



# AdSpender™ Training Manual

March 2007

# Introduction

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## About Ad\$ponder™

**Ad\$ponder™** is a tool that allows you to see a fast summary of multi-media advertising marketplace. Ad\$ponder monitors advertising expenditures and occurrence information for millions of brands across 18 media. Ad\$ponder is the popular choice of research, sales and marketing professionals. Ad\$ponder is a fast and easy-to-use tool with which you can view expenditure information by category, parent company, subsidiary and brand.

## About TNS Media Intelligence

TNS Media Intelligence is the leading provider of strategic advertising intelligence to advertising agencies, advertisers, and media properties. The company's tracking technologies collect advertising expenditure and occurrence data, as well as select creative executions, for more than 2.2 million brands across 20 media. Established in 23 countries with more than 16,000 customers, TNS MI is part of the TNS Group, ranked #2 worldwide in marketing information and the world's largest custom research company. The U.S. headquarters are in New York City with sales locations in major markets throughout the United States and Toronto, Canada.

## Media Coverage

- Network TV
- Spot TV
- Spanish Language Network TV
- Cable TV
- Syndication
- Magazines
- Sunday Magazines
- Local Magazines
- Hispanic Magazines
- B-to-B Magazines
- National Newspapers
- Newspapers
- Hispanic Newspapers
- Network Radio
- National Spot Radio
- Local Radio
- US Internet
- Outdoor

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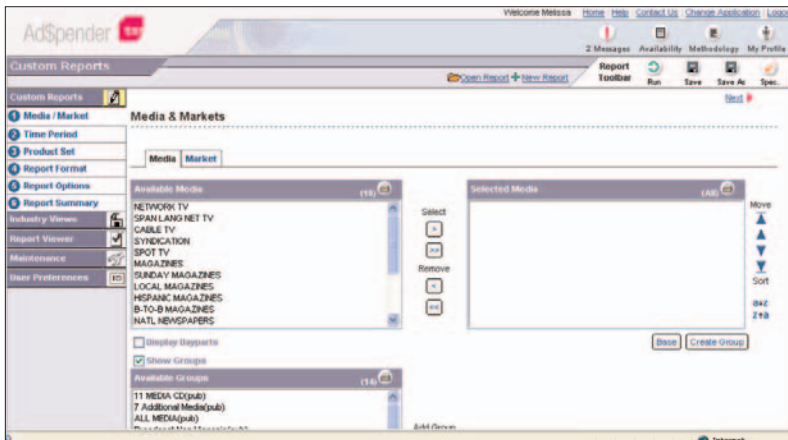
### STEP 1A: Media Set

- The Media Set allows you to narrow down your choices of which media to include in your report.

Your Media Set also allows you to create and include media groups.

1. To create **Media Group**, highlight media within Selected Media box and click on “Create Group.”
2. Enter Group Name and save group.
3. Click on the **Market** tab to proceed.

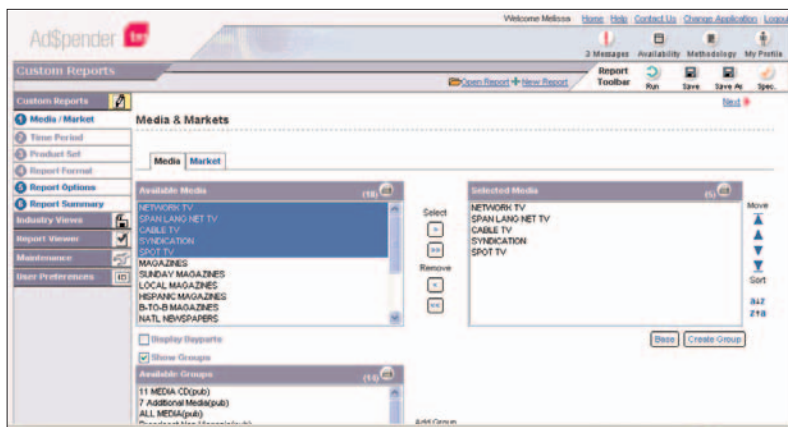
(Depending on your permission level, you may or may not have access to the Market tab).



