

Personalize TAPSCAN Reports with *Your* Contact Information

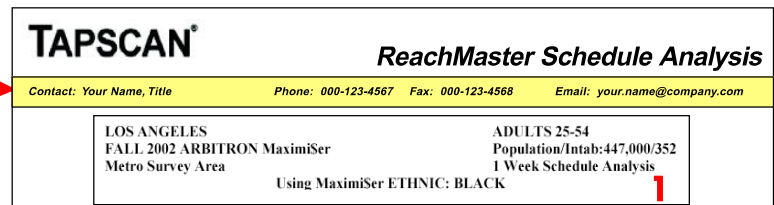
To have your contact information included at the top of your TAPSCAN® reports, follow these simple steps.

1 Click "Setup" on TAPSCAN Main Menu.

2 Check the first box on the "Default Settings" tab "Configure TAPSCAN for Multiple Users." When asked "would you like to proceed now and operate TAPSCAN as a multiuser system" click "yes." Close TAPSCAN and restart the program.

3 Reopen TAPSCAN. When prompted, add your name and initials to the list of users. Click on the "Setup" tab. Select the "Personal" tab and enter in your contact information.

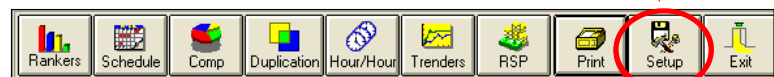
4 Check the box that says "Personalize all reports with the information supplied above."



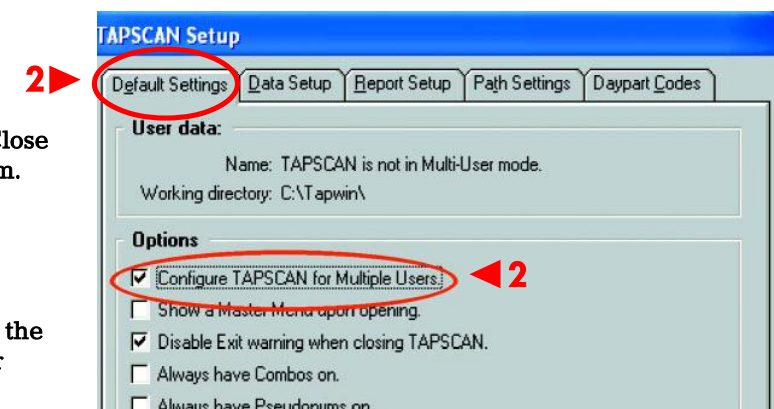
TAPSCAN® *ReachMaster Schedule Analysis*

Contact: Your Name, Title Phone: 000-123-4567 Fax: 000-123-4568 Email: your.name@company.com

LOS ANGELES ADULTS 25-54
 FALL 2002 ARBITRON MaximiSer Population/Intab:447,000/352
 Metro Survey Area Using MaximiSer ETHNIC: BLACK 1 Week Schedule Analysis



Rankers Schedule Comp Duplication Hour/Hour Trends RSP Print **Setup** Exit



TAPSCAN Setup

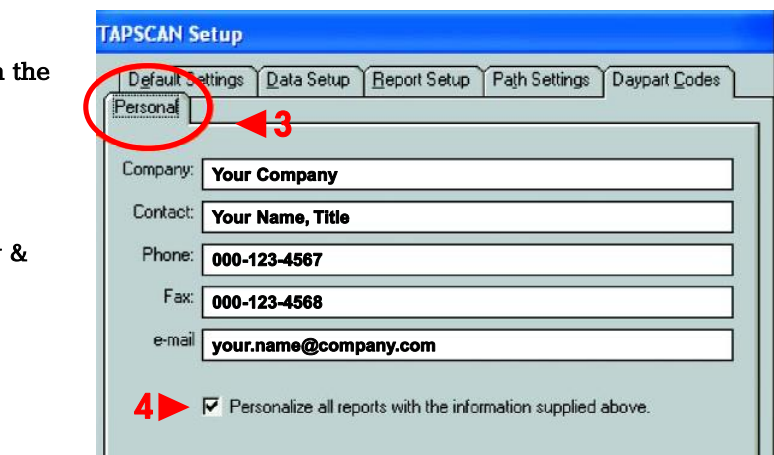
Default Settings Data Setup Report Setup Path Settings Daypart Codes

User data:
 Name: TAPSCAN is not in Multi-User mode.
 Working directory: C:\T\apwin\

Options

Configure TAPSCAN for Multiple Users!

Show a Master Menu upon opening.
 Disable Exit warning when closing TAPSCAN.
 Always have Combos on.
 Always have Pseudonyms on



TAPSCAN Setup

Default Settings Data Setup Report Setup Path Settings Daypart Codes

Personal

Company: **Your Company**

Contact: **Your Name, Title**

Phone: **000-123-4567**

Fax: **000-123-4568**

e-mail: **your.name@company.com**

Personalize all reports with the information supplied above.

Questions?

Call Arbitron Customer Training & Support at 1-800-543-7300.

www.arbitron.com
 www.ArbitronTraining.com

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How To Run A Tapscan Benchmark Report



Step 1: Click on "Rankers" from the Tapscan Menu screen

CPM Based Table	Create a Rank Table of rates based on selected CPM's.
Spot Based Table	Create a Rank Table of Reach and Frequency for various spot levels.
Frequency Based Table	Create a Rank Table of Spot Levels and Reach based on various Frequency levels.
BenchMark	Relative Reach and Frequency for a specified spot level on a selected station or stations.

