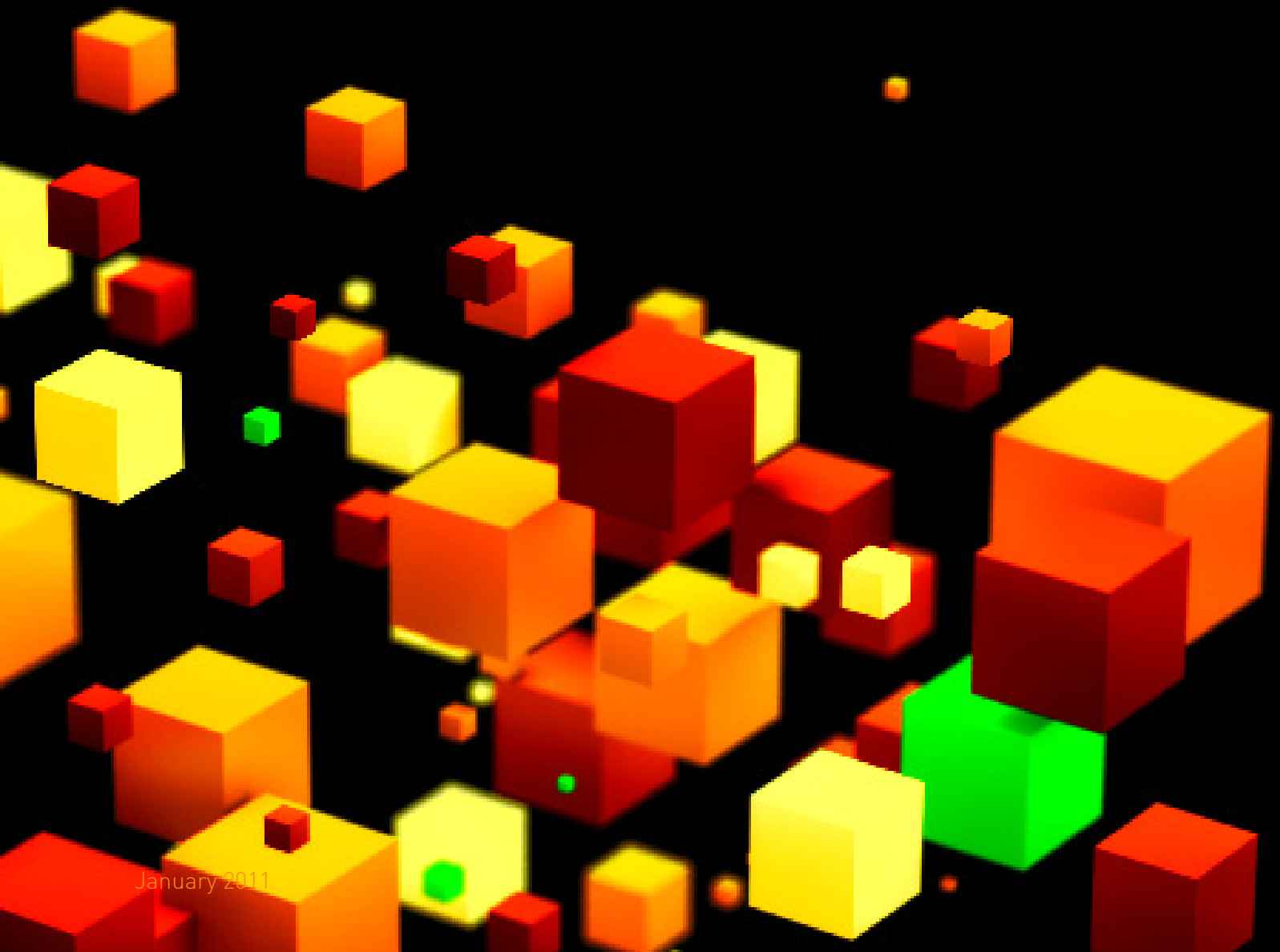


# User Manual

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Ad\$ponder™



# Introduction



## About Ad\$ponder™

**Ad\$ponder™** is a tool that allows you to view a top-level summary of the multi-media advertising marketplace. Ad\$ponder monitors advertising expenditures and occurrence information for 3+ million brands across 18 media. Ad\$ponder is the popular choice of research, sales and marketing professionals. Ad\$ponder is a fast and easy-to-use tool that allows you to break down information by category, parent, company, subsidiary and brand.

