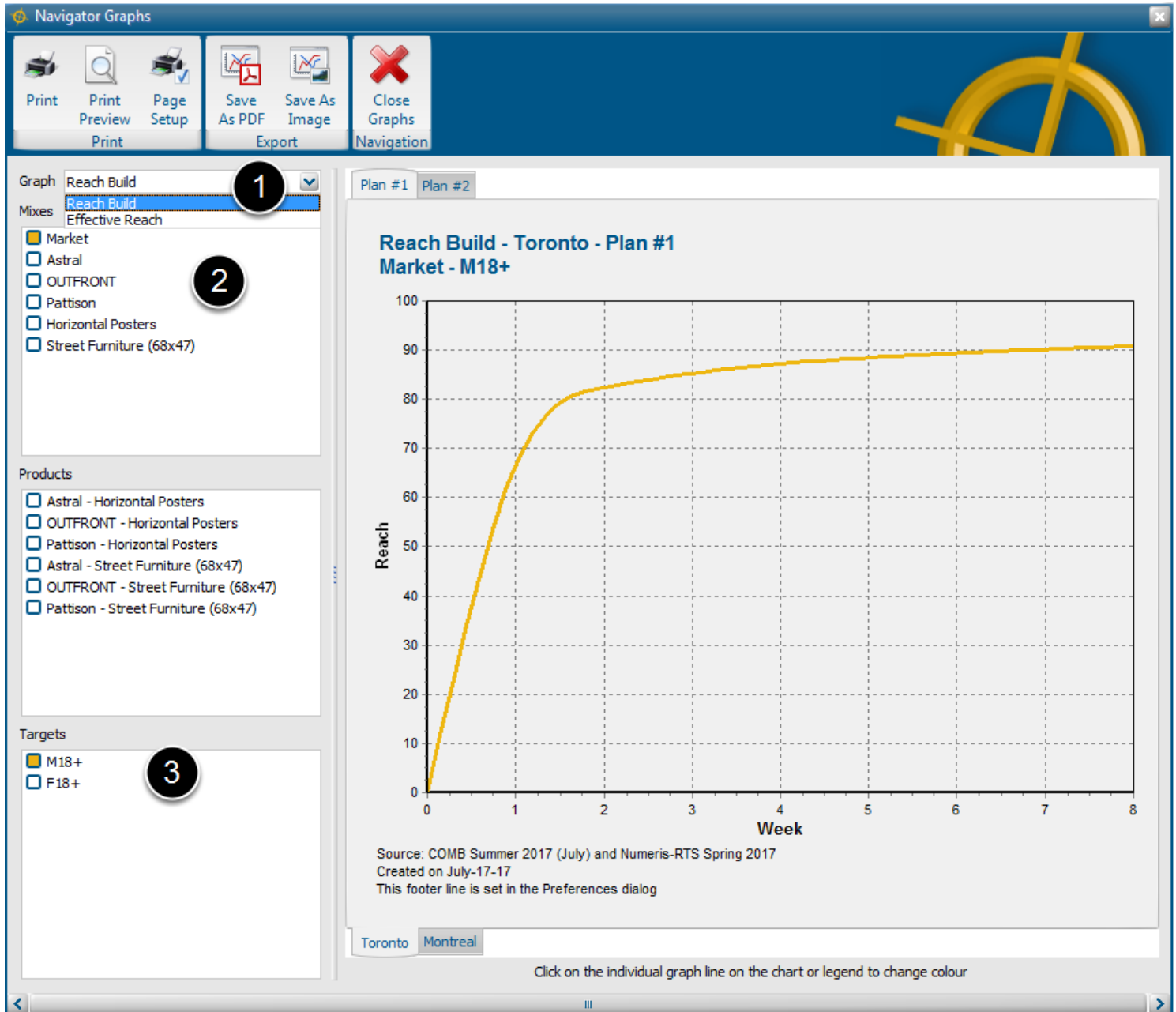
Display Graphs

After making data selections, to display Navigator Graphs:

1. Select *Finish* from the ribbon.
2. (Optional) Enter the title of the report. This will appear in the main title of all graphs.
3. Select *Graphs* from the ribbon.

Alternatively, graphs can be launched directly from any tab by selecting the **Graphs** button in the **Quick Access Toolbar** in the top left area of the Navigator window. (highlighted in red in the figure above).

As with launching a report, if there are any calculation notes, they will be displayed before proceeding further.

Making Graph Selections

The **Navigator Graphs** window will appear.

