



Develop Radio Plans Across Multiple Markets and Targets with Nielsen IMS MarketMate Radio

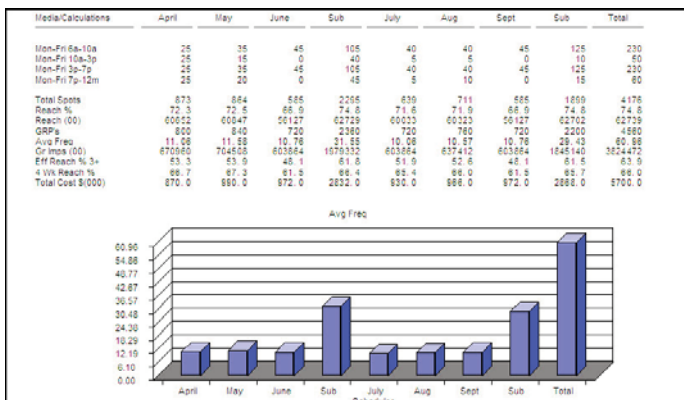
This user-friendly local market radio planning system is loaded with features and customization options that help make the most of the data—and of your time.

Local Market Radio Planning Defined By Both DMA® And MSA

With Nielsen IMS MarketMate Radio, you can define coverage area by Nielsen's DMA or by Arbitron's MSA— creating a level playing field when mixing plans. To evaluate your plan in the overall media context, use the direct link to Nielsen IMS MediaMix and combine various media schedules to achieve one overall Reach and Frequency for total media activity. Focus in on specific markets and ethnic groups—Nielsen IMS has Hispanic and African-American data for those who subscribe.

More Options and Time-Saving Features

Choose from an array of report options—from Schedule and Market comparisons, to N-Tile and Frequency distribution reports and various graphical representations of schedule data—for clear and easy analysis; insert Sub-Total and Total columns for quick evaluation; use the Market Activation feature and you only input GRP levels for one market—those levels will automatically carry over to each additional market without extra input. Features like these save you time and make your job easier!



Nielsen IMS MarketMate Radio

Sched	April	May	June	Sub	July	Aug	Sept	Sub	Total	G	H
Media/Dayparts											
Weeks	8	8	8	24	8	8	8	24	48		
Mon-Fri 10-15a	25	35	45	105	40	40	45	125	230		
Mon-Fri 10a-2p	25	35	45	105	40	40	45	125	230		
Mon-Fri 7p-7p	25	35	45	105	40	40	45	125	230		
Mon-Fri 7p-12m	25	20		45	5	10		15	60		
Schedule Vars											
Total Spots	873	864	585	2295	639	711	585	1899	4176		
Reach %	72.3	72.5	66.9	74.8	71.6	71.9	66.9	74.8	74.8		
Reach (00)	69652	69847	56127	62729	60033	60323	56127	62702	62739		
GRPs	800	840	720	2360	720	760	720	2200	4660		
Avg Freq	11.06	11.58	10.76	31.55	10.06	10.57	10.76	29.43	60.96		
Gr Imps (00)	670960	704568	603864	1979332	603864	637412	603864	1845140	3824472		
ER Reach % 3+	53.3	53.9	48.1	61.8	51.9	52.6	48.1	61.5	63.9		
4Wk Reach %	66.7	67.3	61.5	66.4	65.4	66.0	61.5	65.7	66.0		
Total Cost (\$000)	870.0	990.0	972.0	2832.0	930.0	966.0	972.0	2868.0	5700.0		
	Active	Active	Active	Active	Active	Active	Active	Active	Active	Inactive	Inactive

General Features

Enter CPP info to evaluate the efficiency of schedules.

Input Weeks/Schedule Weeks—This tool allows you to quickly set up a series of schedules that calculate the planning variables based on the number of weeks for which you are inputting GRPs compared to the number of weeks in which the schedule is running.

Activate/Deactivate Market Groups—Input GRP levels in one market, and if markets are activated, those levels will carry over to each additional market. This feature eliminates extra input—a great time saving feature.

Report Options—A variety of report options for easy and clear analysis, including Schedule and Market comparisons, N-Tile and Frequency distribution reports and graphical representations of schedule data, etc.

Reports are exportable to Microsoft Excel.™

For additional information contact your Nielsen Representative:
 New York 646-654-5959
 Chicago 312-583-5357
 Los Angeles 323-817-1530
www.nielsen.com

Link to MediaMix—Seamless integration with the Nielsen IMS MediaMix program allows users to combine various media schedules to achieve one overall Reach & Frequency for total media activity.

Custom Features

Define coverage area by DMA/MSA (Designated Market Area, via Nielsen) or by MSA (Metropolitan Statistical Area, via Arbitron). This function is critical when mixing multi-media plans to maintain relative populations.

Define Market Groups—Group markets together to define a custom region (e.g., Northeast). The defined group will represent an average of all markets included.

Customize according to plan goals—Focus a campaign-specific goal by identifying plan objectives. Concentrate on reach or frequency by defining the number of stations that will run your advertisement.

Insert Total Columns—Insert Sub-total and Total columns to facilitate analysis.

Extensive Variable List—In addition to the common variables such as Spots, # of Stations, Ratings, Reach, Frequency, GRP, etc., over two dozen variables may be selected for comprehensive analysis.

