

What You Can Do with MEDIAMASTER

MEDIAMASTERSM lets you fold radio, television, print, cable and outdoor media buys into a single report, all with the same base of comparison. You determine the full impact of your entire campaign in one package.

MEDIAMASTER

Multi-Media Report Summary: Import radio, TV and cable campaigns from TAPSCAN[®] and TVSCAN[®] to create multimedia campaign summaries. Also add on newspaper, magazine and outdoor totals. Media Totals include detailed analysis by medium.

Frequency Distribution: Analyze the total reach or your client's campaign, as well as its effectiveness.

Insertion Orders: Create insertion orders for print, magazine and outdoor.

PlanMaster

Multi-Market Total: Look at multimedia plans based on desired reach and frequency and/or cost-per-point goals.

Client Estimate Totals: View your plan's goals individually by market or by campaign totals.

Multi-Market Summary: View your goals by market or by the multimarket reach-and-frequency summary provided.

Frequency Distribution: Review frequency delivery of your set goals.

Flowchart: Show gross rating points and reach/frequency delivery by scheduled weeks for each medium (daypart- and time-period-specific).

ReportMaster

Market Totals: Show an imported media schedule's total delivery by market and by week, month, quarter or year.

Campaign Totals: See an imported media schedule's total delivery by campaign and by week, month, quarter or year.

Station Total: Access an imported media schedule's total delivery by each station and by week, month, quarter or year.