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## Radio PlanIt - Station Policies

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### Introduction

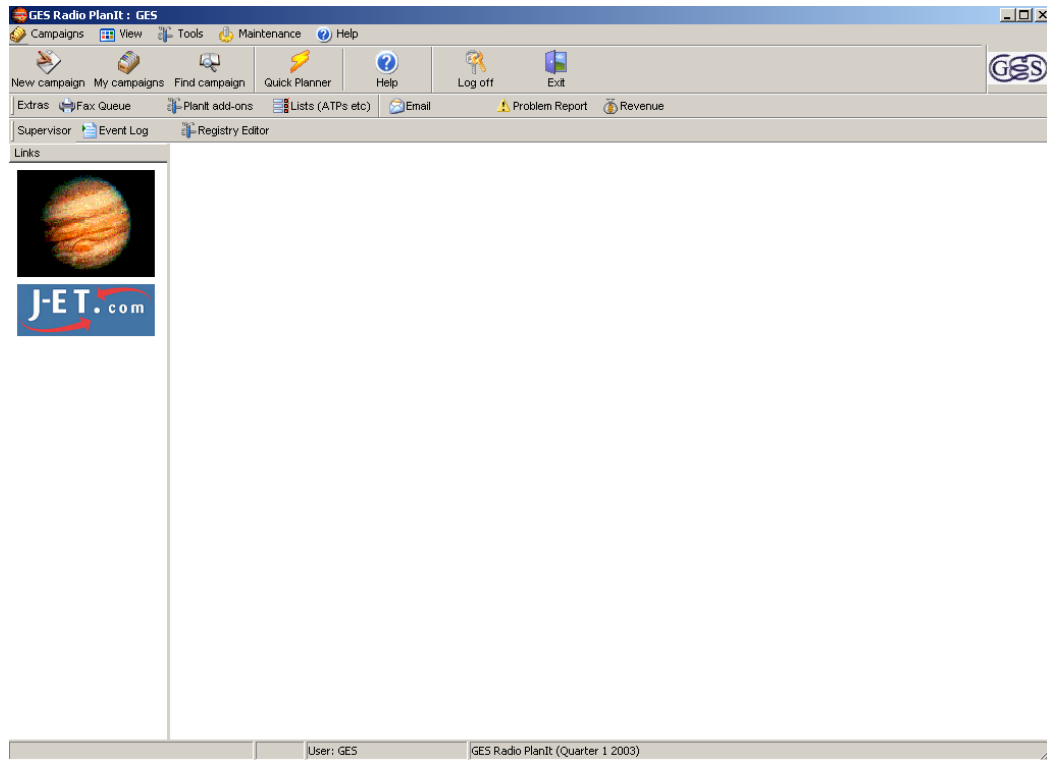
PlanIt has the ability to provide Rate Card facilities for use within the planning of Campaigns. The rate card values are those for 30' Scripts, but other script length values are automatically calculated using the Standard Script factors. This manual takes you through both the setting up of an Airtime Package and it's associated Rate Card, and the setting of the Standard Scripts.

### The User Interface

Access to Radio PlanIt is via the Radio PlanIt login screen. Enter your user name and your password.



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*Main User Interface*

### **Creating an Air Time Package ( Lists (ATP's etc )**

An ATP is a template, usually created by you, for one or more of your campaigns. An ATP holds information such as active dates, applicable order type, agency commission, station names and daypart names and times. This default data will automatically be inserted into each campaign that uses the ATP.

The benefit of using ATPs is that they eliminate the need to re-enter data such as names and station dayparts for each station for each campaign planned. ATPs should be set up in such a way that they are reusable. For example, if you have many clients who wish to advertise only in morning and afternoon drivetime Monday through Friday, only one ATP need be created. Follow the advice and basic rules outlined below when creating ATPs.

