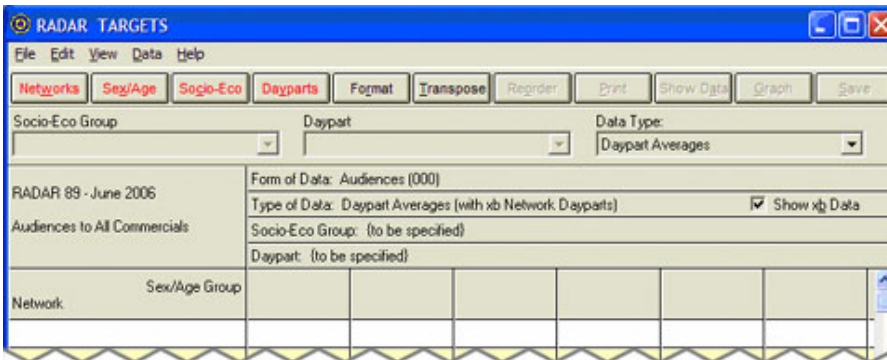


Why Is RADAR Targets Blank?

A RADAR client asked: “How come I don’t see any data when Targets starts?” Targets is waiting to be told what kinds of data you want to see.

Click all the red buttons—Networks, Sex/Age, Socio-Eco and Dayparts—to select the data elements for your Targets table. Then the Show Data button will appear in red; click to display the data.

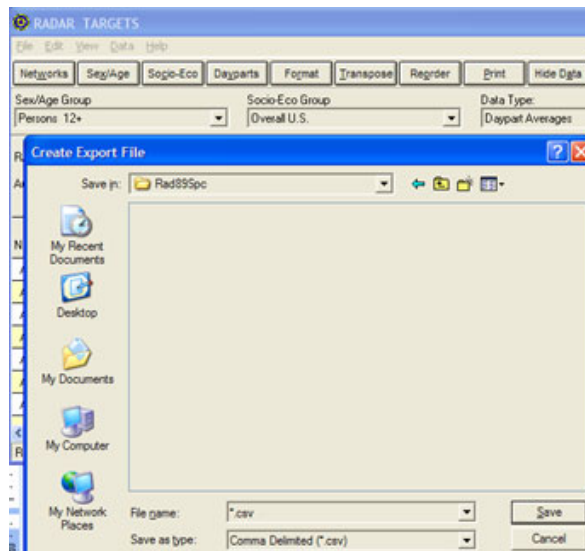


You’ll notice that the Show Data button cannot be clicked until after all four data elements have been selected.

Once you’ve selected your specs and displayed the data, then you can use Target’s Format, Transpose and Reorder features to rearrange the data in a form you’d like. You can also use the Data menu options for other types of reports on these data, view a graph, print the table or export it to a csv file for easy access in Excel™.

Tip: To export the data in exactly the form seen on the screen, click the File menu, Export option, enter a path and filename and click Save. Usually the file is saved in the “Rad##Spc” folder of the current study.

When you open Excel, click the File menu, Open option, and you can retrieve the csv file from the Rad##Spc folder. Be sure to change the "Files of type:" option in the Open dialogue box to “Text Files (*.prn; *.txt; *.csv).” Then the file will open with the data in the correct columns.



In this issue

- Why Is RADAR Targets Blank?
- How Do I Print a Color Graph?
- View All Market-by-Market Network Details with One Click!

Share this e-mail with a colleague

- Feel free to forward this newsletter to colleagues who may find the information useful!

Share your favorite tips with other RADAR users

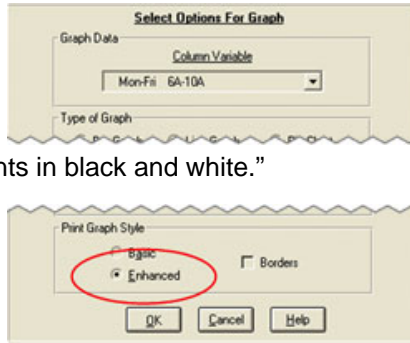
- E-mail them to judy.kantor@arbitron.com

How Do I Print a Color Graph?

Graphs “take text-based info and make it visual to tell a story,” said a RADAR Advertiser client. But, the graph wouldn’t print in color.

“The screen graph displays in color but prints in black and white.”

Tip: Be sure to select the Print Graph Style “Enhanced.”



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View All Market-by-Market Network Details with One Click!

Tip: Click the “+” expand button to the left of a market to view all markets at once and see the individual network contributions.

Here’s the Market-by-Market report for five networks.

Click the big “+” magnifying-glass button at the bottom of the screen to see the details on each network.

Market Name	DMA Rank	Average Audience (000)	Average Audience Rating %
NEW YORK	1	206	2.2
LOS ANGELES	2	92	1.1
CHICAGO	3	54	1.2
PHILADELPHIA	4	60	1.7
BOSTON (MANCHESTER)	5	29	1.0
SAN FRANCISCO-OAK-SAN JOSE	6	22	0.7
DALLAS-FT. WORTH	7	37	1.2
WASHINGTON, DC (HAGRSTWN)	8	37	1.3
ATLANTA	9	36	1.3
HOUSTON	10	25	0.9
TOTAL Top 10 DMAs	---	598	1.4
SCHEDULE TOTAL	---	2,054	1.5

Market Name	DMA Rank	Average Audience (000)	Average Audience Rating %
NEW YORK	1	206	2.2
American Urban Pinnacle : Mon-Fri 6:00A-7:00P		140	1.5
CMN Prestige : Mon-Fri 6:00A-7:00P		621	6.6
Dual-Global Contemporary : Mon-Fri 6:00A-7:00P		116	1.2
Premiere Sapphire : Mon-Fri 6:00A-7:00P		89	0.9
Westwood CBS News Primetime : Mon-Fri 6:00A-7:00P		188	2.0
LOS ANGELES	2	92	1.1
American Urban Pinnacle : Mon-Fri 6:00A-7:00P		60	0.7
CMN Prestige : Mon-Fri 6:00A-7:00P		199	2.4
Dual-Global Contemporary : Mon-Fri 6:00A-7:00P		50	0.6
Premiere Sapphire : Mon-Fri 6:00A-7:00P		116	1.4
Westwood CBS News Primetime : Mon-Fri 6:00A-7:00P		63	0.8

Here’s the expanded version. The network details appear in blue.

This report can be printed or exported via the buttons on the bottom line.

The up/down arrow button lets you quickly sort the data.