- Default is to include all media. If you want to run a report for all media, you do not need to select anything. Only select to limit your report.
- You can rearrange your selections on any page to appear in the order you choose. Highlight the selected item and use the arrows to the right to move it up or down in the list.

### STEP 1B: Market Tab

- The Market tab allows you to limit your report to specific markets.
1. Click on the **Time Period** tab to proceed to Step 2.

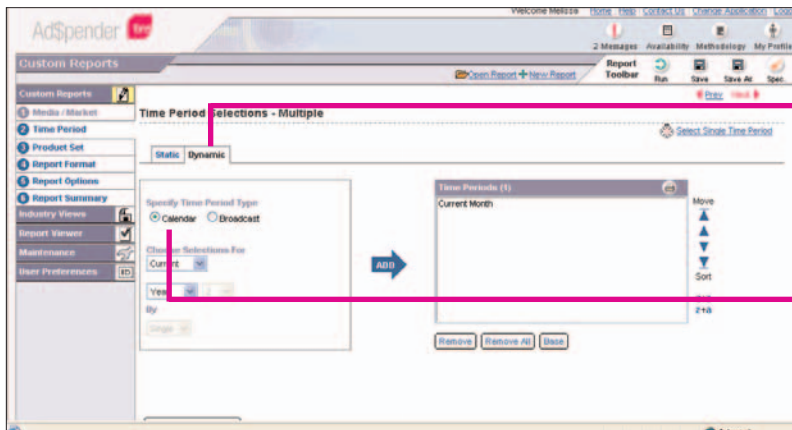


- Default is to include all markets. If you want to run a report for markets, you do not need to select anything. Only select to limit your report.
- You can rearrange your selections on any page to appear in the order you choose. Highlight the selected item and use the arrows to the right to move it up or down in the list.
- Please note, market tab is an added feature in Ad\$ponder that is dependent based on the level of your subscription.

## STEP 2: Report Time Period

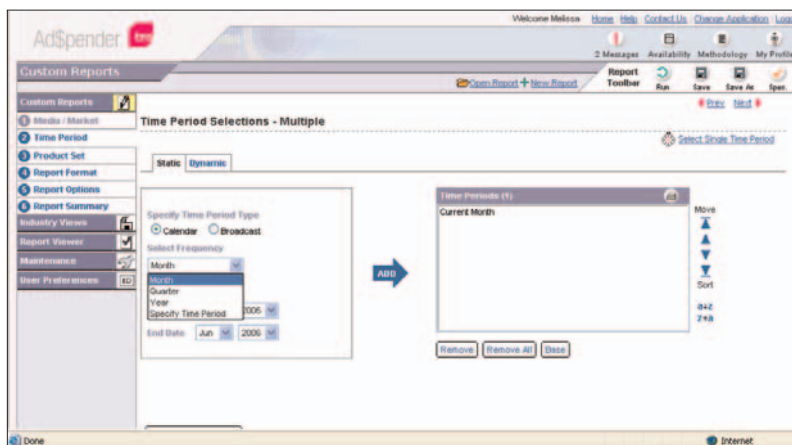
- Select a Time Period for your report.
- You may add more than one type of time period in your report. You can mix and match months, quarters, years, etc.

1. Choose a time period on the initial page or click **Select Multiple Time Periods** to go to the page below.
2. Click **Next** and proceed to Step 3: **Product Set**.



Dynamic time periods will allow you to run a report where time periods will update themselves, such as "Current Month," "Current Year to Date," etc.