## About Kantar Media

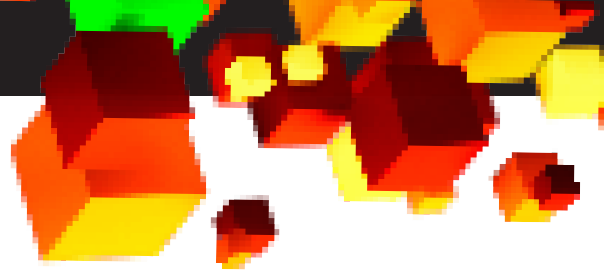
Kantar Media Intelligence is the leading provider of strategic advertising intelligence to advertising agencies, advertisers, and media properties. Utilizing highly innovative tracking technologies, Kantar Media collects expenditure, occurrence and creative intelligence on millions of brands across all major media and marketplaces. Established in 50 countries with more than 22,000 customers, Kantar Media Intelligence is part of Kantar Media, a global leader in marketing information.

## Media Coverage

- Network TV
- Spot TV
- Spanish Language Network TV
- Cable TV
- Syndication
- Magazines
- Sunday Magazines
- Local Magazines
- Hispanic Magazines
- B-to-B Magazines
- National Newspapers
- Newspapers
- Hispanic Newspapers
- Network Radio
- National Spot Radio
- Local Radio
- US Internet
- Outdoor

# Ad\$ponder User Manual

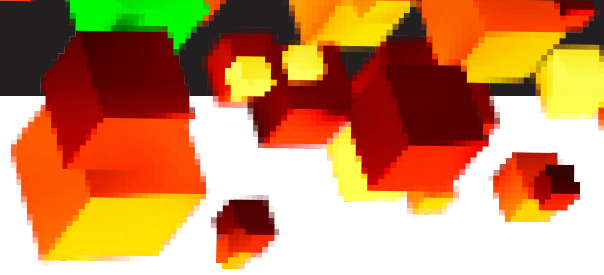
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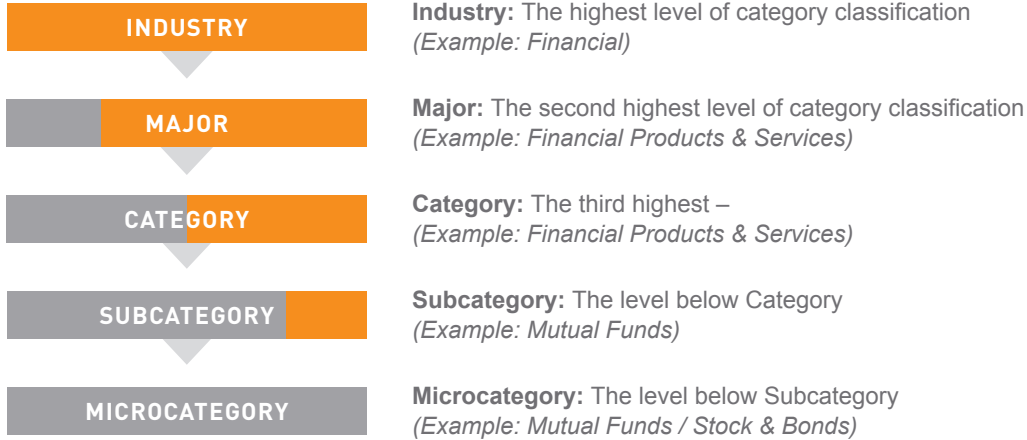


# Brand Central: Kantar Media Intelligence's Product Structure



## CATEGORY LEVELS

**Kantar Media Intelligence Product Group:** Similar products which span categories  
(Example: Baby Products or Internet/Online)



## PRODUCT LEVELS



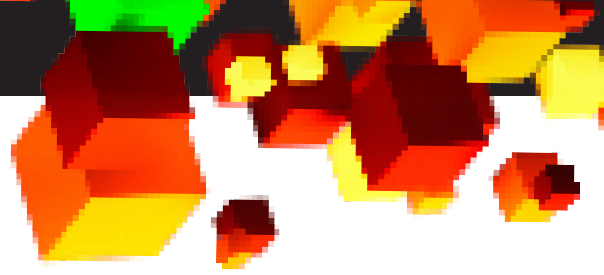
"Who & What"

