



Plan Management,
Flowchart
and
Presentation System

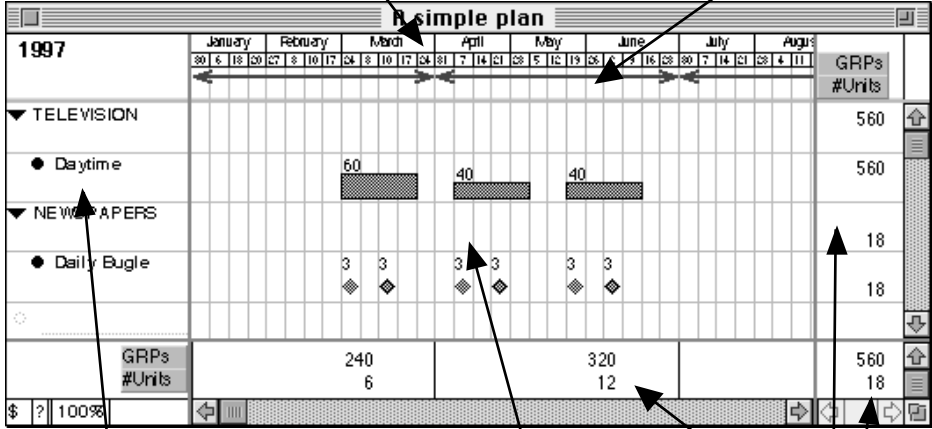


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At its heart, Go•Chart provides a framework for designing and evaluating a media plan

A calendar, usually shown in weeks
(but could also be days or a combination of weeks and days)

Reporting periods

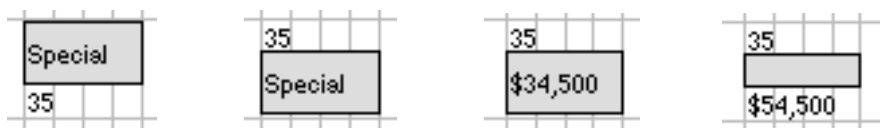
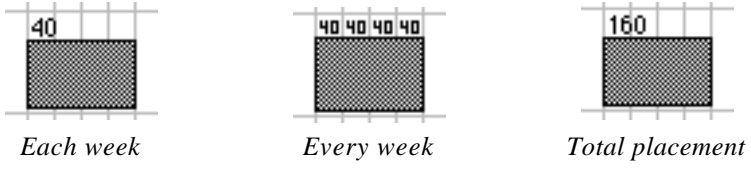
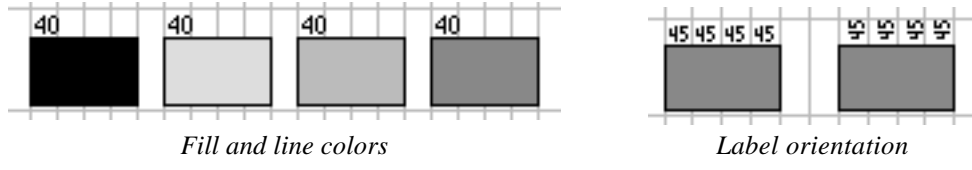
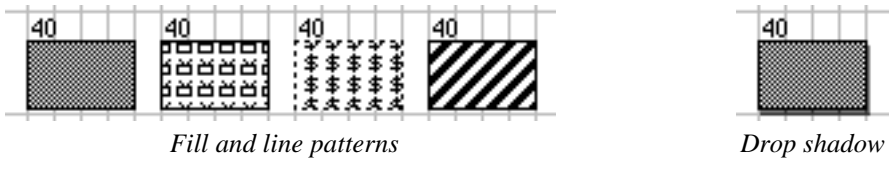
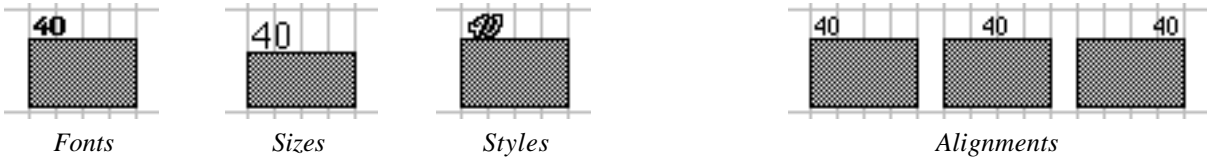


