



# X-Ray 4.0 Quick Reference Guide

X-Ray has been designed to provide your radio stations with the intelligence you need to maximize revenues from your current and prospective advertisers.

## Select

Choose a station, combo or your entire cluster.

## Period

Select the month you want for your Query from the drop-down box. Reports show the month selected and the Year-to-Date.

## Criteria

Provides a more complete set of options to filter the results of the Query. Allows you to select individual advertisers or agencies, or limit the Query by typing values into the Minimum or Maximum boxes for the market or the station.

## Change Sort

Ranks the results of a Query. If the Sort is Advertiser, the results will show alphabetically. If the Sort is a Value (Revenue or Share), you must choose Ascending (lower numbers listed first) or Descending (higher numbers listed first.) You can Sort by the Month or Year-to-Date.

**X-Ray Shares Query**

Stations: KAAA/KBBB **Select...** Period: 07/07

Market: SAMPLE CITY

**Clear Criteria** **View Results** **Print Report** **Close**

Advertiser: \_\_\_\_\_

Market Revenue: Minimum: \_\_\_\_\_ Maximum: \_\_\_\_\_

Combined Revenue: Minimum: \_\_\_\_\_ Maximum: \_\_\_\_\_

Combined Share: Minimum: \_\_\_\_\_ Maximum: \_\_\_\_\_

YTD Market Revenue: Minimum: 500000 Maximum: \_\_\_\_\_

YTD Combined Revenue: Minimum: \_\_\_\_\_ Maximum: \_\_\_\_\_

YTD Combined Share: Minimum: \_\_\_\_\_ Maximum: \_\_\_\_\_

**Sort by:** Market Year-to-Date Revenue Descending **Change Sort**

**Show Accounts**

- All Accounts
- Local Accounts
  - Local Direct
  - Local Agency
- National Accounts

## Print Report

Used from the Query screen, this button prints the data direct to the printer, without showing the data in the View Results screen.

## View Results

See the data resulting from the criteria choices made in the Query.

## Show Accounts

Allows you to choose All Accounts, or to limit your search to Local or National accounts. (Local can be further divided into Local Direct and Local Agency accounts.)

## Print Report

Prints the data from the Query Results screen in the default X-Ray format.

## Export Results

Allows you to choose which of several formats (Excel, HTML or text) in which to save the Query Result.

## Header

Shows which station(s) have been selected, which Accounts have been chosen, how the data was sorted, and whether Criteria have been applied to the search.

## Multiple

If you see the word "Multiple" in the Agency column, you can double-click on it to see all of the agencies that placed Radio spending for that account.

**Station Shares Query Results**

Station Shares for KAAA-FM  
SAMPLE CITY

Local Agency Accounts with Criteria Applied sorted by Market Year-to-Date Revenue Descending

		12/06			Year-to-Date			
Advertiser	Agency	Market	Station Share	Rank	Market	Station Share	Rank	
FRYS FOOD & DRUG	MULTIPLE	\$221,430	8,120	3.7%	10/11	\$2,170,530	69,405	2.2%
SLEEP AMERICA	MULTIPLE	\$138,126	0	0.0%	-/13	\$1,676,533	0	0.0%
JONS GROCERY STORE	MULTIPLE	\$131,015	0	0.0%	-/10	\$1,370,955	0	0.0%
MCDONALDS	MULTIPLE	\$123,852	3,247	2.6%	11/16	\$1,230,198	24,654	2.0%
MIDWAY AUTO ENTERPRISE	MULTIPLE	\$124,149	0	0.0%	-/9	\$980,616	0	0.0%
FULTON HOMES	MULTIPLE	\$80,623	350	0.4%	6/6	\$966,423	62,225	5.4%
MIDWAY CHEVROLET	MULTIPLE	\$70,909	0	0.0%	-/6	\$933,941	0	0.0%
CENTEX HOMES	MULTIPLE	\$0	0	0.0%	-/0	\$885,915	0	0.0%
IKEA	MULTIPLE	\$12,093	1,980	16.4%	4/5	\$775,033	3,710	0.5%
COULTER MOTOR COMPANY	MULTIPLE	\$66,445	0	0.0%	-/9	\$718,949	0	0.0%
BUS FINE FOODS	MULTIPLE	\$94,405	0	0.0%	-/7	\$714,449	0	0.0%
BIG TWO SCION TOYOTA	REAL WORLD INC.	\$41,350	0	0.0%	-/6	\$682,524	0	0.0%
KNDX AM	SLOSAR ADVERTISING	\$0	0	0.0%	-/0	\$535,135	0	0.0%
CA DEPARTMENT OF HEALTH	MULTIPLE	\$75,245	0	0.0%	-/8	\$524,784	25,085	4.0%
AMERICAN EMPLOYERS INSURANCE	MULTIPLE	\$22,600	0	0.0%	-/6	\$514,020	32,230	5.2%
DOLLARDS	MULTIPLE	\$78,330	0	0.0%	-/8	\$526,309	0	0.0%
PULTE HOMES	MULTIPLE	\$0	0	0.0%	-/0	\$520,000	0	0.0%
<b>Totals</b>		\$16,807,057	13,697	0.1%		\$214,093,218	207,309	0.1%