"What is it?"  
Generic

Extra Detail:  
Selected Categories



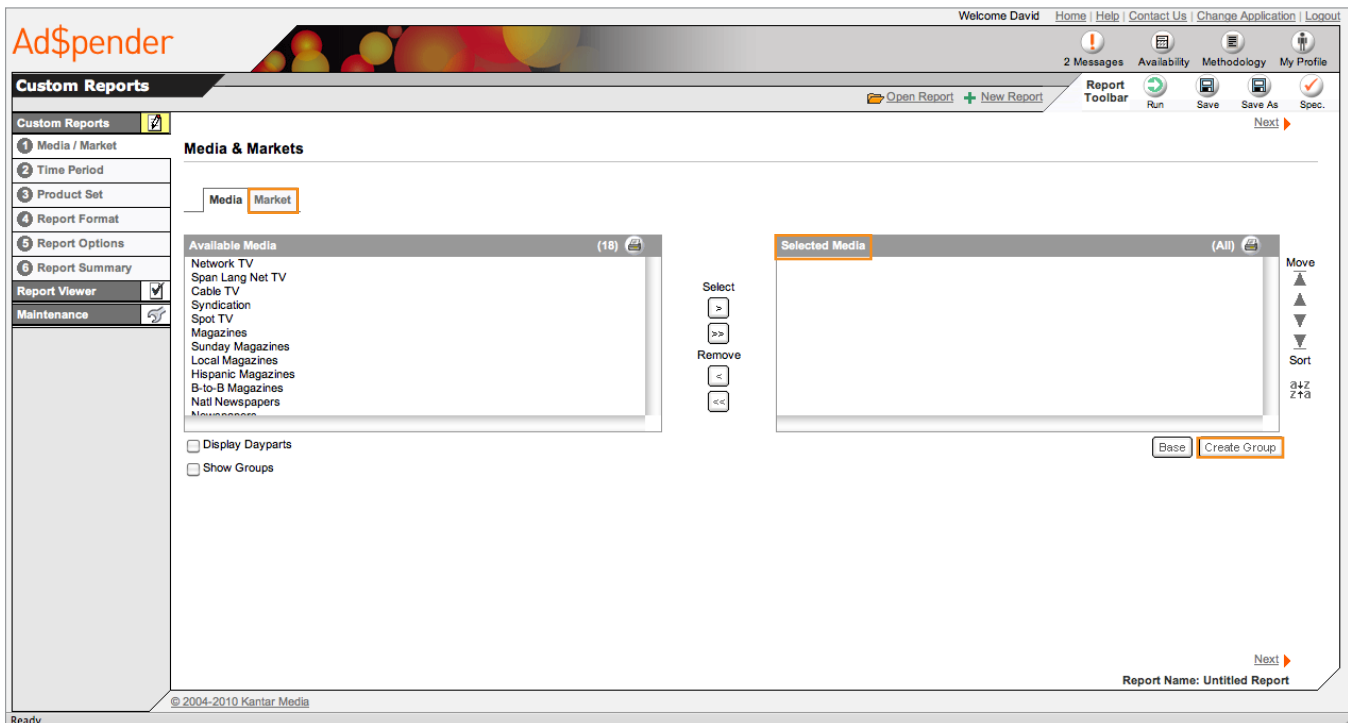
# Setting Up Key Reports Customizing Your Media Set



To begin using Ad\$ponder, log in at <http://products.KantarMediaNA.com>

Your Media Set allows you to narrow down your choices of which media to include in your report. It also allows you to create and include media groups.

1. To create a Media Group, highlight media within **Selected Media** box and click on **Create Group**.
2. Enter Group Name and save group.
3. Click on the **Market** tab to proceed. (Depending on your permission level, you may or may not have access to the Market tab).



- The default includes All Markets. If you want to run a report for all markets, you do not need to select anything. Only make your selection to limit your report.
- Rearrange your selections on any page to appear in the order you choose. Click the selected item and use the arrows on the right side to move up or down in the list.



