

## Script factor quick guide

### Configuration of Top & Tail Spots in Radio PlanIt

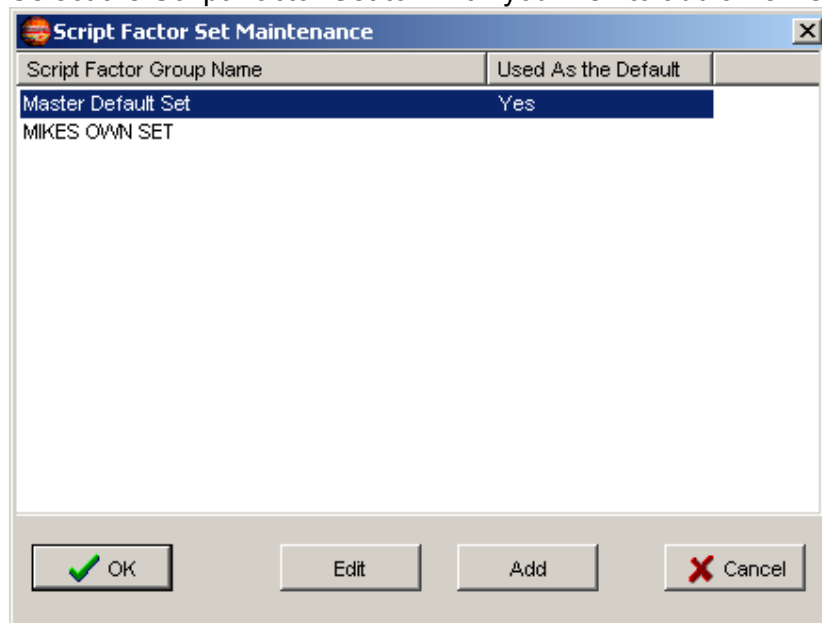
The PlanIt3 Script Factor changes now allow the user to create spots with differing behaviour on a campaign . A Script Factor Set contains a complete set of factors which can be attached to a station or used independently in a campaign. It is now possible to add spots into a campaign which have the same length but have differing pricing factors or rict file descriptions etc..

The PlanIt terminology “Script Factor” refers to the factor which is applied to the costing of a standard 30” spot to derive the actual cost to be charged.

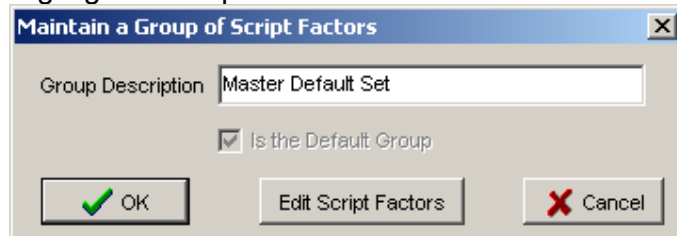
PlanIt requires the use of a default master set of factors, which correspond to the implicit set in earlier versions of PlanIt. The Master Default Set is created when the Script Factor Set maintenance utility is first run.

New sets can be created, but they are descended from the master set with the values initially copied from the master set.

Select the Script Factor Set to which you wish to add a new spot type.



Highlight the required set and then select Edit Script Factors.



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Select the Edit Script Factors Mode

The 'Script Factors' dialog box displays a table with the following columns: Factor Description, Length, Pricing Factor, RICT File Text, Is the Default, Min Match, Max Match, and Pricing Impact Type. The 'Is the Default' column contains 'Yes' for the 30" factor and is empty for others. The 'Pricing Impact Type' column contains values 1, 3, 2, and 3 for specific factors.

Factor Description	Length	Pricing Factor	RICT File Text	Is the Default	Min Match	Max Match	Pricing Impact Type
5"	5.00	0.35	N=5		0	0	1
10"	10.00	0.10	N=10		0	0	1
15"	15.00	0.65	N=15		0	0	1
20"	20.00	0.80	N=20		0	0	1
25"	25.00	0.90	N=25		0	0	1
30"	30.00	1.00	N=30	Yes	0	0	1
15"/15"	30.00	0.60	F=15;L=15		0	0	3
35"	35.00	1.20	N=35		0	0	1
40"	40.00	1.33	N=40		0	0	1
30"/10"	40.00	2.00	F=30;L=10		0	0	2
sabrinias	40.00	0.00	do not use		38	42	1
45"	45.00	1.47	N=45		0	0	1
50"	50.00	1.65	N=50		0	0	1
55"	55.00	1.73	N=55		0	0	1
60"	60.00	1.80	N=60		0	0	1
65"	65.00	1.95	N=65		0	0	1
70"	70.00	2.10	N=70		0	0	1
75"	75.00	2.25	N=75		0	0	1
80"	80.00	2.40	N=80		0	0	1
10"/30"/40"	80.00	0.90	F=10;M=30;L=40		0	0	3
85"	85.00	2.55	N=85		0	0	1
90"	90.00	2.70	N=90		0	0	1
95"	95.00	3.17	N=95		0	0	1

Buttons: OK, Add, Cancel

You may now edit an existing length factor or add a new one. Select Add to add a new length factor or highlight and double click the length factor you wish to amend. The following will now pop up.

