

Getting Started

Accessing the PRIME Lingo website

To log into PRIME Lingo, go to www.myprimelingo.com.
In the top right corner, click the orange **Let's Lingo!** box to open.



On the login screen you will enter your password.



If this is the first time you've used PRIME Lingo, click on the **Are you a new user?** link to get an auto reply email with a temporary password. If you forgot your password, click on **Forgot your password?** to have a temporary password emailed to you.

Setting Options

Select **Default Settings** from the left-hand navigation on the Home page under PRIME Lingo Tools.

<p>PRIME Lingo TOOLS</p> <ul style="list-style-type: none"> > Custom Definitions > Custom TV Dayparts > Custom Trade Area <li style="border: 2px solid #00aaff; border-radius: 10px; padding: 2px;">> Default Settings 	<p>Studies Set default market/release</p>
	<p>Password Change Password</p>
	<p>My Info Update Name or Email</p>
	<p>Report Options Default Report View to Profile or Crosstab Set verbiage for using Target or Vertical</p>



Studies

Select the most current release of data for your market. You'll typically work in the most recent release, since you can always trend or change your release from within a report.

Note

Data is released and uploaded to PRIME Lingo twice a year. See the Home page for the current data delivery schedule.