# Setting Up Key Reports

## Selecting Markets

Selecting Markets allows you to limit your report to specific markets.

1. To create a Market Group, highlight media within **Selected Markets** box and click on **Create Group**
2. Enter **Group Name** and save group
3. Click on the **Time Period** menu option to proceed

The screenshot shows the AdSpender web application interface. The top navigation bar includes 'Welcome David', 'Home', 'Help', 'Contact Us', 'Change Application', and 'Logout'. Below this is a 'Custom Reports' section with a 'Report Toolbar' containing 'Run', 'Save', 'Save As', and 'Spec.' buttons. The main content area is titled 'Media & Markets' and features a 'Create Group' form. The form includes a 'Group Type: Market' dropdown, a 'Selected Items' list with 'ATLANTA', 'AUSTIN', and 'BALTIMORE', and a 'Move' control with up/down arrows and 'Sort' options. Below the list are input fields for 'Enter Group Name' and 'Enter Group Abbreviation', radio buttons for 'Specify Group Access' (Private selected, Public unselected), and checkboxes for 'Add Group To Selected Box' and 'Remove Individual Items From Selected Box'. 'Save' and 'Back' buttons are at the bottom of the form. A sidebar on the left contains navigation options like 'Media / Market', 'Time Period', 'Product Set', 'Report Format', 'Report Options', 'Report Summary', 'Report Viewer', and 'Maintenance'.

- The default includes all markets. If you want to run a report for markets, you do not need to select anything. Only select to limit your report.
- Rearrange your selections to appear in the order you choose. Highlight the selected item and use the arrows on the right to move it up or down the list.

# Setting Up Key Reports

## Selecting Time Periods

You can add more than one type of time period in your report to. Mix and match months, quarters, years, and more.

1. Select a single time period from the drop down menu, specify a date range, or **Select Multiple Time Periods**

The screenshot shows the Ad\$pendr web application interface. The top navigation bar includes the Ad\$pendr logo, a user welcome message 'Welcome David', and links for Home, Help, Contact Us, Change Application, and Logout. Below the navigation bar is a 'Custom Reports' section with a sidebar menu containing: Media / Market, Time Period (selected), Product Set, Report Format, Report Options, Report Summary, Report Viewer, and Maintenance. The main content area is titled 'Time Period - Single' and contains the following configuration options:

- Specify Time Period Type:** Radio buttons for 'Calendar' (selected) and 'Broadcast'.
- Select Time Period:** A dropdown menu currently set to 'Current Month'.
- Specify Date Range:** Fields for 'Start Date' (Jan 2010) and 'End Date' (Aug 2010).
- ShowData Availability:** A button to toggle data availability.
- Trim time periods to the latest period through which all selected media are available

At the bottom right of the interface, there are 'Prev' and 'Next' navigation arrows and the text 'Report Name: Untitled Report'.

- **Dynamic** time periods will allow you to run a report where time period will update themselves, such as Current Month, "Current Year to Date, and more.
- Broadcast weeks & months begin on Mondays

# Setting Up Key Reports

## Selecting Time Periods (Continued)

### Report by Week

1. Select Multiple Time Periods
2. Select Broadcast under the Static tab
3. Select **Week** from the **Select Frequency** drop down menu
4. Specify a week date range (optional)

The screenshot displays the Ad\$pende Custom Reports interface. The left sidebar contains a navigation menu with options: Custom Reports, Media / Market, Time Period, Product Set, Report Format, Report Options, Report Summary, Report Viewer, and Maintenance. The main content area is titled 'Time Period Selections - Multiple' and features a 'Static' tab. Under the 'Static' tab, there are radio buttons for 'Calendar' (selected) and 'Broadcast'. A 'Select Frequency' dropdown menu is set to 'Month'. Below this, there are 'Specify Date Range' fields for 'Start Date' (Jan 2010) and 'End Date' (Sep 2010). An 'ADD' button is positioned between the configuration fields and a 'Time Periods (1)' list box. The list box contains 'Current Month' and has 'Remove', 'Remove All', and 'Base' buttons below it. On the right side of the list box, there are 'Move' and 'Sort' controls. At the bottom, there is a 'ShowData Availability' button and a checkbox for 'Trim time periods to the latest period through which all selected media are available'.



