

What is a Zip Code Mapper Report?

A Zip Code Mapper Report is a mapping application within The Media Audit that works in conjunction with Microsoft MapPoint. The latter is sold separately. The program enables marketers to pinpoint consumers and media audiences by zip code, county or three-digit ZIP on a local or national map. The Media Audit offers users a simple to use interface, with reports generated in as few as three clicks of a mouse. By working within the framework of MapPoint, or exporting the report into Excel, the reports, data, and map can be further customized and analyzed.

There are two types of Zip Code Mapper Reports:

1. Media Zip Code Mapper—allows you to map a media's audience, as it pertains to a demographic or qualitative target, showing where low and high densities exist within a metro area
2. Target Zip Code Mapper—allows you to map a demographic or qualitative target audience, showing where low and high densities exist within a metro area.

How to Create a Media Zip Code Mapper Report

Note: You must have a version of Microsoft MapPoint installed on your computer in order for The Media Audit Zip Code Mapper program to function. While all versions of Microsoft MapPoint are compatible with The Media Audit, it is recommended you use the 2006 version. All examples in this manual use the 2006 version, therefore, if you are using any other version, the functionality of the program and the output may vary from the examples shown here.

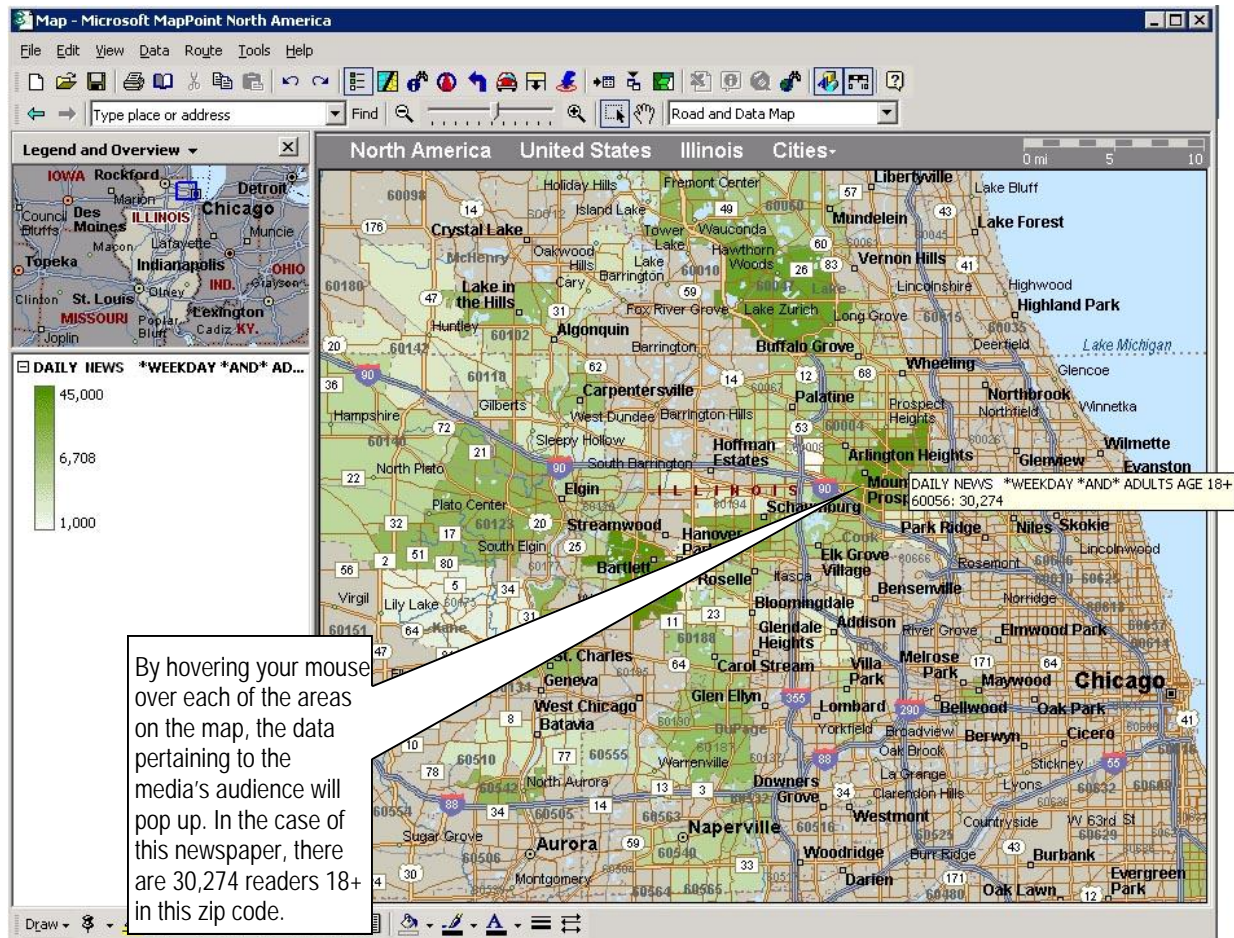
1. Click on Zip Code Mapper from the main menu.
2. Select Media Zip Code Mapper.
3. At the Media Selection screen, select the single media you wish to map. Click OK.
4. At the Target Selection screen, select the single demographic or qualitative target that you wish to map, as it pertains to the media's audience. Click OK.
5. Note: If you want to map the distribution of a media's total cume audience, select adults 18+ as your target, otherwise, you may want to narrow your report to include a sub-set of a media's audience to be mapped.
6. MapPoint will automatically launch, and a resulting map will appear, displaying the default map of the media's audience by zip code using different shaded areas to depict the different densities.
7. See next page for an example of a Media Zip Code Mapper Report, which illustrates the distribution of a daily newspaper's 18+ readers across a metropolitan area.

