



# Advertising Dayplanner

BIG IDEAS



The Advertising Dayplanner is a "new" innovative planning tool created specifically for people that plan to or use marketing or advertising in their daily lives. Whether you are a business owner, buyer, seller, ad agency or student studying marketing, business or advertising you can't afford to be without this valuable resource tool.

- 188 Pages packed with, Advertising, Marketing and Media Information
- Daily, Weekly, Monthly and Annual Planning Calendars
- Space for Daily Priorities & Appointments
- Inspirational Quotes

- Media Formulas
- Market and Strategic Planning Information
- Competitive Media Analysis
- Make it even more functional by customizing your planner with your logo and insert information

The Advertising Dayplanner is an invaluable time management and reference guide in one handy book.

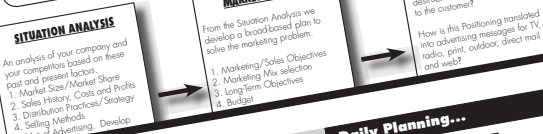
**First,** its a resource book, with a multitude of formulas and data to analyze, media and marketing in a handy reference guide. It has invaluable marketing guidelines and information to better prepare, owners, media buyers, sellers and marketing and advertising professionals in a comprehensive format.

**Secondly,** its a time management system to prepare ad, marketing and media campaigns, managing daily activities in a very efficient and structured manner.

Quarterly Updates Available.



## THE SCOPE OF MEDIA PLANNING ACTIVITIES



## STANDARD BROADCAST 2006

	MON	TUE	WED	THUR	FRI	SAT	SUN
1		26	27	28	29	30	31
2	J	3	4	5	6	7	8
3	A	9	10	11	12	13	14
4	N	16	17	18	19	20	21
5		23	24	25	26	27	28
6	F	30	31	1	2	3	4
7	F	6	7	8	9	10	11
8	F	13	14	15	16	17	18
9	F	20	21	22	23	24	25
10	M	27	28	1	2	3	4
11	A	8	9	10	11	12	13
12	R	15	16	17	18	19	20
13		22	23	24	25	26	27
14	A	27	28	29	30	31	1
15	P	3	4	5	6	7	8
16	R	10	11	12	13	14	15
17		17	18	19	20	21	22
18		24	25	26	27	28	29
19	M	1	2	3	4	5	6
20	A	8	9	10	11	12	13
21	Y	15	16	17	18	19	20
22		22	23	24	25	26	27
23	J	29	30	31	1	2	3
24	U	5	6	7	8	9	10
25	N	12	13	14	15	16	17
26	E	19	20	21	22	23	24
27	J	26	27	28	29	30	31
28	U	3	4	5	6	7	8
29	L	10	11	12	13	14	15
30	Y	17	18	19	20	21	22
31		24	25	26	27	28	29
32	A	31	1	2	3	4	5
33	U	7	8	9	10	11	12
34	G	14	15	16	17	18	19
35		21	22	23	24	25	26
36	S	28	29	30	31	1	2
37	E	4	5	6	7	8	9
38	P	11	12	13	14	15	16
39	T	18	19	20	21	22	23
40	O	25	26	27	28	29	30
41		1	2	3	4	5	6
42	C	8	9	10	11	12	13
43	T	15	16	17	18	19	20
44		22	23	24	25	26	27
45	N	29	30	31	1	2	3
46	O	6	7	8	9	10	11
47	V	13	14	15	16	17	18
48		20	21	22	23	24	25
49	D	27	28	29	30	31	1
50		4	5	6	7	8	9
51	E	11	12	13	14	15	16
52	C	18	19	20	21	22	23
53		25	26	27	28	29	30

## Daily Planning...

"The only time you can't afford to fail is the last time you try."  
- Charles Kettering

Week of: **February 6-12, 2006**

### Things to Do!

1. \_\_\_\_\_
2. \_\_\_\_\_

## CATEGORY DEVELOPMENT INDEX

**Description:** A comparative market-by-market measure of a market's total sales (all brands).

**Purpose:** Used to relate the percent of a category's sales in a market to the percent of the U.S. population in that same market.

**Figures Needed:**

- a. Total sales of all brands in a market as a percentage of total U.S. sales.
- b. Population per market (as percentage of U.S.)

**Formula:**  

$$\frac{\text{Market's U.S. sales share in percent} \times 100}{\text{Market's population in percent}} = \text{CDI}$$

**Steps:**

1. Multiply markets total sales percentage by 100.
2. Divide the sales figure by market's percentage of U.S. population.
3. Repeat calculation for all markets
4. Rank order CDI's from highest to lowest.

**Illustration:**

Market A's total sales accounts for 5.6 percent of U.S. sales from population that is 2.6 percent of U.S.

Market B is 2.6 percent sales and 1.2% population. Which has the higher CDI?

$$\frac{5.6 \times 100}{2.6} = 215 \text{ Market A's CDI}$$

$$\frac{2.6 \times 100}{1.2} = 216 \text{ Market B's CDI}$$

Note that the smaller market ranks better on a CDI for potential. These indices reward effectiveness not size. CDI most valuable when used in conjunction with BDI.  
 \* CDI not standardized - Firms use various marketing statistics for computation. Version shown here is the most basic but some include as many as five elements such as retail sales, percent category penetration (distribution) and some manipulate brand sales against total sales.

### Organized Planning involves

1. Obj
2. Stra
3. Tact

Additional Enhancements for your Mega Media Dayplanner available as well. Call 602-421-8935 or email [doliver@megamediacsb.com](mailto:doliver@megamediacsb.com) for details. Ask about special quantity discounts.

\*Additional charges for custom logos and inserts. Pricing subject to change. Request pricing for custom inserts.

For additional information email [doliver@megamediacsb.com](mailto:doliver@megamediacsb.com) or call 602 • 421 • 8935