# Setting Up Key Reports Customizing Your Product Set

1. Specify a Product in the **Search** Box or click on the **Show All** button to Show All Category Levels and make selections
  - All Categories can be segmented by Industries, Majors, Categories, Subcategories, and Microcategories
  - All Products can be segmented by Ultimate Owners, Parents, Subsidiaries, Brands, and Products

The screenshot displays the Ad\$pende Custom Reports interface. The main window is titled "Product Set Search and Select" and shows a search bar with "All Categories" selected and "Where Any Word" entered. Below the search bar, there are tabs for "Available Categories (937)", "Majors (293)", "Categories (937)", "Subcategories (1715)", and "Microcategories (1759)". The "Available Categories" tab is active, showing a list of categories such as "A110 Blouses & Dress Shirts", "A121 Coats, Rainwear & Jackets", "A122 Furs & Fur Coats", "A128 Outerwear Corporate Promotion/Sponsorship", "A129 Outerwear General Promotion", "A131 Dresses & Suits", "A132 Formalwear", "A133 Bridalwear", "A138 Dresses, Suits, Formalwear & Bridalwear NEC", "A139 Dresses, Suits, Formalwear & Bridalwear, General Promotion/Multi-Category/Corporate", "A141 Sportswear & Athleticwear", "A142 Sportswear Jeans", "A150 Bathing Suits & Beachwear", "A197 Ready-To-Wear NEC", "A198 Ready-To-Wear Corporate Promotion/Sponsorship", "A199 Ready-To-Wear General Promotion", "A211 Womens Underwear & Lingerie", and "A212 Mens Underwear".

On the right side of the interface, there is a "Selected Items" panel with buttons for "Select", "Remove", and "Exclude". The "Select" button is highlighted. Below the list, there are "Drill", "Info", and "Group" buttons. The interface also includes a "Report Name: Untitled Report" and a "Page 1 of 4" indicator.

# Setting Up Key Reports

## Setting Up Your Report Format

1. Choose the sort options you would like to appear in the rows of your report
  - The order of the sorts will determine the organization of your report
  - The default column is Media and the default row is Product
  - The Product **sort by** option enables the display of the Product Break Out box, which allows you to select other Product and Category levels.

The screenshot shows the 'Ad\$pende' web interface. At the top, there is a navigation bar with 'Welcome David' and links for 'Home', 'Help', 'Contact Us', 'Change Application', and 'Logout'. Below this is a 'Custom Reports' section with a sidebar menu containing: 'Media / Market', 'Time Period', 'Product Set', 'Report Format', 'Report Options', 'Report Summary', 'Report Viewer', and 'Maintenance'. The main content area is titled 'Report Format' and indicates 'You have selected the following: Media (All)'. It contains three main sections: 1. 'How would you like to break out your report?' with dropdowns for 'Columns' (Media), 'Sort by' (Product), 'Then by' (None), and 'Then by' (None). A 'For Product Break Out:' box contains checkboxes for 'Ultimate Owner', 'Industry', 'Parent', 'Major', 'Subsidiary', 'Category', 'Advertiser', 'Subcategory', 'Brand', and 'Microcategory' (checked), and 'Product' (checked). Below are checkboxes for 'Product Name', 'Product Type', and 'Product Descriptor' (all checked), and 'Include Category Code' and 'Page Break on First Sort' (unchecked). 2. 'Which measures would you like to see in your report?' with 'Dollars' (checked) and 'Units' (unchecked). 3. 'On the above measures which calculations would you like to run?' with 'Difference', 'Difference %', '% Across', '% Down', and 'Index' (all unchecked). A final section 'Specify what your report should rank.' has 'None' (selected), 'All', and 'Include All Other' (unchecked) options. The status bar at the bottom left says 'Ready'.

# Setting Up Key Reports

## Setting Up Your Report Format (Continued)

### Report Format

2. Choose the measurement options you would like to appear in the rows of your report

Report Format

Report Options

Report Summary

Report Viewer

Maintenance

Columns: Media

Sort by: Product

Then by: None

Then by: None

Product Details to be reported:

- Product Name
- Product Type
- Product Descriptor

For Product Break Out:

- Ultimate Owner
- Industry
- Major
- Category
- Subcategory
- Microcategory
- Parent
- Subsidiary
- Advertiser
- Brand
- Product

Full Product (Name, Type and Descriptor) must be reported if you select Product Groups or the Show Category Code option. Product Type must be reported if you include Product Descriptor.

