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.

You can contact **Alexis (x10)** at adoria@act1systems.com, **Eric (x11)** at eric@act1systems.com, **or David (x16) at** ddavidson@act1systems.com.

Application Tips

- You have the option of including a Population Summary page and/or a Coverage Summary page for most audience reports. **Population Summary** bases its ratings on the populations for all markets, even if your lineup(s) don't contain stations in all markets. **Coverage Summary** bases its ratings on the populations of just those markets in which stations from your lineup(s) appear. Separately, one useful combination of options is to check "All Lineups Combined" and uncheck "Individual Lineups" to hide the respective individual lineup summary pages and <u>only</u> show a single "All Summary" page that combines all lineups together.

- The **Overview** pages displayed are based on your choices for summary pages (either Population, Coverage, or both). For example, if you only show Population Summary pages, you can only show the Overview Population page. Another useful combination of options is to click the "Overview Page" button, check "All Summary," and check "Individual Summaries" to see each lineup summarized as well as a bottom-line total of the entire report.

- **Coverage Percentage** is "the total coverage population as a percentage of the total U.S. population." If you have at least one reported station in every DMA (or Metro) market, you will have 100% coverage.

- To exclude the display of markets that have no reported stations, go to the Audience Options tab and select "Exclude markets from coverage population totals if all stations unreported."