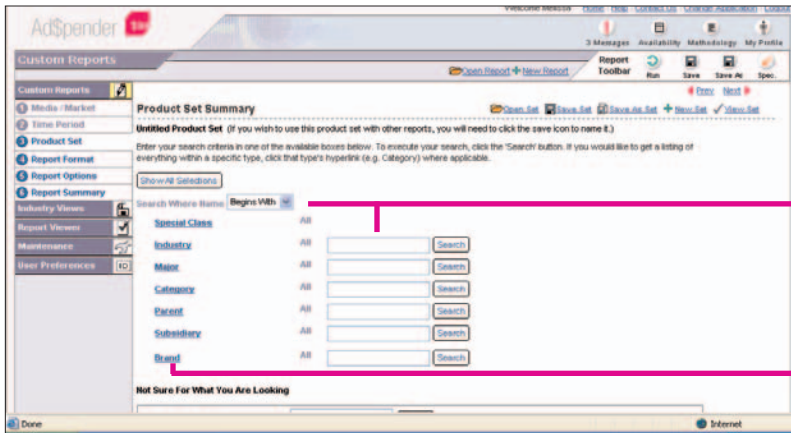
Broadcast weeks & months begin on Mondays. In order to run a report by week, you must choose the Broadcast calendar.



- Click to see how recently each medium has been updated.

### STEP 3: Product Set

- Select a Product for your report.
  - Products can be Parent Companies, Subsidiaries, Brands, and/or Category groupings
1. Click **Next** and proceed to Step 4: **Report Format**.

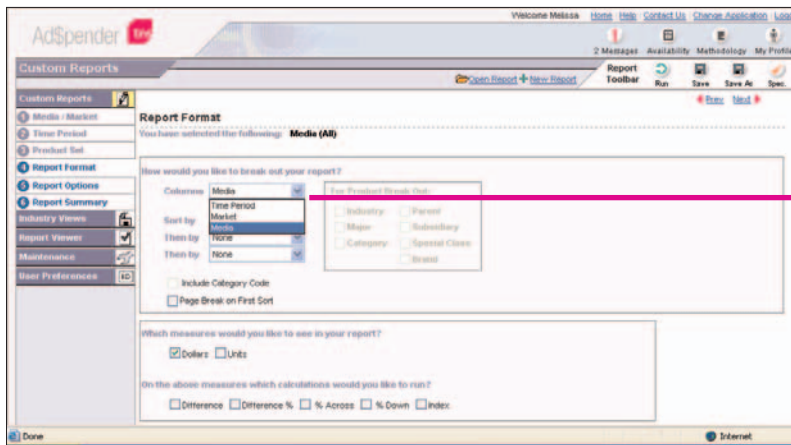


To search across All Product Levels, use the dropdown menu to indicate a "begins with" or "contains" search and type a keyword in the search box.

Click the links to see everything under a product level.

### STEP 4: Report Format

- Choose the Sorts that you would like to appear in the rows of your report.
  - The order of the Sorts will determine the organization of your report.
1. Click **Next** and proceed to Step 4B.



- In your report, your column default will be Media and your column default will be time period.
- Click on the dropdowns to change your selection.

## STEP 4B: Report Format

- Choose the Measures that you would like to appear in your report.
1. Click **Next** and proceed to Step 5: **Report Options**.

Which measures would you like to see in your report?  
 Dollars  Units

On the above measures which calculations would you like to run?  
 Difference  Difference %  % Across  % Down  Index

Specify what your report should rank.  
 None  
 All  
 Top [ ] Items  Include All Other  
 Top [ ] % of Items

Select Level of Detail to Rank  
Base the rank on  Column using the  Measure  
 Include Rank Numbers

Report Name: Untitled Report

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To select a calculation check the box of your choice

## STEP 5: Report Options

- Choose how you would like the layout of your report to look
1. Click **Next** and proceed to Step 6: **Report Summary**.