Step 2: From the Ranker Selection menu, click on the "BenchMark" button

Benchmark Setup

Market: LOS ANGELES [OK]

Book: FALL 2006 ARBITRON MaxiMiser [Cancel]

Daypart: M-SU 6A-12M

Demo: PERSONS 12+

Stations: Selected Stations

Geography: METRO

MaxiMiser: Using MaxiMiser Geography

Bench Spots: 20 Graph Stations: 10

Compos Off: **KSSE-FM**

Compos On: Edit Compos

Step 3: In "Benchmark Setup", select your station's strongest demo and daypart

Step 4: Click on the "stations" button and select the station's you want to show on the report. The software will default to all stations

Step 5: Select the amount of spots to compare and number of stations you would like to graph

Step 6: Select your station from the drop down menu

Step 7: Click "OK" to run report

Tip: You can graph by Reach or Spots.

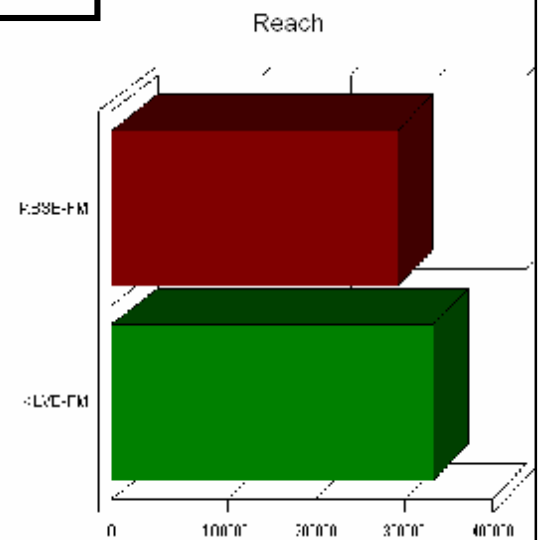
STATION	SPOTS	REACH	FREQCY	SPOT	GRP
KSSE-FM	20	292,300	2.7%	27	5.0
KLVE-FM	5	333,300	3.1%	1.3	4.1

How To Read This Report:

It will take 20 spots on KSSE to reach 292,300 adults 12+

It will take 5 spots on KLVE to reach 333,300 adults 12+

The amount of spots per station will produce the shown reach, frequency, and GRP's



Tapscan Ranking Summaries

Tired of playing with a Ranker to see where you are number one?



Step 1: Click on Rankers from main screen.

Step 2: Click on Ranking Summaries from Ranker Selection

Ranker Selection

Create a Rank Table with estimates of your choice.

Create a table of rank positions for various demos in a selected daypart.

Ranking Summaries Setup

Market: SAN DIEGO

Book: FA06/SU06 (AVG) Maximiser

Daypart: M-SU 6A-12M

Geography: METRO

Maximiser: Using Maximiser Geography

Qualitative: Not using adjustments

Compos Off: XDCL-FM

Compos On:

Use Default Demo: PERSONS 12+

Scan All Demos:

Age Range: Start: 12 End: +

Estimates: AVERAGE PERSONS
CUME PERSONS
WEEKLY TSL in (QH)
CUME COMPOSITION (% of 12+)

Step 3: The Ranking Summaries Setup allows you to select your criteria.

Step 4: Click on the drop down arrow to select your station or combination of stations.

Compos Off: KBIG-FM

Compos On: KBIG-FM

Use Default: KCBS-FM

Scan All Demos: KCRI-FM

Step 5: Select a specific age range or use 12+ to view all demos

Step 6: Click OK to run report!

TIP: Select only one estimate for an easy to read print out

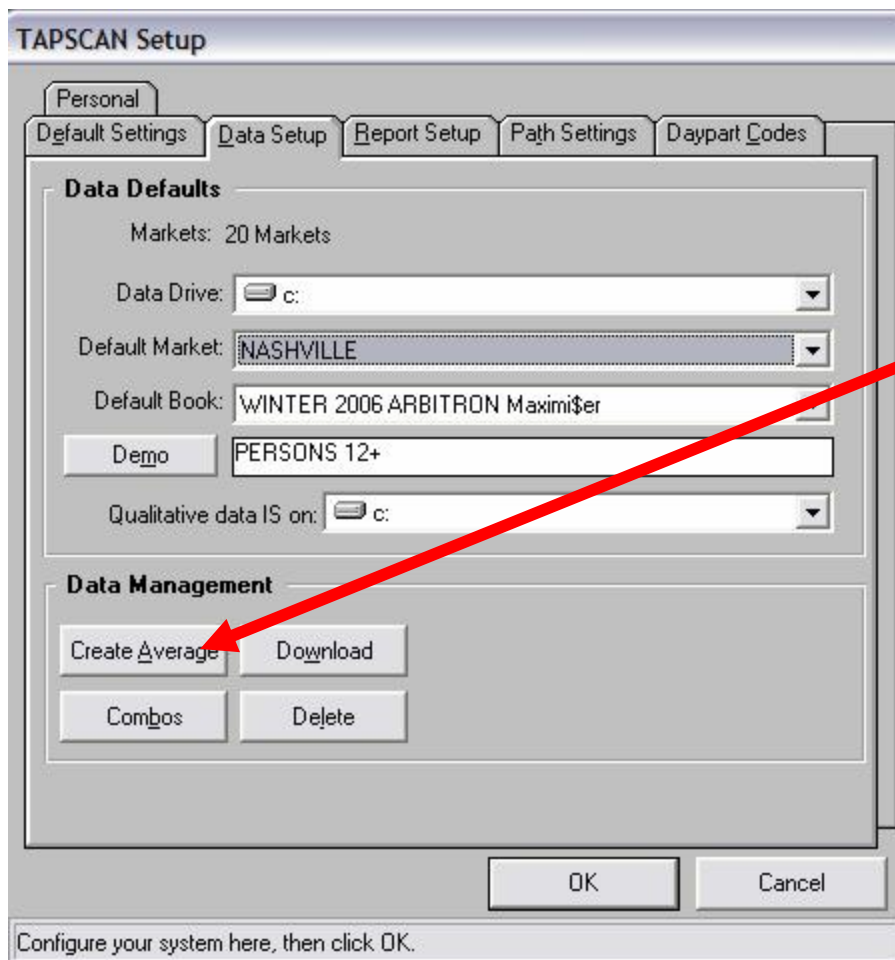
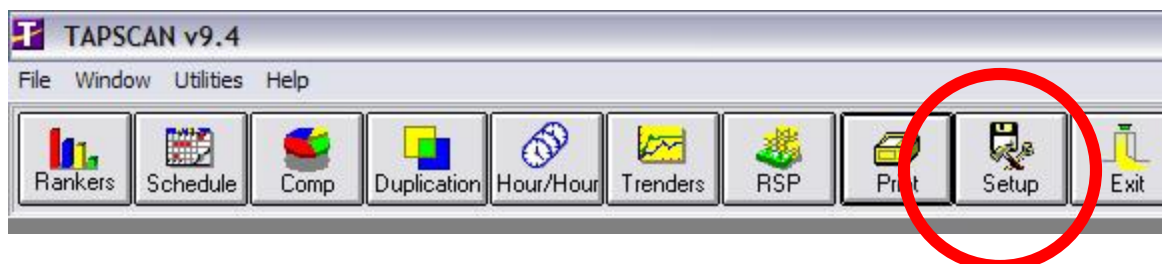
TIP: To see what other stations are competing for that demo, double click on rank number.

