



OUR SOFTWARE SEARCH IS OVER!

For years the **Media Buying Academy** has been looking for an affordable, all-in-one media planning software application to recommend to our clients. Our search is over! We've discovered the **Media Director Series**[®], the most powerful, comprehensive *and economical* multi-media software package we've ever seen. Until recently, it has been the proprietary tool of a successful mid-Atlantic agency and media-buying service – time tested and improved upon for nearly 25 years.

Media Director Series[®] **from Anderson Associates** **for radio, tv/cable, newspaper, magazine, outdoor and multi-media analysis and planning**

The Media Director Series[®] is the affordable, easy-to-use software package developed specifically for small to mid-sized agencies, media buying services and in-house media departments. Designed for ease of use with Microsoft Excel in either Windows or MAC environments, the Media Director Series[®] consists of worksheet modules for Radio, TV, Newspaper, Magazine, Outdoor and Multi-Media analysis. Each module will assist you in media cost-efficiency analysis, schedule preparation, and pre- and post-buy analysis. All incorporate industry standard reach & frequency formulas that make calculations for each media a snap – for any market, any demographic group and any daypart. And the unique Multi-Media Analysis module calculates the unduplicated average reach and frequency and cost-effectiveness of any schedule – for up to 4 different media. Each module simply requires the inputting of basic data and a few numbers from any ratings service or subscribing media outlet.

The Media Director Series[®] is more than a planning and buying tool – it's a proven new business development tool! Present your prospects (and clients) with the promise of measurable results – quantifiable, undeniable, account-winning, account-keeping results – from every radio, tv, cable, newspaper, magazine and outdoor media dollar they spend with you, before they commit to the investment!

Free Trial! Call or email Anderson Associates to request any one Media Director Series application module (e.g., Radio Reach & Frequency Analysis, Newspaper Ad Analysis, etc.) and use it free for the duration of the current month*. Prices start at just \$60 per month for individual modules with a six-month lease.

*Limited time offer. One trial use per contact and/or company.

For more information visit: <http://www.media-buying-software.com>
email: info@media-buying-software.com
Or call 717-245-2662

The Media Director Series® modules

(note: all user input cells are featured in **blue** type on all reports • full size pdfs of all reports are available <http://www.media-buying-software.com>)

Multi-Media

Multi-Media Reach & Frequency Analysis

At the heart of the **Media Director Series** is the Multi-Media Reach & Frequency Analysis. The application calculates and unduplicates the net reach and average frequency figures for as many as 4 different media - for any demographic group and market over the course of an advertising campaign. The analysis incorporates the reach, frequency and budgets figures derived from the other **Media Director Series** modules. The report also calculates the GRPs and cost-per-GRP for each medium and for the schedule, as well as the overall net reach persons and cost-per-thousand net reach.

* Media Director Series *					
Multi-Media Reach & Frequency Analysis					
MARKET: ANY METRO			DATE: 25-Jun-07		
TARGET DEMO: ADULTS 25-54			FILE: MBA-MMRF		
DEMO POPULATION: 362,000			CLIENT: ANY CLIENT		
			REMARKS: Radio @ 3 wks		
			TV & Newspaper @ 2 wks		
Media Vehicle 1	Media Vehicle 2	Media Vehicle 3	Media Vehicle 4	TOTALS	
Radio	TV	Newspaper	Outdoor		
Net Reach:	38.6%	77.4%	24.8%	0.0%	89.6%
Avg Freq:	8.3	3.1	2.4	0.0	6.9
Budget:	\$22,455.00	\$23,620.00	\$6,210.00	\$0.00	\$52,285.00
GRPs:	321.1	240.2	59.0	0.0	620.3
CPP:	\$69.92	\$98.33	\$105.30		\$84.29
				Net Reach Persons:	324,259
				CPM Net Reach:	\$161.24

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Radio

Radio Reach & Frequency Analysis

The Radio Reach & Frequency Analysis allows the user to develop an effective frequency balanced pre- or post- buy radio schedule based on budget, reach and/or frequency objectives. The application generates the average reach and frequency calculations for each station in the buy (11 max) and for the overall schedule (1 to 4 weeks or flights). The application also generates net reach percentage, net reach persons, gross impressions, cost-per-thousand net reach and cost-per-GRP for each station and the overall schedule. The report also features a quintile frequency distribution table.