Include Category Code

Page Break on First Sort

Which measures would you like to see in your report?

Dollars  Units

On the above measures which calculations would you like to run?

Difference  Difference %  % Across  % Down  Index

Specify what your report should rank.

None

All

Top [ ] Items  Include All Other

Top [ ] % of Items

Select Level of Detail to Rank

Base the rank on: Total

Column using the: Dollars Measure

Include Rank Numbers

Prev Next

Report Name: Untitled Report

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- To select a calculation check the box of your choice

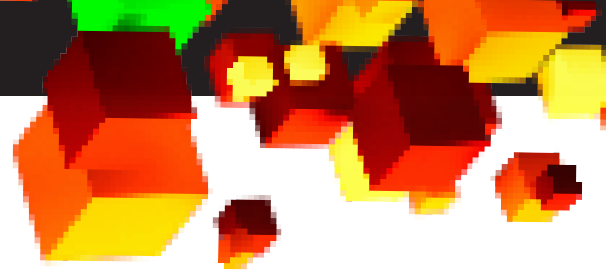
# Setting Up Key Reports

## Reviewing The Report Summary

1. Enter a Report Name
2. Specify a report access, **Privilege Private** or **Public**.
  - Public reports can be viewed and used (but not modified) by anyone with access to AdSpender within your company
3. Click on the **Run Report** button

The screenshot displays the AdSpender Custom Reports interface. At the top, there is a navigation bar with the AdSpender logo, a user greeting 'Welcome David', and links for Home, Help, Contact Us, Change Application, and Log. Below this is a 'Custom Reports' section with a toolbar containing 'Open Report', 'New Report', 'Run', 'Save', 'Save As', and 'Spec'. A 'Report Summary' section is highlighted, containing a text input for 'Enter Report Name' (with 'Untitled Report' entered), a 'Specify Report Access' section with radio buttons for 'Private' (selected) and 'Public', and a 'Run Report' button. Below these are fields for 'Last Modified Date' (10/24/2010 10:44:54 PM) and 'Report Owner' (David Wood - ad). A 'Report Specification' section follows, with a 'Close All Selections' button and expandable sections for 'Media/Market', 'Media', 'Market', 'Time Periods', 'Product Set - Untitled Product Set', and 'Report Format'. A 'Tools' panel on the right lists actions like 'Edit section selections', 'Close all selections', 'Show all selections', 'Show selections', and 'Close selections'. A 'Labels' section indicates that an asterisk designates a group.

# Ad\$ponder Measures & Calculations Explanations



## Measures

**# - Units:** *Units* are simply the number of advertisements placed. There is no weighting (based on spot length, size, etc.) at all. Units are also called “placements”.

**\$ - Expenditures:** *Expenditures* are the dollars attributed to the given amount of advertising. Expenditures do not take into account volume discounts or sales commissions. Expenditures are “Gross” dollars. Expenditures are stated in thousands (000) within Trend, Media Mix, Pod Position, and Summary. You are given an option of thousands (000) or actual numbers for all other report types.

## Calculations

**Difference:** *Difference* shows the difference between the given column and the base column\* as a pure numeric difference.

**Difference %:** *Difference Percent* shows the percent difference between the given column and the base column\* as a percentage.

**% Across:** *Percent Across* compares the numbers within the column to the total for the report for the given measure across all columns as a percentage. This gives the percentage of the total that the given column accounts in the selected measure.

**Index:** *Index* divides by the total for a given row and multiplies by 100.

**% Down:** *Percent Down* compares the numbers within the row to the subtotal for the report for the given measure. This gives the percentage of the subtotal that the given row accounts in the selected measure. For example if sorting by Parent then Brand, % Down on expenditures would show brand’s expenditures as a percentage for the parent.

*\*Base Column: The column to calculate differences from. Note that if a base column is not designated (within either the time period tab for trend reports, or the applicable column in the Finder for Media Usage) then the Total column will be used.*

# Terms & Definitions

## ALL

If no selections are made, the system defaults to “All,” which means everything is automatically selected.

