

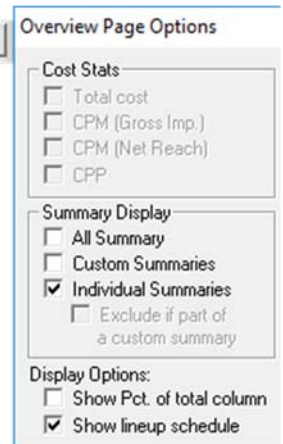
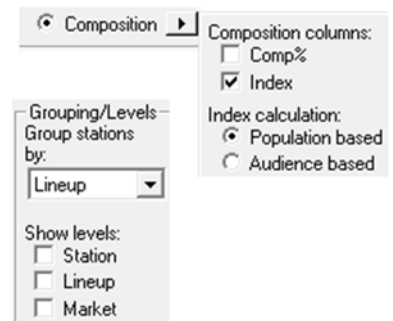
Did you know...?

ACT 1 lets you see if lineups skew towards your buy demo via Index on the Affiliate System’s Audience Composition report. (If you have a Planner document with all the proposals and lineup codes assigned, you can transfer this to an Audience report to automate the first two steps below.)

- Open/make an Audience report.
- On the Lineups tab, insert all the lineups you want to see.
- On the Demos tab, enter a ‘base’ demo which must be listed first (at the top), such as P18+ or P12+. This represents your baseline of all listeners. Then enter your buy demo below this, such as W25-54.
- On the Audience Options tab, configure the following settings:



- Report Type set to “Composition”. Click the arrow, check the “Index” box, and leave it set to Population-based.
- Group/Levels - uncheck the Station/Lineup/Market boxes (because these extra detail pages are typically not needed). Leave it grouped by Lineup.
- Click the Summary Pages button and uncheck all boxes.
- Select the checkbox to the left of the Overview Page button.
- Click the Overview Page button and make sure the ‘individual summaries’ checkbox is selected. Optionally, select the ‘show lineup schedule’ checkbox to see the dayparts on the Overview page which helps add visual clarity if using dayparted schedules.



- This produces a Cover Page and an Overview Page. The Overview Page should have 2 columns with the base demo on the left and your buy demo on the right (which shows the Index you want to see), for all lineups/properties:

Overview - Population		Persons 18+		Women 25-54	
		Pop	AQH Index	Pop	AQH Index
Total United States		Pop: 250,990,600		Pop: 63,708,200	
PLUTO (+)	MF 6-10a	139,000	100	36,100	102
MOON (+)	MF 10a-3p	229,800	100	54,800	94
MARS (+)	MF 3-7p	294,700	100	98,600	132