Report Options

Row and Column Options

Total Options  
 Include total column   First Column  Last Column

Show grand total  Bottom of Report  Top of Report

Output Options  
Export to  CSV Output  ASCII Output

Shade totals and subtotals  
 Include columns with no activity

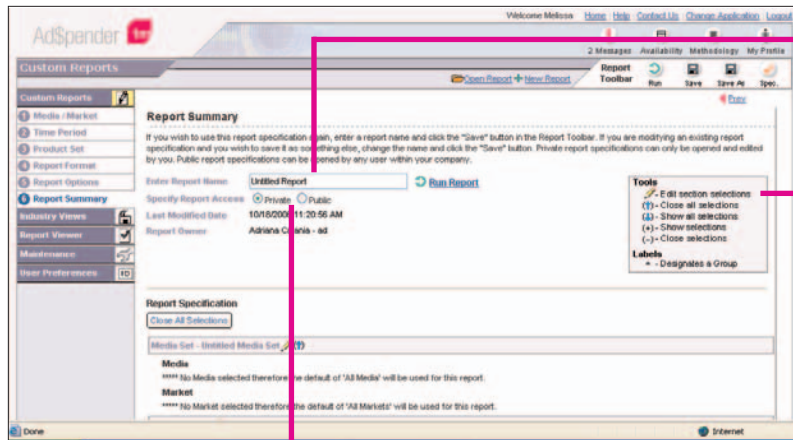
Number Format Options  
 Show dollars and impressions in thousands (K)  
 Show negative numbers in red with (-)

Print Options

Default file type is a CSV (a simple Excel file). You can change the export to an ASCII file, useful for databases.

## STEP 6: Report Summary

- Double check your selections to make sure everything you've chosen is correct.
1. Final step: click **Run Report** to save your new report title and begin pulling your data.



Add a title to your report. This will allow you to view, rerun, or modify your report in the future.

Click on the pencil icon to modify any portion of your report.

Specify a "Private" or "Public" report. Specs for Public reports can be viewed and used (but not modified) by anyone within your office.

- Enter your e-mail address and check the box to receive an e-mail notification when your report is finished running.

# Ad\$pender Measures & Calculations Explanations

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## Measures

**1. # - Units:** *Units* are simply the number of advertisements placed. There is no weighting (based on spot length, size, etc.) at all. Units are also called “placements”.

**2. \$ - Expenditures:** *Expenditures* are the dollars attributed to the given amount of advertising. Expenditures do not take into account volume discounts or sales commissions. Expenditures are “Gross” dollars. Expenditures are stated in 1,000’s within Trend, Media Mix, Pod Position, and Summary. You are given an option of 1,000’s or actual numbers for all other report types.

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## Calculations

**1. Difference:** *Difference* shows the difference between the given column and the base column\* as a pure numeric difference.

**2. Difference %:** *Difference Percent* shows the percent difference between the given column and the base column\* as a percentage.

**3. % Across:** *Percent Across* compares the numbers within the column to the total for the report for the given measure across all columns as a percentage. This gives the percentage of the total that the given column accounts for the selected measure.

**4. Index:** *Index* divides by the total for a given row and multiplies by 100.

**5. % Down:** *Percent Down* compares the numbers within the row to the subtotal for the report for the given measure. This gives the percentage of the subtotal that the given row accounts for the selected measure. For example if sorting by Parent then Brand, % Down on expenditures would show the expenditures as a percentage within each parent for the brand.

*\* Base Column: the column designated by the user to calculate differences from. Note that if a base column is not designated (within the time period tab for trend reports, within the applicable column in the Finder for Media Usage) then the Total column will be used.*

# Terms & Definitions

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## **ALL**

If there have not been any selections made, we display "ALL" which means everything is automatically selected

## **All other-ranking**

When ranking and limiting to the Top "N", there is an option for an all other total which would group together the remaining activity beyond the top "N".

## **Brand**

The name associated with the maker or provider of a Product or service. Also referred to as an Account.

## **Category**

Groups of brands that do business in the same general area. Each brand belongs to one category.

## **Cutoff**

Setting a number below or above which activity will not be reported. For example, reporting only brands that spent more than \$100,000 and less than \$1,000,000. Available as a tab within the measures/calcs page. Note that you must rank in order to cutoff within reports.

## **Dynamic Time Periods**

These change based on data availability so you do not have to continually change your time periods. These can be a single time period or multiple time periods such as current month and current year broken out by month.

