


# The Media Audit Software Ad Campaign Planner / Combo Builder

- **The Media Audit Software**...can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software of any qualitative media software program available anywhere.
  - **Ad Campaign Planner / Combo Builder** can be used to:
    - Show the unduplicated net reach of your primary media plus your website...and how much additional reach your website adds to the reach of your primary media.
    - Show how much unduplicated reach your primary media or your primary media plus your website will add to the reach of a media plan that doesn't include your medium.
    - You can print more than one Combo Builder unduplicated media reach analysis on a single 8.5" page for a presentation to a prospect to easily compare multiple plans.

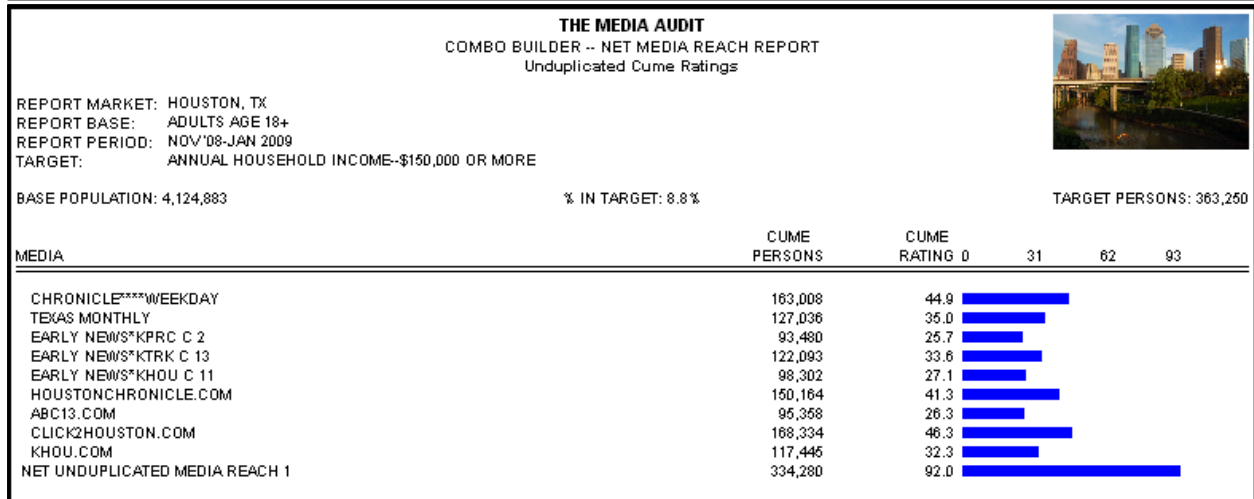
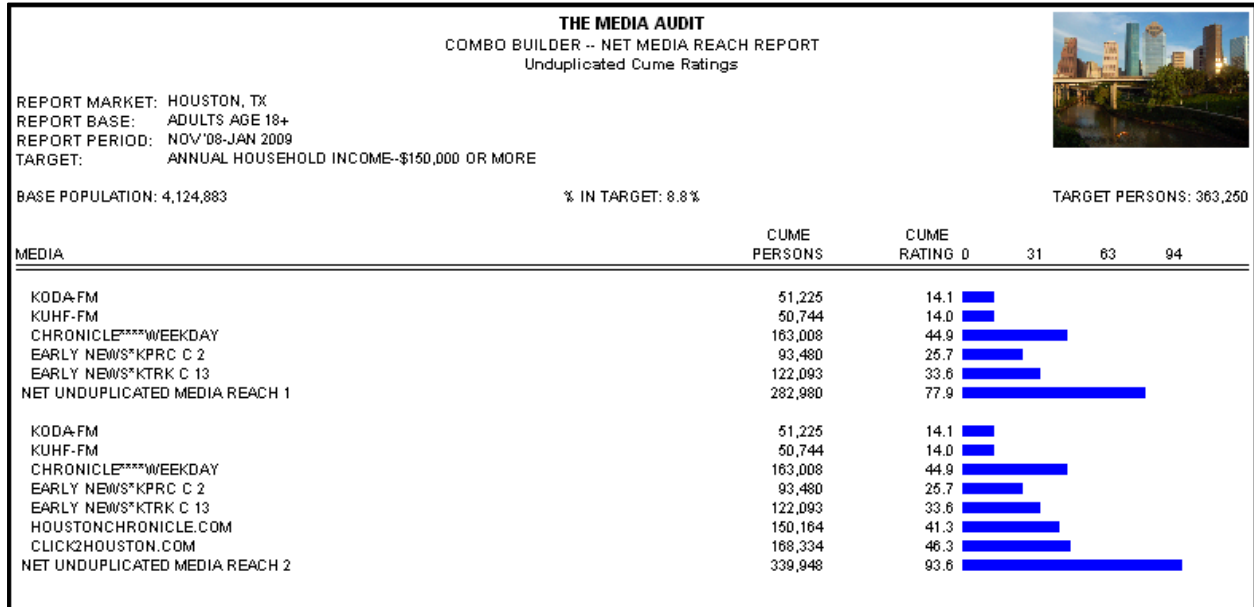
THE MEDIA AUDIT AD CAMPAIGN PLANNER						
REPORT MARKET: HOUSTON, TX						
REPORT BASE: ADULTS AGE 18+						
REPORT PERIOD: NOV'08-JAN 2009						
TARGET: ANNUAL HOUSEHOLD INCOME-\$150,000 OR MORE						
BASE POPULATION: 4,124,883		% IN TARGET: 8.8%		TARGET PERSONS: 363,250		
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH	0	50	100
KTRH	64,883	17.9	17.9	<div style="width: 17.9%; height: 10px; background-color: green;"></div>		
KODA-FM	51,225	14.1	27.0	<div style="width: 27.0%; height: 10px; background-color: green;"></div>		
KUHF-FM	50,744	14.0	37.9	<div style="width: 37.9%; height: 10px; background-color: green;"></div>		
TEXAS MONTHLY	127,036	35.0	35.0	<div style="width: 35.0%; height: 10px; background-color: red;"></div>		
EARLY NEWS*KTRK C 13	122,093	33.8	33.8	<div style="width: 33.8%; height: 10px; background-color: blue;"></div>		
EARLY NEWS*KPRC C 2	93,480	25.7	50.0	<div style="width: 50.0%; height: 10px; background-color: blue;"></div>		
PRIME NEWS*KRIV C 26	35,898	9.9	58.2	<div style="width: 58.2%; height: 10px; background-color: blue;"></div>		
Radio	137,727	37.9	37.9	<div style="width: 37.9%; height: 10px; background-color: green;"></div>		
Print	127,036	35.0	35.0	<div style="width: 35.0%; height: 10px; background-color: red;"></div>		
TV News	211,362	58.2	58.2	<div style="width: 58.2%; height: 10px; background-color: blue;"></div>		
NET UNDUPLICATED MEDIA REACH %			81.3	<div style="width: 81.3%; height: 10px; background-color: black;"></div>		
NET UNDUPLICATED MEDIA REACH PERSONS	295,469					
GRPs			150.1			