Advertiser Quickview Advertiser History Share Trends Graph Return to Shares Query

Record: 14 of 17 (Filtered)

## Jump Buttons

Allows you to "jump" from the current screen to another screen in the X-Ray program, without having to go back to the Setup Screen.

## Shares Tab

**Shares Query** shows total Radio market spending and your station's revenues, shares and rank among advertisers for a specified month and Year-to-Date.

The top portion of the Query screen (above the line) contains options that must be selected to run any query. The **Select** button to the right of the Stations drop-down box allows you to select a single station, any combination of two or more stations, or an entire cluster. First, click the **Select** button. Highlight one or more stations on the left and click **Add** to move them into the right box. (The stations in the left-hand box are those that are available to you. The right-hand box will show those stations you've selected.) Click the OK button twice to confirm your selection.

The down arrow next to the **Period** drop-down box allows you to select the month for your Query. If you select any month other than January, the resulting report will show the selected month and the Year-to-Date information for that Query.

The **Show Accounts** box in the bottom portion of the screen (below the bottom line) allows you to select All Accounts, Local Accounts (with sub-categories of Local Direct and Local Agency), or National Accounts.

The **Change Sort** button allows you to rank your selections by Advertiser (alphabetically), by Station Revenue or Share of business, and by Market Revenue, based on the current month or the Year-to-Date information. You can sort in Ascending order (smaller numbers at the top) or Descending order (larger numbers at the top).

The **More Criteria** button allows you to further refine your search. You may choose a specific advertiser. Just type in the full advertiser name, or place an asterisk in front of a portion of the name (i.e. " \*ford ". Click on **View Results** and you will see all the advertisers that have those letters in their name.

To limit your search to larger accounts, type an amount in the **YTD Market Revenue Minimum** box. To look for accounts where your station performed well, type a share value in the **Minimum YTD Station Share** box. To look for accounts where your station was not bought, type **0** in the **Maximum YTD Station Share** box or the **Maximum YTD Station Revenue** box.

### Other Queries in the Shares Tab:

**Interval Shares** allows you to generate reports for a time frame other than Year-to-Date (e.g. a quarter or rolling 12 months.) Select the first and last months of the period you want from the pull-down menus in the **Period Range** drop-down boxes.

**Advertiser History** allows you to see the month-by-month Radio spending history (to the limits of your database) of an account, both for your station(s) and the total market.

### More Queries in the Shares Tab:

**Cluster by Advertiser** lists the revenues and shares for each station in a cluster for a specific advertiser.

**Share Trends Graph** is a line graph, showing your station's share of revenue for a specific account over the entire span of your database, or for a specified time frame.

**Key Accounts** shows the largest advertisers on your station or cluster. Select the Period or YTD, which type of accounts, and how many of your top accounts you want to see in the report

**Market Key Accounts** shows the top Radio advertisers in the market ranked by the specified month or by Year-to-Date.

**Key Ten Graph** displays the current Year-to-Date revenues for your station or cluster's ten highest revenue accounts, with prior year data if available.

**Market Key Ten Graph** displays the current Year-to-Date revenues for the Radio market's ten highest revenue accounts, with prior year comparison if available.

## Growth Tab

Use the **Growth Query** to show a station or cluster's growth from one year to the next on a per-account basis. Select December as the Period to see complete Year-to-Date totals. Use **More Criteria** to limit the Query to a single advertiser or by the amount of revenue or percent of growth.

