Miller, Kaplan, Arase & Co., LLP
X-Ray Database System Version 3.0
User's Guide

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Contents

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Introduction

What is the X-Ray Database System, Version 3.0?

The X-Ray Database System is the software component of Miller, Kaplan, Arase & Co., LLP's Media Market X-Ray service. Using databases of advertiser revenue specific to your station(s) and market, it enables you to analyze overall revenue activity as well as specific trends of your interest. You can view the output, create reports , and export results to other software tools.

Version 3.0 is the latest release of the X-Ray Database System, released in 2003. It supercedes Version 2.5, first released in 2000. Version 2.5 users can easily upgrade their X-Ray databases to Version 3.0.

What if I already have Version 2.5 installed?

Experienced X-Ray users will find that Version 3.0 works in the same fashion as prior versions, but with greatly increased capabilities described on Page 4. If you use Version 2.5, Do not uninstall your current version or install Version 3.0 as new. Rather, follow the instructions in the section Upgrading from Version 2.5 on Page 10.

What do I need to run the X-Ray Database System?

The X-Ray Database System runs on a desktop or laptop computer in the Microsoft Windows environment meeting the following requirements:

IBM-compatible Personal Computer with Pentium family (or equivalent) processor, minimum 133Mhz
32MB or more of RAM (Random Access Memory)
Microsoft Windows XP/Windows ME/Windows 2000/Windows 98/Windows NT 4.0 operating system
Fixed disk drive with at least 170 MB of available storage
CD-ROM Drive
Color SVGA monitor
Mouse
Windows-configured printer

You will experience better performance on computers that exceed these minimum requirements. Do not attempt to use the software on any computer not meeting these requirements. Miller, Kaplan, Arase & Co., LLP bears no responsibility for the failure of the operation of this software.

The X-Ray Database System can be installed on a network to be used by multiple users. The file server must be running Novell NetWare 4.0 or later or Windows NT 3.5 or later. All workstations must meet these criteria.

What do I receive with Version 3.0?

X-Ray software consists of two components, the **Setup CD-ROM** and your custom data. The Setup CD-ROM contains the X-Ray Database program; the custom data contains X-Ray revenue history for the stations you operate as reported to Miller, Kaplan, Arase & Co., LLP. Your custom data may be sent on multiple diskettes or CD-ROM, depending upon your installation. Users upgrading from Version 2.5 do not receive new custom data.

What is an Update?

With each subsequent release of a new period's X-Ray, you will receive an update containing the latest data. This could be via e-mail or a set of diskettes mailed to you. The update process is simple to follow, and is described in the Database Maintenance Section.

What's New in Version 3.0

Users of X-Ray Database System Version 2.5 will find many new features in Version 3.0. The following summarizes the most obvious new features.

New Revenue Queries

Version 3.0 adds eleven new revenue queries for stations, clusters and the market. See Database Inquiries (Page 12) for descriptions of these new queries:

Station AE Growth Query
Station Advertiser Changes Query
Top Combined Accounts Query
Combined Growth Query
Combined Interval Shares Query
Combined Advertiser Changes Query
Market Advertiser Changes Query
Market Industry Growth
Station Industry Growth
Media Advertiser History Query
Combined Advertiser Quickview Query

New Graphical Queries

Version 3.0 adds ten graphical queries that display bar charts or line graphs depicting revenues and trends. See Database Inquiries (Page 12) for descriptions of these new queries:

Station Top Ten Advertisers Graph
Station Advertiser Share Trends Graph
Combined Top Ten Advertisers Graph
Combined Advertiser Share Trends Graph
Market Top Ten Advertisers Graph
Station Industry Performance Graph
Combined Industry Performance Graph
Market Top Ten Agencies Graph
Station Agency Performance Graph
Combined Agency Performance Graph

Enhanced Queries

- The Total Media Query offers the choice of selecting advertisers in all media or only those not using radio, and you can sort over and view radio's share of total media.
- The Growth and Advertiser Changes Query Results for Station, Market, and Cluster display positive growth in green and negative growth in red.

Relocated Queries

- The Combined Industry Shares and Combined Industry Summary queries have been relocated from the Cluster Tab to the Industry tab.
- The Combined Agency Shares and Combined Agency Summary queries have been relocated from the Cluster Tab to the Agency tab.

Print Preview Reports

Examine your reports on-screen and select only the pages you want to print. From a Query Results screen, select Preview Report from the File menu. Preview the report on-screen, then select Print for the print options dialog box or Close to return to Query Results. (Page 21)

Export Query Results to Other Applications

Output the results of your queries to other Windows software such as Microsoft Excel or Word. From a Query Results screen, select Export Results from File menu. Select file type and OK, modify default file name as needed and click OK. Your application loads with the X-Ray data. (Page 22)

Ad Hoc Sorting

From the Query Results screen for any sortable query, click on a column heading and it changes to blue. Then select a sort order from the Sort Results menu. The newly sorted results will be reflected on-screen and in reports printed and files exported from Query Results screen only. (Page 20)

Selective Sub-Cluster Definition

For clusters of three or more stations, define custom sub-clusters from the "Cluster" menu on the Database Inquiries or the Sales Management screens. Use it to create any meaningful combination of your stations, and then use these redefined clusters in any of the cluster queries and sales management functions. (Page 19)

Enhanced Sales Management

- Accounts can be assigned or reassigned to an account executive or rep office with an effective date, which allows you the option of preserving or replacing account history. (Page 26)
- Accounts can be transferred from one AE to another with an effective date and the option for saving or replacing account history. (Page 27)
- Account assignment history can be deleted for an account if desired, returning it to a completely unassigned state. (Page 24)
- You can not only print account assignments but also the unassigned accounts for a station. You have the option of unassigned accounts in all media or radio only, and provide a threshold specifying minimum account expenditures. The report can be previewed on-screen before being printed. (Page 27)
- All of the account assignment functions will work for a single station, entire cluster, or defined sub-cluster. (Page 27)

X-Ray Opportunity

X-Ray Opportunity is Miller, Kaplan, Arase & Co., LLP's custom Sales and Contact Management system that shares account, agency, and revenue information with the X-Ray Database System. Version 3 offers a menu shortcut to the X-Ray Opportunity program from the Database Inquiries and query results screens. This menu only works if you have X-Ray Opportunity installed on your computer. For more information about X-Ray Opportunity please contact X-Ray Customer Service at (818) 487-1197 or e-mail mkaxray@millerkaplan.com.

Installing the X-Ray Database System

IMPORTANT: DO NOT uninstall or remove X-Ray Version 2.5 already working on your computer. Instead you upgrade your installation to Version 3.0. See **Upgrading from Version 2.5** on Page 10.

IMPORTANT: Read these instructions fully before beginning X-Ray Database System installation.

Determine your X-Ray configuration, Single-User or Network. There are two configuration options for installing the X-Ray Database System. A **Single-User** installation is for an individual desktop or laptop computer, used by only one person. A **Network** installation involves a file-server computer and any number of connected workstation computers, enabling multiple-user access. Determine your configuration before beginning installation.

Two Steps for Installation: Setup and Data Load. Installation of the X-Ray Database System consists of two steps: the **Setup** of the X-Ray Database System, then the **Data Load** of the actual X-Ray data. The Setup procedure installs the X-Ray Database System's programs and supporting files on your computer. The Data Load procedure loads the actual advertiser revenue data into the empty databases. The Setup program is standardized for all stations, whereas the Data Load uses custom diskettes or CD-ROM for each market and station. Version 3.0 is provided with the last two years of revenue history for the market (where available). After you setup the X-Ray Database System, it will not operate until you Load the data.

Ready to begin? To begin installation, determine the configuration for your computer: Single-User or Network. Go to the respective section here or on Page 8.

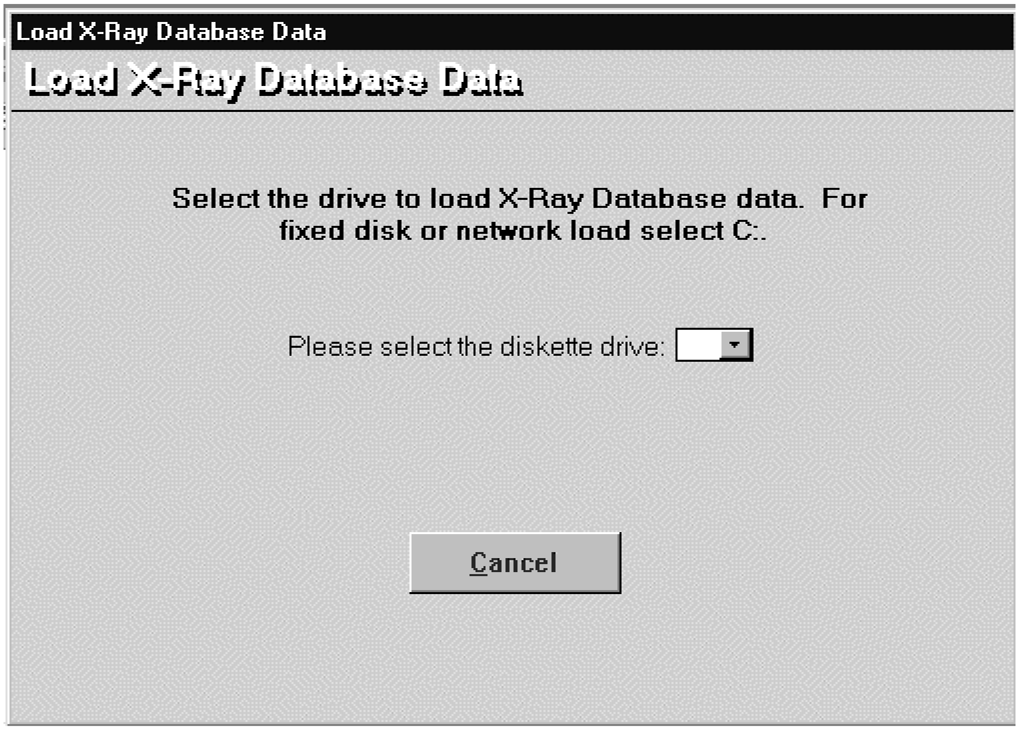
Single-User Installation

Step 1: Setup for Single User

1. Close all applications running on your computer.
2. Insert the X-Ray Database System Version 3.0 CD-ROM into your CD-ROM drive.
3. If your system has the autorun feature enabled, the InstallShield Wizard will appear. Continue to Step 5.
4. If the InstallShield Wizard does not appear, you will need to do the following: Click on the **Start** Button. Select Run... In the Open box that appears to the right, type ***x:setup***, where **x:** is the drive designation for your CD-ROM drive. Press **Enter** to start the InstallShield Wizard.
5. Follow the messages that appear. You will be asked your user name and organization. Click **Next** to continue.
6. You will be prompted for a Database Folder. The X-Ray Database System programs and databases will by default install in folder C:\Program Files\MKAXRAY2. If you wish to change this option, you can use the **Change…** button to do so. Click **Next** to continue.
7. You will be asked to choose the type of installation you want. Choose the **New** option, then click **Next** to continue.
8. Setup will then say "Ready to Install the Program." Review the installation settings you have chosen, and if correct click **Install** to begin installation.
9. The software will install on your computer. It will take several minutes. You will see the progress on the screen.
10. Upon completion, you will see a message that the InstallShield Wizard Completed and the X-Ray Database System Ver. 3.0 was successfully installed. Click **Finish**.

Step 2: Data Load for Single User

1. Start the X-Ray Database System: click on the Start Button, then select Programs. Find the folder called X-Ray Database System, then select the program X-Ray Database System Version 3.0.



2. After the introductory screen, you will see the Load Data screen, as pictured above.
3. If your custom data is on diskettes, select the diskette drive from the list box, either A: or B:. Place Data Diskette 1 in the diskette drive and click the **OK** button when prompted. Continue to Step 5.
4. If your custom data is on CD-ROM, place the CD-ROM in the CD-ROM drive. Select diskette drive C: from the list box. A Windows browse box will appear. You are prompted to select the folder and open Initload.txt. Locate the CD-ROM drive and highlight the file INITLOAD.TXT. Click the **Open** button. A confirmation message appears confirming the folder and file selected. Click **OK** to continue.
5. You will see a message stating the number of your stations to be loaded. Click the **Begin Load** button to start loading.
6. You will see the progress of the initial load. If you are loading from diskettes, you will be prompted to insert each of the remaining Data Diskettes in sequence. Note that loading may be a lengthy process; it is a much slower process than Setup depending upon the amount of revenue data to be loaded. Please be patient.
7. Upon completion of the Load, you will see a "Database Load Completed" message. Click the Close button. The X-Ray Database System will close.