## **Grand Total**

Total for all items within the report. Grand totals can be at the top or bottom of the report, set within the Report Options page.

## **Groups**

A combination of the same entity type (i.e. brands) to show on a report as one item.

## **Major**

A level of brand classification above category. Majors contain numerous categories.

## **Not-Itemized**

Not-Itemized advertising does not receive a specific Brand. Examples of this include the following: Classified Ads and advertising in directories including Schools & Camps, Financial, Kennels, Game Breeders, Where-To-Go, Real Estate, Restaurants, Hotels & Resorts, Postage Stamps & Coins, Business Propositions, etc.

## Commonly Used Abbreviations

<b>ADV</b>	Advertising or Advertisement
<b>ASSN</b>	Association
<b>CO</b>	Company
<b>CORP</b>	Corporate
<b>COS</b>	Companies
<b>CP</b>	Corporate Promotion
<b>DISC</b>	Discount
<b>DOM</b>	Domestic
<b>DOW</b>	Day of Week
<b>DR</b>	Direct Response
<b>FSI</b>	Free Standing Insert
<b>HISP</b>	Hispanic
<b>LOH</b>	Ladies of the Household
<b>LTD</b>	Limited
<b>M</b>	Men
<b>M&amp;W</b>	Men and Women
<b>MA</b>	Mergers and Acquisitions
<b>PDTS</b>	Products
<b>RTS</b>	Ready to Serve
<b>RTW</b>	Ready to Wear
<b>VAR</b>	Various
<b>W</b>	Women
<b>WW</b>	Working Women

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**Parent Company**

Represents the company that produces/markets/distributes — and is usually the source of the ad dollars for individual brands. Each brand or account has one parent company. If a brand or accounts parent company is not known it will be placed under 'Parent Unknown'. Note that 'Parent Unknown' will not show as an available parent within Product Sets.

**Product Sets**

A container of product related selections including special class, industry, major, category, parent company, subsidiary, and brand. Product sets can be saved so they can be reused for other reports. If you don't want to reuse a product set, you would just make selections and continue. If you want to reuse it, you would save and name it.

**PSA (Public Service Announcements)**

Ads created to convey a public service. Placement can be paid or unpaid.

**Public Report**

Specifications, Product Sets, Media Sets, Daypart Sets, Groups, and Report Results can be shared across your company. When you save, you would change to the public option. Public items are public read-only, meaning only the owner can modify them. All other users can use them as is or save under another name.

**Ranking**

Ordering a report based on the selected measure in a descending order. User can also select Top "N" such as Top 25 which limits the report.

**Special Class**

An additional attribute on a brand to group brands across categories. Some examples of Special Classes are Corporate Promotion brands or Online brands.

**Static Time Period**

Specifically defined time periods that do not change.

**Subsidiary**

A company at least 50% controlled or owned by another company.

**Subtotals**

Intermediate totals within the report. The default is to subtotal all sorts except the innermost. These can be deselected on the Report Options page.

**Summary Totals**

Show totals for inner sorts that may be under more than one outer sort. For example, if you were to run Parent then Category as sorts, if a summary total was reported the total by category across all parents would be shown on the report as well.

**Time Period Frequency**

Option to determine how time periods will be reported. (i.e. by week, month, etc.)

**Totals**

All totals are net totals, which means if there is duplication within a report, the totals wouldn't show the duplication. For example, if I select a brand and I create a brand group that also contains that brand, the total will only count the brand once.

**Units**

Refers to a single measurement such as one TV spot or one newspaper ad. Media such as Local Radio, Outdoor, and Internet do not have units of measurement so will show an empty field. Units ARE NOT PRORATED based on size or length.

**Vignette**

A short literary sketch sponsored and bundled with a commercial. It may be a trivia question, cooking tip, public-interest item or program-material-related sketch. Vignettes will air nationally with many national products.