Note: to create a Target Zip Code Mapper Report, follow the same instructions as above. Instead of choosing a media, you will select a demographic or qualitative target.

Zip Code Mapper—how to read and edit a map

How to Read and edit a Zip Code Mapper Report

Below is an example of a basic Zip Code Mapper Report, produced for a local daily newspaper. The target selected was adults 18+ to show the paper's entire readership distribution across the metropolitan area. Note that the popup in the 60056 zip code is a result of hovering the mouse over each of the zip code areas.



Zip Code Mapper—editing your map

Editing a Zip Code Mapper Report

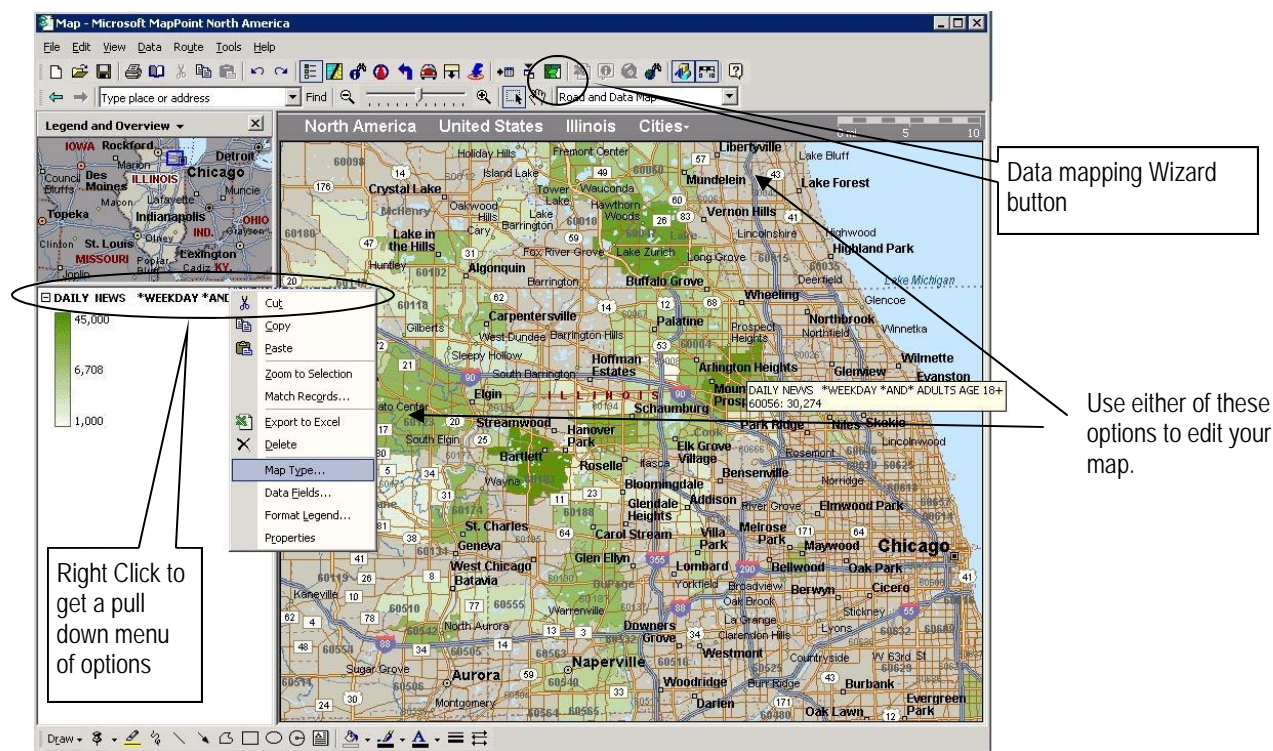
Since The Media Audit Zip Code Mapper works in conjunction with Microsoft MapPoint software, this manual will explain some of the more basic options for editing and modifying your Media or Target Zip Code map within Microsoft MapPoint. You may wish to refer to The Media Audit website (www.themediaaudit.com) or refer to the documentation provided by Microsoft MapPoint for more advanced editing features and options beyond what is explained in this manual.

Included in this section are instructions on:

1. How to change the map from default shaded area to shaded circle, sized circles, or symbols.
2. How to change the map legend default from displaying continuous range to displaying different range types such as discrete equal ranges
3. How to change the map default from displaying zip code data to displaying data by county or 3-Digit ZIP Code
4. How to print your report
5. How to export data into Excel
6. How to overlay a media audience and a target audience on the same map
7. How to add Push Pins to display an address or multiple addresses, such as a retail store, shopping mall, bank, etc.

Editing your Map

1. Once you have created your map, click on the Data Mapping Wizard button on the MapPoint Menu. By doing so, you can launch a Wizard that will take you through a series of screens and will enable you to perform the various functions listed above. A shortcut to using the Wizard is to right click on the Media or Target name in the legend, and then select a specific function that you wish to perform from the drop down menu.