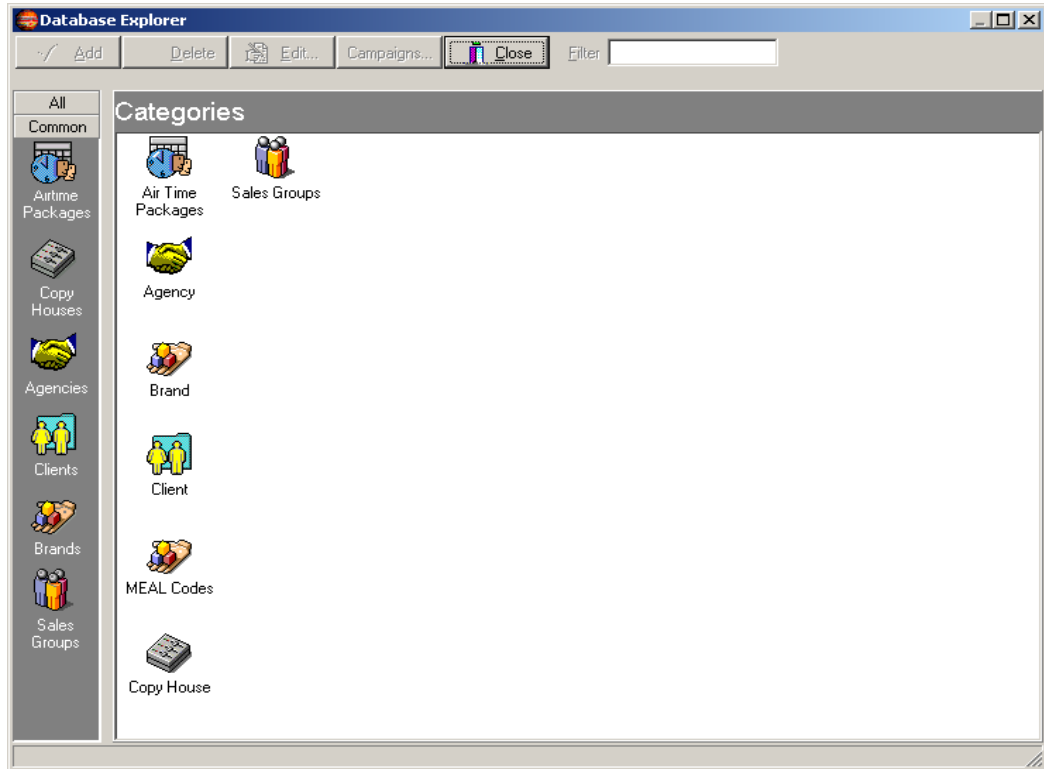
- ATPs can be shared by all users of PlanIt but only the user who created the ATP can amend it. Stations can always be added to an ATP but, once a campaign has been planned against it, stations cannot be removed.
- At least one ATP, usually the default created by the system administrator, must be created in PlanIt before any campaigns can be entered and planned.

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- The default ATP is the one you will use the most when planning campaigns and your system administrator will advise you on its name. This package usually contains all the stations your sales house sells together with your company's default dayparts and times.
- Always create an ATP when you wish to limit the times spots over which a campaign should be planned. A package with a daypart of 6:00am - 11:00am will, when planning in GESPLAN, allocate spots throughout the daypart and consequently impacts, spot rate, reach and frequency will be calculated based on this range of time, even if you only want spots to be aired between 7:30am - 9:00am. If you want spots to be aired between the narrower time band then create the appropriate daypart or use the facility to define the specific transmission time of a spot.
- When creating an ATP, pay particular attention to naming conventions. Remember that it will probably be used for many different clients and stations and by other users of PlanIt. Adhere to these two basic rules for naming packages.
- Avoid including the client's name in the package name. Remember, when setting up a package for Client X Drivetime don't call it Client X Drivetime, when this package can be used for other clients who will advertise in drivetime. A better name would be Drivetime or Drivetime 7:00am - 9:30am. This name also makes sense to other users who will be able to use your package for similar campaigns rather than creating a duplicate.
- Avoid including station names in the package name. The client may only want PlanIt 99.9FM today, but tomorrow they may want Radio X, Y and Z as may other clients. It is easy to add a station to an existing ATP.