IMPORTANT: After installation, store your Setup CD-ROM and Custom Data in a safe location. You may need them again in the future.

Network Installation

Step 1: Setup for Network

Setup for a network requires you to determine the file server where the databases will be located and identify the workstation computers to run the X-Ray Database System.

IMPORTANT: If you are installing on a Novell file server, see the Note on Page 9 before installing.

Prepare the Server:

1. On your file server, select a folder that will be accessed by all users of the X-Ray Database System. Create this folder if it does not already exist. Use your network's administrative software to ensure that all users have access privileges to read and write files in the folder.

Prepare the Workstations:

CAUTION: Installation should not be on a workstation with a local version of X-Ray previously installed.

Perform the following at each user workstation that will be using X-Ray:

1. At the workstation, close all applications that are active.
2. Insert the X-Ray Database System Version 3.0 CD-ROM into your CD-ROM drive.
3. If the workstation has the autorun feature enabled, the InstallShield Wizard will appear. Continue to Step 5.
4. If the InstallShield Wizard does not appear, you will need to do the following: Click on the **Start** Button. Select Run... In the Open box that appears to the right, type ***x:setup*****,** where **x:** is the drive designation for your CD-ROM drive. Press **Enter** to start the InstallShield Wizard.
5. Follow the messages that ask your user name and organization. Fill in, then Click **Next** to continue.
6. The Database Folder screen appears. The X-Ray Database System default database folder is C:\Program Files\MKAXRAY2. You must change this to the designated folder on the file server you prepared. Use the Browse button to locate the server and folder.
7. You will be asked to choose the type of installation. Choose the **New** option, then click **Next** to continue.
8. Setup will then say "Ready to Install the Program." Review the installation settings you have selected, and if correct click **Install** to begin installation.
9. The software will install on your computer. It will take several minutes; you will see the progress on the screen.
10. Upon completion, you will see a message that the InstallShield Wizard Completed and the X-Ray Database System Ver. 3.0 was successfully installed. Click **Finish**.

Step 2: Data Load for Network

The X-Ray Database System will not operate on the network until the Data Load has been performed. The Data Load is performed once from any workstation. Go to an installed workstation with the custom data.

1. Follow **Step 2: Data Load for Single User** procedure (Page 7).

Data Load is now complete for all users. Note that you can continue to install the X-Ray Database System on additional workstations after the Data Load.

IMPORTANT: After installation, store your CD-ROM and installation diskettes in a safe location. You may need them again in the future.

Note for Novell NetWare File Servers

The X-Ray Database System is a Microsoft Access 2002 application. To operate on a Novell NetWare network, the record locking limits must be increased from their defaults for the X-Ray Database System to manage its databases. To increase these limits, enter the following at the file server console and save in the AUTOEXEC.NCF file:

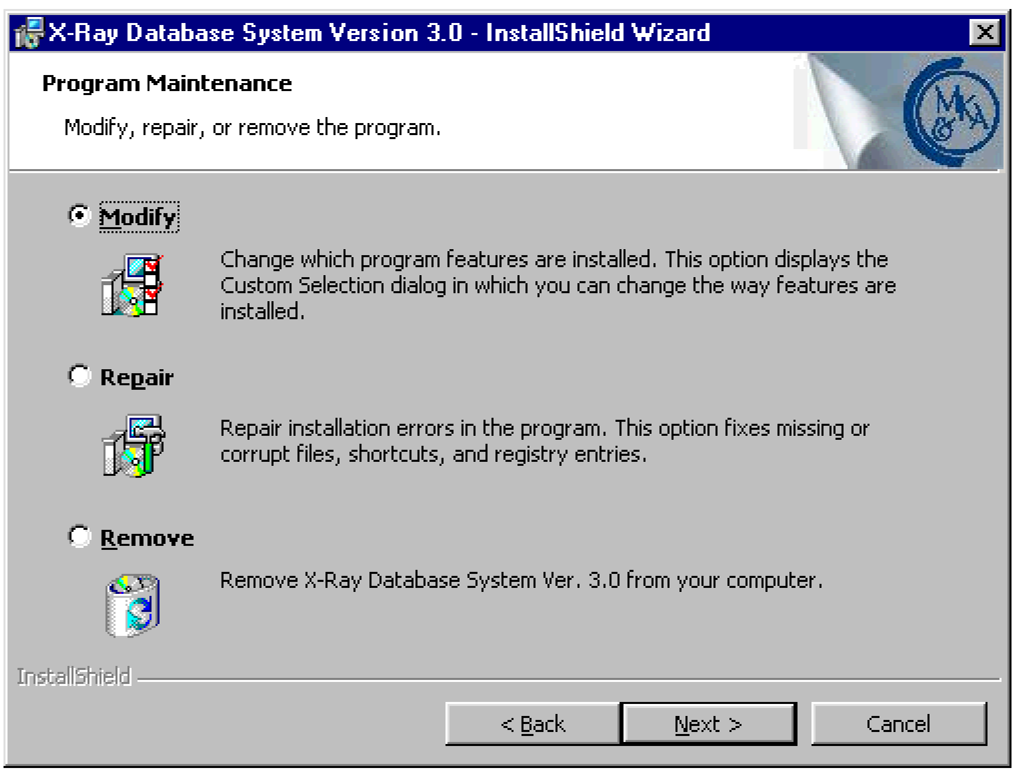
set maximum record locks per connection = 10000
set maximum record locks = 200000

This will alleviate record locking problems on Data Load and for updates.

Maintaining Your Installation

Under certain circumstances you may need to repair or remove the X-Ray Database System Version 3.0. You do so through the Windows Control Panel. Be forewarned that in removing the X-Ray Database System you risk losing the revenue data and any sales management data you have created, so be sure a backup exists.

To modify X-Ray Database System Version 3.0 from a workstation, from the Start button select the Control Panel (in Windows 98 select Settings, then Control Panel), then select the Add/Remove Programs icon. In the list of currently installed programs find the X-Ray Database System Ver. 3.0 and click the appropriate button. You will see the following.



The Remove option will erase the X-Ray Database System Version 3.0 from your workstation. The other functions perform advanced repairs or replacement. Please contact X-Ray Customer Service at (818) 487-1197 for situation-specific guidance before using these advanced options.

Upgrading from Version 2.5 or 2.5A

IMPORTANT: Skip this section if you have successfully installed X-Ray Version 3.0. These instructions only apply to users with X-Ray Version 2.5 or Version 2.5A installed and operational on their computer and/or network, as described in the **Introduction** on Page 3.

For Single-User Installations: Follow these upgrade instructions at your computer.

For Network Installations: Follow these upgrade instructions from each X-Ray workstation on the network.

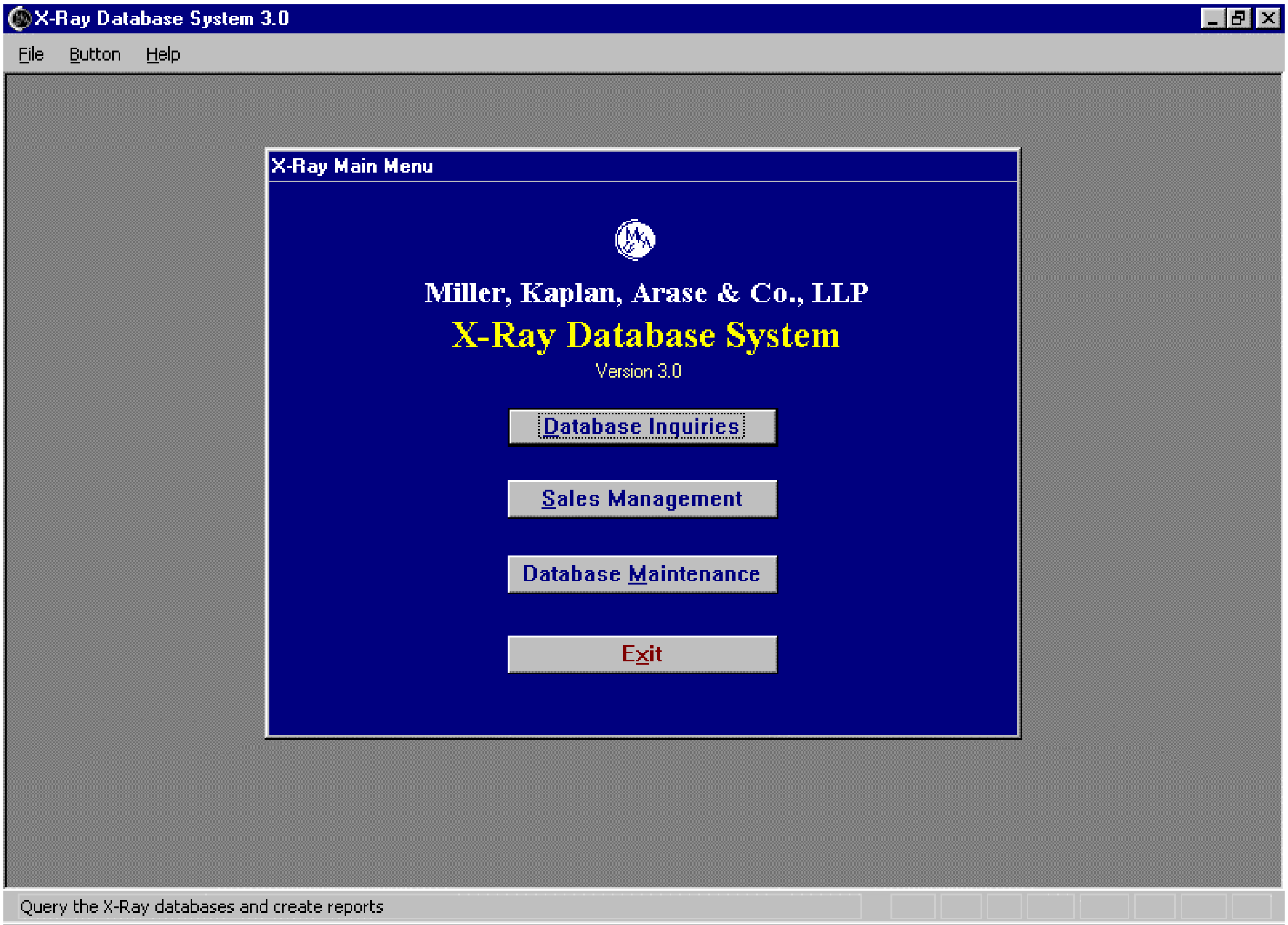
1. Close all applications running on your computer, including X-Ray.
2. Insert the X-Ray Database System Version 3.0 CD-ROM into your CD-ROM drive.
3. If the workstation has the autorun feature enabled, the InstallShield Wizard will appear. Continue to Step 5.
4. If the InstallShield Wizard does not appear, you will need to do the following: Click on the **Start** Button. Select Run... In the Open box that appears to the right, type ***x:setup*,** where **x:** is the drive designation for your CD-ROM drive. Press **Enter** to start the InstallShield Wizard.
5. Follow the messages that appear. You will be asked your user name and organization. Click **Next** to continue.
6. The Database Folder screen appears, displaying the database folder C:\Program Files\MKAXRAY2. **Ignore** this setting, as you will not be installing new databases; your existing databases will be retained. Click **Next** to continue.
7. You will be asked to choose the type of installation you want: New, Upgrade from Version 2.5, or Custom. Choose the **Upgrade from Version 2.5** option, then click **Next** to continue.
8. Setup will then say "Ready to Install the Program." Confirm that you have selected installation option Upgrade from Version 2.5, ignore the database folder information, then click **Install** to begin the upgrade.
9. The software will install on your computer. It will take several minutes. You will see the progress on the screen.
10. Upon completion, you will see a message that the InstallShield Wizard Completed and the X-Ray Database System Ver. 3.0 was successfully installed. Click **Finish**.
11. You will Start the X-Ray Database System Version 3.0 by the following: click on the Start Button, then select Programs. Find the folder called X-Ray Database System, then select the program X-Ray Database System Version 3.0.

IMPORTANT: After upgrading, store your CD-ROM with your other X-Ray materials in a safe location. You may need them again in the future.

NOTE: The Version 3.0 upgrade will remove the Version 2.5 commands from your X-Ray Database folder, as these are no longer used. If your system has commands for Version 2.5 in other folders or menus or on desktop icons, please use the function **Remove Version 2.5** on the Database Maintenance menu of X-Ray Version 3.0. (Page 28)

Using the X-Ray Database System

Start the Program. To begin a session with the X-Ray Database System, from the Start button select Programs, then X-Ray Database System, then X-Ray Database System Version 3.0. After the System opens you will see the Main Menu, pictured below. The Main Menu has four buttons you select with the mouse to choose what you want to do.