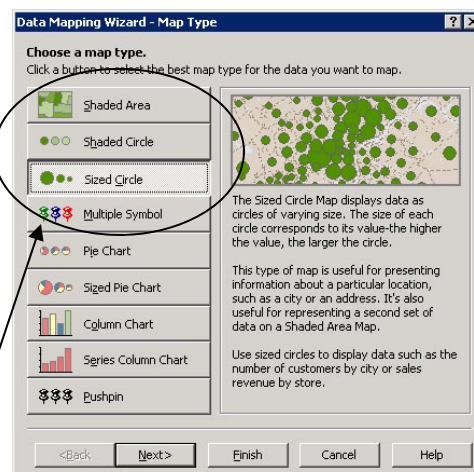


Zip Code Mapper—editing your map

How to change the map from default shaded areas to circles or symbols

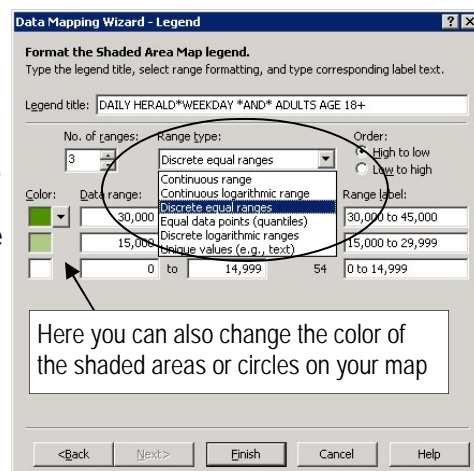
1. Once you have created your map, right click on the Media (if it is a Media Zip Code Report) or the Target (if it is a Target Zip Code Report) in the legend and select "Map Type" from the drop down menu.
2. At the Choose a Map Type window, click on "Shaded Circle" or "Sized Circle" or "Multiple Symbol"
3. If you selected "Multiple Symbol" as your option, click Next three times and then select the symbol/color from the pull down menu for each data range listed.
4. Click Finish.

Here you can change the way the data is displayed. The default map using shaded areas can be changed to either Shaded Circle, Sized Circle, or Multiple Symbols.



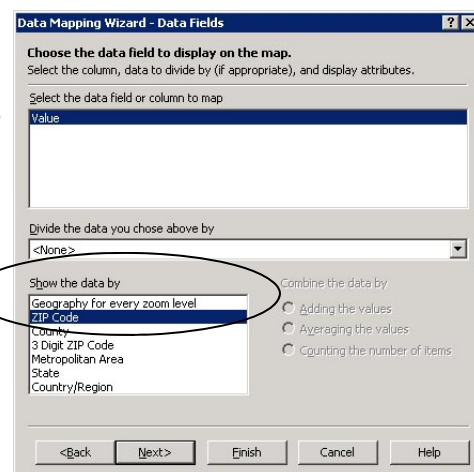
How to change the color and the map legend default from displaying continuous range data to displaying different data range types such as discrete equal ranges

1. Once you have created your map, right click on the Media (if it is a Media Zip Code Report) or the Target (if it is a Target Zip Code Report) in the legend and select "Format Legend" from the drop down menu.
2. At the Format Legend window, in the Range Type field, select from the options listed.
3. Here, you can also modify the number of ranges, the order in which they appear on the legend, the color, title, and adjust the actual number that correlates with each range
4. Once you have made your adjustments, click Finish.



How to change the default zip code map to county or 3 Digit ZIP Code map

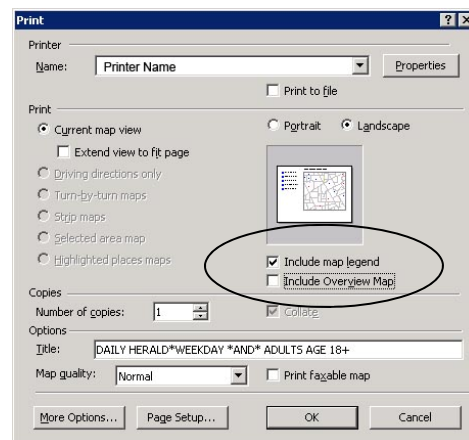
1. Once you have created your map, right click on the Media (if it is a Media Zip Code Report) or the Target (if it is a Target Zip Code Report) in the legend and select "Data Fields" from the drop down menu.
2. At the Data Fields window, select either county or 3 Digit ZIP code from the list.
3. Click Finish.



Zip Code Mapper—editing your map

How to Print your Map

1. Once you have created your map, click on File/Print from the toolbar.
2. In most cases, it is recommended to check the box to include the map legend and/or the overview map in your printed map
3. Here, you can make additional modifications, such as changing the orientation, and editing the title.
4. Once you have made your adjustments, click OK.