A list of media, markets, and other venues, where we will place our advertising

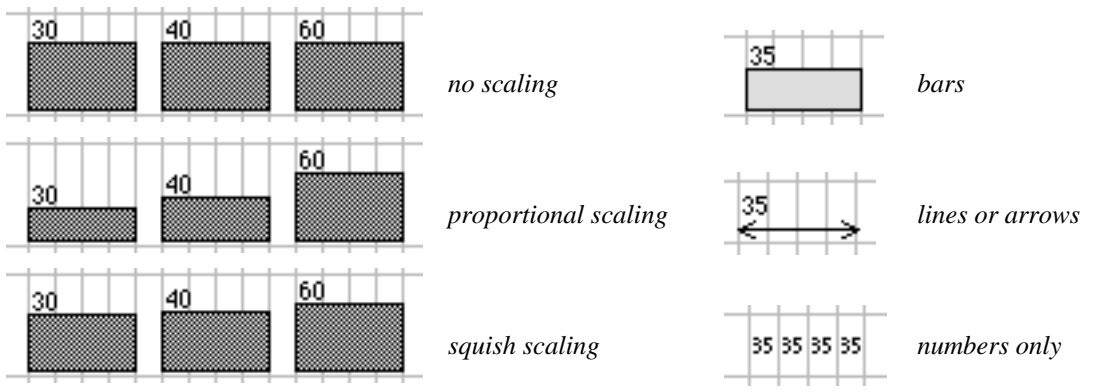
Planned media activity

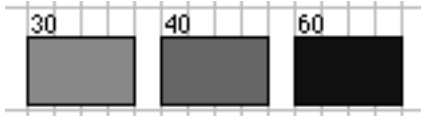
Results

Plan elements are shown with a wide flexibility of styles, formats, colors, and labelling

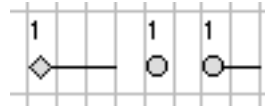


Wide variety of choices for positioning of labels and text (which can include "hot" codes for flight info)