## All other-ranking

When ranking and limiting to the Top “N”, there is an option for an all other total which would group together the remaining activity beyond the top “N”.

## Brand

The name associated with the maker or provider of a Product or service. Also referred to as an Account.

## Category

Groups of brands that do business in the same general area. Each brand belongs to one category.

## Cutoff

Setting a number below or above which activity will not be reported. For example, reporting only brands that spent more than \$100,000 and less than \$1,000,000. Available as a tab within the measures/calcs page. **Note that you must rank in order to cutoff within reports.**

## Dynamic Time Periods

These change based on data availability so you do not have to continually change your time periods. These can be a single time period or multiple time periods such as current month and current year broken out by month.

## Grand Total

Total for all items within the report. Grand totals can be at the top or bottom of the report, set within the Report Options page.

## Groups

A combination of the same entity type (i.e. brands) to show on a report as one item.

## Major

A level of brand classification above category. Majors contain numerous categories.

## Not-Itemized

Not-Itemized advertising does not receive a specific Brand. Examples of this include the following: Classified Ads and advertising in directories including Schools & Camps, Financial, Kennels, Game Breeders, Where-To-Go, Real Estate, Restaurants, Hotels & Resorts, Postage Stamps & Coins, Business Propositions, etc.

## Commonly Used Abbreviations

ADV	Advertising or Advertisement
ASSN	Association
CO	Company
CORP	Corporate
COS	Companies
CP	Corporate Promotion
DISC	Discount
DOM	Domestic
DOW	Day of Week
DR	Direct Response
FSI	Free Standing Insert
HISP	Hispanic
LOH	Ladies of the Household
LTD	Limited
M	Men
M&W	Men and Women
MA	Mergers and Acquisitions
PDTS	Products
RTS	Ready to Serve
RTW	Ready to Wear
VAR	Various
W	Women
WW	Working Women

---

### **Parent Company**

Represents the company that produces/markets/ distributes — and is usually the source of the ad dollars for individual brands. Each brand or account has one parent company. If a brand or accounts parent company is not known it will be placed under 'Parent Unknown'. Note that 'Parent Unknown' will not show as an available parent within Product Sets.

### **Product Sets**

A container of product related selections including special class, industry, major, category, parent company, subsidiary, and brand. Product sets can be saved so they can be reused for other reports. If you don't want to reuse a product set, you would just make selections and continue. If you want to reuse it, you would save and name it.

### **PSA (Public Service Announcements)**

Ads created to convey a public service. Placement can be paid or unpaid.

### **Public Report**

Specifications, Product Sets, Media Sets, Daypart Sets, Groups, and Report Results can be shared across your company. When you save, you would change to the public option. Public items are public read-only, meaning only the owner can modify them. All other users can use them as is or save under another name.

### **Ranking**

Ordering a report based on the selected measure in a descending order. User can also select Top "N" such as Top 25 which limits the report.

### **Special Class**

An additional attribute on a brand to group brands across categories. Some examples of Special Classes are Corporate Promotion brands or Online brands.

### **Static Time Period**

Specifically defined time periods that do not change.

### **Subsidiary**

A company at least 50% controlled or owned by another company.

### **Subtotals**

Intermediate totals within the report. The default is to subtotal all sorts except the innermost. These can be deselected on the Report Options page.

### **Summary Totals**

Show totals for inner sorts that may be under more than one outer sort. For example, if you were to run Parent then Category as sorts, if a summary total was reported the total by category across all parents would be shown on the report as well.

### **Time Period Frequency**

Option to determine how time periods will be reported. (i.e. by week, month, etc.)

### **Totals**

All totals are net totals, which means if there is duplication within a report, the totals wouldn't show the duplication. For example, if I select a brand and I create a brand group that also contains that brand, the total will only count the brand once.

### **Units**

Refers to a single measurement such as one TV spot or one newspaper ad. Media such as Local Radio, Outdoor, and Internet do not have units of measurement so will show an empty field. Units ARE NOT PRORATED based on size or length.

### **Vignette**

A short literary sketch sponsored and bundled with a commercial. It may be a trivia question, cooking tip, public interest item or program-material-related sketch. Vignettes will air nationally with many national products.