This analysis shows that the three radio stations, Texas Monthly and the three early evening news programs have a Net Unduplicated Reach of 295,469 for adults that have an annual household income of \$150,000 or more. The unduplicated net come reach in rating points is 81.3%.

This report can be produced by clicking on the Ad Campaign Planner in The Media Audit Software Menu and then clicking on each of the ten media shown in the above analysis to complete the selection of media. Following the selection of the individual media and then clicking OK at the bottom of the software menu, the graph is ready to print.

If you want to put it into a presentation, simply click on the "Clip" in the Tool Bar at the top of the software menu page and then go to the document that you want to paste it into and click on "Paste".

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The Combo Builder enables you to experiment with different Net Media Reach combinations in order to determine the best unduplicated net reach of the media combinations of your selections. In the above three analyses, you see three different cume unduplicated reach numbers.

In the top chart, there are two analyses: Net Unduplicated Media Reach #1 in the first analysis, shows a net unduplicated reach of 282,980 adults with \$150,000 in annual household income or 77.9% unduplicated net reach of the same target audience...and the Net Unduplicated Media Reach #2 in the second group of media, shows an unduplicated media reach of 339,948 or 93.6% of the same target audience.

In the bottom chart shown above, the Net Unduplicated Media Reach is 334,280 unduplicated net reach of adults with \$150,000 in annual household income or 92.0% of the same target audience.

The simplicity of building this analysis is much the same as the Ad Campaign Builder description.