* Media Director Series *										
Radio Reach & Frequency Analysis										
MARKET: ANY METRO ARB FALL 2006					DATE: 11-Nov-07					
TARGET DEMO: ADULTS 25-54					FILE: RRF					
TAR DEMO POP: 268,619					CLIENT: ANY CLIENT					
DAYPART: MON-FRI 6A-7P					REMARKS: AUG-SEPT 3 WEEK FLIGHTS					
STATION	AVG QH PERS (00)	CUME PERS (00)	TOT SPOTS	COST PER SPOT	% NET REACH	NET RCH PERS (00)	GROSS IMPRS (00)	AVG FREQ	CPM NET REACH	COST PER GRP
WAAA-FM	70	620	14	\$ 150.00	14.7	395	980	2.5	\$53.13	\$57.56
WBBB-FM	60	511	14	\$ 120.00	12.4	333	840	2.5	\$50.39	\$53.72
WCCC-FM	50	322	11	\$ 95.00	7.9	213	550	2.6	\$49.17	\$51.04
WDDD-FM	42	424	16	\$ 90.00	10.1	270	672	2.5	\$53.27	\$57.56
TOTALS-			55	\$ 6,265.00	38.1	1024	3042	3.0	\$61.16	\$55.32
SCHEDULE COST-				\$ 25,060.00						
SCHEDULE/FLIGHT SUMMARY-						WEEK 1	WEEK 2	WEEK 3	WEEK 4	
REACH %:						38.1	46.0	49.4	50.2	
AVG FREQ:						3.0	4.9	6.9	9.0	
GRPs:						113.2	226.5	339.7	453.0	
QUINTILE/FREQUENCY DISTRIBUTION-						WEEK 1	WEEK 2	WEEK 3	WEEK 4	
HEAVY-						6.7	11.1	15.5	20.3	
MED/HEAVY-						3.7	6.2	8.6	11.3	
MEDIUM-						2.4	3.9	5.5	7.2	
MED/LIGHT-						1.3	2.2	3.1	4.1	
LIGHT-						0.7	1.2	1.7	2.3	
						3.0	4.9	6.9	9.0	

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TV/Cable

TV Target Planner

The TV Target Planner is a television pre-buy planning tool that calculates for any demo and for any or all of 4 different dayparts (Morning/Daytime, Early Fringe/Prime Access, Prime/Nighttime and Late Fringe/Overnight) the following:

- the GRPs needed and an expected average frequency based on a user entered TARGET REACH.
- the GRPs needed and an expected net reach percentage based on a user entered TARGET FREQUENCY.
- the expected net reach and average frequency based on a user entered TARGET GRPs.

