Simmons OneView
Reach and Frequency Module
What does the Reach & Frequency Module do?

The Reach & Frequency module assists in print planning by providing you with cost, reach, and frequency measures for optimized plans based on the average issue audience of each magazine, cost per insertion, and inputs such as total budget and maximum number of insertions per title.

The module also allows for you to enter mock plans (specific number of insertions per individual magazine), and calculate the total cost, reach, frequency, and CPM for those plans.

How do I create a Reach & Frequency run?

1. After logging into OneView, click on the Plan tab
2. Click on the Reach & Frequency link under the Plan tab
3. Click the Study button to select the study you wish to work in
   a. Scroll through the list, or use the search/filter functionality to locate the study; click the study name to select it
   b. Click OK
4. Select/create your target and base (if desired) for your print plan and move the measure(s) to the appropriate field(s) on the right side of the screen
5. Select the magazines you wish to use for planning from the Average Issue Audience (AIA) measures and move them to the Print Media section on the right side of the screen
   
a. For Windows Users:
   i. In order to cherry pick magazines, press and hold the CONTROL key and click on the desired titles
   ii. In order to select all magazines, or a contiguous range of titles, old down the SHIFT key and click the top answer choice and the bottom titles in the desired range.

b. For Mac Users:
   i. In order to cherry pick magazines, press and hold the COMMAND key and click on the desired titles
   ii. In order to select all magazines, or a contiguous range of titles, old down the SHIFT key and click the top answer choice and the bottom titles in the desired range.

6. Press the Run Analysis button
7. Enter in costs for a single ad in an individual magazine by double-clicking the cost fields next to each magazine title, and typing the cost.
8. Create a plan
   a. Option 1:
      i. Plan by entering in the desired number of insertions per magazine, by
clicking into each space under the schedule you’re working in, and typing
in the total insertions.
      ii. Click the Run Schedules button on the upper right corner of the screen, to
calculate reach, average frequency, gross impressions, total plan cost, CPM,
etc.
b. Option 2:
   i. Click the Optimize button and enter in your **Global Max** and **Total Budget**

1. **Global Max**: Enter in the maximum number of insertions you would like in any of the selected magazines
2. **Total Budget**: Enter in the total amount you are willing to spend on a complete campaign
9. **Click Run Optimize:** The optimizer will calculate the best schedule based on total impressions for the specified budget and insertion parameters entered, as well as provide you with a summary of reach, frequency, CPM, total plan cost, etc.
10. Save your costs (optional step)
   a. Click on the **Save Table** button to save a cost file for the magazines you used in your plan; save this file somewhere on your computer.

b. You can upload the cost file by clicking **Load Table** when working on future plans, involving one or more of the magazines you've selected.