The 'Script Factor' dialog box contains the following fields and options:

- Description: [Text Field]
- Length For Airtime: [0] [Text Field]
- Pricing Factor: [0.00] [Text Field]
- RICT File Text: [Text Field]
- Min Match: [0] [Text Field]
- Max Match: [0] [Text Field]
- Pricing Impact Type: [1] [Dropdown]
- Delivery Impact Type:
- Is the Default:

Buttons: OK, Cancel

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### Adding a new length factor

Enter the Description of the new factor. In simple cases, this will be the length of any associated spots, e.g. 45". For more complex top & tail factors, you might use e.g. 10"/30"

Enter the Airtime length in seconds.

The Pricing Factor field represents the ratio of the spot cost relative to the standard 30sec cost. For example a Pricing Factor of 2 will result in a spot cost which is double that of a 30sec spot.

The Rict File text will be carried within the Campaign Rict File record type 130, field BreakPosition (field no. 6). Consult the V2.4 Rict File Definition document for further details.

The Min Match and Max Match fields are included for use with PCA. Enter the general length of a spot length that you wish a spot on a PCA file to be associated with. For example on a 30 second spot, it is actually broadcast for 28 seconds. If the minmatch is assigned to 28 seconds then when being PCA'd the spot will then associate with this spot.

The Pricing Impact Type is the multiple to be applied to the impacts generated by a single spot. For an example, a Pricing Impact value of 2, means that a single spot will create double impacts.

Note - The Delivery Impact Type and default settings are not currently being used.

Once the Ok button is pressed, you will be returned to the following screen where the changes are now displayed in the list view.

Factor Description	Lengt...	Pricin...	RICT File Text	Is the ...	Min M...	Max ...	Pricin...	Delive...	Default
5"	5.00	0.35	N=5		0	0	1	No	
10"	10.00	0.10	N=10		0	0	1	No	
15"	15.00	0.65	N=15		0	0	1	No	
20"	20.00	0.80	N=20		0	0	1	No	
25"	25.00	0.90	N=25		0	0	1	No	
30"	30.00	1.00	N=30	Yes	0	0	1	No	
15"/15"	30.00	0.60	F=15;L=15		0	0	3	Yes	
35"	35.00	1.20	N=35		0	0	1	No	
40"	40.00	1.33	N=40		0	0	1	No	
30"/10"	40.00	2.00	F=30;L=10		0	0	2	No	
sabrinias	40.00	0.00	do not use		38	42	1	No	
45"	45.00	1.47	N=45		0	0	1	No	
50"	50.00	1.65	N=50		0	0	1	No	
55"	55.00	1.73	N=55		0	0	1	No	
60"	60.00	1.80	N=60		0	0	1	No	
65"	65.00	1.95	N=65		0	0	1	No	
70"	70.00	2.10	N=70		0	0	1	No	
75"	75.00	2.25	N=75		0	0	1	No	
80"	80.00	2.40	N=80		0	0	1	No	
10"/30"/40"	80.00	0.90	F=10;M=30;L=40		0	0	3	Yes	
85"	85.00	2.55	N=85		0	0	1	No	
90"	90.00	2.70	N=90		0	0	1	No	
95"	95.00	3.17	N=95		0	0	1	No	
100"	100.00	3.20	N=100		0	0	1	No	
105"	105.00	3.25	N=105		0	0	1	No	

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### **Top and Tail in Planit**

A top and tail (and middle) spot is held as one spot in the Planit database. This is so that we can treat the spot as a single entity which means that the costing and delivery of a top and tail is treated like a single spot but we can then control the impacts separately (pricing impact type setting).

For a top and tail spot we currently assume that the price will be double and the impacts will also be double that of a normal spot. Therefore the spot should have a pricing impact of 2 set. Likewise with top middle and tail a pricing impact type should be set to 3 (triple impacts) etc. Currently the Pricing impact values allowed are 1 through 3.

When sent to Mediatel the top and tail is identified using a rict description. An example is as follows

In the example of a top and tail spot, if the top is 30 seconds long and the tail is 10 seconds long, the rict file description will look like "F=30;L=10". F denotes the length of the top (first), M denotes middle, and L denotes the length of the tail spot (Last). Examples of which are shown in the above diagram. All rict file definitions are documented in the 2.4 Rict file definition document.