Tip: Look at other dayparts, books, and Maximiser criteria to find your station's strengths

Book:	FALL 2006 ARBITRON Maximiser		
Geography:	Metro		
Maximiser:	Using Maximiser Geography		
Qualitative:	Not using adjustments		
DEMOS	AVERAGE PERSONS	CUME PERSONS	TSL (QH)
MALES 12-64	10	1	53
FEMALES 12-64	3 (tied)	1	50
PERSONS 12-64	6 (tied)	1	56
MALES 12+	11 (tied)	2	60
FEMALES 12+	5	1	53
PERSONS 12+	9	1	61



Make the Latest Book your Default Book...

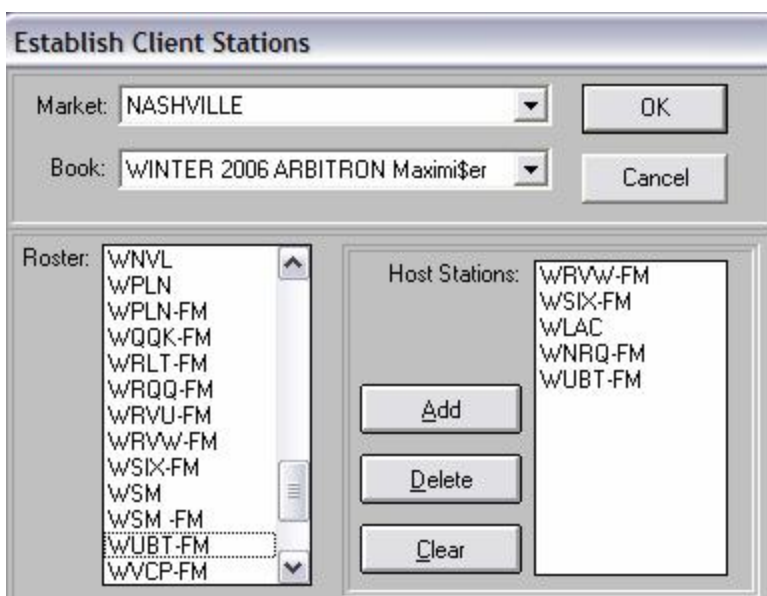
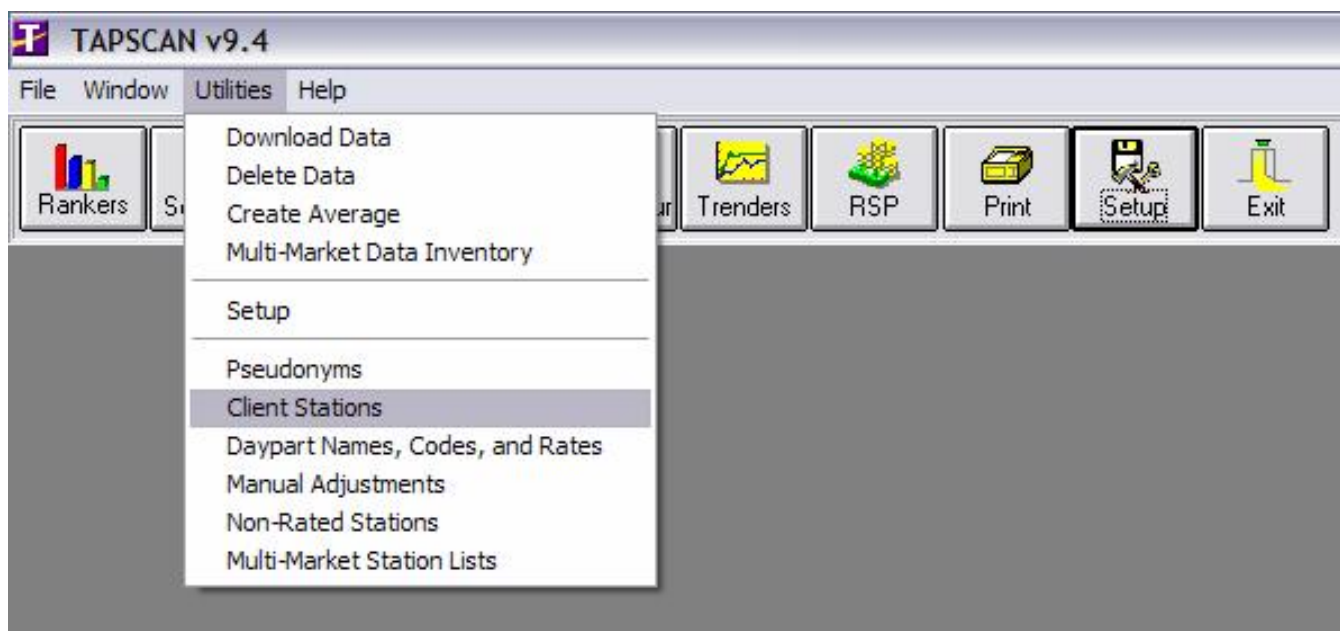