Select **Database Inquiries** to query the X-Ray databases and print reports and export data.

Select **Sales Management** to create and maintain sales staff, rep office and account relationships.

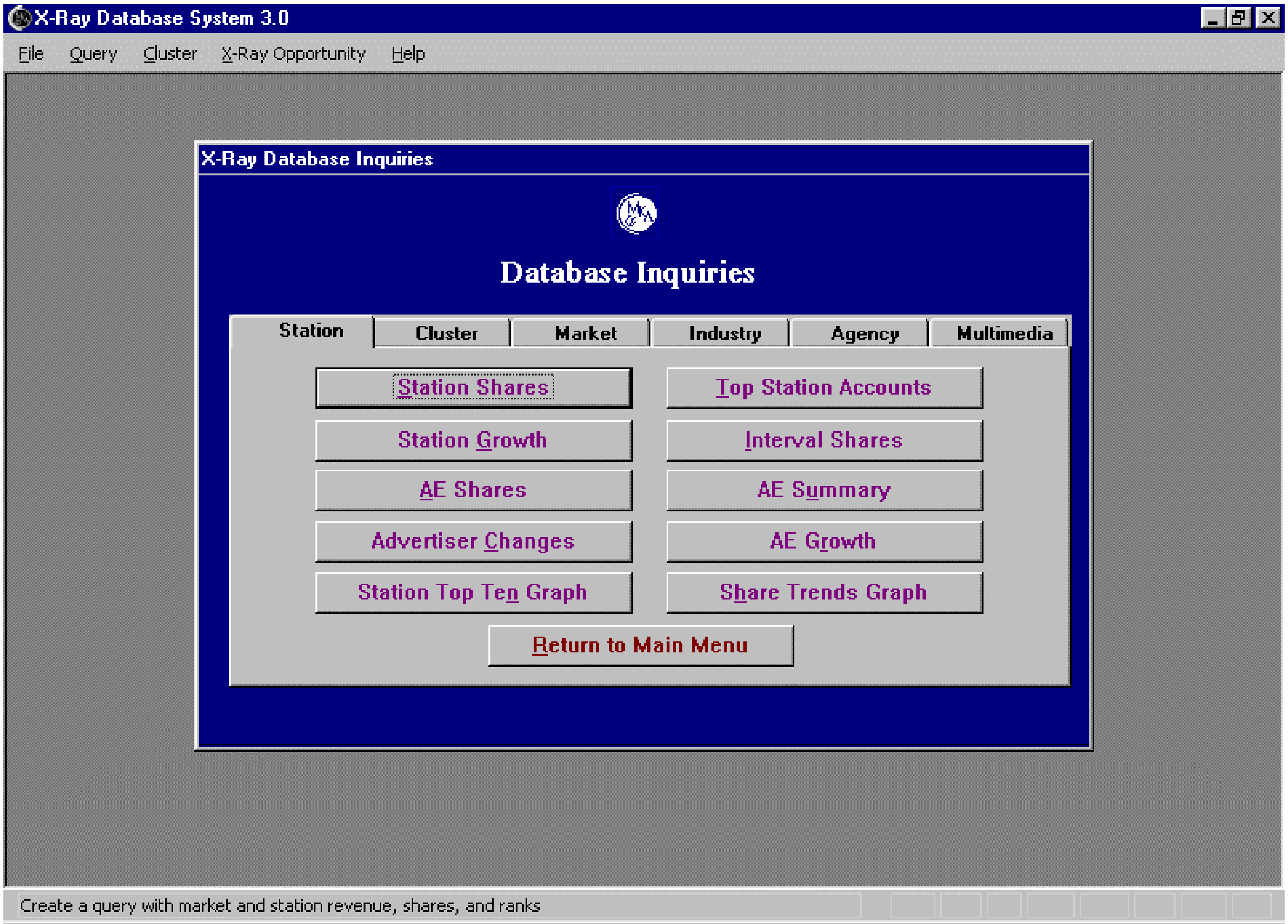
Select **Database Maintenance** to update and maintain the X-Ray Database System.

Select **Exit** to leave the X-Ray Database System and return to Windows.

HINT: Place the cursor over a button of interest. After a moment a "tip" will appear with a short description of the button's function.

The X-Ray Database System uses context-sensitive Help. From all Screens in the program, you can select Help from the menu bar for information about the options available to you.

Database Inquiries



The Database Inquiries screen, pictured above, offers 48 query selections for interrogating the X-Ray Database System to view results and graphs and print reports. The query buttons are grouped by common themes using the tabs as depicted above. Using the mouse to click on the tab,

Select **Station** for queries with revenue totals and market shares specific to your station and sales staff.
Select **Cluster** for queries with totals and shares for multiple stations in your cluster.
Select **Market** for queries for the market as a whole and its specific advertisers.
Select **Industry** for queries that break out specific industry classifications.
Select **Agency** for queries showing shares and totals by primary advertising agencies.
Select **Multimedia** for queries comparing radio revenues and shares with those of newspaper and television.

Station Queries

The Station tab is selected in the above illustration. It presents ten buttons for queries relating to station activity. Click on the appropriate button to start a query.

Station Shares shows the market and station revenues, shares, and ranks for the advertisers in the market for a station in a period and year-to-date.

Top Station Accounts will show the largest accounts on your station for a period or year-to-date.

Station Growth compares station revenues in a period to those one year earlier. The change in revenue is calculated as a growth percentage, displayed in green if positive or red if negative. Advertisers that are new from the previous year will have a growth percentage of 100%.

Interval Shares allows you to create a station shares query with total revenue over a range of periods you select, e.g. a quarter.

AE Shares shows the market and station revenues, shares, and ranks for those of your station's accounts that you have assigned to a particular account executive or rep office. This query will not operate if you have not used the Sales Management features to define your sales staff and assign their respective accounts.

AE Summary shows the revenue totals and shares in a period for all of a station's account executives. This query will not operate if you have not defined your sales staff and assigned their respective accounts.

Advertiser Changes allows you to review advertisers who are new to the station this period or year-to-date or to review those who have not returned to the station from last year's period or year-to-date. You can define minimum and/or maximum dollar limits for the revenue appropriate to your choice.

AE Growth compares a selected account executive's account revenues in the period to those one year prior. This query will not operate if you have not defined your sales staff and assigned their respective accounts.

Station Top Ten Graph displays the current year-to-date and prior year-to-date revenues for your station's ten highest revenue accounts**.** It shows bar chart representations of this year's ten highest revenue year-to-date accounts in descending dollar order, along with the prior year-to-date revenue if available.

Share Trends Graph shows you a period by period plot of your station's share of an advertiser's buy against the average share for those stations included on the buy.

Cluster Queries

The Cluster tab presents nine buttons for queries that compare or combine revenues and shares for the stations in your cluster. If your cluster consists of more than two stations, you can define sub-clusters for use in these queries using the Cluster Define Combination menu (See example on Page 19).

Combined Revenue Shares shows the combined revenues and market share for your cluster. If you only have one station Combined Shares will show the same information as a Station Shares query.

Top Combined Accounts will show the largest accounts for your cluster for a period or year-to-date.

Combined Growth compares the combined station revenues in a period to those one year earlier. The change in revenue is calculated as a growth percentage, displayed in green if positive or red if negative.

Combined Interval Shares enables you to view the aggregate market and cluster revenues and shares over a range of periods you select, e.g. a quarter.

Cluster by Advertiser compares the revenues and market and cluster shares for each station in the cluster for a chosen advertiser and period.

Cluster by Agency shows the revenues and market and cluster shares for a chosen agency and period for each station in the cluster.

Advertiser Changes allows you to review advertisers who are new to the cluster this period or year-to-date or to review those who have not returned to the cluster from last year's period or year-to-date.

Combined Top Ten Graph displays the current year-to-date and prior year-to-date revenues for your cluster's ten highest revenue accounts.

Combined Share Trends Graph shows a period by period plot of your cluster's total share of an advertiser's buy against the average share of those individual stations included on the buy.

Market Queries

The Market tab presents five buttons for queries relating to market revenue activity. These are:

Top Market Accounts will show the largest-spending advertisers in your market for a period or year-to-date. You specify how many of these advertisers you wish to see.

Advertiser Changes allows you to review advertisers who are new to the market this period or year-to-date or to review those who are not returning to the market from last year's period or year-to-date.

Market Growth compares advertiser revenues in the market to those one year earlier.

Advertiser History will present an individual advertiser's market and station revenues period by period for all periods in the X-Ray Database System.

Market Top Ten Graph displays the current year-to-date and prior year-to-date revenues for the market's ten highest current year revenue advertisers.

Industry Queries

The Industry tab presents eight buttons for queries breaking out revenue activity for your station and cluster by industry classification. These are:

Station Industry Shares shows the market and station revenues, shares, and ranks for the advertisers in a selected industry classification.

Station Industry Summary shows the market and station revenue totals and shares in a period for all industry classifications.

Combined Industry Shares shows the market and total cluster revenues and shares for the advertisers in a selected industry classification.

Combined Industry Summary shows the market and total cluster revenues and shares in a period for all industry classifications.

Market Industry Growth summarizes revenue growth in the market by industry classification. Each industry is shown with its current and prior year revenues, monthly and year-to-date, together with the resulting growth rate.

Station Industry Growth summarizes revenue growth for the station by industry classification. Each industry is shown with its current and prior year revenues, monthly and year-to-date, together with the resulting growth rate.

Station Performance Graph displays the current and prior year-to-date shares of the advertisers with the ten highest year-to-date revenues for your station in a selected industry classification.

Combined Performance Graph displays the current and prior year-to-date shares of the advertisers with the ten highest current year-to-date revenues in a selected industry classification for your cluster.

Agency Queries

The Agency tab presents buttons for queries for revenue activity by primary advertising agency. A primary agency is determined to be the agency that places the largest dollar volume for an advertiser in a period. The queries for primary agency are:

Station Agency Sales shows the market and station revenues, shares, and ranks for the accounts of a chosen agency.

Station Agency Summary shows the market and station revenue totals and shares in a period for all agencies.

Combined Agency Sales shows the market and total cluster revenues and shares for the accounts of a chosen agency for all stations in your cluster in a chosen period.

Combined Agency Summary shows total cluster revenue and shares for all agencies in a chosen period.

Industry by Agencies shows agency revenue totals and shares within a selected industry classification for a selected period and station.

Market Top Ten Graph displays the highest current year-to-date and prior year-to-date revenues for the market's ten highest revenue primary agencies.

Station Performance Graph displays a bar chart of the highest current year-to-date share and prior year-to-date share for your station's ten primary agencies with the highest year-to-date revenue.

Combined Performance Graph displays the combined current year-to-date share and prior year-to-date share for your cluster's ten primary agencies with the highest combined year-to-date revenue.

Multimedia Queries

The Multimedia tab presents five query buttons for comparing radio revenues and shares with those of newspaper and television.

Total Media is a query that compares advertiser spending in radio, television and newspaper and discloses the total of the three and radio's share of the total for a period and year-to-date. You can choose to compare all advertisers in the market or those in a particular industry classification and can optionally isolate those not currently using radio.

Media Advertiser History shows a selected advertiser's radio, television, newspaper and total media spending chronologically for all periods in X-Ray.

Station Media Shares shows a station's revenue share of accounts in the radio and total media markets for a period and year-to-date.

