


Traditional Media Scheduling Nuances

Television Scheduling

Television Telmar Imports

Television schedules can be populated using Telmar import files.

1. From the schedule page, select the schedule's **options menu** (), choose **Import Data**, and select the appropriate import data type.
2. Upload the Telmar **.csv** file from the local computer and select **Proceed**.
3. In the **Import Data** pop-up, populate the following fields:
 - **Import Type:** Telmar
 - **Medium Type:** Television
 - **File:** Select the Telmar .csv file to upload
4. Select **Proceed** to start the import.

Once the file has been successfully imported, MEplan performs the initial calculations and makes schedule exports available for download. NAV continues to perform calculations in the background.

The MEplan-MEvision synchronisation status is displayed in the top-right corner of the screen:

- **Orange:** Synchronisation in progress
- **Green:** Synchronisation complete

Total billing values update automatically and can be viewed in both local currency and client (selling) currency.

Importing a Telmar file automatically schedules all associated slots and bookings, including discounts, ratings, and target market data.

Telmar files may be re-imported multiple times once MEvision synchronisation is complete. If changes are made to the .csv file, re-importing will override the previous import. Any manually created plan lines will not be removed, and totals and schedules will update accordingly.

Television CPP Deals, Ratings, and Target Markets

CPP Deal Configuration: The CPP (Cost Per Point) loading method is configured by an ITS Consultant. This configuration can be found in the system configuration table by selecting **CPPDEAL** in the **Rating Calc Type** field.

Loading CPP Deal Parent Lines

When scheduling a CPP deal television plan line:

1. Select the **CPP Loading** checkbox on the parent line.
2. Enter values for **Rate Per Unit** and **Cost Per Point (BCY)**.

The **Plan TVR** value is calculated automatically by dividing the Rate Per Unit by the CPP.

Target Market Creation Prior to Scheduling

The Target Market on the parent line defaults to the Target Market defined on the plan but can be modified after plan creation. The Target Market on the parent line becomes the **Primary Target Market** in the Target Market table.

To manage Target Markets:

1. Navigate to the **Target Markets** table from the parent line **options menu (⋮)**.
2. Additional Target Markets can be created by selecting the **plus icon (+)** completing the required fields, and saving the line.

If scheduling occurs after Target Markets have been created, child lines will automatically inherit the parent Target Markets. These can be viewed in the **Ratings** table of the booking.

Target Market Creation Post Scheduling

If additional Target Markets are required after scheduling has taken place:


1. Navigate to the **Target Markets** table on the parent line and create the new Target Market.
2. To apply the new Target Market to existing bookings, navigate to the **Ratings** table and select the **plus icon (+)** to create a new rating line.
3. The newly created Target Market will be available in the drop-down list and will automatically populate the associated values.

All new scheduling performed thereafter will automatically include all Target Markets in the Ratings table.

OOH Scheduling

Scheduling with Sites

Out-of-Home (OOH) site cards, maintained as master data in MEvision, can be imported into MEplan using the **Schedule with Sites** functionality.

1. From the OOH schedule, select the schedule's **options menu** () and choose **Schedule with Sites**.
2. Available sites will populate and can be filtered using criteria such as:
 - Medium Type
 - Site Type
 - Site Owner
3. Once filters have been applied, select **Filter Sites** to refine the results.

Select the required sites by ticking the checkbox on the left and choose **Create Plan Lines** to import them into the OOH schedule.

The selected sites will be added to the schedule simultaneously, along with all data associated with the site cards.

OOH Child Line Divisions

For OOH schedules, booking rates can be divided directly on the child line.

In the **Rate Card** view, enter a division symbol (/) before the rate value to create a division-based calculation for that booking.

Newspaper Scheduling

Newspaper Calculated Fields

For Newspaper scheduling, inline calculations can be performed on the parent line using the following formula:

Height × Column Width × Rate Per Unit

Once these values are entered on the parent line, the child line values will automatically update to reflect the calculated result.

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