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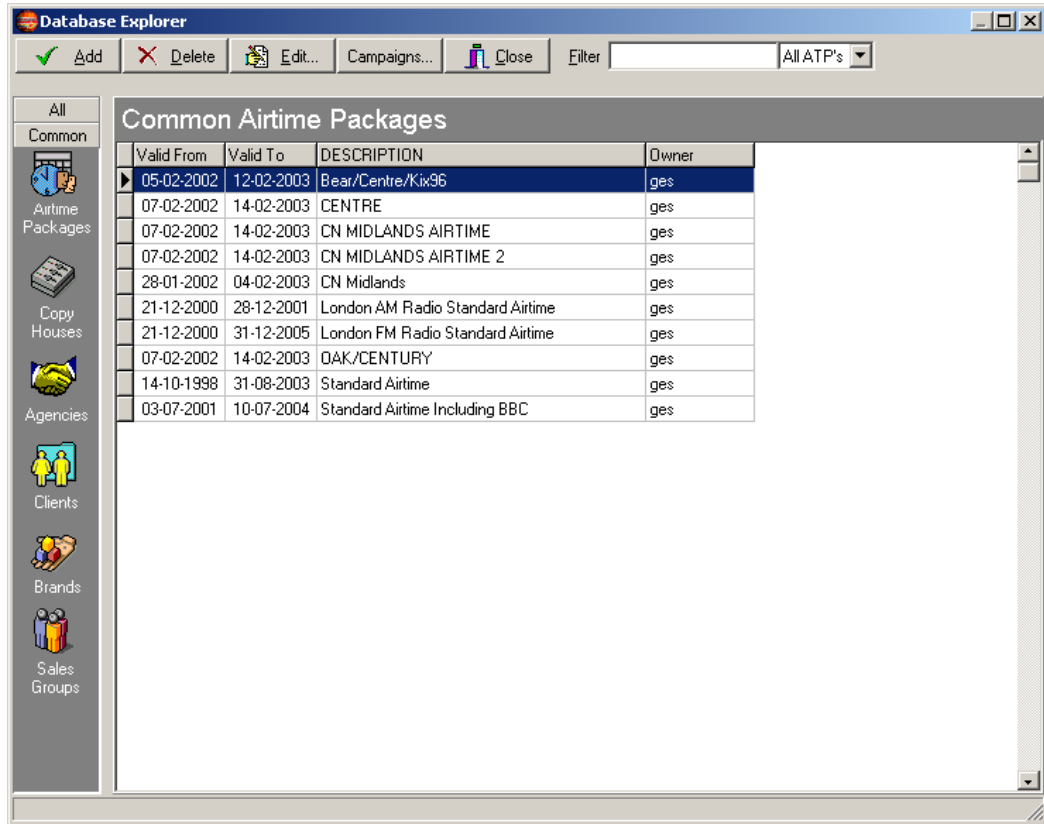


Air Time Packages

### **The Air Time Package entry screen.**

The initial ATP screen not only provides you with an entry point for adding, amending and deleting packages, but also with additional information and selection criteria for all ATPs in Radio PlanIt.

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The screenshot shows a window titled "Database Explorer" with a menu bar containing "Add", "Delete", "Edit...", "Campaigns...", and "Close". A filter dropdown is set to "All ATP's". The main area displays a table titled "Common Airtime Packages" with the following data:

Valid From	Valid To	DESCRIPTION	Owner
05-02-2002	12-02-2003	Bear/Centre/Kiw96	ges
07-02-2002	14-02-2003	CENTRE	ges
07-02-2002	14-02-2003	CN MIDLANDS AIRTIME	ges
07-02-2002	14-02-2003	CN MIDLANDS AIRTIME 2	ges
28-01-2002	04-02-2003	CN Midlands	ges
21-12-2000	28-12-2001	London AM Radio Standard Airtime	ges
21-12-2000	31-12-2005	London FM Radio Standard Airtime	ges
07-02-2002	14-02-2003	OAK/CENTURY	ges
14-10-1998	31-08-2003	Standard Airtime	ges
03-07-2001	10-07-2004	Standard Airtime Including BBC	ges

### Creating a new ATP.



Air Time Packages

To create a new ATP click on the *ATP* button and then select the *Add* button. You must now enter and select basic information about the package and the stations to be included.