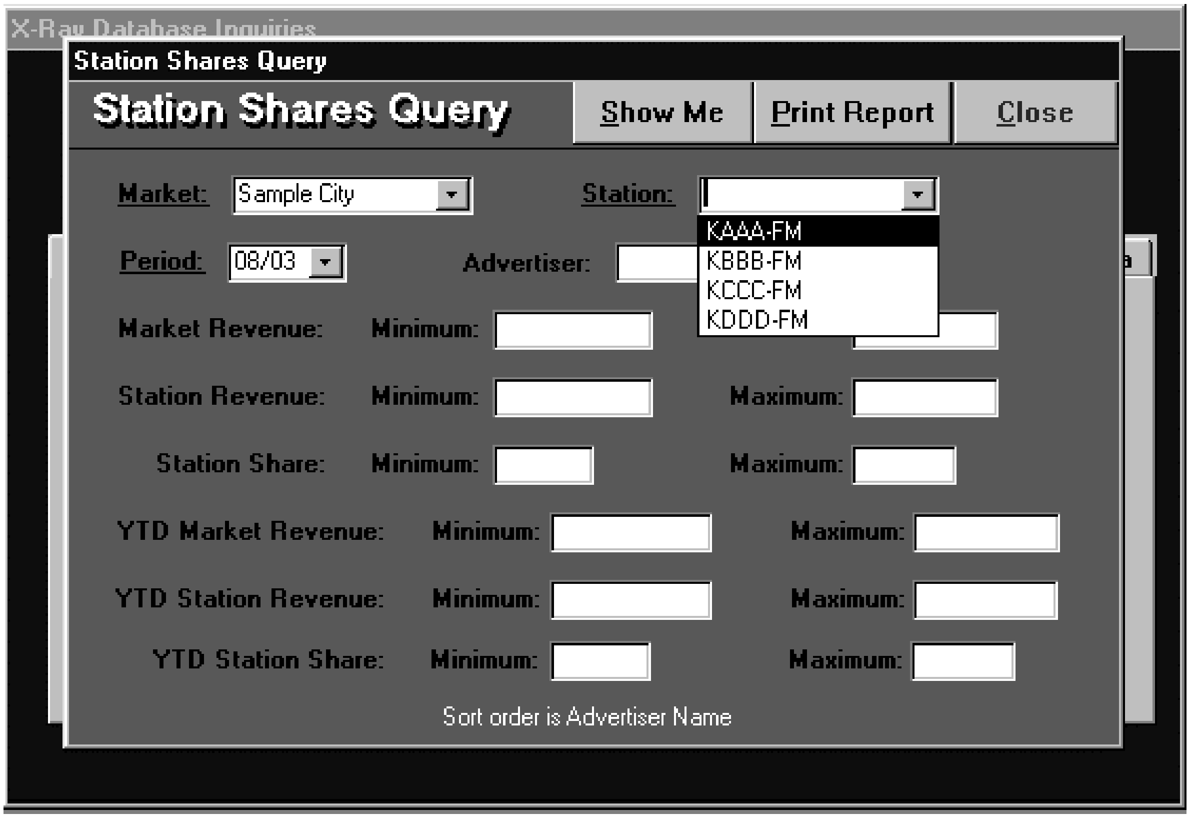
AE Media Shares shows an account executive's accounts and their shares of the radio and total media markets. This query will not operate if you have not defined your sales staff and assigned their respective accounts.

Station Advertiser Quickview shows you all period and year-to-date media spending information and your station's revenue and shares for a selected advertiser.

Combined Advertiser Quickview: Shows you all period and year-to-date media spending for a particular account including your combined stations' revenues and shares.

Creating a Query

When you select a query button from the Database Inquiries screen, you will see a query screen. You use this screen to input your query criteria. These criteria tell the X-Ray Database System your specific interest, and it responds by selecting the revenue information fitting the criteria for you.



Setting Criteria

Pictured above is one example of a query screen, the Station Shares Query screen. You create a query by entering your criteria to be matched into the fields (white boxes) on the query screen. The X-Ray Database System uses the criteria to determine which advertiser records match your Query. After entering your query, you press the **Show Me** button to view the results of the query, or the **Print Report** button to create a hardcopy report.

Mandatory Criteria. Some field entries are mandatory to create a query, and their labels are underlined. Others are optional. In the screen above, the mandatory criteria are Market, Station, and Period. You can use the down arrows next to these fields to select appropriate values for each. In the above example, station KAAA-FM is in the process of being selected. The Sample City market and August 2003 period have already been selected.

Optional Criteria. If you pressed **Show Me** for the above example, the result would be all advertiser records for KAAA-FM for August 2003. You could further restrict the results by entering additional (optional) criteria. Some examples:

- To show only advertisers beginning with “A”, type A in the Advertiser field.
- To show only an advertiser named “AAA Rentals”, type AAA Rentals in the Advertiser field.
- To show all advertisers with “AAA” in their names, use wild cards (*); that is, type *AAA* in the Advertiser field.
- To show only advertisers spending $10,000 or more in August 2003, clear the Advertiser box, then type

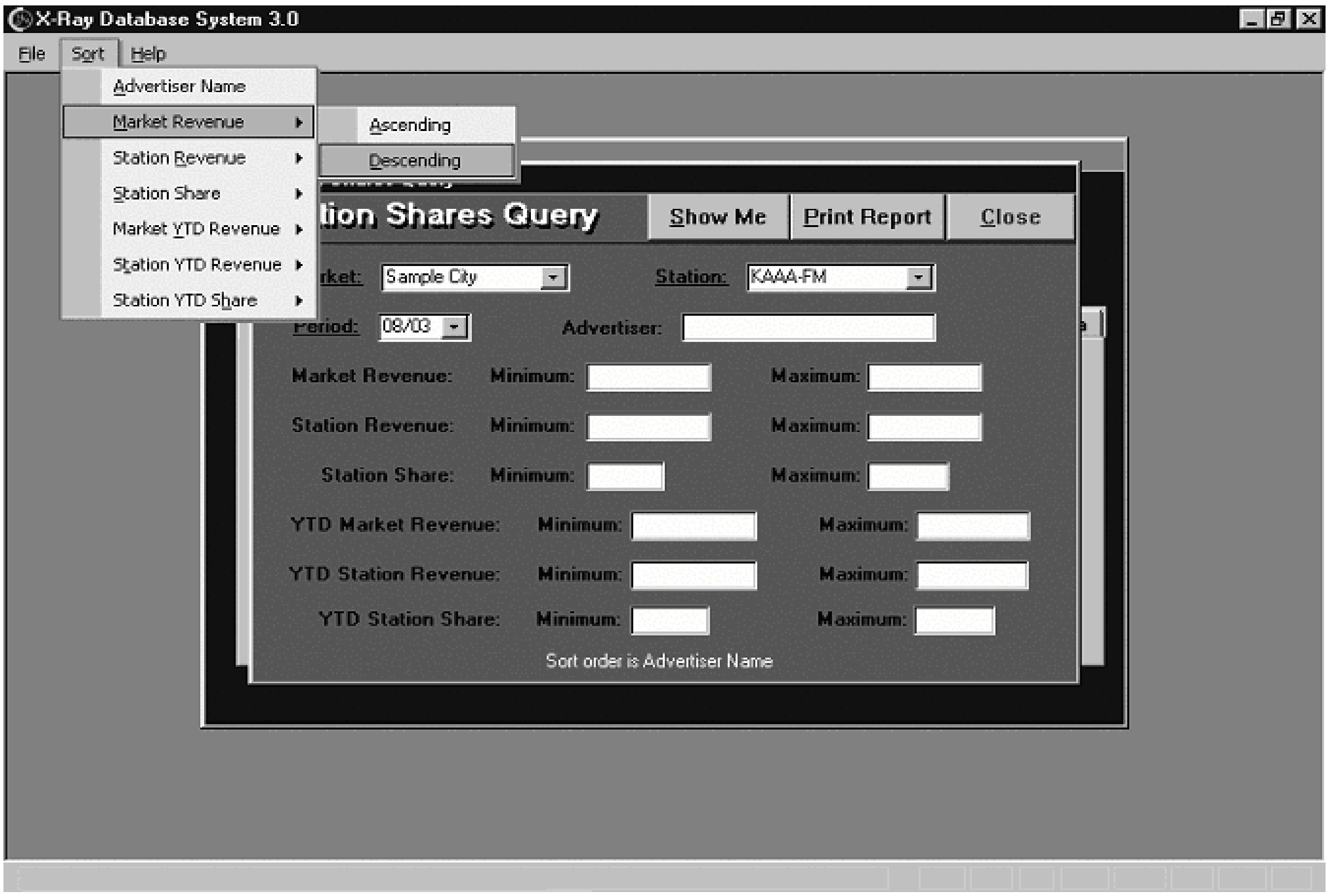
10000 in the Market Revenues: Minimum field.

- To show only advertisers spending $10,000 or more in August 2003 where your station has no market share, type 0 in the Station Share: Maximum box.

Continue to experiment with criteria to find the information you want to see.

HINT: Mandatory criteria have underlined labels. The X-Ray Database System will remember your mandatory selections from query to query until you choose to change them.

Sorting Results



You can change the order of the query results by using the Sort selection on the menu bar. Choose the value that you want the results sorted over. The current sort order is displayed at the bottom of the Query Screen. In the above example, the sort order is in process of being changed from Advertiser Name (as shown at bottom of window) to Market Revenue for August 2003 in descending dollar (highest to lowest) order.

HINT: Use the Sort menu to change the ordering of your query results on screen and in reports.

Executing the Query

Press the Show Me button to view your results on screen or the Print Report to create a hardcopy.

All queries work in the same manner as with the previous example: you enter criteria in the fields, select your sort criteria then press **Show Me** to view results or **Print Report** to create a hardcopy. Use the **Close** button to return to the previous screen. Other useful guidelines include:

Interrupting a Query

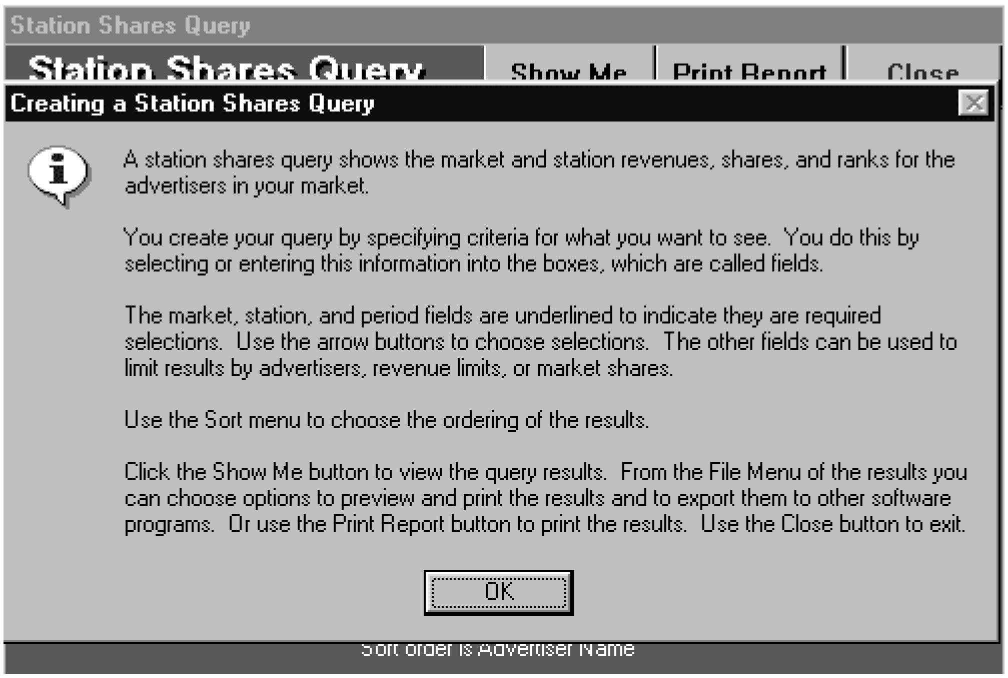
To stop a query in progress, press the **Ctrl** and **Break** keys on your keyboard simultaneously.

Printing a Report

You can print a hardcopy report of your query results by using the **Print Report** button. Be sure your criteria are set the way you want them before doing so. Your report will print on your Windows default printer,

Query Help

All queries have custom help available from the menu bar. Below is a sample help for a Station Shares Query.



Use the Help selection on the menu bar for more information on creating your query.

Closing a Query Screen

Press the **Close** button to close the query screen and return to the previous menu.