Make the Latest Book Your Default Book by:

1. Click on the Setup Radio Button.
2. Select your most recent book from the "Default Book" drop down menu.
3. You can also create a 2 book or 4 book average and set that as your default book by clicking on "Create Average."
4. You can create a new default demo by clicking on the demo button.
5. You can combo stations by selecting "Combos."
6. Click "OK" when finished.



How to Highlight Your Station (s)...



Highlight your Station (s) by:

1. Click on "Utilities."
2. Select "Client Stations" from the drop down menu.
3. Select your radio station (s) as the host stations and click "OK."
4. In each report you run, your stations will be highlighted in red for you to see!

How to View Station Formats on a Ranker...



View Station Formats on a Ranker by:

1. After you run your ranker, click on "VIEW" on the top menu bar.
2. Select "Station Formats" from the drop down menu.
3. And there you go!

	STATIONS	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	CUME RTG	TSL (MH)	TUPN OVER	AVG COMP
11	WUBT-FM	10,800	1.0%	8.0%	162,500	14.5%	33.5	15.0	100.0%
21	WUSA-FM	9,900	0.9%	7.3%	153,900	13.7%	32.4	15.5	100.0%
31	WBSK-FM	8,300	0.7%	6.1%	167,200	14.5%	25.0	20.1	100.0%
41	WRYW-FM	7,900	0.7%	5.8%	184,700	16.4%	21.6	23.3	100.0%
51	WNRQ-FM	7,600	0.7%	5.6%	133,400	11.9%	28.7	17.6	100.0%
(16)	W5M-FM	7,600	0.7%	5.6%	142,200	12.7%	25.9	19.6	100.0%
71	WQIK-FM	7,400	0.7%	5.5%	158,400	14.1%	23.5	21.3	100.0%
81	WQIK-FM	6,600	0.6%	4.9%	102,400	9.1%	32.5	15.4	100.0%
91	WWTN-FM	5,800	0.5%	4.3%	108,600	9.7%	26.9	18.8	100.0%
101	WRQQ-FM	5,300	0.5%	3.9%	97,600	8.7%	27.4	18.3	100.0%
111	WKDF-FM	5,100	0.5%	3.8%	117,100	10.4%	22.0	23.1	100.0%
121	WSM	4,300	0.4%	3.2%	57,500	5.1%	37.7	13.4	100.0%
(16)	WBUC-FM	4,300	0.4%	3.2%	113,900	10.1%	19.0	26.3	100.0%
141	WGPX-FM	3,900	0.3%	2.9%	78,900	7.0%	24.9	20.2	100.0%
151	WLAC	3,800	0.3%	2.7%	64,200	5.7%	28.3	17.8	100.0%
161	WFFH-FM	2,000	0.2%	1.5%	48,500	4.3%	20.8	24.4	100.0%
171	WRLL-FM	1,600	0.1%	1.2%	57,000	5.1%	14.1	35.8	100.0%



	STATIONS	FORMAT	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	CUME RTG	TSL (MH)	TUPN OVER	AVG COMP
11	WUBT-FM	Urban Contemporary	10,800	1.0%	8.0%	162,500	14.5%	33.5	15.0	100.0%
21	WUSA-FM	Adult Contemporary	9,900	0.9%	7.3%	153,900	13.7%	32.4	15.5	100.0%
31	WBSK-FM	Country	8,300	0.7%	6.1%	167,200	14.5%	25.0	20.1	100.0%
41	WRYW-FM	Pop Contemporary Hit Rad	7,900	0.7%	5.8%	184,700	16.4%	21.6	23.3	100.0%
51	WNRQ-FM	Classic Rock	7,600	0.7%	5.6%	133,400	11.9%	28.7	17.6	100.0%
(16)	W5M-FM	Country	7,600	0.7%	5.6%	142,200	12.7%	25.9	19.6	100.0%
71	WQIK-FM	Adult Hit	7,400	0.7%	5.5%	158,400	14.1%	23.5	21.3	100.0%
81	WQIK-FM	Urban Adult Contemporary	6,600	0.6%	4.9%	102,400	9.1%	32.5	15.4	100.0%
91	WWTN-FM	Talk/personality	5,800	0.5%	4.3%	108,600	9.7%	26.9	18.8	100.0%
101	WRQQ-FM	Oldies	5,300	0.5%	3.9%	97,600	8.7%	27.4	18.3	100.0%
111	WKDF-FM	Country	5,100	0.5%	3.8%	117,100	10.4%	22.0	23.1	100.0%
121	WSM	Classic Country	4,300	0.4%	3.2%	57,500	5.1%	37.7	13.4	100.0%
(16)	WBUC-FM	Active Rock	4,300	0.4%	3.2%	113,900	10.1%	19.0	26.3	100.0%
141	WGPX-FM	All Sports	3,900	0.3%	2.9%	78,900	7.0%	24.9	20.2	100.0%
151	WLAC	News Talk Information	3,800	0.3%	2.7%	64,200	5.7%	28.3	17.8	100.0%
161	WFFH-FM	Contemporary Christian	2,000	0.2%	1.5%	48,500	4.3%	20.8	24.4	100.0%
171	WRLL-FM	Adult Alternative	1,600	0.1%	1.2%	57,000	5.1%	14.1	35.8	100.0%
181	WNSG	Gospel	1,400	0.1%	1.0%	17,300	1.5%	27.8	12.2	100.0%
191	WMGC	Spanish Variety	1,200	0.1%	0.9%	18,700	1.7%	32.3	15.6	100.0%
(16)	WFNN-FM	All Sports	1,200	0.1%	0.9%	36,000	3.2%	16.8	31.1	100.0%
(16)	WVNS-FM	Hot Adult Contemporary	1,200	0.1%	0.9%	66,900	6.0%	9.0	96.1	100.0%
221	WVRY-FM	Southern Gospel	1,100	0.1%	0.8%	10,600	0.9%	52.3	9.9	100.0%
231	WVDL	Urban Oldies	1,000	0.1%	0.7%	11,500	1.0%	43.8	11.9	100.0%
(16)	WNVL	Spanish Variety	1,000	0.1%	0.7%	11,100	1.0%	45.4	10.8	100.0%
251	WBUC-FM	Southern Gospel	800	0.1%	0.6%	12,500	1.1%	32.3	15.5	100.0%
(16)	WAMB	Adult Standards	800	0.1%	0.6%	12,500	1.1%	23.7	15.5	100.0%
271	WHEW	Spanish Variety	600	0.1%	0.4%	8,400	0.7%	26.5	14.2	100.0%