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The screenshot shows the 'Air Time Package Maintenance' window in Database Explorer. The 'Basic details' section includes:  
Name: MARCH RATE CARD  
Valid from: 15/08/2003, Until: 21/08/2004  
Order Type: Standard Airtime, Access Code (A-Z): Z  
Sell as package: <No package>, Rate card: [empty]  
Additional options: Off Air Activity (unchecked), Order Source Required (unchecked), Suppress Station Faxes (unchecked), Average Spot Price (unchecked), Allow non-reporting stations (unchecked), ATP is rate card (checked), ATP is user selectable (checked).  
The 'Station selection' section shows a 'Master Station List' with 12 stations and a 'Stations Selected' list with 1 station (107.7 The Wolf).  
Buttons at the bottom: Show Inclusions, Print ATP, Save & Exit, Cancel.

Enter the ATP **Name**, remembering the basic rules for naming packages. Then enter **Valid from date** and **Valid to date**. The dates entered must be outside of the campaign start and end date. An ATP with a start date of 5/1/2000 will not be available to campaigns that start before this date. Similarly the ATP end date must be after the campaign end date.

The **Order Type** facility is not currently in this version of PlanIt.

**Access Codes (A-Z)** are used to determine the level of user allowed to access this ATP. However it is recommended that you set this field to Z. Select any combination of the additional options available for this ATP.

- The **Off Air Activity** box should be checked if campaigns using this ATP may need to include off air activity in the cost of the campaign (e.g. Roadshows). Checking this box does not make the entering of off air activity obligatory for campaigns using this ATP.
- **Order Source Required** should be checked only if the campaign could be booked by a source other than your sales house. NNR orders would fall into this category.
- Check **Suppress Station Faxes** if campaign bookings using this ATP should never be faxed to direct to the stations.
- **Average Spot Price** should be checked if you want Radio PlanIt to average all spot prices for campaigns using this

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ATP. For example, a campaign with a total value of £125 and containing 10 spots will have an average spot price of £12.50. If this box is not checked PlanIt will print the actual spot price determined by GESPLAN for each spot on the agency proposal and booking. PlanIt defaults to this box being checked.

- **Allow non-reporting stations** should only be checked if you wish to use stations that do not have RAJAR data.

**Select the ATP to be a rate card.**

**Select ATP to be user selectable.**

Finally, the stations you wish to include in this ATP must be selected. The **Master Station List** shows all services and stations, including Total Stations and Groups, supplied by Telmar with each RAJAR release. You can select stations in one of two ways. Firstly by scanning the **Master Station List** and selecting all stations for a given region from the **Include by Region** drop down list. You should note that selecting by region will select all stations, irrespective of whether you sell for them or not, assigned to your chosen region. Select the > or >> buttons to move your selected stations to the **Stations Selected** list. To remove stations, highlight those to be removed and click on < or <<.

Once you have entered initial ATP data, four additional buttons are available at the bottom of the screen; *Use Default Times*, *Copy Times*, *Enter Times* and *Factors*

Highlight any station and click on any of the four buttons.

The *Use Default Times* will apply the Default Air Time Package Standard Airtime to all stations that do not already have dayparts defined.

The *Enter Times* button selects the Station Daypart Definition screen.

You can copy all of the dayparts for this station from the corresponding entry in your application's default ATP or to insert new dayparts or you can select the default dayparts and modify or add to them.

To select default dayparts click on the *Use Defaults* button. Radio PlanIt will fill the dayparts for this station from the default ATP. If this station has not been included in the default ATP an appropriate message will be displayed.

To add dayparts click on the *Add New* button. Type in the **Daypart ID** or description and the Monday to Friday start and end times and Saturday and Sunday start and end times. Not all days need an entry. If the campaign is to have air spots during the week only, you need only enter a start and end time for **M-F Start** and **M-F End**. Times must be entered

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using the 24 hour clock and 00:00 is not allowed. End times can be before start times for dayparts that traverse days.