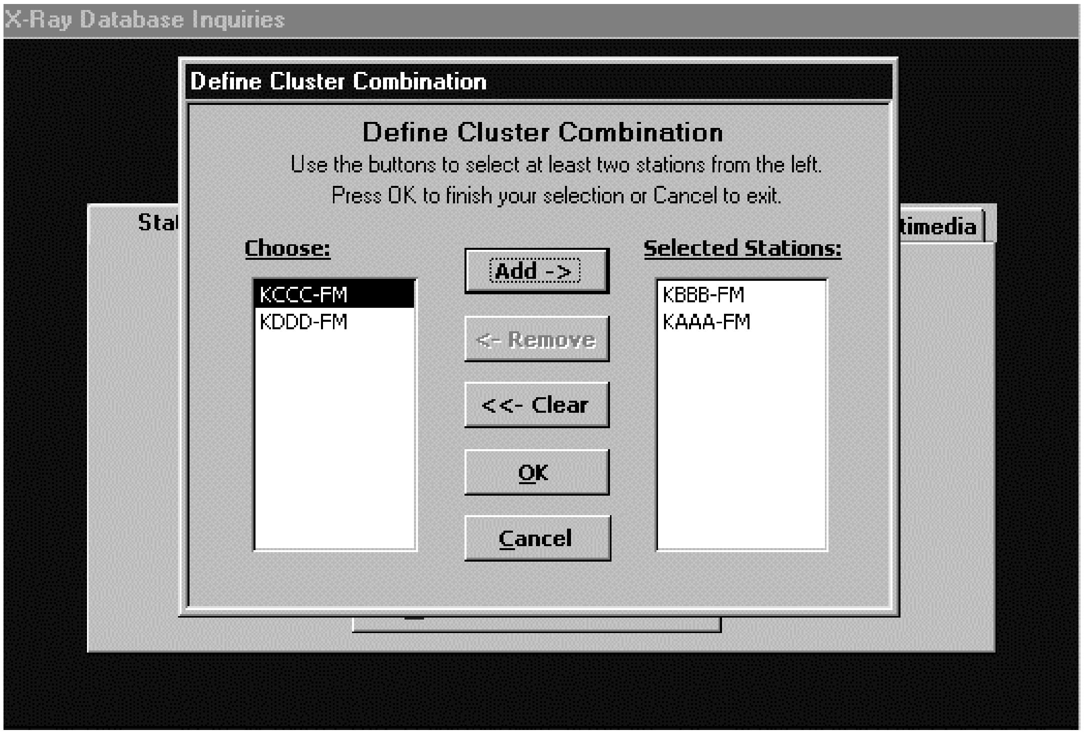
Navigating and Exiting the System

You can always return to the previous screen or menu by using a button or a menu selection. You can exit the X-Ray Database System from the File menu selection at any menu.

Defining a Cluster Combination

Cluster queries use the combined revenues of all of your stations to determine cluster totals and shares. If you have three or more stations, you can create sub-clusters of your stations for use in the cluster queries. You can define any meaningful combination of two or more stations as a sub-cluster.

From the Database Inquiries screen, select the Cluster menu and then Define Combination. The Define Cluster Combination function will appear as below.



Build your sub-cluster by selecting the stations from the choices in the left column and adding them to the Selected Stations column on the right. Highlight a station and use the **Add->** button to select it; you can use the **<-Remove** and **<<-Clear** buttons to remove stations from the selected column. When finished, click **OK** to save your new sub-cluster, or **Cancel** to close without changing the cluster definition. If you click **OK** a confirmation of your new cluster definition will appear.

In the above example stations KAAA-FM and KBBB-FM have been selected from the left column to be the new cluster definition. After the user clicks **OK** the following confirmation will appear:

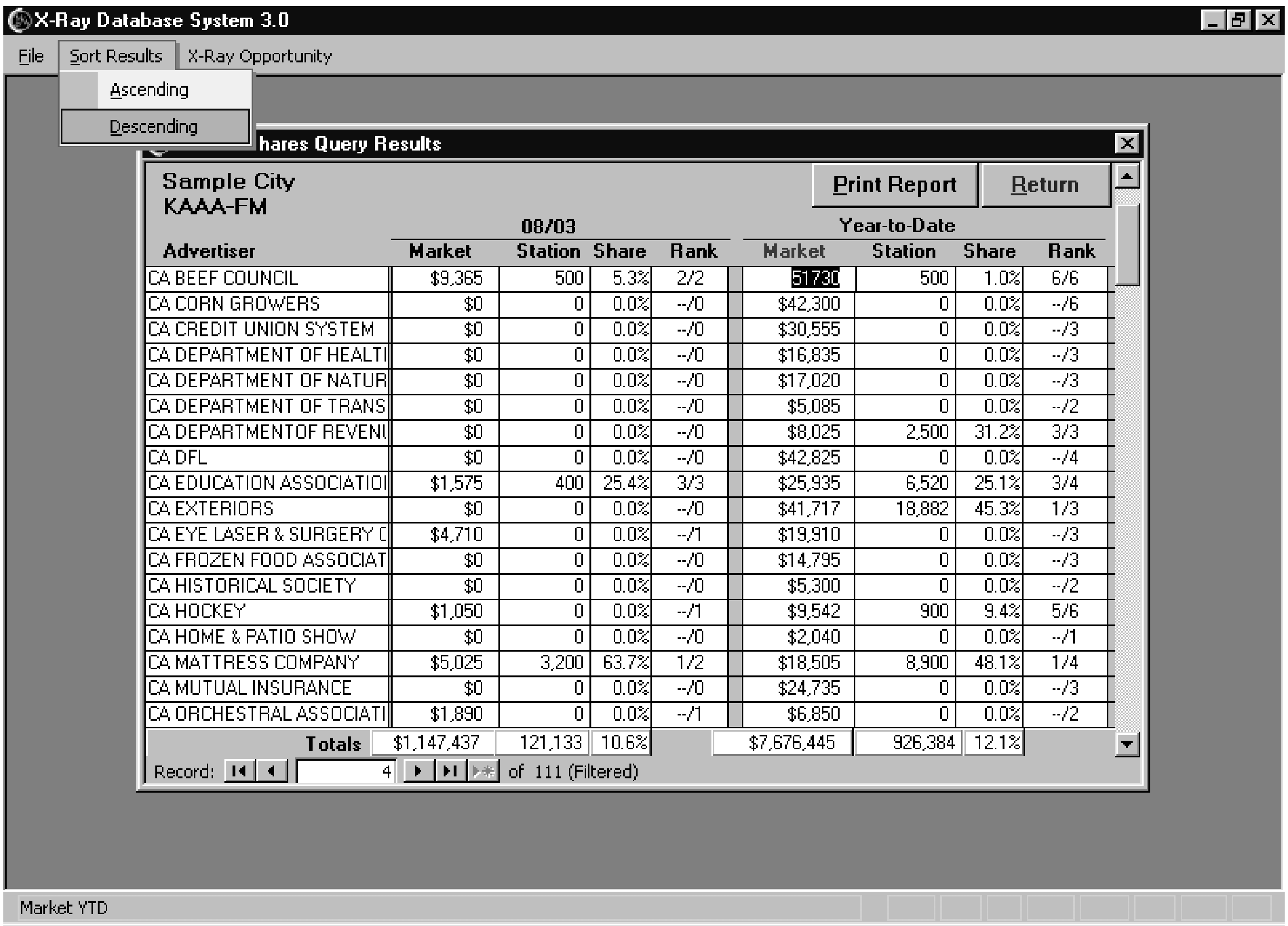
HINT: Redefined sub-clusters are displayed in blue in the cluster query screens. A normal (all-station) cluster is displayed in black.

Working with Query Results

The X-Ray Database System Version 3.0 offers several useful options for working with your query results. These are ad-hoc sorting, report preview, and exporting query results.

Ad-hoc Sorting

Once you have your query results on-screen, you may wish to further examine a trend by re-sorting the results. X-Ray Database System Version 3.0 provides this capability through ad-hoc sorting. To re-sort, click on the column heading of the column to sort over. The column heading will change to blue. Then from the Sort Results menu choose a sort order. The results will rearrange in the sort order you requested. The illustration below shows an ad-hoc sort being chosen for the August 2003 market revenues year-to-date descending.



Advertiser	08/03 Market	Station	Share	Rank	Year-to-Date Market	Station	Share	Rank
CA BEEF COUNCIL	$9,365	500	5.3%	2/2	51730	500	1.0%	6/6
CA CORN GROWERS	$0	0	0.0%	--/0	$42,300	0	0.0%	--/6
CA CREDIT UNION SYSTEM	$0	0	0.0%	--/0	$30,555	0	0.0%	--/3
CA DEPARTMENT OF HEALT	$0	0	0.0%	--/0	$16,835	0	0.0%	--/3
CA DEPARTMENT OF NATUR	$0	0	0.0%	--/0	$17,020	0	0.0%	--/3
CA DEPARTMENT OF TRANS	$0	0	0.0%	--/0	$5,085	0	0.0%	--/2
CA DEPARTMENTOF REVENU	$0	0	0.0%	--/0	$8,025	2,500	31.2%	3/3
CA DFL	$0	0	0.0%	--/0	$42,825	0	0.0%	--/4
CA EDUCATION ASSOCIATIO	$1,575	400	25.4%	3/3	$25,935	6,520	25.1%	3/4
CA EXTERIORS	$0	0	0.0%	--/0	$41,717	18,882	45.3%	1/3
CA EYE LASER & SURGERY C	$4,710	0	0.0%	--/1	$19,910	0	0.0%	--/3
CA FROZEN FOOD ASSOCIAT	$0	0	0.0%	--/0	$14,795	0	0.0%	--/3
CA HISTORICAL SOCIETY	$0	0	0.0%	--/0	$5,300	0	0.0%	--/2
CA HOCKEY	$1,050	0	0.0%	--/1	$9,542	900	9.4%	5/6
CA HOME & PATIO SHOW	$0	0	0.0%	--/0	$2,040	0	0.0%	--/1
CA MATTRESS COMPANY	$5,025	3,200	63.7%	1/2	$18,505	8,900	48.1%	1/4
CA MUTUAL INSURANCE	$0	0	0.0%	--/0	$24,735	0	0.0%	--/3
CA ORCHESTRAL ASSOCIATI	$1,890	0	0.0%	--/1	$6,850	0	0.0%	--/2
Totals	$1,147,437	121,133	10.6%		$7,676,445	926,384	12.1%	

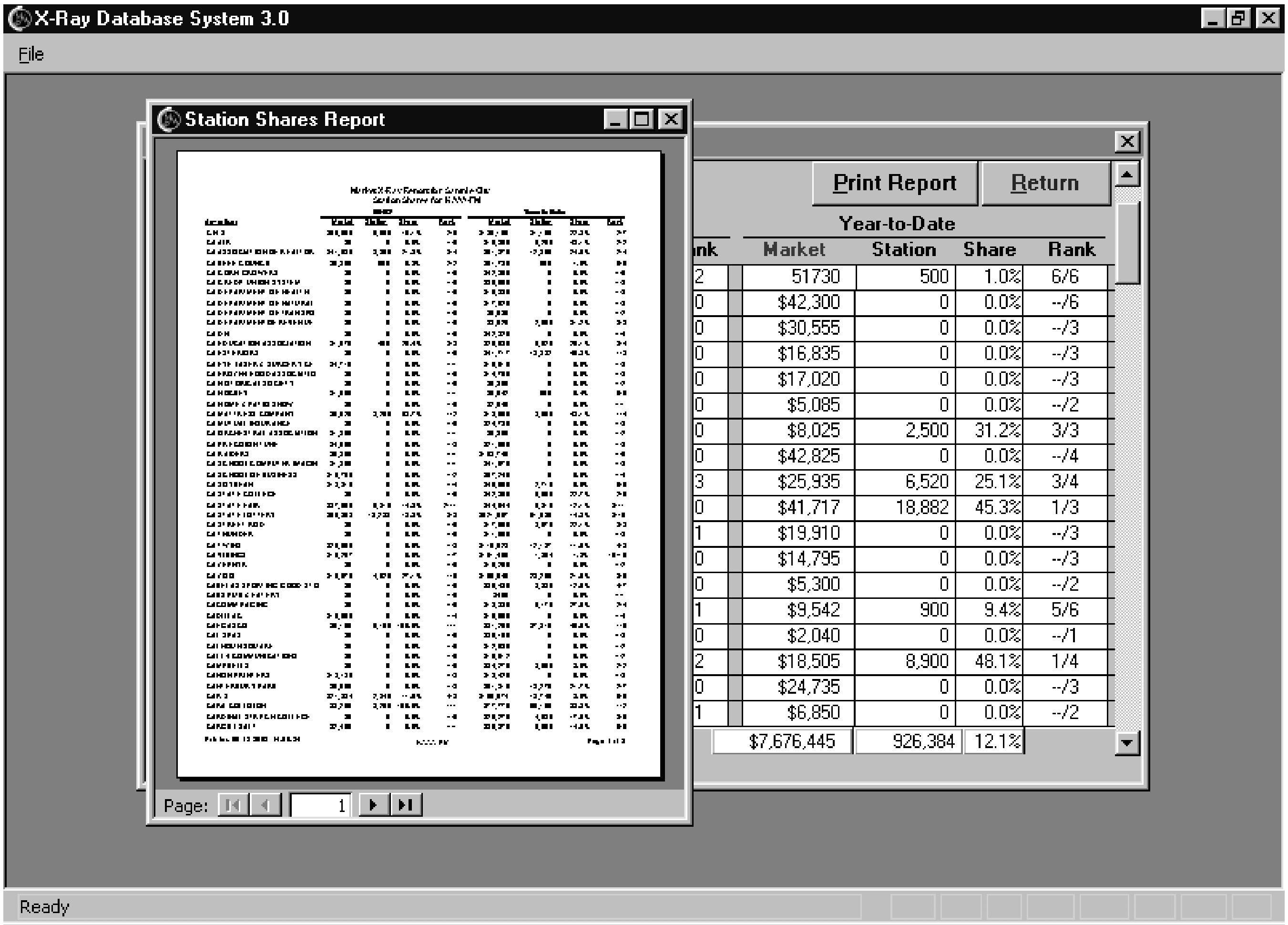
Note that ad-hoc sorting does not work with non-sorting queries such as Top Advertiser queries. Also note that you can continue to re-sort the query results as many times as you like, and your sorts will be reflected when you choose to print a report or export query results. However, once you close the query results your ad-hoc sorting is lost and the X-Ray Database System will continue to follow the sort preference on the query screen.