The Cost Per Person Sentence...

SCHEDULE COMPUTATIONS: 1 Week
PERSONS 12+ POPULATION: 1,123,800

STATION	SPOTS	RATE	AVG RTG	CUME RTG	REACH %	FREQ	EFF RCH %	GRP's	CPP	TOTAL COST
WSIX-FM	60	\$100	0.8%	14.9%	11.5%	4.2	7.7%	49.0	\$122.45	\$6,000.00
TOTALS:	60	\$100	0.8%	14.9%	11.5%	4.2	7.7%	49.0	\$122.45	\$6,000.00

The cost of reaching each target person an average of 4.2 times is 4.6 cents.

ReachMaster Reports

Custom Labels

WSIX-FM

ONE WEEK SCHEDULE

Print

Cancel

Standard/Custom Reports

Standard Report

Custom Report Setup

Print Cost per Person sentence

Compress Consecutive Matching Weeks

Print report with large fonts

Target Reports

Frequency Distribution Report

Reach Accumulation Report

Extended Demo Report Setup

Campaign Goals Report

Daypart Distribution Report

Station Distribution Report

Weekly Distribution Report

RSP Reports

Retail Spending Power Report Setup

Category:

Time Period: Concurrent Spending Power

Include the Cost Per Person Sentence:

1. When you are ready to print your Tapscan ReachMaster schedule, select the "PRINT" radio button.
2. Select "Print Cost per Person sentence."
3. PRINT and the sentence will appear on your schedule!

The Totals Lines...

TAPSCAN v9.4 - [ReachMaster -]

File Edit View Daypart Stations Schedule Window Utilities Help

Rankers Schedule Comp Duplication Hour/Hour Trenders RSP Print Setup Exit

Market: NASHVILLE Demo PERSONS 12+

Book: WINTER 2006 ARBITRON Maximiser Client: Campaign: Product: Station: WSIX-FM

Geography: Metro 1,123,800/2,253

Weeks: 1

Maximiser: Using Maximiser Geography

POP Reach EF RCH

Description Hourly Weekly Flow

	Daypart	Weeks	Spot Length	SPOTS	RATE	TOTAL COST	FREQ	CUME PERSONS	NET REACH
1	M-SU 6A-12M	1	:60	10	\$100	\$1,000.00	1.4	167,200	57,400
2	M-F 6A-10A	1	:60	10	\$100	\$1,000.00	2.5	121,000	81,200
3	M-F 10A-3P	1	:60	10	\$100	\$1,000.00	2.2	80,300	48,900
4	M-F 3P-7P	1	:60	10	\$100	\$1,000.00	1.9	91,800	47,800
5	M-F 7P-12M	1	:60	10	\$100	\$1,000.00	1.5	31,700	11,500
6	SA-SU 6A-12M	1	:60	10	\$100	\$1,000.00	1.5	69,700	26,400
7	WSIX-FM	1		60	\$100	\$6,000.00	4.2	167,200	129,500
8	TOTALS:	1		60	\$100	\$6,000.00	4.2	167,200	129,500