1. Select *Reach Build* from the Graph drop down box.

2. By default, the **Market Mix** is graphed.
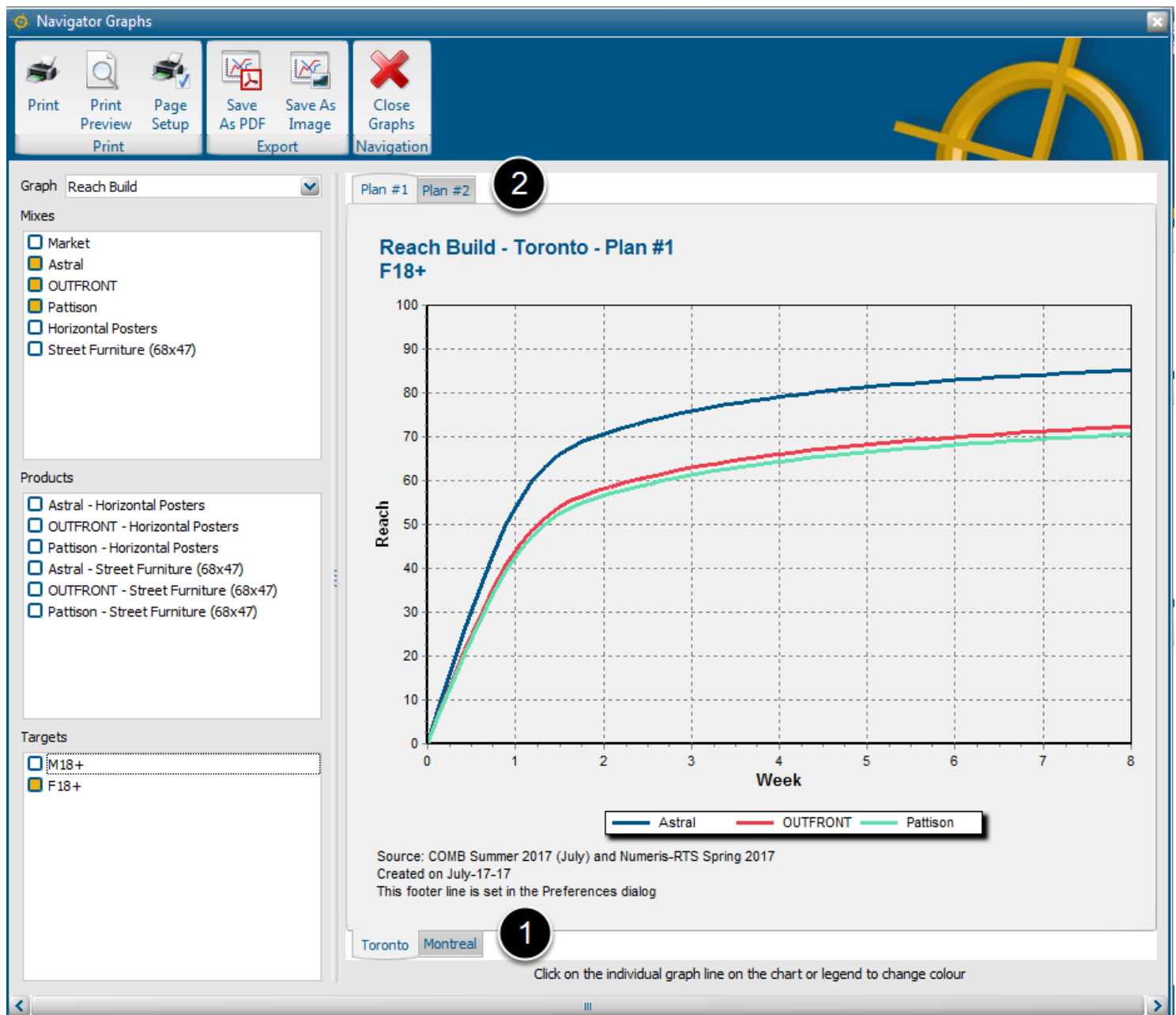To compare operators, select the desired operators in the *Mixes* checklist.
To compare products, select the desired products in the *Mixes* checklist.
Click the *Market* item to deselect **Market Mix**.