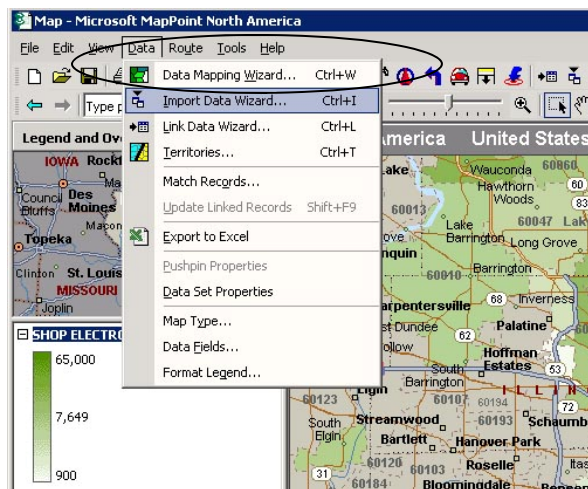


How to Export mapped data into Excel

1. Once you have created your map, right click on the Media (if it is a Media Zip Code Report) or the Target (if it is a Target Zip Code Report) in the legend and select "Export to Excel" from the drop down menu.
2. In most cases, the data will be located on the second tab of the Excel spreadsheet.
3. To use this data to overlay with another map, you must first save it. Later, you can import the Excel map into another map and overlay the different data.

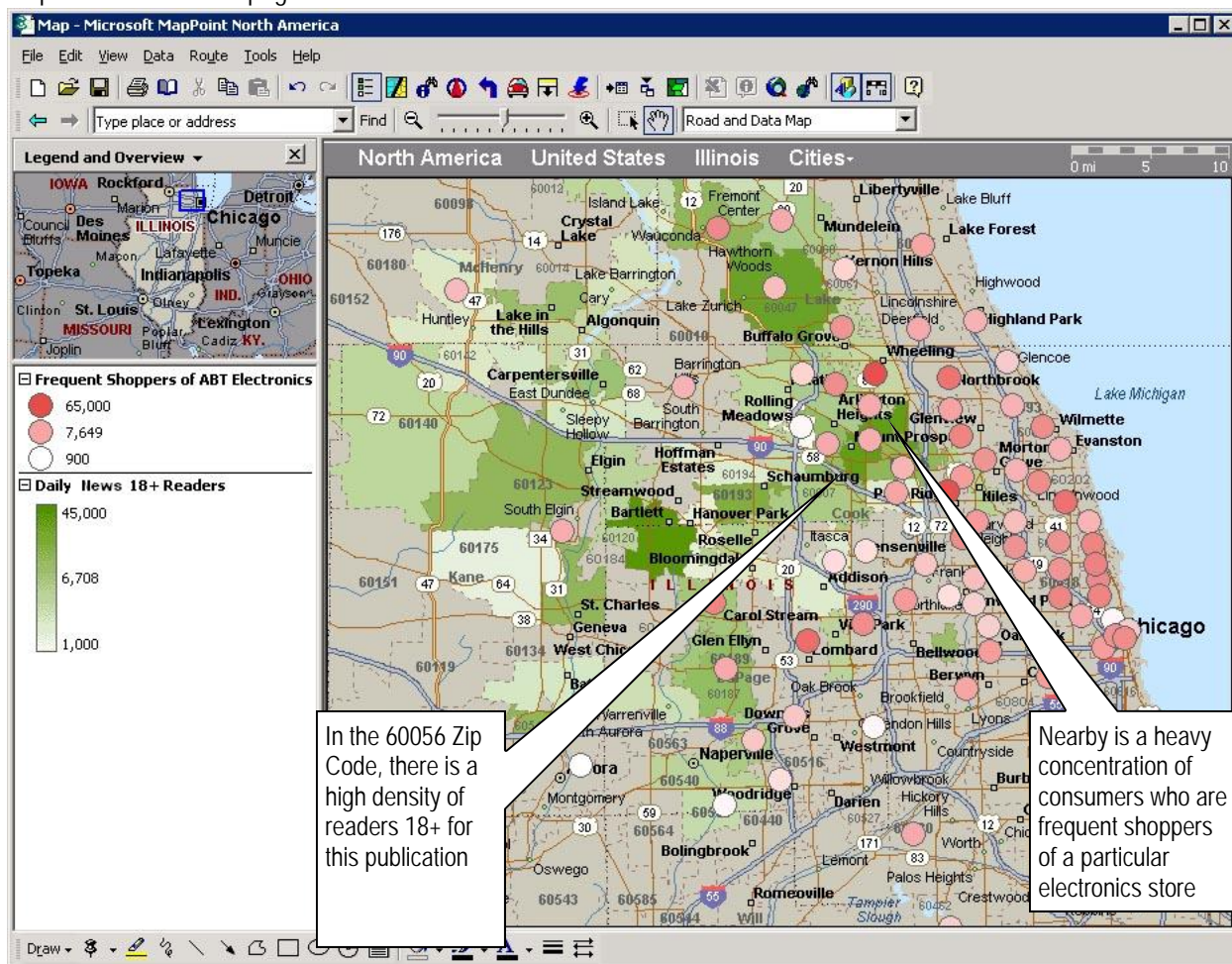
How to Overlay a Media Audience and a Target Audience on the Same Map