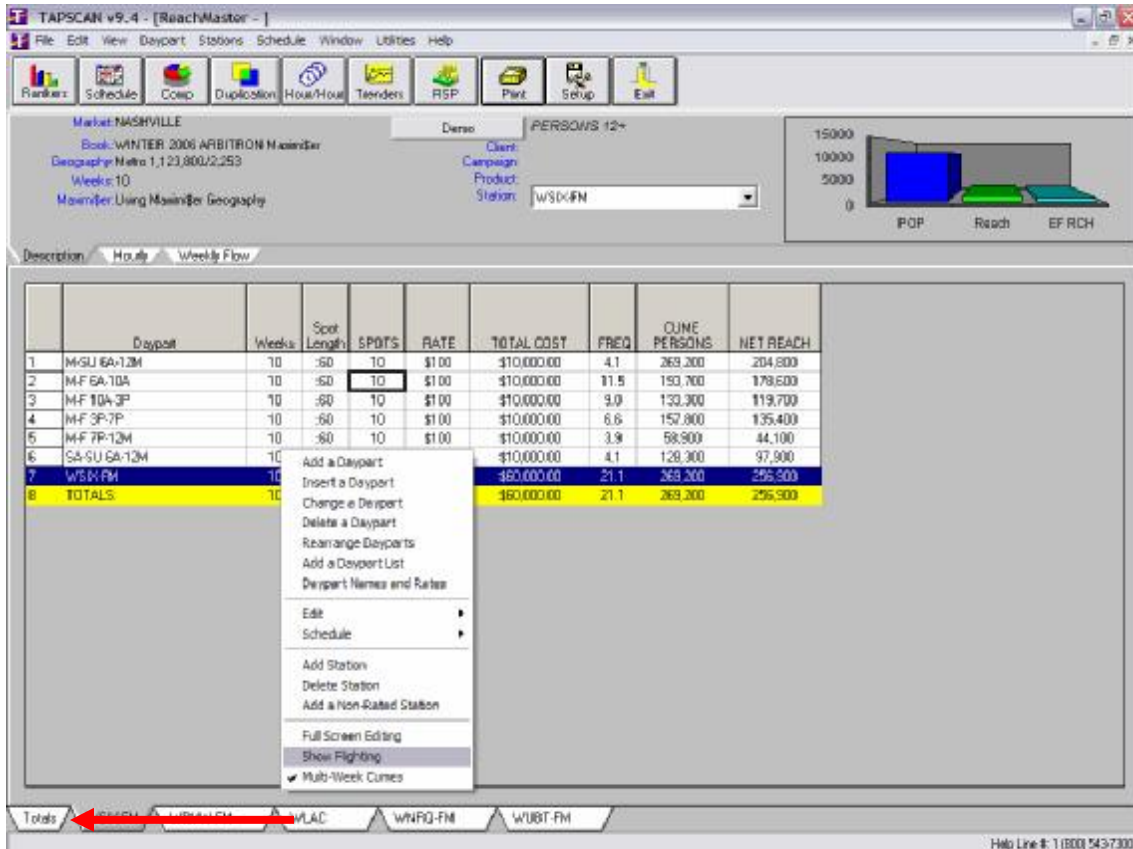
Totals WSIX-FM WRW-FM WLAC WNRQ-FM WUBT-FM

Help Line #: 1 (800) 543-7300

Using the Totals Lines:

1. Type in a target budget, frequency, CPP, GRP, average rate, anything!
2. Blue Line = total for that station.
3. Yellow Line = total for all stations in the schedule.

The Totals TAB...



Market: NASHVILLE
Book: WINTER 2006 ARBITRON Maximizer
Geography: Metro 1,123,800/2,253
Weeks: 10
Maximizer Using Maximizer Geography

Client: PERSONS 12+
Campaign:
Product:
Station: WSDV-FM

POP: 15000
Reach: 5000
EF RCH: 0

	Daypart	Weeks	Spot Length	SPOTS	RATE	TOTAL COST	FREQ	CUME PERSONS	NET REACH
1	M-GU 6A-12M	10	:30	10	\$1.00	\$10,000.00	4.1	269,200	204,800
2	M-F 6A-10A	10	:30	10	\$1.00	\$10,000.00	11.5	193,700	179,600
3	M-F 10A-3P	10	:30	10	\$1.00	\$10,000.00	9.0	132,300	119,700
4	M-F 3P-7P	10	:30	10	\$1.00	\$10,000.00	6.6	157,800	135,400
5	M-F 7P-12M	10	:30	10	\$1.00	\$10,000.00	3.9	58,900	44,100
6	SA-SU 6A-12M	10				\$10,000.00	4.1	128,300	97,900
7	WSM-FM	10				\$80,000.00	21.1	369,200	296,900
8	TOTALS	10				\$80,000.00	21.1	269,200	296,900

Context Menu:
 Add a Daypart
 Insert a Daypart
 Change a Daypart
 Delete a Daypart
 Rearrange Dayparts
 Add a Daypart List
 Daypart Names and Rates
 Edit
 Schedule
 Add Station
 Delete Station
 Add a Non-Rated Station
 Full Screen Editing
 Show Flighting
 Multi-Week Cumes

Totals ← WSDV-FM WFLC WRFQ-FM WUBT-FM

Help Line #: 1 (800) 543-7300


Using the Totals TAB:

1. Use this when you are working on a multi-week schedule (i.e.: 10 weeks) and the client wants to be on two weeks; off two weeks in rotation.
2. This will save you time from entering "o" in all of the dayparts in each of the weeks that the client chooses not to run spots.
3. When working on your schedule, RIGHT CLICK and select "SHOW FLIGHTING" – this will break down your schedule week by week.

The Totals TAB (Cont.)...

TAPSCAN v9.4 - [ReachMaster -]

File Edit View Daypart Stations Schedule Window Utilities Help



Market: NASHVILLE Demo PERSONS 12+
 Book: WINTER 2006 ARBITRON Maxi\$er Client:
 Geography: Metro 1,123,800/2,253 Campaign:
 Weeks: 10 Product:
 Maxi\$er: Using Maxi\$er Geography Station: Totals

Description Hourly Weekly Flow

Station	SPOTS	RATE	TOTAL COST	FREQ	CUME PERSONS	NET REACH
WSIX-FM Weekly Totals						
Week 1:	60	\$100	\$6,000.00	3.0	269,200	182,000
Week 2:	60	\$100	\$6,000.00	3.0	269,200	182,000
Week 3:	0		\$0.00	0.0		0
Week 4:	0		\$0.00	0.0		0
Week 5:	60	\$100	\$6,000.00	3.0	269,200	182,000
Week 6:	60	\$100	\$6,000.00	3.0	269,200	182,000
Week 7:	0		\$0.00	0.0		0
Week 8:	0		\$0.00	0.0		0
Week 9:	60	\$100	\$6,000.00	3.0	269,200	182,000
Week 10:	60	\$100	\$6,000.00	3.0	269,200	182,000
WSIX-FM	360	\$100	\$36,000.00	13.1	269,200	249,300
WRVW-FM Weekly Totals						
Week 1:	0		\$0.00	0.0		0
Week 2:	0		\$0.00	0.0		0
Week 3:	0		\$0.00	0.0		0
Week 4:	0		\$0.00	0.0		0
Week 5:	0		\$0.00	0.0		0
Week 6:	0		\$0.00	0.0		0
Week 7:	0		\$0.00	0.0		0
Week 8:	0		\$0.00	0.0		0
Week 9:	0		\$0.00	0.0		0
Week 10:	0		\$0.00	0.0		0