HINT: Use ad-hoc sorting to fine-tune your query results, but set your preferred sort order on the Query Screen, as this is the sort order that the X-Ray Database System remembers from query to query.

Previewing Reports

You can print a report using the **Print Report** button from either the Query screen or the Results screen. However, if you want to review your report beforehand and the limit the number of pages printed, change printers or print multiple copies, use the Print Preview option.

From a Query Results screen, select File and then Preview Report. A window will open with a preview of the printed report, as in the illustration below.



Place the cursor on the report for a magnifying glass to zoom in or out. Stretch or maximize the report window to view a full page. Use the page selectors at the bottom to move among pages of the report.

When you are ready to print, select the File menu and the Print… function. A Windows Print options box will open. From here you can change printers and/or printer properties, limit the range of pages printed, and increase the number of copies printed.

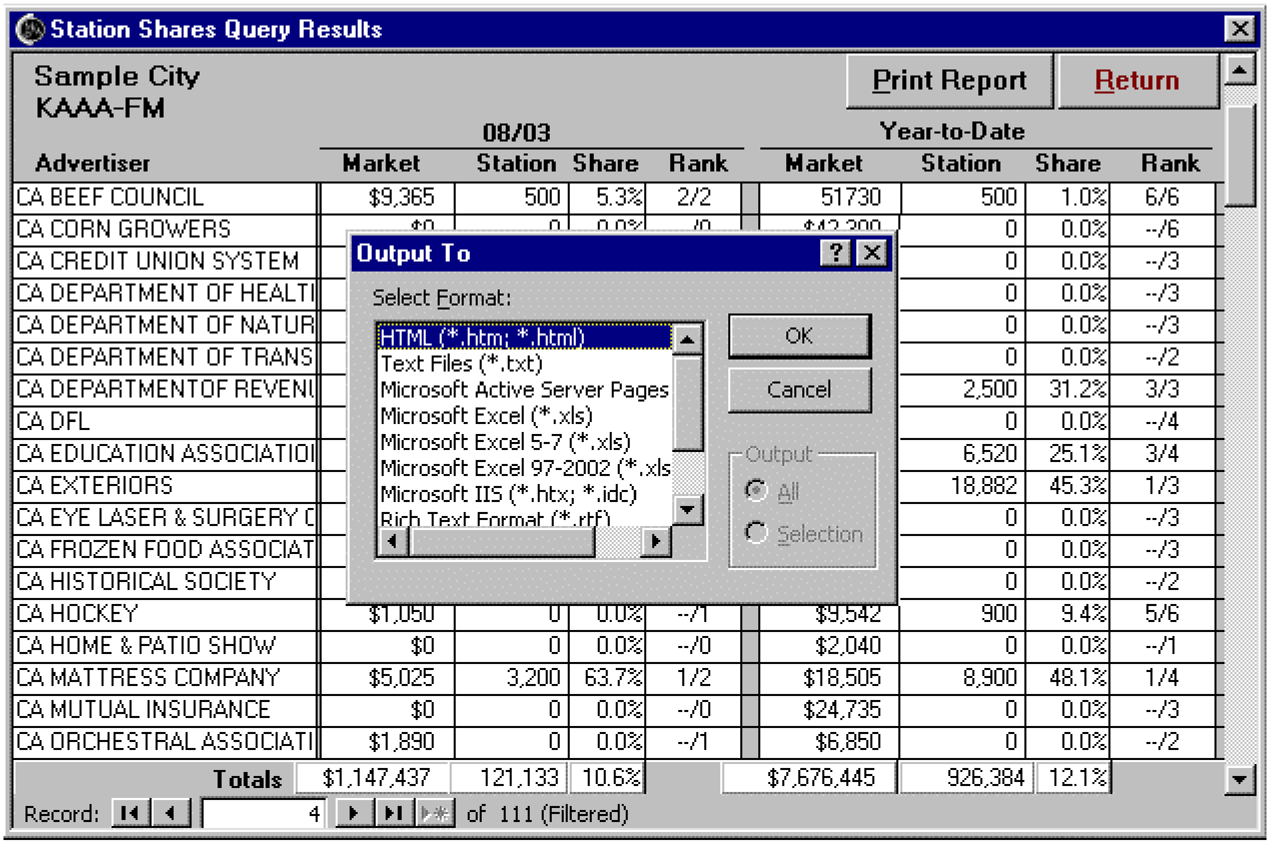
After you are through, close the report preview by selecting Close from the File menu.

HINT: Close the Preview Report window with the Close selection on the File menu. Avoid using the as you could accidentally close the X-Ray Database System.

Exporting Query Results

The X-Ray Database System Version 3.0 allows you to send the results of your queries to other software applications for analysis or presentation. Exporting query results is easy, but some cautions apply. First, you must be proficient in the application you send data to. Secondly, differing computers will offer differing choices of output formats. If the target software you export to is not installed on your computer you will get an error message.

From the File menu, select Export Results…. A file format dialog box will appear as illustrated below. Use it to select your application's file format.



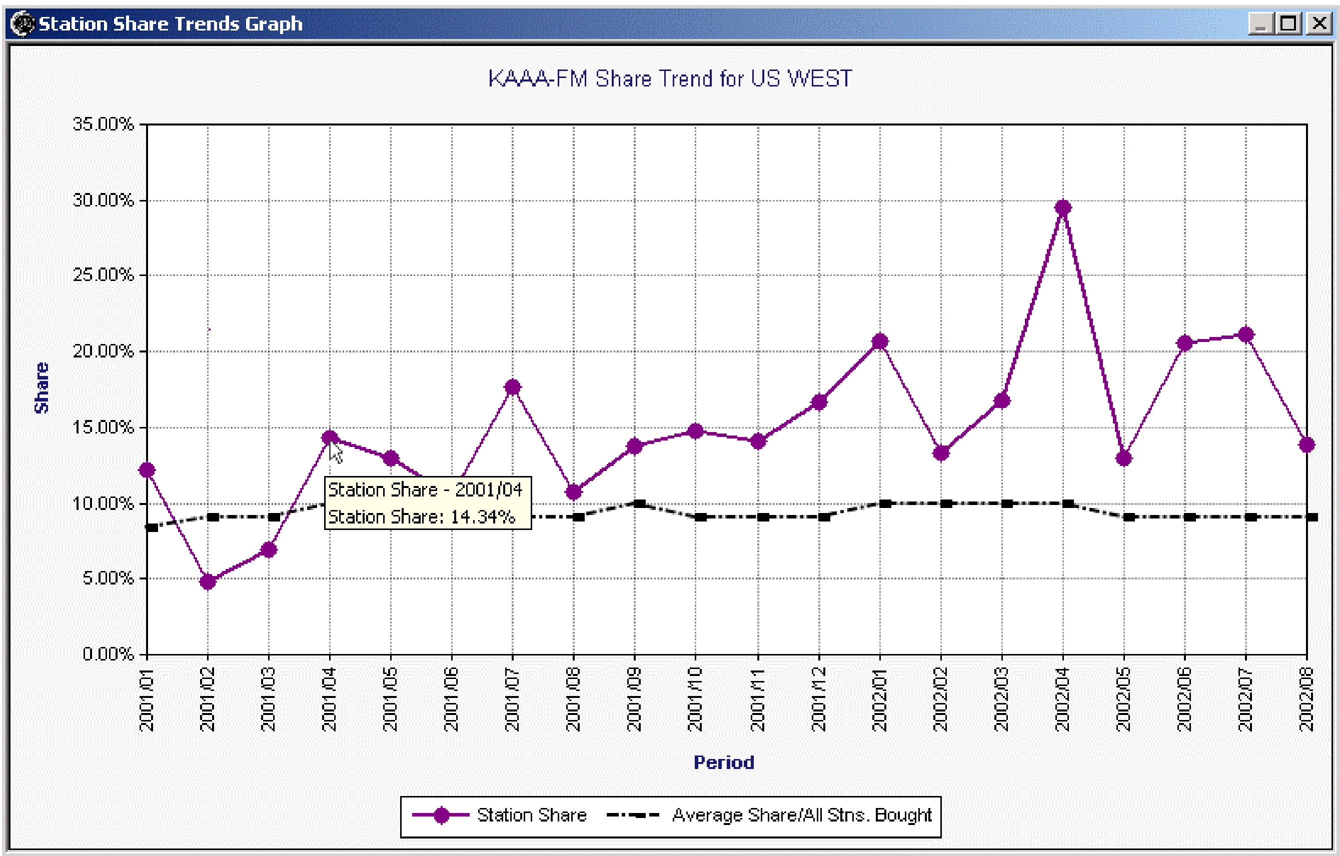
After selecting a file format, click **OK**. A file system dialog box will replace the one above. Use it to select the folder in which to save your export file and to modify the name of the file. The X-Ray Database System will create a default file name based upon the name of the query, but it is advisable to modify it to something unique that reflects the specific results you obtained.

When you are ready click **OK** to export the file. Your target application will open with your X-Ray query results, and you can immediately work with them or defer to a later time. When you return to the X-Ray Database System your query results will be as you left them.

HINT: Save your exported file with a unique name that includes the station or cluster, advertiser or agency if applicable, and period. It will be helpful in recognizing the file in the future.

Graphical Queries

The ten graphical queries in the X-Ray Database System Version 3.0 present charts of data and trends for visual inspection. Graphical queries may present bar charts of revenue figures, bar charts of market shares, or line graphs of trends. An example of a Station Share Trends Graph is shown below.



This graph displays a twenty-month trend of station KAAA-FM's market share of advertiser US West. KAAA's market share each period is plotted from left to right using the solid line. It ranges from a low of 5% share in February 2001 to a high of 30% share in April 2002. In addition, the dashed line plots the average share of all stations in on the US West buy. The trend shows that with the exception of February and March of 2001, KAAA-FM's share of US West exceeded the market average for all periods.

Note that in the example the cursor is placed over KAAA's data point for April 2001. After placing the cursor on any data point in the graph, a description will appear stating precisely what is plotted at that point. In the above example the axis description is Station Share for 2001/04 and the ordinate description is the value of 14.34%.

HINT: Place your cursor over a data point in a line graph or within a bar in a bar chart. A description will appear of the data point and its precise value.