1. Use the previous instructions to create a map and then export your mapped data in to Excel. Save your Excel spreadsheet for importing into your new map.
2. Create a new map.
3. Click on "Data" in the MapPoint toolbar, and then select "Import Data Wizard" from the pull down
4. Select the Excel file you saved previously and click "Open"
5. Under "Sheets", select the sheet that does not read MapPoint.
6. Click "Next" then click Finish.
7. At the Map Type window, select either shaded area, shaded circle or sized circle from among the options to display the imported data. In most cases, you will want the imported data to be displayed in a different color, size, or shape to distinguish it from the data you are overlaying it with.
8. An example of overlaying a media and target audience is on the next page.



Zip Code Mapper—editing your map

Below is an example of a Media Zip Code map and a Target Zip Code map that have been overlaid on top of each other. The green shaded areas illustrate the location and density of readers 18+ for a daily newspaper, and the pink shaded circles illustrate the location and density of frequent shoppers of a particular electronics store. In addition to this overlay, if you wish to illustrate physical store locations for this retailer, use the Push Pin function, which is explained on the next page.

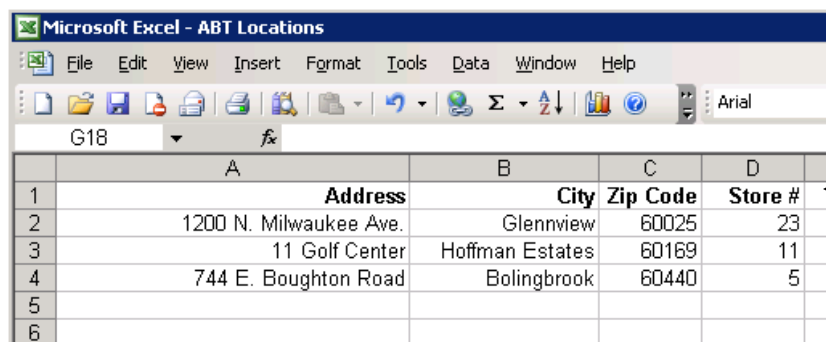


Zip Code Mapper—editing your map

How to Add Push Pins to your Map

One additional step you may wish to take with the creation of your map is to add “Push Pins”, which can display the physical location or locations of an advertiser’s business, such as retail store, mall, a bank, etc. Below are step by step instructions for adding Push Pins:

1. You will want to first create an Excel spreadsheet which should include a minimum of the following information; address, city, zip code for each location you want to be included on the map. It is recommended you put a header in your Excel spreadsheet. Below is a fictional list of retail locations for ABT Electronics in Chicago. In this case, there are three locations. Save your spreadsheet.