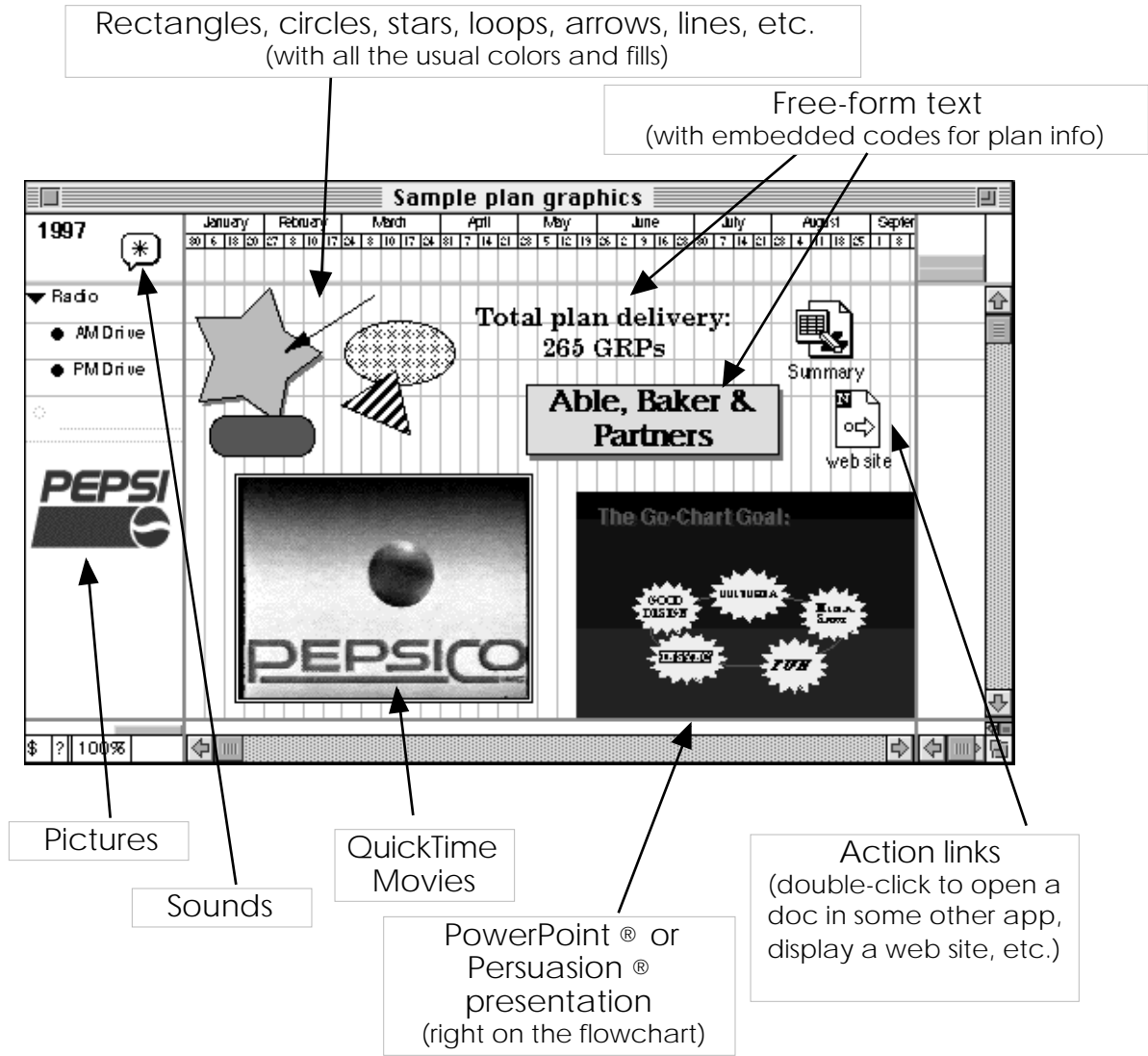


weight shading



print media

**With a drawing layer over the plan,
Go•Chart helps you to explain, dramatize and
sell your plan with sight, sound and motion**



Go•Chart uses familiar, standard concepts of advertising media planning

Media Options

The rows of the media flowchart show different media opportunities. The media planner has complete control of what the rows represent, but typical breakouts are:

- Media categories: Broadcast network television, local radio, newspapers, magazines, out-of-home
- Media vehicles: NBC, CNN, WGN, San Jose Mercury News, Newsweek, New York subway signs
- Dayparts: Prime, daytime, late night, morning drive, weekends
- Sections: Main news section, lifestyles, sports
- Regions or markets: West coast, top 50 markets, Baltimore
- Buyer directions or strategy: Family specials, playoffs
- Size of advertising unit: Full page, quarter page, five column inches, 30 seconds, infomercial

Costs are set-up by row, so that a 30 second ad costs more than a 15 second ad, and advertising on the west coast costs more than just Baltimore.

Types of media activity

In a supermarket, most groceries are sold by count ("a dozen eggs") or by volume ("a pound of sugar"). In the same way, advertising is typically evaluated and sold by these two measures:

- **Units:** The number of ad flights
"Place three units weekly in the Daily Bugle"
- **Points** (or "GRPs"): A gross measure of the the audience that will be achieved
"Place 60 points weekly on daytime television"

Both measures can be summed to produce a total. The chart above specifies a total of 580 points in daytime television, and 18 units in the Daily Bugle.

Although a given media option is usually specified and priced by one of these measures, both measures can be applied to the same advertising. For example, three units in the Daily Bugle may deliver 72 points, and 60 points of daytime television might require 12 separate commercial airings.

Cost management, results and calculations are straightforward but flexible

How Advertising is Priced

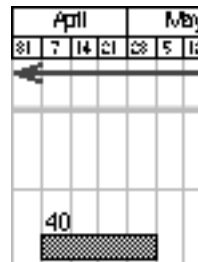
Most advertising is negotiated starting with either a unit cost or a cost per point. For example, a newspaper may ask \$7,400 for a full page ad, while a television station may offer to sell daytime advertising at \$20 per point. These rates often vary by season, month or other period. Of course, the time periods the station or newspaper use to set their rates have nothing to do with each other, or with the periods the media planner wants to use for reporting results.