To delete a daypart highlight the line to be deleted and click on the *Delete Selected Daypart* button.

This screen also allows entry of a **Default CPT** applicable to the selected station for this ATP. Campaigns using this ATP will automatically pick up the CPT, if entered, although it can be overwritten when planning the campaign. **Disc %** has not been activated in this version of Radio PlanIt.

To copy dayparts and times from one station to all other stations in the ATP **Station Selected** list highlight the station containing dayparts and times you wish to copy and click on the *Copy Times* button.

Daypart	M-F Start	M-F End	Sat Start	Sat End	Sun Start	Sun End
0600-1000	06:00	10:00	06:00	10:00	06:00	10:00
0600-2400	06:00	24:00	06:00	24:00	06:00	24:00
1000-1600	10:00	16:00	10:00	16:00	10:00	16:00
1600-1900	16:00	19:00	16:00	19:00	16:00	19:00
1900-2400	19:00	24:00	19:00	24:00	19:00	24:00

To save changes to dayparts and times click on the **O.K** button. To ignore changes click on the *Cancel* button.

### Creating the Rate Card.

To create the Rate Card entries click on the **Rate Card** button

The daypart entries will be displayed and each cell may be allocated a value.

Shown below is an example.

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### Rate Card

Station Package Details

Air Time Package :  Station Name :

CPT Adjustment Factors

Daypart	Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0600-1000	06:00-10:00	18.00	18.00	18.00	18.00	18.00	18.00	18.00
0600-2400	06:00-24:00	20.00	20.00	20.00	20.00	20.00	20.00	20.00
1000-1600	10:00-16:00	22.00	22.00	22.00	22.00	22.00	22.00	22.00
1600-1900	16:00-19:00	24.00	24.00	24.00	24.00	24.00	24.00	24.00
1900-2400	19:00-24:00	26.00	26.00	26.00	26.00	26.00	26.00	26.00

Copy from   Current Average Spot Rate: £22.00

Once all entries have been made **Accept changes** and **Save and Exit** from the AirTime Package Maintenance Screen.

### Amending an air time package

Amending an ATP is similar to creating one, but with some exceptions. From the ATP entry screen select the package to be amended and click on the *Amend* button. Remember, although you will be able to look at all ATPs you will only be able to change those you created, i.e. **My Own**.

On entry into the ATP Detail screen information about the existing package is displayed. If a campaign has been planned and booked against the ATP you are amending, Radio PlanIt will not let you remove stations from Stations Selected list. If no campaigns have been planned or booked against the package all fields can be amended, stations can be added or removed, dayparts and times can be changed. All other processing rules are as for creating new packages.

To save changes click on the *Save & Exit* button.

### Deleting air time packages

ATPs can be deleted by selecting the appropriate package and clicking on the *Delete* button. You can only delete your own ATPs and only then if no campaigns have been planned or booked against it. If in doubt, click on the *List Booked Campaigns for Selected ATP* button from the ATP entry screen.

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### Script Factors.

Access to the Standard Script factors screen is via the following path.  
From within the Radio PlanIt Screen select.

