

Guidelines for EYES ON Calculations for 2010 Rate Cards

These are the steps involved in calculating EYES ON Impressions for various historic showing levels for rate cards using TAB's **Audience Delivery System (ADS)**.

Calculating 4 Week EYES ON Impressions for various historic showing levels

Under **Search Criteria**

- Step 1:** Select market definition (e.g., CBSA)
- Step 2:** Select market (e.g., Abilene, TX)
- Step 3:** Select plant operator (First, click on the box "Search panels by plant operator")
- Step 4:** Select media type (e.g., Bulletins)

Under **Report Parameters**

- Step 5:** Select audience metrics (e.g., Total EYES ON Impressions)
- Step 6:** Select panel data for a report
- Step 7:** Select demographic target (e.g., Adults 18+, Men 25-54)

Run the analyses and export the data to an Excel spreadsheet. The analyses can include several demographics. The output will include all the displays in the defined market. The EYES ON Impressions are weekly estimates.

- Step 8:** Using the Average function in Excel (Formulas >More Functions >Statistical >Average), calculate the Weekly Average Unit EOs for Adults 18+¹ for a single display. Repeat for other demos.
- Step 9:** Calculate the 4 Week Average Unit EOs for Adults 18+ by multiplying the one-week numbers generated in **Step 8** by 4.
- Step 10:** Calculate 4 Week EOs for Adults 18+ for a historic showing level by multiplying the 4 Week Average Unit EOs worked out in **Step 9** by the number of displays in the historic showing level.

¹ Note: Plants may choose to delete inventory in the calculation of averages so that the average represents delivery of average available inventory.

Calculating 4 Week EYES ON GRPs/TRPs for various historic showing levels

The calculation of TRPs for rate cards uses In-Market Impressions based on exposure of people who live in the market (e.g., CBSA). To calculate TRPs, follow the steps used to calculate 4 Week EOs. In **Step 5**, select **Target Rating Point** as the audience metric.

Calculating CPM

$(4 \text{ Week Cost} \div 4 \text{ Week Total EOs}) \times 1000$

Calculating CPP

$(4 \text{ Week Cost}) \div (4 \text{ Week TRP})$

Guidelines for EYES ON Calculations for Ethnic Targets

These guidelines use audience delivery to determine the inventory that is considered in ethnic (e.g., Hispanic) packages. The steps involved in this process are listed below.

Defining the Audience

Under **Search Criteria**

- Step 1:** Select market definition (e.g., CBSA)
- Step 2:** Select market (e.g., Abilene, TX)
- Step 3:** Select plant operator (First, click on the box "Search panels by plant operator")
- Step 4:** Select media type (e.g., Jr. Posters)

Under **Report Parameters**

- Step 5:** Select audience metrics (e.g., Total EYES ON Impressions, In-Market Impressions, TRPs and %Composition)
- Step 6:** Select panel data for a report
- Step 7:** Select demographic target (e.g., Adults 18+, Hispanics 18+)

Run the analyses and export the output to an Excel spreadsheet. The output will include all the displays in the defined market. The EYES ON Impressions are weekly estimates.

Selecting Ethnic Inventory

- Step 8:** Sort the inventory (rank) based on **% Composition**. This will allow you to quickly see the displays that over deliver the target audience relative to the total audience.
- Step 9:** Select the displays that you want to include in the ethnic package.* Having selected the inventory, delete all other inventory and follow the EOs and TRPs calculations outlined above.

*Individual plants can select optimum packages based on their specific inventories and markets.



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