3. By default, the first target is selected in the **Targets** checklist.

To select a different target, deselect the first target, and check another target in the Targets list.
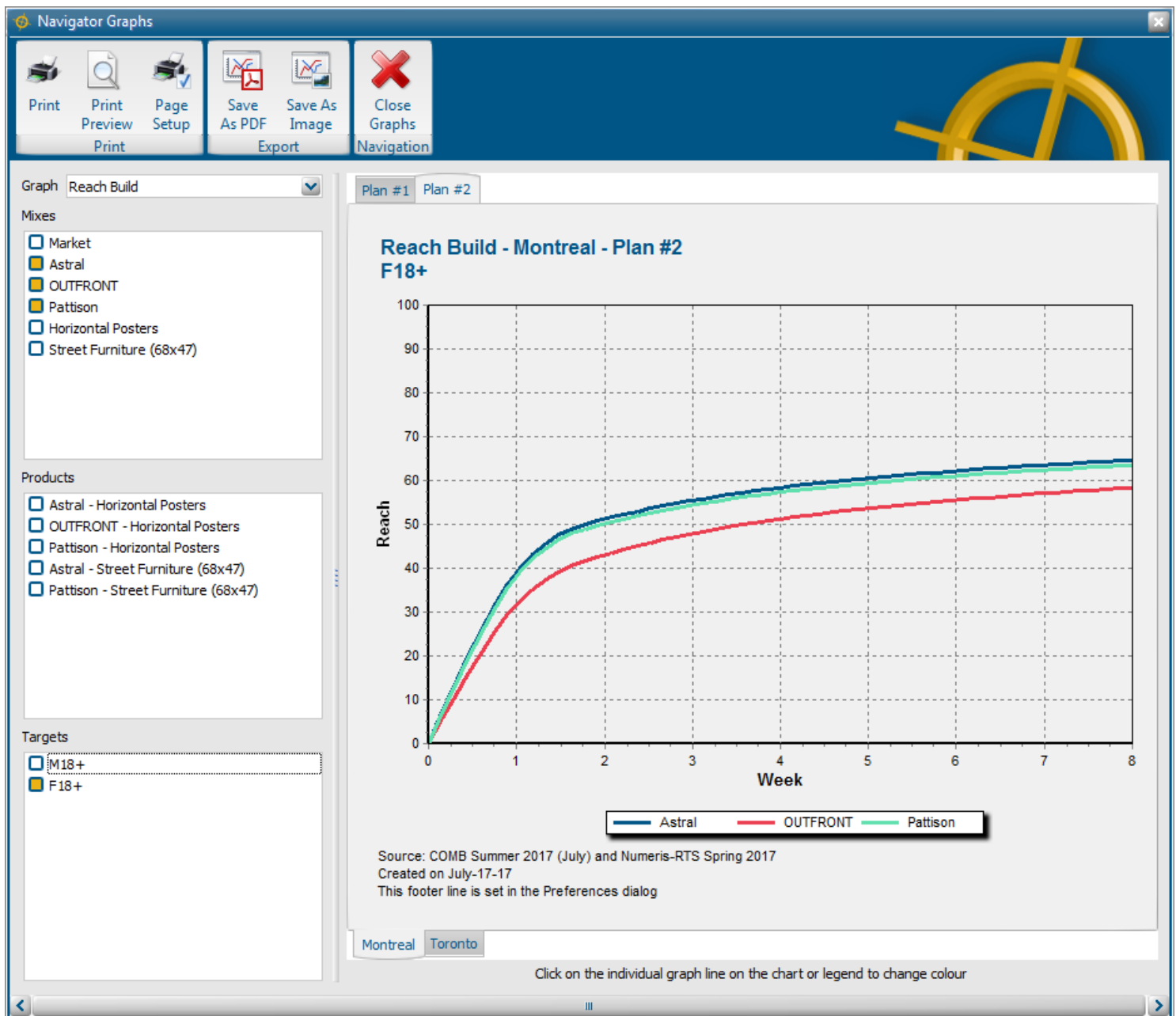
Selecting A Different Plan or Market

The figure above reflects the selection of the 3 operators and the second target, **F18+.**

The graph displays the cumulative reach curves of the 3 operators, representing all the products in the currently-selected market (**Toronto**) and currently-selected Plan (**#1**).

1. To switch markets, use the tabs at the bottom of the graph.
2. To switch plans, use the tabs at the top of the graph. If only one plan is available, the tabs will not appear.

Swtiching either the market or the plan will display the same 3 operators using the same colours, and update the reach curves accordingly.

Printing and Exporting the Graph

The figure above reflects a switch from **Toronto** to **Montreal**, and a switch to a different plan with higher Daily GRPs.

The toolbar at the top can be used to print, preview and export the graph.

Use **Print** to immediately print the graph to the current, default printer.

