

BUILDING A SCHEDULE IN TAPSCAN WEB

1 Name & Dates

TAPSCAN

Home Research **Schedules** Proposals Orders Accounts

Create New Schedule

Name NielsenAudio Description

*Start Date

*End Date

Create Schedule Clear Form

*Required

1. Click on the schedules tab
2. Name your schedule
3. Select campaign dates – click on calendar icon to the right
4. Click on 'Create Schedule'

*Start Date

*End Date

Right Calendar

Calendar Type Broadcast Month

Start: 10/26/2014 Length: 14 days

First Day of the Week: Monday

End: 11/14/2014

Calendar Grid (April 2014 to August 2014)

Save

Campaign dates can be selected by typing in the date manually, clicking the calendar icon, selecting an entire month, or selecting independent weeks.

2 Survey & Demo

Select your survey and demo using the blue links. Click on 'Apply Changes'

The screenshot shows the TAPSCAN interface with the following details:

- Navigation:** Home, Research, Schedules, Proposals, Orders, Accounts
- User:** Jennifer Bratten, Help
- Buttons:** Back to List, Apply Changes, Cancel
- Schedule Name:** NielsenAudio
- Radio:** Selected
- Market:** ATLANTA
- BackEnd Date:** 07/28/2014 - 09/14/2014
- QualCat:** Metro
- QualCatDesc:** Use Qualitative Adjustment
- QualSurvey:** Scarborough R2 2012: Aug11-Jul12

3 Flights, Stations & Dayparts

Flights: Flights are groups of weeks that have the same spots, rates, and rates. Create your first flight by selecting the stations and weeks so they appear in the 'Selected' box. Add your dayparts. Click on 'OK'.

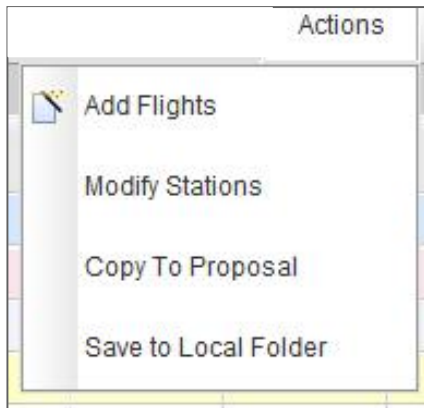
The screenshot shows the Flight configuration interface with the following details:

- Flight Name:** Flight A
- Stations Available:** 3 (WAAA-FM, WBBB-FM, WCCC-FM)
- Selected:** 3 (WAAA-FM, WBBB-FM, WCCC-FM)
- Weeks Available:** 6 (7/28/14, 8/4/14, 8/11/14, 8/18/14, 8/25/14, 9/8/14)
- Selected:** 2 (8/4/14, 8/18/14)
- Dayparts:** 5 (M-F 6a-10a, M-F 10a-3p, M-F 3p-7p, M-F 7p-12m, Sa-Su 6a-12m)
- Spots:** 0
- Length:** 60
- Unit Rate:** \$0.00
- Buttons:** OK, Cancel

Manually Enter Spots and Rates

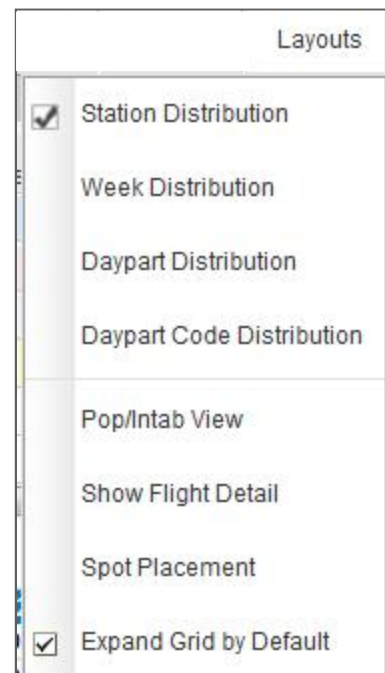
Double click in a cell until the cursor appears and enter numbers.