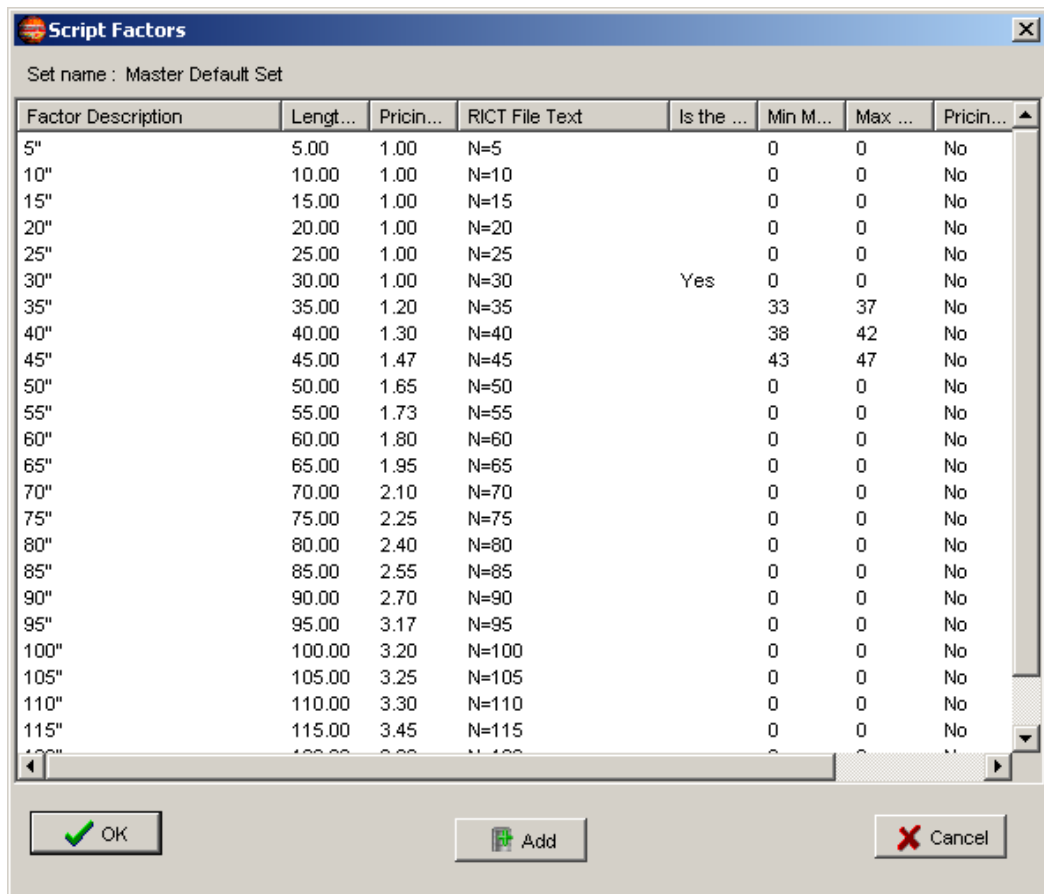
Maintenance – System Tools – Maintain Script Factors – Standard Script factors.

The 30' Script is taken as the base value.

Non 30'script values will take the base value and apply the factor defined within this table.

In the example below a 20' script will cost half the price of a 30' script, while a 10' script will cost one quarter of the cost of a 30' script.

Simply highlight the factor you wish to amend and enter your value.



Set name : Master Default Set

Factor Description	Lengt...	Pricin...	RICT File Text	Is the ...	Min M...	Max ...	Pricin...
5"	5.00	1.00	N=5		0	0	No
10"	10.00	1.00	N=10		0	0	No
15"	15.00	1.00	N=15		0	0	No
20"	20.00	1.00	N=20		0	0	No
25"	25.00	1.00	N=25		0	0	No
30"	30.00	1.00	N=30	Yes	0	0	No
35"	35.00	1.20	N=35		33	37	No
40"	40.00	1.30	N=40		38	42	No
45"	45.00	1.47	N=45		43	47	No
50"	50.00	1.65	N=50		0	0	No
55"	55.00	1.73	N=55		0	0	No
60"	60.00	1.80	N=60		0	0	No
65"	65.00	1.95	N=65		0	0	No
70"	70.00	2.10	N=70		0	0	No
75"	75.00	2.25	N=75		0	0	No
80"	80.00	2.40	N=80		0	0	No
85"	85.00	2.55	N=85		0	0	No
90"	90.00	2.70	N=90		0	0	No
95"	95.00	3.17	N=95		0	0	No
100"	100.00	3.20	N=100		0	0	No
105"	105.00	3.25	N=105		0	0	No
110"	110.00	3.30	N=110		0	0	No
115"	115.00	3.45	N=115		0	0	No

Buttons: OK, Add, Cancel

Once completed Close the screen

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**Maintain a Group of Script Factors** ✕

Group Description

Is the Default Group