Totals WSIX-FM WRVW-FM WLAC WNRQ-FM WUBT-FM

Help Line #: 1 (800) 543-7300

Using the Totals TAB:

4. Once flighted, click on the "TOTALS" tab (bottom left).
5. Enter "0" in the weeks that the client does not wish to run.
6. This prevents you from manually having to enter "0" in every daypart for each week the client chooses not to run!
7. To get back to your schedule, click on the station tab (bottom left).



Spot Based Tables...

- Use this when a local direct client says, “What will 10 spots on your station do for me?” – Is this effective? Will it deliver a 3.0 Frequency or better?

TAPSCAN v9.4
File Window Utilities Help

Rankers Schedule Comp Duplication Hour/Hour Trenders RSP Print Setup Exit

Ranker Selection

TAPSCAN Ranker	Create a Rank Table with estimates of your choice.
Ranking Summaries	Create a table of rank positions for various demos in a selected daypart.
Multi-Daypart/Multi-Demo	Rankers for multiple dayparts and multiple demos.
CPP Based Table	Create a Rank Table of rates based on selected CPP's.
CPM Based Table	Create a Rank Table of rates based on selected CPM's.
Spot Based Table	Create a Rank Table of Reach and Frequency of various spot levels.
Frequency Based Table	Create a Rank Table of Spot Levels and Reach based on various Frequency levels.
Benchmark	Relative Reach and Frequency for a specified spot level on a selected station or stations.
Exclusive Cumes	Create a Rank Table or demographic profile of exclusive cume estimates.
Batch Rankers	Create a list of rankers to batch print.
Multi-Market Ranker	Create a Multi-Market Ranker using an existing Station or Program list.
Cancel	Don't select a Ranker, close this window.

Run a Spot Based Table by:

Click on Rankers.

Select SPOT BASED TABLE.

Spot Based Tables (Cont.)...

Run a Spot Based Table by:

Select book, daypart, demo, station, etc.



Spot Based Table Setup

<u>M</u> arket	NASHVILLE	<input type="button" value="OK"/> <input type="button" value="Cancel"/>
<u>B</u> ook	WINTER 2006 ARBITRON Maximi\$er	
<u>D</u> aypart	M-SU 6A-12M	
<u>D</u> emo	PERSONS 12+	
<u>S</u> tations	Selected Stations	
<u>R</u> osters	Display simulcasts and combos	
<u>C</u> ombos	Combos OFF	
<u>G</u> eography	Metro	
<u>M</u> aximi\$er	Using Maximi\$er Geography	

Start Value:	<input type="text" value="10"/>
Increment:	<input type="text" value="5"/>
# of Times:	<input type="text" value="8"/>

To select an option Click on a button with mouse or Press <Alt> + underlined letter.

Start Value: The number of commercials/spots you are entering (in this example, the client wanted to know what 10 spots would get them. Your start value would be 10.

Increment: The number of spots that you increase your start value by. In this example, if we start with 10 spots and make the increment 5, our next number of spots will be 25, then 30, then 35, etc.

The number of times is the number of times this increment will take place. In this example, we will say 8.



Spot Based Tables (Cont.)...

TAPSCAN v9.4 - [SPOT TABLE M-SU 6A-12M]

File Edit View Chart Window Utilities Help

Market: NASHVILLE Demo: PERSONS 12+
 Rank: WINTER 2006 ARBITRON Maximizer Daypart: M-SU 6A-12M
 Geography: Metro Pop/Sample: 1,123,800/2,253
 Maximizer: Using Maximizer Geography Rank: AVERAGE PERSONS
 Alternative: Not using adjustments Stations: Selected Stations

SPOTS --> STATIONS	FORMAT	10 RCH FREQ	15 RCH FREQ	20 RCH FREQ	25 RCH FREQ	30 RCH FREQ	35 RCH FREQ	40 RCH FREQ	45 RCH FREQ
1 WSIX-FM	Country	5.1% 1.4	6.5% 1.7	7.6% 1.9	8.4% 2.2	9.1% 2.4	9.6% 2.7	10.1% 2.9	10.4% 3.2

In this example, running 10 spots M-SU 6A-12M based on Adults 12+ on WSIX-FM, would only give the advertiser a frequency of 1.4

In order to achieve a 3.0 frequency of higher based on the above qualifications, the advertiser would need to run 45 spots for a 3.2 frequency.



Frequency Based Tables...

- Same as spot based but use this when you need to know the number of commercials/spots that it would take to hit a target frequency.

Ranker Selection

TAPSCAN Ranker	Create a Rank Table with estimates of your choice.
Ranking Summaries	Create a table of rank positions for various demos in a selected daypart.
Multi-Daypart/Multi-Demo	Rankers for multiple dayparts and multiple demos.
CPP Based Table	Create a Rank Table of rates based on selected CPP's.
CPM Based Table	Create a Rank Table of rates based on selected CPM's.
Spot Based Table	Create a Rank Table of Reach and Frequency for various spot levels.
Frequency Based Table	Create a Rank Table of Spot Levels and Reach based on various Frequency levels.
BenchMark	Relative Reach and Frequency for a specified spot level on a selected station or stations.
Exclusive Cumes	Create a Rank Table or demographic profile of exclusive cume estimates.
Batch Rankers	Create a list of rankers to batch print.
Multi-Market Ranker	Create a Multi-Market Ranker using an existing Station or Program list.
Cancel	Don't select a Ranker, close this window.