Use **Print Preview** to see the graph as it will appear on paper

Use **Page Setup** to change the page orientation, paper size, margins, or add a header or footer. This is also available within **Print Preview**.
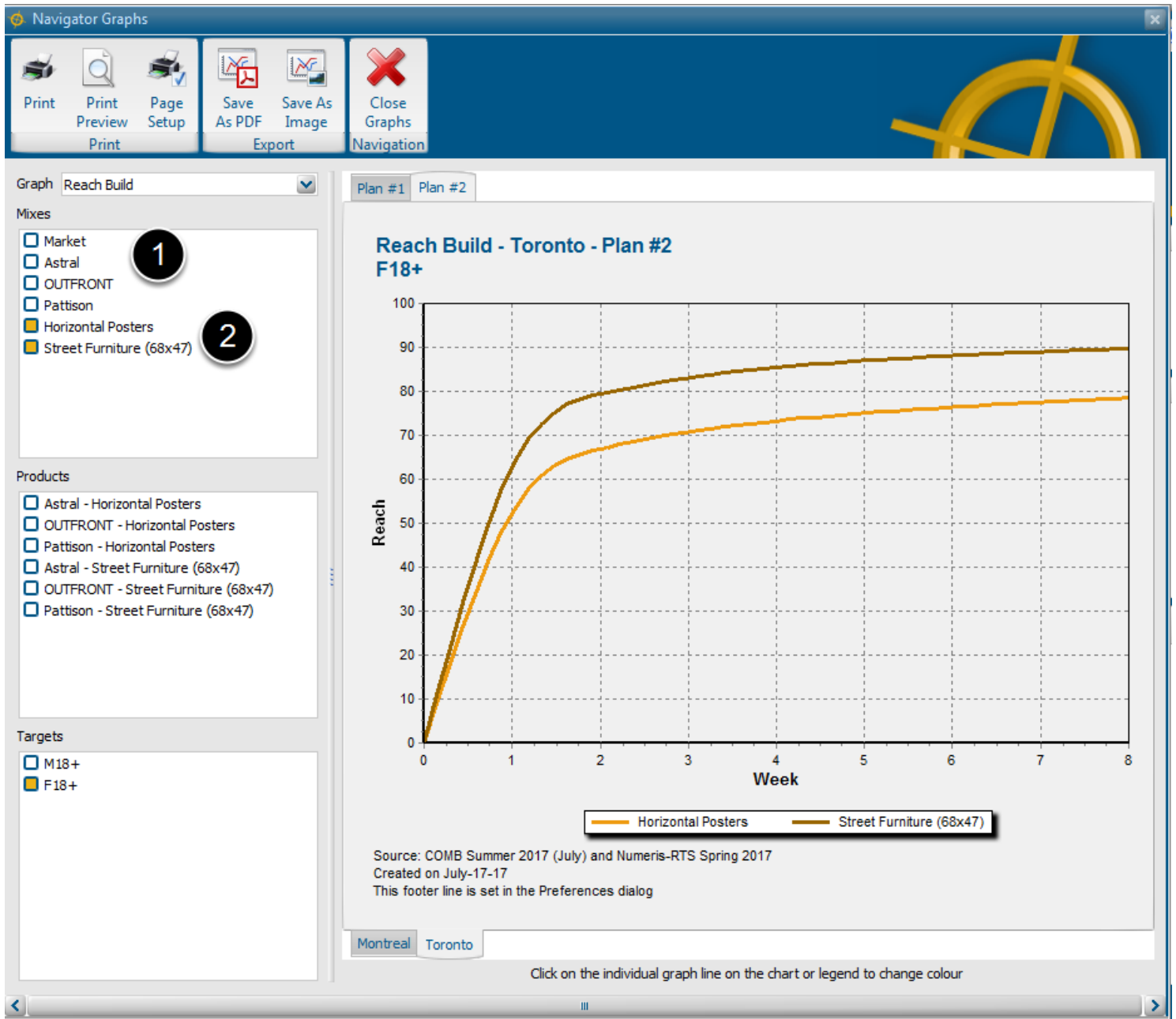
Use **Save As PDF** to distribute the graph for printing.

Use **Save As Image** to use the graph in other documents or on the web. Graphs can be exported

in JPEG or BMP format.

When done, select **Close Graphs** from the toolbar to return the the main Navigator Window.

Comparing Products

To compare products instead of operators.
1. Click each operator in the **Mixes** checklist to deselect them.
2. Click each product in the **Mixes** checklist.

The colour of the lines will change to reflect the selection of different mixes.