**Interval Growth Query.** Similar to **Advertiser Changes**, but you can limit your search to a specific time frame, i.e., a quarter. Different from Advertiser Changes in that you can limit your search to advertisers who spent some money in Radio in both years.

**Market Growth** shows which accounts are spending more (or less) in Radio this year vs. last year, for a specific month or Year-to-Date.

**Advertiser Changes** allows you to look at accounts on your station or cluster that are spending Radio advertising dollars this year, where they spent none last year, or accounts that are spending nothing this year, where they spent money last year. You can look at data by individual month, or Year-to-Date.

**Market Advertiser Changes** reports which accounts were buying Radio in the market last year, but not this year, and which accounts are buying Radio this year who did not buy last year. You can limit your search to accounts who spent more or less than a specified amount.

**Non-Returning Business.** Search the accounts that your station has lost from last year. Have they really left the market, or are they still buying Radio, just not on your station?

## Agency Tab

**Agency Sales** allows you to view all of the Radio advertising placed by a selected advertising agency during a specific period. Once you have chosen your station/cluster and the month for the report, click on the down arrow to the right of the **Agency** drop-down box. This opens the list of agencies in the database. As you type the first letter or two of the agency's name, the program goes to the agencies that begin with those letters, making it easy to locate and choose the agency you want to view. After choosing your **Sort**, click on **View Results** to see the report.

**Agency History** allows you to track the Radio expenditures of a selected agency for your station or cluster and the total market over the entire time span of your database.

**Agency Performance Graph** displays the current Year-to-Date Radio spending for the station or cluster's ten highest Radio spending agencies, with prior year data if available.

**Cluster Shares by Agency** shows the total market Radio spending for a selected agency, along with each station in your cluster's revenue and share of Radio spending, for the period and Year-to-Date.

**Agency Summary** allows you to rank the agencies in your market according to their Radio advertising expenditures. Choose the station, the period, whether you want to limit your search to Local or National agencies, and which method of sorting the data you want to use. Once you view the report, you have the option to jump immediately to the Agency Sales Query and the Advertiser History Query by clicking on the buttons at the bottom of the screen.

**Industry by Agencies** allows you to quickly survey the list of agencies spending Radio advertising dollars in a specific category. If your station's audience indexes above average in a category (automobile, for instance) you can quickly find those agencies who purchase media for advertisers in that category. The report tells you which agencies your sales staff should be focusing on. Select your station/cluster, the month and click on the down arrow to the right of the **Industry** drop-down box. Type in the first letter or two, and the program goes to the category you want. Choose what type of **Accounts** you want to look at (All, Local or National) and choose your **Sort**, and click **View Results**.

**Market Key Agencies Graph** displays the current Year-to-Date Radio spending for the market's ten Agencies spending the most on Radio, with prior year data if available.

## Industry Tab

**Industry Shares** shows the station or cluster share of Radio revenue for all advertisers in any one of 46 product categories. More than 30 of the categories contain sub-groups that you may select.

**Industry Summary** gives your station or cluster's share of Radio spending for all 46 product categories. If you double-click on an industry shown in blue, you will jump to a page showing the sub-categories that comprise the category's total spending. If you click the box to the left of an industry, an arrow will appear in the box. Clicking on the Industry Shares Query button at the bottom will jump you to a listing of all the advertisers in that category.

**Industry Performance Graph** compares Year-to-Date Radio spending for the top ten advertisers in a selected product category with prior year data.

**Industry Growth** compares station or cluster revenue for each product category for a specified month or Year-to-Date with prior year data.

**Market Industry Growth** shows the growth (or decline) in Radio spending for advertiser categories compared to the previous year. If you double-click on an industry shown in blue, you will jump to a page showing the sub-categories that comprise the total industry's Radio spending.

## Multimedia Tab

**Total Media** shows the selected month and Year-to-Date spending in Radio, Newspaper and Television for all advertisers. Can be limited to a single product category or sub-category.

**Media Shares** shows how your station is doing in relation to Radio spending as well as total media spending, for the period as well as Year-to-Date, for a single advertiser, or all accounts in the database.

**Advertiser Quickview** allows you to see how your station/cluster has performed within Radio and total media for a selected advertiser.

**Media Advertiser History** shows Radio, Newspaper and Television spending, by month and Year-to-Date, for a single advertiser, for all the months in the X-Ray database.



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