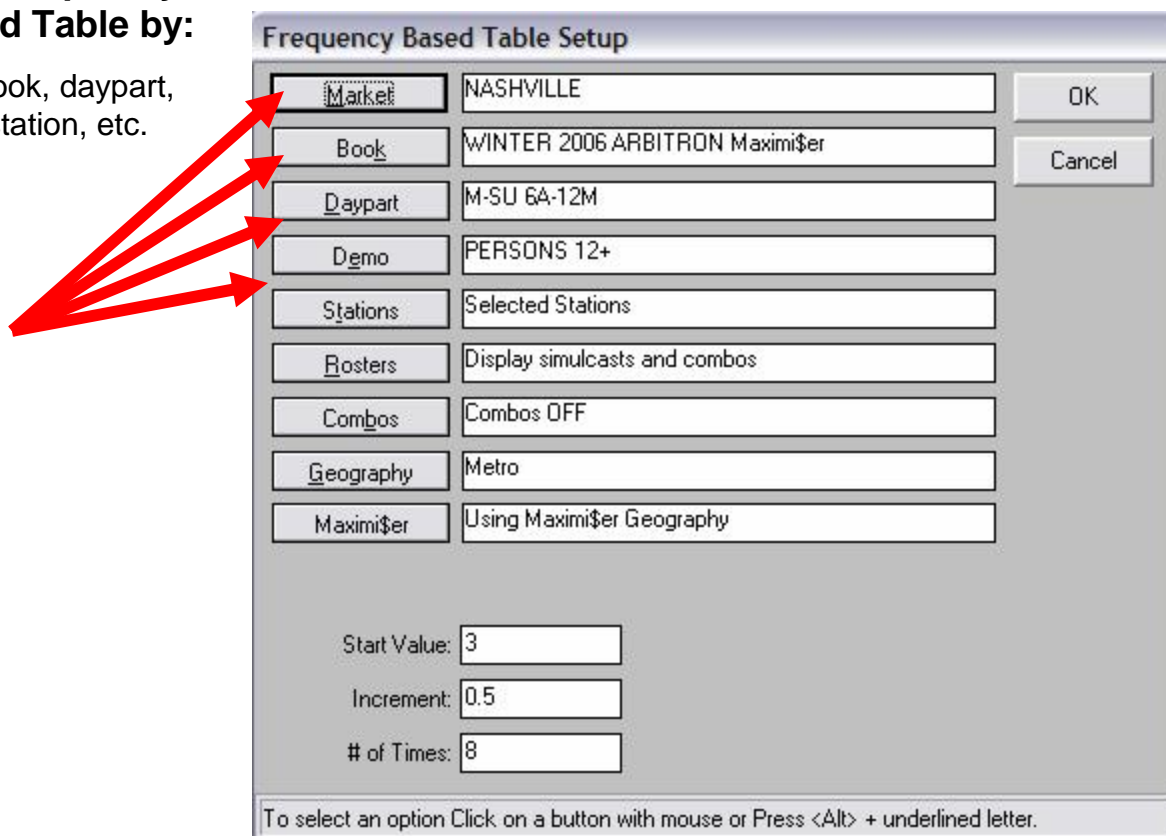
Run a Frequency Based Table by:

1. Click on Rankers.
2. Select FREQUENCY BASED TABLE.

Frequency Based Tables (Cont.)...

Run a Frequency Based Table by:

Select book, daypart, demo, station, etc.



Frequency Based Table Setup

Market	NASHVILLE	OK
Book	WINTER 2006 ARBITRON Maximi\$er	Cancel
Daypart	M-SU 6A-12M	
Demo	PERSONS 12+	
Stations	Selected Stations	
Rosters	Display simulcasts and combos	
Combos	Combos OFF	
Geography	Metro	
Maximi\$er	Using Maximi\$er Geography	

Start Value:

Increment:

of Times:

To select an option Click on a button with mouse or Press <Alt> + underlined letter.

4. Start Value: The desired frequency (in this example, the client wanted to achieve a 3.0 frequency, how many commercials/spots would that require on WSIX-FM?)
5. Increment: The number of spots that you increase your start value by. In this example, if we start with 3 we would make the increment 0.5, our next frequency will be 3.5, then 4.0, then 4.5, etc.
6. The number of times is the number of times this increment will take place. In this example, we will say 8.



Frequency Based Tables (Cont.)...

TAPSCAN v9.4 - [FREQ TABLE M-SU 6A-12M]

File Edit View Chart Window Utilities Help

Market: NASHVILLE Demo: PERSONS 12+
 Name: WINTER 2006 ARBITRON Maximizer Daypart: M-SU 6A-12M
 Geography: Metro Pop/Sample: 1,123,800/2,253
 Maximizer: Using Maximizer Geography Rank: AVERAGE PERSONS
 Alternative: Not using adjustments Stations: Selected Stations

FREQ -> STATIONS	FORMAT	3.0 SPOTS RCH	3.5 SPOTS RCH	4.0 SPOTS RCH	4.5 SPOTS RCH	5.0 SPOTS RCH	5.5 SPOTS RCH	6.0 SPOTS RCH	6.5 SPOTS RCH
WSIX-FM	Country	41 10.1%	51 10.8%	61 11.3%	72 11.8%	82 12.1%	92 12.4%	102 12.6%	112 12.7%



In this example, in order to attain a 3.0 frequency or higher on WSIX-FM (M-SU 6A-12M; A 12+), the advertiser would need to run 41 commercials/spots.