

Did you know...?

- You may call ACT 1 Systems at (818) 347-6400 for unlimited free **phone training** during our regular business hours from 7:30am – 5:00pm Pacific Time. Call us as often as you need to get answers to your questions, no matter how complex or trivial.
- You may also send an **e-mail** to ACT 1 Systems any time for regular assistance. Please contact Alexis (x10) at adoria@act1systems.com, Eric (x11) at erosenberg@act1systems.com, or David (x16) at ddavidson@act1systems.com.

Application Tips

- If you're running an Audience Report with Reach that utilizes a multi-week schedule, you have the option of choosing whether your specified spots run each week, or whether your spots run over the course of the campaign. If the former, you would enter the number of weeks on the Audience Options tab in the lower left and have Flight unchecked. If the latter, you would enter the number of weeks and select the Flight checkbox.
- When running an Audience Report, you have the option of including an Overview Page which summarizes the data for the report type you've selected. If you are using multiple lineups, this is a great place to see on one page totals for each lineup as well as a grand total for all lineups. For example, if you are running an AQH & Cume Audience Report with multiple lineups, the Overview Page can show summaries (for each lineup, as well as a grand total of all lineups combined) for: population, in-tab, AQH, AQH Rating, Cume, Cume Rating, and Coverage Percentage. For report types that include spots and cost, such as Reach & Frequency or Gross Impressions, the Overview Page can also show additional data such as Total Cost and Cost Per Point. You can enable the Overview Page on the Audience Options tab in the middle left of the Input dialog box.
- ACT 1 Systems has revised its website! Make sure to check out our new design, "Did You Know...?" newsletter archive, Quick Start Overview, and other new FAQs and features.