1997	January	February	March	April	May	June	July	August
	30 6 13 20 27	3 10 17 24	3 10 17 24	3 10 17 24	3 10 17 24	3 10 17 24	3 10 17 24	3 10 17 24
▼ TELEVISION								
● Daytime		20	18		16			
		CPP						
▼ NEWSPAPERS								
● Daily Bugle						7400		
						Unit Cost		

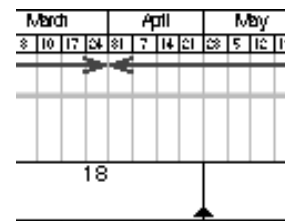
How Results are Calculated

Summaries are developed using the size, timing and costs of media activity. Take a look at the second flight box for daytime television in the above examples, and note:

The media planner has specified that 40 points are to be aired on daytime television, for each of four weeks, starting on the week of April 7:



From the cost chart, we see that the first three of those weeks will be priced at \$18 per point, while the last week costs \$16 per point:

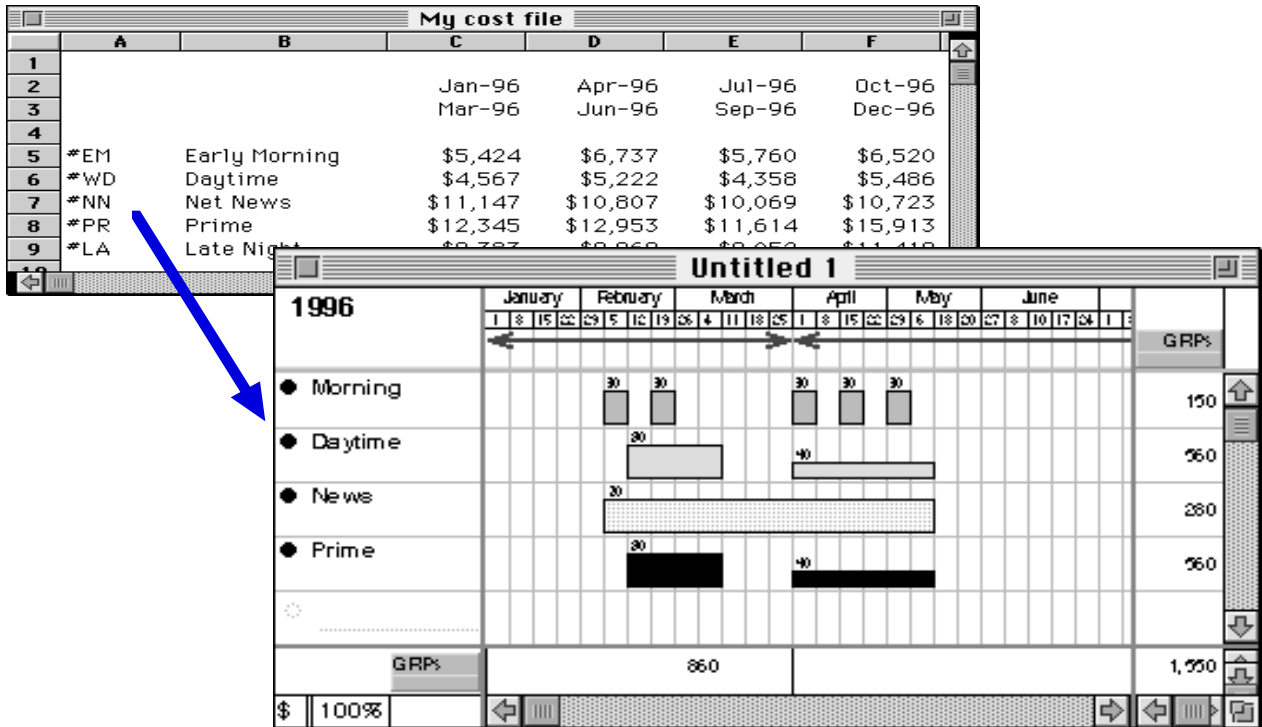


The total number of points is then 40 x 4, or 160 points. The total cost is 120 points (3 weeks of 40) at \$18, plus 40 points at \$16, for a total of \$2,800.

Go•Chart also breaks out results by report periods, so that the planner can see, for example, results for all television for the first quarter. Other summary measures can also be computed, including CPM (cost per thousand impressions), average CPP, weeks on air, and various percentages of the totals.

Go•Chart integrates with Excel for media costs

Costs Can Be Maintained in Excel, Used in Go•Chart



Go•Chart integrates with Excel for reports

Reports are Created and Displayed in Excel

The image displays four overlapping Excel spreadsheets, each representing a different report generated by Go•Chart. The spreadsheets are titled 'Budget Summary 1', 'Budget and GRP Summary 2', 'Week By Week-Active 3', and 'Activity Detail 4'. Each spreadsheet shows a grid of data with columns labeled A through K and rows numbered 1 through 15 (or 19 for Activity Detail 4). The data includes dates, media types (RADIO, TELEVISION, MAGAZINES), and financial metrics like Total Cost and Total GRP.

