

What You Can Do with TAPSCAN

The leading radio analysis application in the U.S., TAPSCAN® offers a wealth of detailed research, report and scheduling options to help you determine the best stations for your buy. Key features include:

Rankers

TAPSCAN Ranker: Rank radio stations for one market on one demographic and one daypart.

Multi-Daypart/Multi-Demo Ranker: Rank radio stations in one market on your choice of dayparts and demographics.

CPP/CPM/Spot/Frequency-Based Tables: Create rank tables on these various criteria.

BenchMark: Select a station, set a specific spot level and then see the resulting reach potential.

Exclusive Cumes: Look at radio station listening duplication and exclusivity of audience.

Multi-Market Ranker: Rank stations or combos from different markets based on a variety of estimates.

Composition

Composition Commander: Choose from a variety of reports that reveal the composition of the market based on criteria such as age range, employment, listening location, preferred station, county, ethnicity or language preference. (All reports except for age require Respondent-Level Data*.)

Demographic Profiles: Create a detailed demographic profile on a specific station.

Population Profiles: Create a population profile of a market.

Hour by Hour

Hour by Hour: Examine station listening levels on an hour-by-hour basis.

Trends

TAPtrend: Analyze one station's performance over time in multiple dayparts, using multiple estimates.

Multi-Trend: Analyze multiple stations' performances in a single daypart, using a single estimate.

Duplication

Duplication: Evaluate the shared listening between stations or groups of stations in a market. (Also requires Respondent-Level Data*.)

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Schedule

REACHMASTER™ is an easy-to-use, interactive, 52-week, multistation scheduler with goaling application within TAPSCAN that gives you access to summary reports and reach and frequency by week, station and total campaign.

REACHMASTER Reports include:

Standard Report: Print each scheduled week and each daypart using estimates such as number of weeks, average rating, total cost, etc.

Custom Report: Self-select which estimates appear on the report for the weeks and schedule totals; great for client presentations.

Frequency Distribution Report: Print a frequency distribution graph indicating how many times the audience will be reached during the campaign.

Reach Accumulation Report: Print the unduplicated reach by station compared to the total geographic population.

Extended Demo Report: Show schedule analysis for multiple demos.

Campaign Goals Report: Display each week's daypart goals and percentage differences for budget, GRPs, CPP/CPM.

Daypart Distribution Report: Show each daypart's effectiveness for the total campaign, including GRP and reach attainment, and the number of spots per spot length scheduled.

Weekly Distribution Report: Show a week-by-week breakdown of the campaign.

Multi-Market Wizard: Create multimarket schedules and detailed summaries of multi-market buys.

ReachCurves: Create a table displaying incremental reach accumulation.

Broadcast Orders: Create station orders, post and reconcile orders.

REACHMASTER™ is a trademark and TAPSCAN® is a registered mark of TAPSCAN Inc., used under license.

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www.arbitron.com



New York
142 West 57th Street
New York, NY 10019
(212) 887-1300

Chicago
222 South Riverside Plaza
Suite 1050
Chicago, IL 60606
(312) 542-1900

Atlanta
9000 Central Parkway
Suite 300
Atlanta, GA 30328
(770) 668-5400

Los Angeles
10877 Wilshire Boulevard
Suite 1600
Los Angeles, CA 90024
(310) 824-6600

Dallas
13355 Noel Road
Suite 1120
Dallas, TX 75240
(972) 385-5388

Washington/Baltimore
9705 Patuxent Woods Drive
Columbia, MD 21046
(410) 312-8000

Birmingham
3500 Colonnade Parkway
Suite 400
Birmingham, AL 35243