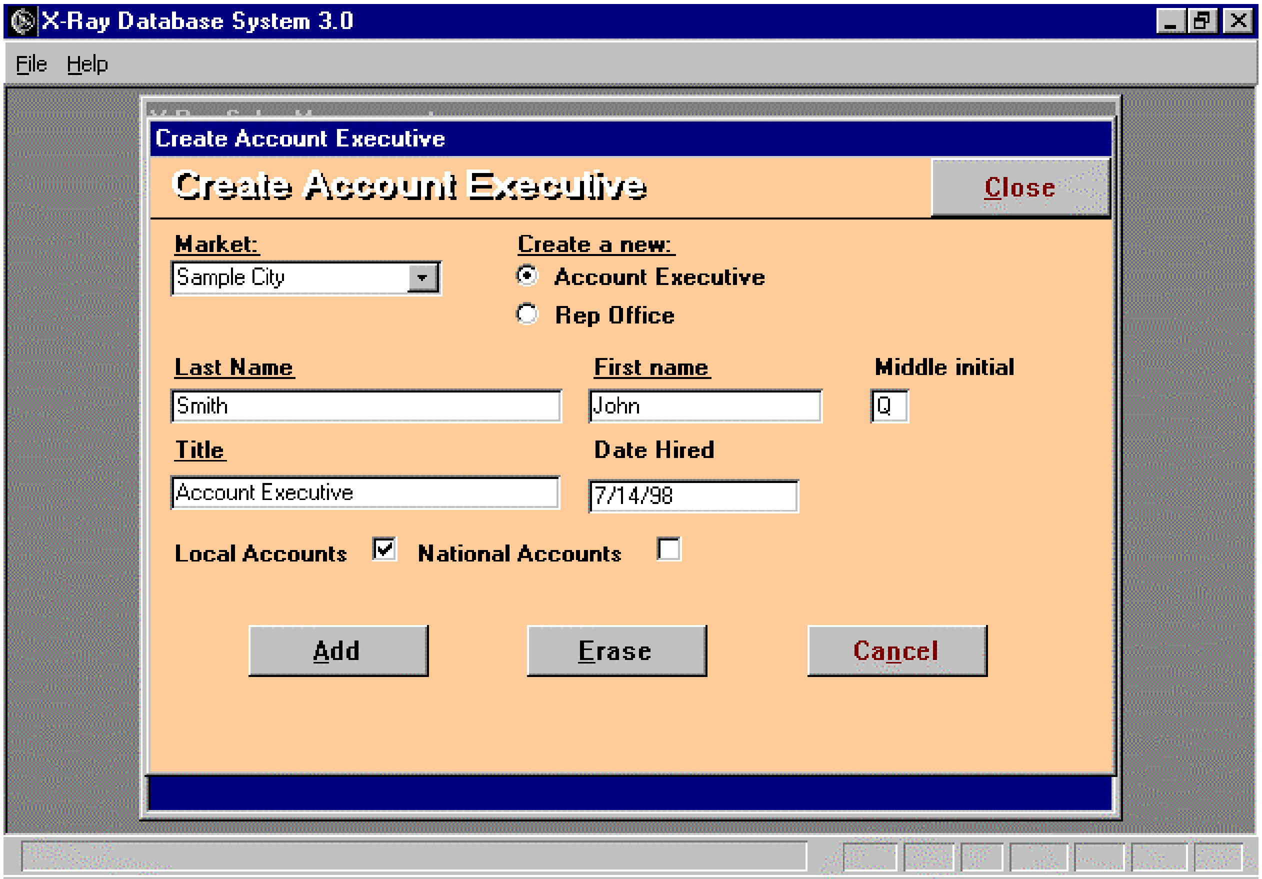
Sales Management

The Sales Management screen, pictured above, offers functions used to create and maintain a database of your sales staff and rep firms and assign and track their share of the advertising expenditures made by sales accounts on their list. The upper three buttons are used to create, review and maintain databases of sales people and rep offices. The lower six buttons are used to assign accounts and review and change the assignments.

Select **Create AE Record** to create a record for each of the account executives and rep offices responsible for your accounts. An example is in the following section (Page 24).
Select **Edit AE Record** to make changes to the account executives and rep office records, such as changing a name or deactivating a terminated employee.
Select **Print AE Records** to print a report listing all account executives and rep offices.
Select **Assign AE to Account** to assign account executives and rep offices to specific accounts (See Page 25).
Select **Review Account** to review the AEs and rep offices that have been responsible for a selected account.
Select **Review AE's Accounts** to examine all of the accounts an AE or rep office is currently responsible for.
Select **Transfer AE's Accounts** to transfer all of an account executive's assigned accounts to another account executive. This is useful when one account executive replaces another.
Select **Delete Assignment** to clear all assignments made to an account and return it to an unassigned state.
Select **Print Current Statuses** to print a report of all current assignments of account executives to accounts or to review accounts that have not been assigned.

A list of guidelines for sales management is on Page 27.

Creating an Account Executive



When you select **Create AE Record** from the Sales Management screen, you see the above screen. You use it to create a record of an account executive or rep office by doing the following:

1. Select the Market.
2. Select either **Account Executive** or **Rep Office**. An account executive is a person with first and last names, a hire date, and a title and is normally responsible for local accounts. A Rep Office may include a city and an optional description such as the last name of the seller, and is normally responsible for national accounts.
3. Fill in the requested information about the account executive or rep office. If necessary, alter the checks for local accounts or national accounts.
4. Check your entry for accuracy. Then click on the **Add** button to add your entry to the sales database. If you are not ready to add, click **Erase** to clear and start again or **Cancel** to exit. In the above example, local account executive John Q. Smith is being added to the sales database.
5. You will see a confirmation that your entry was added to the sales database.
6. Continue creating more records for your sales entities.

Tips for Managing Account Executives and Rep Offices

To print a list of the account executive and/or rep office records in the system, use **Print AE Records** from the Sales Management screen. This will help you keep track of your records.

You can change a record you've created by using the **Edit AE Record** button. You can edit a record to change a name or status or enter a disabled date (see Guidelines for Sales Management, Page 27).

Assigning an Account Executive

After you've created records for your sales entities, you use the **Assign AE to Account** button to associate an account executive or rep office to a specific advertiser. This enables the X-Ray Database System to process queries about the account executive's or rep office's sales performance. With the screen do the following:

1. Select the market.
2. Select the station. In the above example it is KAAA-FM. If you operate multiple stations with the same sales staff, you can select all of the stations for assignment. In the above example, you could select all four stations in the cluster using the **All 4 Stations** button.
3. Select the Advertiser.

HINT: In a lengthy combo box, type the first few letters of your selection to move automatically to it.

4. Select the Account Executive or Rep Office.
5. Select the effective date of the assignment or include all account history. Usually you will want to include all account history, but if this account is being reassigned you can use the effective date to preserve the previous assignee's sales in the periods before this date.
6. Click on the **Assign Account** button. A confirmation message will appear.
7. Continue assigning additional accounts.

In the above example, John Q. Smith has been assigned the ABC account for station KAAA-FM in Sample City and will receive credit for all account sales after of January 1, 2002.

HINT: For large clusters where account responsibilities differ by stations, use sub-clusters to quickly assign accounts for sales staff. See Guidelines for Sales Management in the following section.

Guidelines for Sales Management

What if I make a mistake assigning an account? If you assign an account to the wrong account executive or rep office, simply go back into **Assign AE to Account** and change the assignment. If you change the assignment within three calendar days the error will be erased. If you correct the error later you can reassign the account and select to include all history.

How can I review who's responsible for accounts? The X-Ray Database System gives you several ways to review account assignments:

- To see those accounts a particular account executive or rep office is responsible for, use **Review AE's Accounts**. You can view the accounts on-screen and print them.
- To see all who have been responsible for a particular account, use **Review Account.** You can view the account's assignment history on-screen and print it.
- To review all accounts assigned to all sales entities, use the **Print Current Statuses** button. You can sort the printout by account executive/rep office or by advertiser name, and preview it on-screen before printing it..

What accounts are unassigned, and how large are they? The **Print Current Statuses** function allows you to review unassigned accounts for a station. You can choose to see radio accounts only or accounts in all media. This query requires you to select a period and enter a minimum year-to-revenue for that period. You can sort the printout by advertiser or by year-to-date revenue descending.

What if someone leaves? If an account executive terminates or a rep office closes, you do not delete their records. Rather, you mark them as no longer active. To deactivate them, first print out a list of their accounts using **Review AE's Accounts**. Save this list for reassignment to others. Then use **Edit AE Record**. Edit the account executive's or rep office's record and enter a termination date in the Date Disabled field. Then **Save** your change. This marks the record as disabled and prevents it from being assigned to any accounts.

What if they come back? To reactivate a disabled record, use **Edit AE Record** to change the Date Disabled to equal the Date Hired, then **Save** it.

What about the accounts assigned to a disabled account executive or rep office?
If you disable an account executive or rep office, you will likely have accounts that will need to be reassigned. In this case you can do the following:

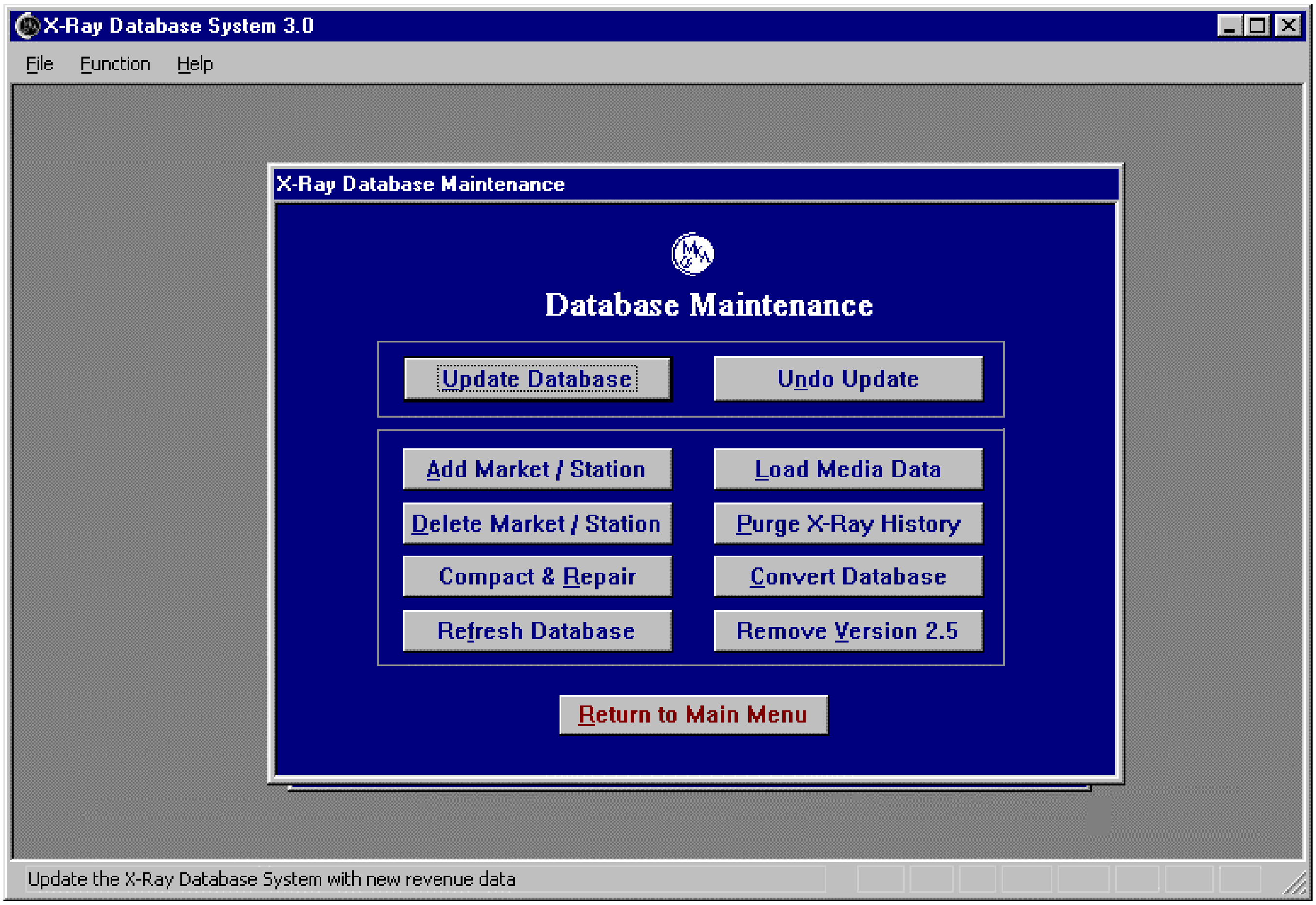
- Be sure to print a list of the accounts assigned to them before disabling the account executive or rep office.
- Reassign responsibility for those accounts to one or more others.
  - To transfer all of the accounts to another account executive or rep office, use the **Transfer AE's Accounts** button. Select the disabled account executive or rep office as the Old Account Executive, and the assignee as the New Account Executive. Select if you want an effective date for the transfer or if all sales history should move to the new account executive.
  - To transfer some accounts to one account executive and others to another account executive, use the **Assign AE to Account** button to reassign them individually.

Station, cluster or sub-cluster definition?

- To assign an account to an AE for one station, select the station when assigning.
- To assign an account to an AE for all stations, select the cluster when assigning.
- To assign an account to an AE for two or more stations, create a sub-cluster using Define Cluster Combination as described on Page 19. The Cluster menu is available from the Sales Management screen.

After you define a sub-cluster the definition will remain in place for all sales management functions. The sub-cluster and its individual stations are displayed in blue when a sub-cluster definition is in effect, and only the individual stations of the sub-cluster are available for review or account assignment.

Database Maintenance



Database Maintenance functions are used to update and maintain the X-Ray Database System. The **Database Maintenance** screen, pictured above, offers six function buttons. However, in normal operation you will only use one of the buttons, the **Update Database** button. Use **Update Database** to add newly issued revenue information to the X-Ray databases. This new information is sent to you on update diskettes each new period.

To use any of the other functions contact X-Ray Customer Service at (818) 487-1197 for guidance.