	A	B	C	D	E
1	Budget Summary				
2	Plan:	Our 1995 Plan			
3	Friday, October 20, 1995, 8:41 AM				
4					
5	Media	1/1/96			
6		2/25/96			
7	RADIO				
8	Drives	800			
9	TELEVISION				
10	Morning	0			
11	Daytime	800			
12	Prime	2088			
13	MAGAZINES				
14	Better Plans	44			
15	TOTAL	3732			

	A	B	C	D	E	F	G	
1	Budget and GRP Summary							
2	Plan:	Our 1995 Plan						
3	Friday, October 20, 1995, 8:46 AM							
4								
5	Media	1/1/96	2/26/96	4/29/96	Total Cost	Total GRP		
6		2/25/96	4/28/96	12/29/96				
7	RADIO	\$			1200	600		
8		GRP						
9	Drives	\$	800	400	0	1200		
10		GRP	400	200	0	600		
11	TELEVISION	\$			5776	800		
12		GRP						
13	Morning	\$	0	0	0	0		
14		GRP	0	0	0	0		
15	Daytime	\$	800	800	0	1600		
			160	160	0	320		
			2088	2088	0	4176		
			240	240	0	480		
			44	44	0	88		
			0	0	0	0		

	A	B	C	D	E
1	Week By Week-Active				
2	Plan:	Our 1995 Plan			
3	Friday, October 20, 1995, 8:48 AM				
4					
5	Time				
6	Period	Start	*days	GRPs	Cost
7	1	1/1/96	7	110	666000.00
8	2	1/8/96	7	150	822000.00
9	3	1/15/96	7	150	822000.00
10	4	1/22/96	7	150	822000.00
11	5	1/29/96	7	150	822000.00
12	6	2/5/96	7	150	822000.00
13	7	2/12/96	7	150	822000.00
14	8	2/19/96	7	150	822000.00
15	9	2/26/96	7	150	822000.00
16	10	3/4/96	7	150	822000.00
17	11	3/11/96	7	150	822000.00
18	12	3/18/96	7	150	822000.00
19	13	3/25/96	7	150	822000.00

	A	B	C	D	E	F	G	H	I	J	K	
1	Activity Detail											
2	Plan:	Our 1995 Plan										
3	Friday, October 20, 1995, 8:49 AM											
4												
5	Media	Start	End	Total GRP	Total Units	CPP	CPP	Unit Cost	Unit Cost	Unit Cost	Total Cost	
6												
7	Drives	1/1/96	3/24/96	600	2000						1200000	
8	Daytime	1/8/96	2/4/96	160	5000						800000	
9	Daytime	3/4/96	3/31/96	160	5000						800000	
10	Prime	1/1/96	1/28/96	240	8700						2088000	
11	Prime	2/26/96	3/24/96	240	8700						2088000	
12	Better Plans	1/1/96	1/28/96		1			44000			44000	
13	Better Plans	2/26/96	3/24/96		1			44000			44000	

Go•Chart Requirements

Since not everyone can afford to have the latest and best equipment all of the time, we designed Go•Chart to work in a variety of environments. As a minimum, you will need a Mac with 2 meg of memory, running Mac OS 7.0 or later.

Microsoft Excel (version 2.2 or later) is strongly recommended for generation of Excel reports, and if you wish to use external cost file links.

The “drag and drop” features of Go•Chart require Mac OS 7.5 or later, or any version of Mac OS 7.0 or later with the “Macintosh Drag and Drop” extension installed.

If you want to place QuickTime movies onto your plan, the QuickTime extension must be in your Extensions folder.

Recording of sound notes requires the appropriate software and a microphone, both of which are built-in on some Mac desktop and PowerBook computers.

Go•Chart Documents and Guides

Media planners new to Go•Chart can use the **Go•Chart: Getting Started** guide for a friendly, step-by-step introduction to the system.

The in-depth reference for all of Go•Chart’s capabilities is the **Go•Chart Planner’s Guide**. The Planner’s Guide is also provided in an easily reviewed and searchable version on disk.