* Media Director Series *					
TV Target Planner					
MARKET: ANY MARKET			DATE: 25-Jun-07		
DEMO: ADULTS 25-54			FILE: TVTP		
CLIENT: ANY CLIENT			REMARKS: COMMENTS		
-MORNING/DAYTIME-					
TARGET REACH:	<input type="text" value="25"/>	TARGET FREQ:	<input type="text" value="2"/>	TARGET GRPs:	<input type="text" value="100"/>
(MAX-78%)					
-GRPs NEEDED:	35	-NET REACH %:	38.1	-NET REACH %:	43.4
-AVERAGE FREQ:	1.4	-GRPs NEEDED:	76	-AVERAGE FREQ:	2.3
-EARLY FRINGE/NEWS/PRIME ACCESS-					
TARGET REACH:	<input type="text" value="50"/>	TARGET FREQ:	<input type="text" value="2.5"/>	TARGET GRPs:	<input type="text" value="125"/>
(MAX-90%)					
-GRPs NEEDED:	90	-NET REACH %:	60.0	-NET REACH %:	56.6
-AVERAGE FREQ:	1.8	-GRPs NEEDED:	150	-AVERAGE FREQ:	2.2
-PRIME or COMBINATION DAYPARTS-					
TARGET REACH:	<input type="text" value="40"/>	TARGET FREQ:	<input type="text" value="2.3"/>	TARGET GRPs:	<input type="text" value="120"/>
(MAX-95%)					
-GRPs NEEDED:	53	-NET REACH %:	68.0	-NET REACH %:	61.0
-AVERAGE FREQ:	1.3	-GRPs NEEDED:	156	-AVERAGE FREQ:	2.0
-LATE NEWS/FRINGE/OVERNIGHT-					
TARGET REACH:	<input type="text" value="25"/>	TARGET FREQ:	<input type="text" value="1.5"/>	TARGET GRPs:	<input type="text" value="75"/>
(MAX-75%)					
-GRPs NEEDED:	38	-NET REACH %:	20.3	-NET REACH %:	37.2
-AVERAGE FREQ:	1.5	-GRPs NEEDED:	30	-AVERAGE FREQ:	2.0
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TV Reach & Frequency Analysis

The TV Reach & Frequency Analysis is a television pre- or post-buy schedule analysis tool. Utilizing the results of the TV Pre-Buy Worksheet, the application will calculate, for each of 4 dayparts and for the overall schedule, gross impressions, net reach rating, net reach persons, average frequency, cost-per-GRP, and cost-per-thousand net reach. Additionally, total spots, total GRPs and total cost of schedule (1 to 4 weeks or flights) are calculated.

* Media Director Series *				
TV Reach & Frequency Analysis				
MARKET:	ANY METRO/NIELSEN PROJECTIONS		DATE:	11-Nov-07
TARGET DEMO:	ADULTS 25-54		FILE:	MBA-TVRF
TAR DEMO POP:	362,000		CLIENT:	DEMO
			REMARKS:	SAMPLE
<hr/>				
MORNING/DAYTIME ANALYSIS				
SPOTS:	9	GROSS IMPRS:	67,332	AVERAGE FREQ:
GRPs:	18.6	NET REACH %:	14.6	COST PER GRP:
TOTAL COST:	\$1,665.00	NET REACH PERS:	52,671	CPM NET REACH:
				\$31.61
<hr/>				
EARLY FRINGE/NEWS/PRIME ACCESS ANALYSIS				
SPOTS:	6	GROSS IMPRS:	109,324	AVERAGE FREQ:
GRPs:	30.2	NET REACH %:	26.3	COST PER GRP:
TOTAL COST:	\$3,400.00	NET REACH PERS:	95,206	CPM NET REACH:
				\$35.71
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PRIME/NIGHTTIME ANALYSIS				
SPOTS:	3	GROSS IMPRS:	141,180	AVERAGE FREQ:
GRPs:	39	NET REACH %:	32.0	COST PER GRP:
TOTAL COST:	\$7,200.00	NET REACH PERS:	115,840	CPM NET REACH:
				\$62.15
<hr/>				
LATE NEWSFRINGE/OVERNIGHT ANALYSIS				
SPOTS:	9	GROSS IMPRS:	184,620	AVERAGE FREQ:
GRPs:	51	NET REACH %:	29.1	COST PER GRP:
TOTAL COST:	\$6,150.00	NET REACH PERS:	105,342	CPM NET REACH:
				\$58.38
<hr/>				
SCHEDULE ANALYSIS				
TOT SPOTS:	27	GROSS IMPRS:	502,456	AVERAGE FREQ:
TOT GRPs:	138.8	NET REACH %:	64.0	COST PER GRP:
TOTAL COST:	\$18,415.00	NET REACH PERS:	231,680	CPM NET REACH:
				\$79.48
<hr/>				
SCHEDULE/FLIGHT SUMMARY-				
	WEEK 1	WEEK 2	WEEK 3	WEEK 4
NET REACH %:	64.0	80.0	85.5	86.8
AVERAGE FREQ:	2.2	3.5	4.9	6.4
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Print

