

# TAPSCAN WEB 11 BENCHMARK REPORT

Select Research

Home	<b>Research</b>	Schedules	Proposals	Orders	Accounts
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The Benchmark report is in the Benchmark/Tables column in the middle.

### Create New Reports

<b>Rankers</b> <input type="checkbox"/> Ranker <input type="checkbox"/> Outside <input type="checkbox"/> Excl Audience <input type="checkbox"/> Hour By Hour	<b>Listening Composition</b> <input type="checkbox"/> Age <input type="checkbox"/> County <input type="checkbox"/> Ethnic <input type="checkbox"/> Language <input type="checkbox"/> Listening Location <input type="checkbox"/> Loyalty <input type="checkbox"/> Working Persons	<b>Comparison</b> <input type="checkbox"/> Trender <input type="checkbox"/> Duplication <input type="checkbox"/> Median Age	<b>Benchmark/Tables</b> <input checked="" type="checkbox"/> Benchmark <input type="checkbox"/> CPP <input type="checkbox"/> CPM <input type="checkbox"/> Spot Based	<b>RSP Reports</b> <input type="checkbox"/> Category Profile <input type="checkbox"/> Demo Profile <input type="checkbox"/> Monthly Factors <input type="checkbox"/> Station Bonus Spending	<b>Qualitative Reports</b> <input type="checkbox"/> IQP <input type="checkbox"/> Target Profile <input type="checkbox"/> Radio Ranker
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Click "Generate Report"

<b>Generate Report</b>	Clear All Reports
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Select your parameters for the report by clicking on the blue links. You must enter number the commercials within the selected daypart on Your Station using the red link. Click "Apply Changes".

<b>Select Parameters</b>	<b>Hide</b>	
<a href="#">Survey:</a> SEP14	<a href="#">Market:</a> DALLAS-FT. WORTH	<a href="#">Geo:</a> Metro
<a href="#">Demo:</a> P 12+	<a href="#">Estimates:</a> Estimates	<a href="#">Spot Lengths and Rates</a>
<a href="#">Daypart:</a> M-Su 6a-12m	<a href="#">Station:</a> All Stations	<a href="#">Stations to Graph</a>
<a href="#">Benchmark Based on: Commercials on Station*</a>		
Click the links above to set report splices		

**Apply Changes**

**Establish a Benchmark**

1 **Select a Favorite** (Optional)

2 **Edit Selection**

Create a Benchmark based on the persons reached by running:

25 commercials in a week on \*KAAA-FM

[Click here for Combos](#) [Select Stations to Highlight](#)

3 **Save as Favorite** (Optional)

Name:  **Save**

**Ok** **Cancel**

# TAPSCAN WEB 11 BENCHMARK REPORT

Select your preferred View from the drop-down menu.



## Text View

For one station to reach approximately 274,000 Adults age 25-54 in a week, you would need to run the following number of commercials Monday-Friday 6a-7p:

Commercials Needed to Reach Approximately  
274,000 Adults age 25-54:

25	on	KAAA-FM
39	on	KBBB-FM
49	on	KCCC-FM
56	on	KDDD-FM
57	on	KEEE-FM

## Table View

Station	Spots	Length	Rate	Investment	Net Reach	Frequency	Gls
KAAA-FM	25	60	\$275	\$6,875	274,000	1.6	447,500
KBBB-FM	39	60	\$225	\$8,775	274,300	2.1	577,200
KCCC-FM	49	60	\$175	\$8,575	274,200	2.8	754,600
KDDD-FM	56	60	\$195	\$10,920	274,900	2.3	638,400
KEEE-FM	57	60	\$180	\$10,260	275,700	2.0	541,500

**TIP:** If you know Spot Lengths and Rates for other stations, enter using the blue link and use the Table View. This will show an advertiser the value of their investment.

Enter Spot Lengths & Rates

Station	Length	Rate
KAAA-FM	60	0.00
KBBB-FM	60	0.00
KCCC-FM	60	0.00
KDDD-FM	60	0.00
KEEE-FM	60	0.00

**NOTE:** Graph and Classic Views are also available. Classic combines the Graph View with the Table View.