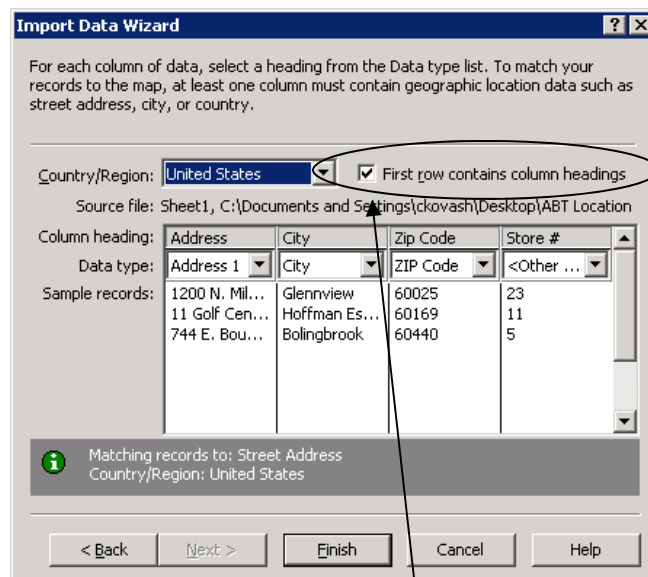


	A	B	C	D
1	Address	City	Zip Code	Store #
2	1200 N. Milwaukee Ave.	Glennview	60025	23
3	11 Golf Center	Hoffman Estates	60169	11
4	744 E. Boughton Road	Bolingbrook	60440	5
5				
6				

Header information

2. Next, create or open the map you wish to add Push Pins to.
3. On the toolbar, select Data/Import Tool Wizard.
4. Point to the file on your computer and click Open.
5. You will be prompted to select which sheet (if your Excel spreadsheet consists of more than one sheet) you want to import as a Push Pin. In most cases, it will be sheet 1. Click on the desired sheet and click Next.

6. Next, you will want to make sure that the Import Wizard correctly imports the data by mapping each of the data fields with the proper column heading. Make sure your addresses listed in the sample records fall under the “Address 1” heading, your cities fall under the “City” heading, and your zip codes fall under the “Zip Code Heading”. If they do not match, click on the pull down menu to find the appropriate heading that describes the sample records listed below it.
7. Click Finish. In some cases where MapPoint does not recognize the address you are trying to import, a popup will offer suggested addresses.
8. At the Choose Map Type window, select Push Pin and click Next.
9. At the Select the Properties for your Push Pin set, click on the “Set Symbol” arrow for a list of available options for the color and shape of your Push pins and make your selections. When done, click Finish.
10. See next page for an example of a map with Push Pins.



For each column of data, select a heading from the Data type list. To match your records to the map, at least one column must contain geographic location data such as street address, city, or country.

Country/Region: United States ☒ First row contains column headings

Source file: Sheet1, C:\Documents and Settings\ckovash\Desktop\ABT Location

Column heading:	Address	City	Zip Code	Store #
Data type:	Address 1	City	ZIP Code	<Other ...>
Sample records:	1200 N. Mil...	Glennview	60025	23
	11 Golf Cen...	Hoffman Es...	60169	11
	744 E. Bou...	Bolingbrook	60440	5

Matching records to: Street Address
Country/Region: United States

< Back Next > Finish Cancel Help

Make sure this box is checked if your Excel spreadsheet contains headers.

Zip Code Mapper—editing your map

Below is an example of a daily newspaper's readership, overlaid with a target audience (frequent shoppers of an electronics store) and three pushpins, which display the physical location of the retailer's three stores. (this is a fictional example). The information may be useful in determining how effective a media is in reaching a target audience geographically. It is also useful to determine if the media's audience correlates with the physical retail locations, as depicted by the Push Pins.