Newspaper Ad Analysis

The Newspaper Ad Analysis is a pre- or post-buy tool that allows the user to analyze weekly and monthly schedules for any daily or weekly newspaper in any market. Utilizing provided research statistics (*noting scores* and readers-per-copy factors), this application will calculate, for any user-specified ad size, the percentage of page which the ad will occupy, its related *noting score*, both the net and *noted* circulation figures (reach), an average cost per insertion and the average cost-per-thousand net reach. The application also provides multiple weekly insertion analysis for up to 5 insertions per week and a cumulative monthly analysis. In the weekly and monthly sections, both the net and *noted* demo reach, circulation, average frequency and GRP figures are calculated.

* Media Director Series *						
Newspaper Ad Analysis						
PUBLICATION:	ANY NEWSPAPER			DATE:	21-Jun-07	
CIRCULATION:	192,176			FILE:	NAA	
AVG TARGET DEMO CIRC:	142,996	74.41%		CLIENT:	DEMO	
FORMAT WIDTH:	6			NOTING CATEGORY:	INSURANCE	
FORMAT HEIGHT:	21.5			TARGET DEMO:	ADULTS 25-54	
AD COLUMN WIDTH:	5			TAR DEMO POP:	362,000	74.41%
AD INCH HEIGHT:	11.5			TOT MARKET POP 18+:	486,500	
TOT COL/INCHES:	57.5			READERS PER COPY:	1.333	
				REMARKS:	ARB METRO CIRCULATION	

	RATE #1	RATE #2	RATE #3
COLUMN/INCH RATE:	\$42.00	\$36.00	\$18.00
WEEKLY INSERTIONS [MAX 5]:	0	1	1
ADD'L CHARGES (color,etc):	\$0.00	\$0.00	\$0.00
COSTS:	\$0.00	\$2,070.00	\$1,035.00
			\$3,105.00

-SINGLE INSERTION ANALYSIS -						
PERCENT OF PAGE	DEMO NOTING SCORE	NET DEMO READERSHIP	NOTED DEMO READERSHIP	AVG AD COST	AVG AD CPM	NET REACH
44.6%	28.0%	190,614	53,372	\$1,552.50		\$8.14

-MULTIPLE WEEKLY INSERTION ANALYSIS-		
# WEEKLY INSERTIONS-	1	2
NET DEMO REACH %-	52.7%	66.3%
NET DEMO READERSHIP-	190,614	240,174
NET GRPs-	52.7	105.3
NOTED DEMO REACH %-	14.7%	18.6%
NOTED DEMO READERSHIP-	53,372	67,249
NOTED GRPs-	14.7	29.5
AVERAGE FREQUENCY-	1.0	1.6

-TOTAL MONTH ANALYSIS-			
# WEEKLY INSERTIONS-	2		
# of SCHED WEEKS-	2		
TOTAL INSERTIONS-	4		
TOTAL NET GRPs-	210.6	59.0	-TOTAL NOTED GRPs
NET DEMO REACH %-	88.7%	24.8%	-NOTED DEMO REACH %
AVERAGE FREQUENCY-	2.4	2.4	-AVERAGE FREQUENCY
TOTAL COST-	\$6,210.00		

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Magazine Reach & Frequency Analysis

The Magazine Reach & Frequency Analysis is a pre- or post-buy tool that allows the user to analyze a one-month magazine advertising schedule for as many as 5 publications for any measurable market. The application is dependent upon the user obtaining the "shared/duplicated" circulation percentages among each magazine in the schedule. These figures are typically acquired from the individual publications. The application calculates net reach % and persons, average frequency, CPM net reach, duplicated circulation, gross impressions and total GRPs.