Move Row	Details/Reset	On/Off	Daypart	Spots	Unit Rate	Notes	Length	Average Rating	CPP	GRPs	Net Reach	Frequency	% of Total Cost	To
			Radio Total	50	\$500.00			0.0%	\$12,500.00	3.0	37,000	2.4	100%	\$2
			WACK-AM	50	\$500.00			0.0%	\$12,500.00	3.0	37,000	2.4	100%	\$2
			Flight A - 5 wks 08/04-08/18	50	\$500.00			0.0%	\$12,500.00	3.0	37,000	2.4	100%	\$2
			One Week Total	25	\$500.00			0.0%	\$12,500.00	3.0	23,300	1.9	50%	\$1
			M-F 6A-10A	5	\$500.00		30	0.0%	\$0.00	8.0	5,100	1.3	20%	\$
			M-F 10A-3P	5	\$500.00		30	0.1%	\$5,000.00	8.5	11,400	1.5	20%	\$

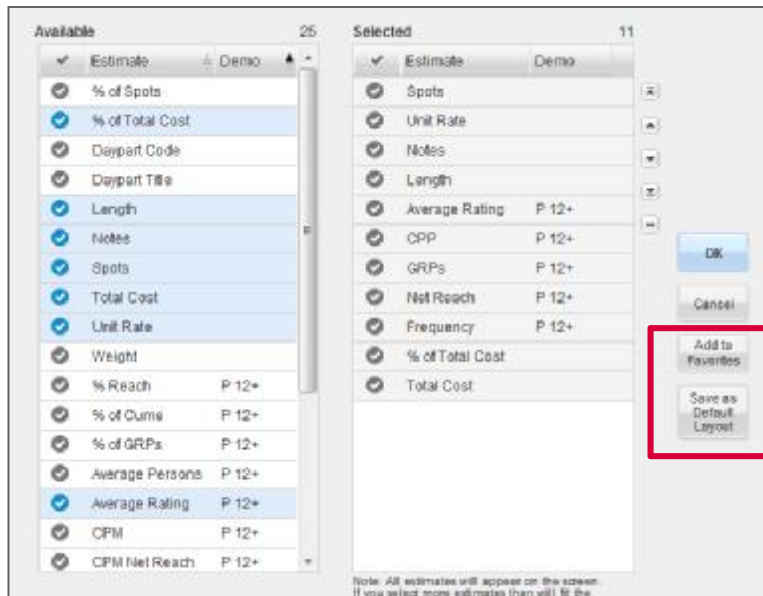


Select 'Actions' to add flights, modify station list, copy to Proposal XML or save to a local folder.

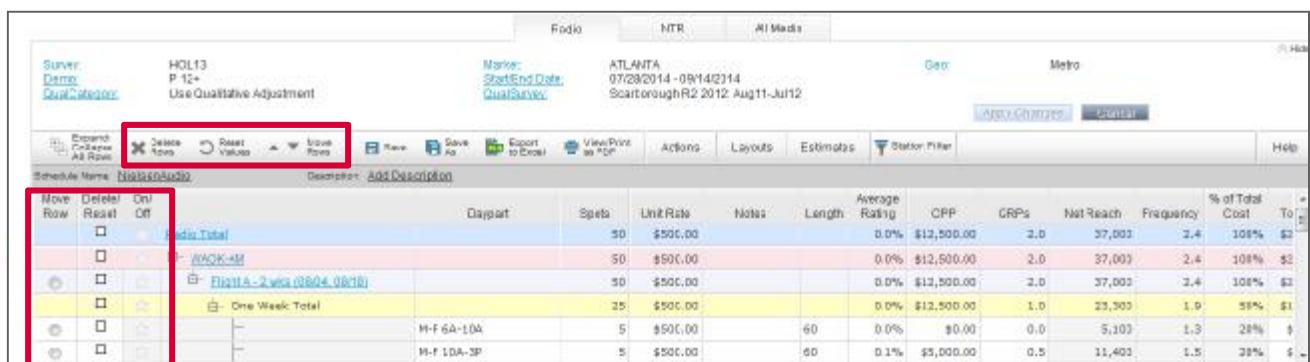
Select Layouts to change the distribution view or 'show flight detail' to break apart the flight group to independent weeks.



Select Estimates, Make Changes & Save/Print



Highlight available estimates to show on your schedule. Save as Default Layout for your favorite estimate group. Add to Favorites for a list of commonly used estimates (agency, national, local, streaming, etc.)



1. Select the row to move with the button to the left and use the Move Rows arrows to move rows up or down
2. Select rows to delete or reset in the box and click Delete Rows
3. Select rows to turn On/Off to see the how one daypart/week/station changes the estimates without deleting/reading



Click the icons to Save, Save As, Export to Excel or Print to .pdf