Undo Update is used to roll back a database update in case of a system or media failure.
Add Market/Station is used to add additional entities to the existing X-Ray Database System setup.
Load Media Data is used to add additional revenue data into the X-Ray Database System.
Delete Market/Station is used to remove a station setup from the X-Ray Database System.
Purge X-Ray History will delete a year's worth of revenue history from the X-Ray Database System.
Compact and Repair can help correct a damaged or corrupted X-Ray database and/or compress its size.
Convert Database is used to modify the internal X-Ray databases for use with newer software.
Refresh Database is used to purge obsolete advertisers and agencies and correct revenues credited to them.
Remove Version 2.5 disables the commands for starting X-Ray Database System Version 2.5.

Updating the Database

Updating the X-Ray Database System is a simple and straightforward process. You update the database with new revenue information each period for each of the stations you operate. Update is performed using data files sent to you from Miller, Kaplan, Arase & Co., LLP. You receive these files by one of two ways, either attached to an e-mail message or stored on diskettes.

Updating By E-Mail

In order to receive updates by e-mail you must register with Miller, Kaplan, Arase & Co., LLP as an e-mail recipient for your station. Registration requires submitting your name, station, title, organization and e-mail address. Contact X-Ray Customer Service at (818) 487-1197 to register for e-mail updates.

As a registered recipient for a station, each period you will receive an automated e-mail from the X-Ray System at Miller, Kaplan, Arase & Co., LLP The subject and body of the e-mail will identify the station and update period for the e-mail. Attached will be a file named with the station call letters and the period; for example, KAAAFM-0903.ZIP is the September 2003 update for KAAA-FM. This file contains the update data in a zipped (compressed) format. Follow these procedures to use e-mail updates.

Before Your First E-Mail Update

Before updating using e-mail, we recommend you create a folder on your computer or network in which you will unzip (expand) the file attached to the e-mail. It is also advisable to create subfolders to organize e-mails by station or year; this can serve as an archive to replace your data if it is damaged or deleted. Also note that expanded e-mails all contain the same file names, so they will overwrite each other if expanded in the same folder.

To create an X-Ray Email folder:
1. Start the Windows Explorer.
2. Highlight the disk drive where you want to create the X-Ray update folder.
3. Expand the folders or subfolders to where you want to create the X-Ray update folder.
4. From the File menu, select New and then Folder.
5. Rename the New Folder that appears in the right-hand pane to XRAYEMAIL.
6. If you wish you can create subfolders to organize your update files under XRAYEMAIL as they accumulate. Use this same folder creation technique.
7. Close the Windows Explorer.

You must also verify that your computer can unzip the update file into usable files. If your computer's Windows cannot recognize and open .ZIP files, various programs are available at little or no cost to enable it to do so. A popular program is WinZip from WinZip Computing; you can download a free evaluation of it from http://www.winzip.com/download.htm.

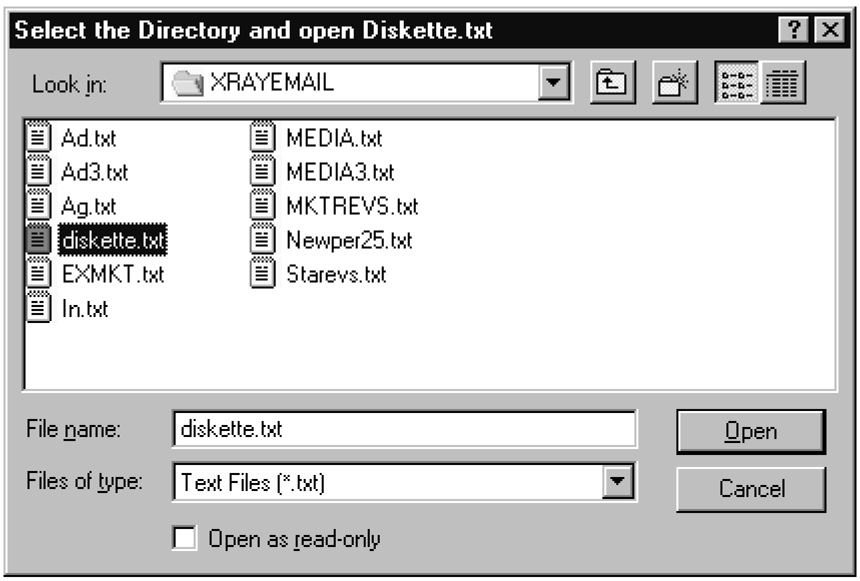
Processing an E-Mail Update

1. Your e-mail software program will notify you when you receive an X-Ray Update. You can identify it by its subject, sender and message. Open the e-mail in your e-mail program. Save the attached file to your X-Ray

E-mail folder by using the Save or Save Attachment feature. Minimize or close your e-mail program.
2. From the Windows Start button, select My Recent Documents (or Documents in Windows 98). You should see the file you just saved in your X-Ray Email folder. Highlight the file name and click.
3. Your unzip program will now load. Use it to save the expanded files in your X-Ray E-mail folder. How your program does this depends on the one you use.
4. If a previous update's files remain in the folder, you will be asked if you want to overwrite the existing files. You must answer yes to overwrite all the files.
5. After confirmation that the files have unzipped successfully exit your unzip software.

Updating the X-Ray Database System with the E-Mail Files

1. Close the other applications on your computer. In the X-Ray Database System, select Database Maintenance, and click the **Update Database** button.
2. From the Update X-Ray Database screen, use the list box arrow to select disk drive C:, D:, or E:.
3. A Windows browse box will appear. You are prompted to select the directory and open diskette.txt. Locate the folder containing the unzipped files and highlight the file DISKETTE.TXT. Click the **Open** button.



4. A confirmation message appears confirming the folder and file selected. Click **OK** to continue.
5. A message will confirm your station and the update period. Click on **Begin Update** to start the update process.
6. Allow several minutes for the update. When through, the system will signal you that the update is completed.

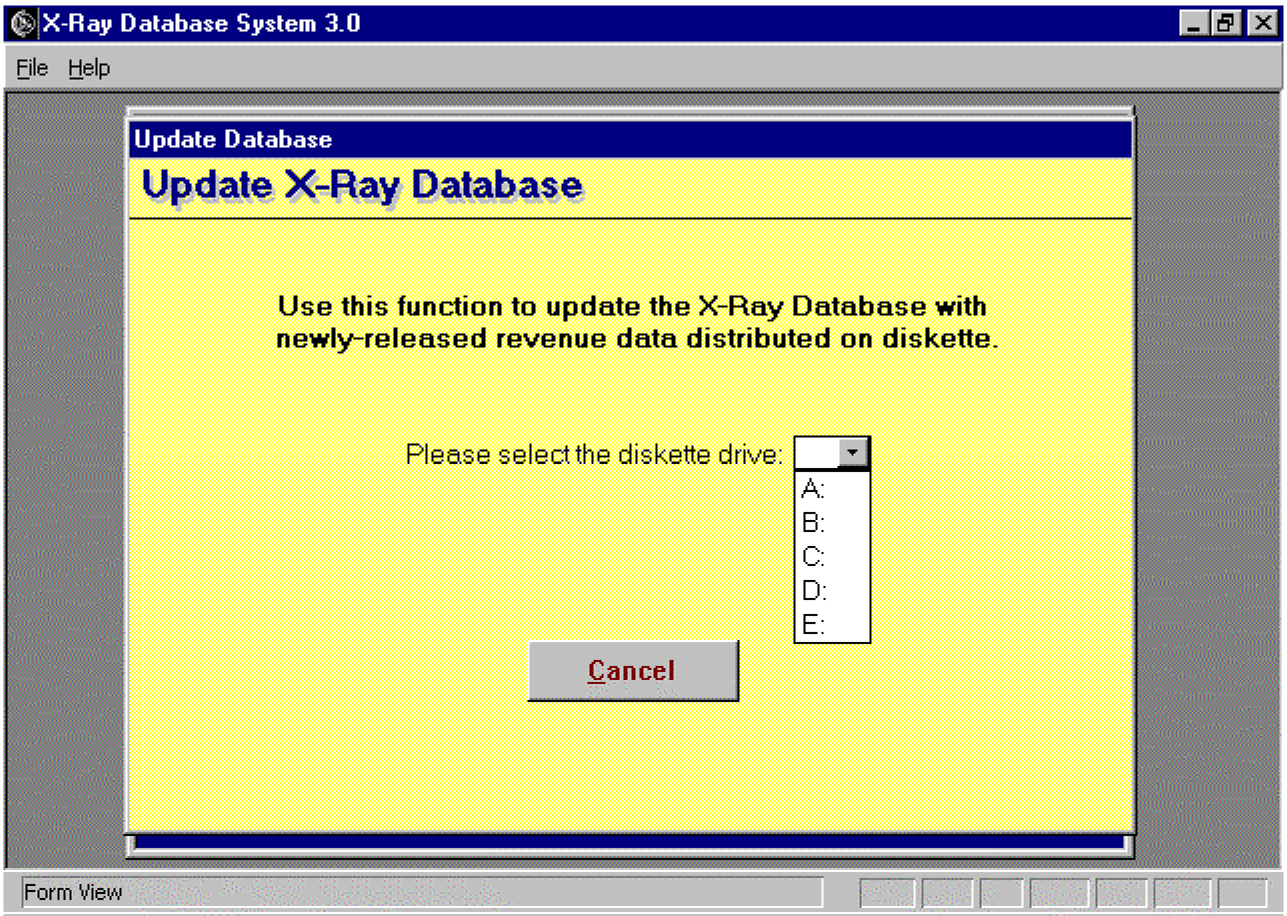
Save the E-Mail Attachments

You should save the e-mail attachment files you receive. In the event of a future computer change or failure they may be needed to reconstruct the X-Ray Database. Using subfolders to organize them by station or year could be helpful. Use the Windows Explorer to create folders and move files.

Updating By Diskette

When you update with diskettes, you receive a set of diskettes for each station that is specifically prepared with its revenue data. Typical stations receive three diskettes per period. Each diskette is labeled with the station and period. Follow these steps to update the database.

1. Close all other applications running on your computer.
2. Click the **Update Database** button. You will see the Update X-Ray Database screen.



3. Using the list box arrow, select the diskette drive for your system, A: or B:.
4. Insert Update Diskette 1 in the diskette drive.
5. Click on **OK** to continue.
6. A message will confirm you inserted the correct diskette for your station and the period. If the message is not correct, click on the **Cancel** button to stop the process. Otherwise click on **Begin Update** to start the update process.
7. Allow several minutes for the update. You will be prompted to remove Diskette 1 and replace it with Diskette 2. When the third diskette is required you will be prompted as well.
8. When through, the system will signal you that the update is completed.
9. Please remove the Update Diskettes and store them in a safe place. In the event of a future computer upgrade or failure they may be needed to reconstruct the X-Ray Database.

If you operate more than one station in your X-Ray Database System, repeat the update procedure with each station's set of update diskettes.

Undo Update

The Undo Update function is provided to reverse an update for a period and station to remedy certain situations. It deletes the revenue records that were added in the update. Undo Update may be required if a revision to a period has been issued, or to roll back an update that failed while in process due to media or network failure. The undo procedures differ for the type of update originally performed, e-mail or diskette.

Undo Update from Folder (E-Mail Update)

1. Repeat the "Processing an E-mail Update" steps of the Updating By E-mail section. This will again extract the compressed Update files into the folder from which they were updated. Repeating these steps ensures that you will undo the exact station and period data that the update was performed with.
2. Close all other applications running on the computer. If on a network, have all other users close their X-Ray.
3. Open the X-Ray Database System to the Main Menu.
4. From the Main Menu, select **Database Maintenance**.
5. From the Database Maintenance menu, click the **Undo Update** button.
6. A warning message appears. Click **OK** to continue.
7. From the Undo Update Procedure screen, use the list box arrow to select disk drive C:, D: or E:.
7. A Windows browse box will appear. You are prompted to select the directory and open diskette.txt. Locate the folder containing the update files and highlight the file DISKETTE.TXT. Click the **Open** button.
8. A confirmation message appears confirming the folder and files selected. Click **OK** to continue.
9. A message will confirm the removal of the update for the station and the period. Click **Undo** to start the undo process.
10. Allow a few minutes for the rollback. When finished, the system will signal the undo update has completed.

Undo Update from Diskette

1. Close all other applications running on the computer. If on a network, have all other users close their X-Ray.
2. Open the X-Ray Database System to the Main Menu.
3. From the Main Menu, select **Database Maintenance**.
4. From the Database Maintenance menu, click the **Undo Update** button.
5. A warning message appears. Click **OK** to continue.
6. Insert Update Diskette 2 in the diskette drive.
7. Using the list box arrow, select the diskette drive, A: or B:.
8. Click on **OK** to continue.
9. A message will confirm the removal of the update for the station and the period. Click on **Undo** to start the undo process.
10. Allow a few minutes for the rollback. When finished, the system will signal the update has completed.