* Media Director Series *									
* Magazine Reach & Frequency Analysis *									
MARKET: NATIONAL					DATE: 1-Nov-07				
TARGET DEMO: WOMEN 35-64					FILE: MAGRF				
TARGET DEMO POP: 58,010,000					CLIENT: DEMO				
					REMARKS: SAMPLE				
					ONE MONTH				
#	PUBLICATION	RATE	TARGET DEMO CIRCULATION	CPM NET REACH	PUB # COMBOS	DUPLICATION PERCENT	PAIR DUPLICATION	GROSS IMPRESSIONS	COMBO NET REACH
1	GOOD HOUSEKEEPING- FP#4C	\$78,715.00	541,500	\$145.36	1 & 2	5.70%	49,809	873,836	824,027
2	METROPOLITAN HOME- FP#4C	\$93,200.00	332,336	\$160.17	1 & 3	7.10%	157,064	2,212,580	2,065,495
3	OPRAH MAGAZINE- FP#4C	\$101,910.00	1,671,000	\$90.99	1 & 4		-	-	-
4				\$0.00	1 & 5		-	-	-
5				\$0.00	2 & 3	5.00%	100,171	2,000,420	1,900,250
		\$243,825.00	2,544,825		2 & 4		-	-	-
					2 & 5		-	-	-
					3 & 4		-	-	-
					3 & 5		-	-	-
					4 & 5		-	-	-
NET REACH PERSONS-		2,254,872							
NET REACH %-		3.9%							
AVG FREQUENCY-		1.1							
TOTAL GRP%-		4.4							
AVG CPM NET REACH-		\$108.13							

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Outdoor

Outdoor Reach & Frequency Analysis

The Outdoor Reach & Frequency Analysis is a pre- or post-buy tool that allows the user to calculate the impact of an outdoor schedule utilizing posters, rotaries and/or bulletin/perms, for any demo in any market. Beyond the average reach and frequency figures, the report calculates daily adjusted GRPs, total schedule GRPs, net reach persons, cost-per-thousand net reach and average cost-per-GRP. The application also features a quintile frequency distribution table.

* Media Director Series *									
Outdoor Reach & Frequency Analysis									
MARKET: ANY METRO		DATE: 19-08-07							
TOTAL MARKET POP (PERS 18+): 486,500		FILE: MSA_OUTRF							
*ADJUSTED MARKET POP (PERS 18+): 385,000		*ACJ MARKET COVERAGE: 81.13%							
TARGET DEMO: ADULTS 25-54		CLIENT: DEMO							
TARGET DEMO POP: 362,000		*ACJ MARKET TAR DEMO POP: 293,916							
TARGET DEMO WEIGHTING FACTOR: 1.10		REMARKS: SAMPLE REPORT							
SHOWING DAYS: 30									
SHOWING TYPE	TOTAL BOARDS	AVG CEC PER UNIT	SHOWING COST	DAILY GRPs	AVG FREQ	NET REACH %	NET REACH PERSONS	CPM NET REACH	AVG CPP
POSTERS	5	15,300	\$5,800.00	25.1	10.6	66.9%	238,403	\$23.49	\$6.52
ROTARIES	1	55,000	\$7,500.00	15.2	10.2	48.3%	179,374	\$42.61	\$12.31
BULLETINS/PERMS	0	55,000	\$7,800.00	0.0	0.0	0.0%	0	\$0.00	\$0.00
TOTALS-			\$20,600.00	30.3	15.9	75.2%	272,060	\$76.44	\$17.35
QUINTILE FREQUENCY DISTRIBUTION- HEAVY- 35.9 MEDHEAVY- 19.9 MEDIUM- 12.8 MEDIUM-LIGHT- 7.2 LIGHT- 4.0 15.9									
* POPULATION ADJUSTMENTS (IF ANY) REFLECT ACTUAL OUTDOOR MARKET COVERAGE.									

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Insertion Order templates for Radio, TV, Cable, Newspaper, Magazine and Outdoor are also included.

 **ANDERSON ASSOCIATES**

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