# FAQs

## **What does “There were no results for the report you requested” mean?**

This means that there was no activity found for the report you ran. This could happen for a number of reasons. For example, the brands included in your report may not have had any activity during the time period you requested, or perhaps dollars or ratings were not yet available for the time period you included in the report. In this situation you should check data availability or change some of your selections before running your report again.

*(Note that there is no more “No data met all report specifications”)*

## **How can I see what brands are included in a particular category?**

On the Product Set Summary page, click on Category and you will be taken to the category selection page. After searching or browsing for your desired category, highlight it. Now, in the box below, select “Show Me Brands For Highlighted Available Items” and click on the Search button. You will now see a list of brands within the category you highlighted. Note that you may also highlight multiple categories in order to see the brands in each.

If you want to drill down to these brands using a keyword, click the show advanced link first. Then select a begin date of 1/1/1998 and enter your keyword. With your category highlighted, click search. This will search all brands within the database.

## **How do I find new brands that were added into the database within a particular time frame?**

*(Also referred to as a Brand Audit)*

On the Product Set Summary page, click on Brand. With brand still shown in the dropdown of the Product Set search box, click on Show Date Criteria to make your date selections. Type your desired keyword in the box and click on search. If you would prefer to search all new brands, leave the keyword box blank and click on search. If you would like to see new brands within a particular category or parent, go to the Product Set Summary page and click on Category or Parent. After searching or browsing for your desired category or parent, highlight it. Now, in the box below, click on Show Advanced and choose a date range.

Then, select “Show Me Brands For Highlighted Available Items” and click on the Search button. You will now see a list of brands within the category or parent you highlighted.

## **What is the difference between a static and a dynamic time period?**

Static time periods are specific dates to be included in your report. Static time periods do not change over time. Example: January 2005

Dynamic time periods are based on media availability. With a dynamic time period, such as “Current Month”, the days, weeks, months, or years covered in a given report will change over time depending on when a report is run.

For example, if a report includes “Current Month”, the report will always include the most recent month of available data. Therefore the report output will cover a different month in June than it would if the report is run again in December.

## **What does COMB, COPY & NEC mean?**

Comb Copy and NEC (Not Elsewhere Classified) means that a particular brand or combination of brands did not fit into any category within a specific class, and is therefore put into the Comb Copy and NEC for that class. For example, Category F611 is for Regular Beer & Ale, Category F612 is for Light & Low Alcohol Beer & Ale. If both a regular and a light beer are advertised together, then the brand and ad spending will go in F619 Beer & Ale: Comb Copy and NEC.

## **How can I view the DMA rank of a market?**

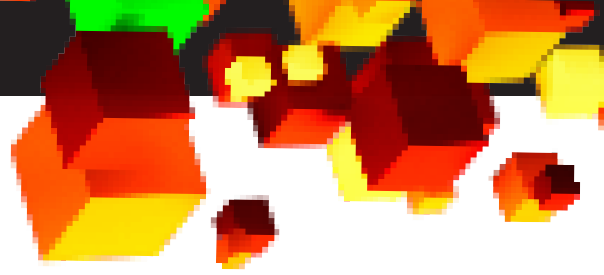
Check off Display DMA rank under the market tab within the MediaSet Selections.

## **How do I find out when the most recent data will be available? When will spending/ratings be available for a certain media?**

Please see Data Availability chart or click on Availability button in the upper right hand corner of Ad\$pende.



# Data Availability



	Network TV	Syndication	Cable TV	Spot TV
Units & Dollars	6-8 Weeks	6-8 Weeks	6-8 Weeks	Unadjusted: 1-2 Weeks

	Net Radio	Natl Spot Radio	MK Local Radio	Magazines	Sunday Mags
Units & Dollars	3-5 Weeks	8-10 Weeks	6-8 Weeks	1-2 Weeks	1-2 Weeks

	Local Magazines	Hispanic Magazines	B-To-B Magazines	Internet	Outdoor
Units & Dollars	1-2 Weeks	1-2 Weeks	6-8 Weeks	24-48 Hours	5-6 Weeks

	National Newspaper	Newspaper	Hispanic Newspaper
Units & Dollars	About 4 Weeks	About 4 Weeks	About 4 Weeks