# Frequently Asked Questions

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## ***What does “There were no results for the report you requested” mean?***

This means that there was no activity found for the report you ran. This could happen for a number of reasons. For example, the brands included in your report may not have had any activity during the time period you requested, or perhaps dollars or ratings were not yet available for the time period you included in the report. In this situation you should check availability or change some of your selections before running your report again.

*(Note that there is no more “No data met all report specifications”)*

## ***How can I see what brands are included in a particular category?***

On the Product Set Summary page, click on Category and you will be taken to the category selection page. After searching or browsing for your desired category, highlight it. Now, in the box below, select “Show Me Brands For Highlighted Available Items” and click on the Search button. You will now see a list of brands within the category you highlighted. Note that you may also highlight multiple categories in order to see the brands in each.

If you want to drill down to these brands using a keyword, click the show advanced link first. Then select a begin date of 1/1/1998 and enter your keyword. With your category highlighted, click search. This will search all brands within the database.

## ***How do I find new brands that were added into the database within a particular time frame? (Also referred to as a Brand Audit)***

On the Product Set Summary page, click on Brand. With brand still shown in the dropdown of the Product Set search box, click on Show Date Criteria to make your date selections. Type your desired keyword in the box and click on search. If you would prefer to search all new brands, leave the keyword box blank and click on search.

If you would like to see new brands within a particular category or parent, go to the Product Set Summary page and

click on Category or Parent. After searching or browsing for your desired category or parent, highlight it. Now, in the box below, click on Show Advanced and choose a date range. Then, select “Show Me Brands For Highlighted Available Items” and click on the Search button. You will now see a list of brands within the category or parent you highlighted.

## ***What is the difference between a static and a dynamic time period?***

Static time periods are specific dates to be included in your report. Static time periods do not change over time. Example: January 2005

Dynamic time periods are based on media availability. With a dynamic time period, such as “Current Month”, the days, weeks, months, or years covered in a given report will change over time depending on when a report is run.

For example, if a report includes “Current Month”, the report will always include the most recent month of available data. Therefore the report output will cover a different month in June than it would if the report is run again in December.

## ***What does COMB, COPY & NEC mean?***

Comb Copy and NEC (Not Elsewhere Classified) means that a particular brand or combination of brands did not fit into any category within a specific class, and is therefore put into the Comb Copy and NEC for that class.

For example, Category F611 is for Regular Beer & Ale, Category F612 is for Light & Low Alcohol Beer & Ale. If both a regular and a light beer are advertised together, then the brand and ad spending will go in F619 Beer & Ale: Comb Copy and NEC.

## ***How can I view the DMA rank of a market?***

Check off Display DMA rank under the market tab within the MediaSet Selections.

## ***How do I find out when the most recent data will be available? When will spending/ratings be available for a certain media?***

Please see Data Availability chart or click on Availability button in the upper right hand corner of Strategy.

# Data Availability

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	<b>Network TV</b>	<b>Syndication</b>	<b>Cable TV</b>	<b>Spot TV</b>	
<b>Units &amp; Dollars</b>	6-8 Weeks	6-8 Weeks	6-8 Weeks	Unadjusted: 1-2 Weeks	

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	<b>Net Radio</b>	<b>Natl Spot Radio</b>	<b>MK Local Radio</b>	<b>Magazines</b>	<b>Sunday Mags</b>
<b>Units &amp; Dollars</b>	3-5 Weeks	8-10 Weeks	7-8 Weeks	1-2 Weeks	1-2 Weeks

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	<b>Local Magazines</b>	<b>Hispanic Magazines</b>	<b>B-To-B Magazines</b>	<b>Internet</b>	<b>Outdoor</b>
<b>Units &amp; Dollars</b>	1-2 Weeks	1-2 Weeks	6-8 Weeks	5-7 Weeks	8-10 Weeks

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	<b>National Newspaper</b>	<b>Newspaper</b>	<b>Hispanic Newspaper</b>
<b>Units &amp; Dollars</b>	About 4 Weeks	About 4 Weeks	About 4 Weeks

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