



Press Planner Training Manual

Press planner is our new super easy online press planning tool that enables you to quickly access **newspaper rates, specs, and deadlines**, and to pull together a super quick schedule which can be exported to excel.

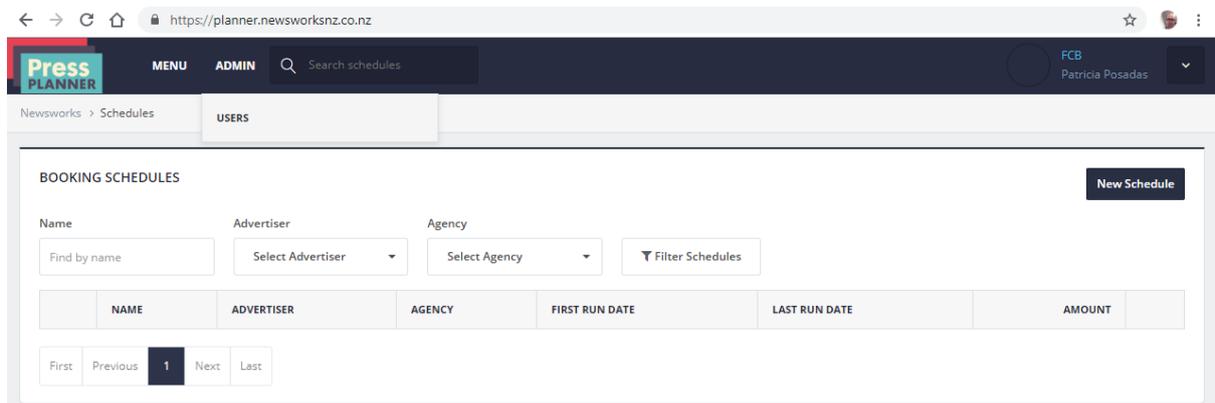
This guide is here to help you build a schedule and add or delete users in your agency.

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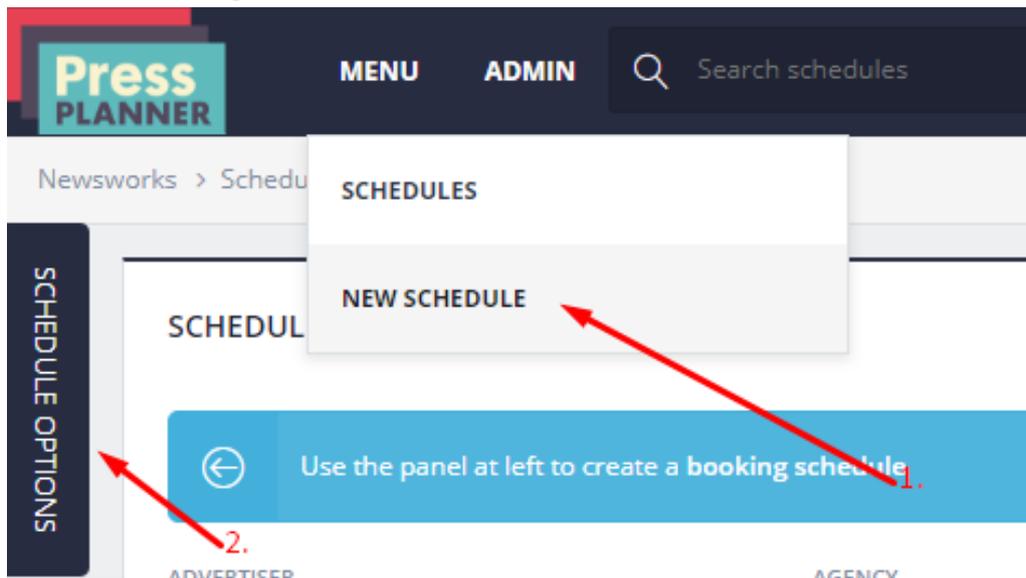
1. Adding a new user
2. Creating a schedule
3. Public holiday deadlines
4. Readership and circulation figures
5. Schedule menu options

1. Adding a new user

Click on ADMIN and select USERS. This will display all current and disabled users in your agency. Disabled users will display a  symbol under the disabled column.



2. Creating a new schedule.



Click on Menu>New Schedule then click on Schedule Options to open the schedule building area.

'Schedule options' can be opened or closed by clicking on it.

The screenshot shows the 'Press Planner' interface. At the top, there is a navigation bar with 'Press PLANNER', 'MENU', 'ADMIN', and a search icon. Below this, the breadcrumb 'Newsworks > Schedules >' is visible. The main content area is a sidebar titled 'SCHEDULE OPTIONS' on the right side. It contains several sections:

- Find advertiser...:** A search input field with a magnifying glass icon.
- Publication:** A dropdown menu labeled 'Select Publications'.
- Section:** A dropdown menu labeled 'Select a section'.
- AdSize:** A dropdown menu labeled 'Select an adsize'.
- Calendar:** A calendar for January 2019 with days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and dates (30, 31, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1, 2, 3, 4, 5, 6, 7, 8, 9).
- Add to Schedule:** A button at the bottom with a right-pointing arrow icon.

 Blue arrows point from text boxes on the right to these specific elements.

Start typing the first letter of your advertiser or any letter in the name will display all available advertisers with those letters. Click on the advertiser you would like to build the schedule for.

Clicking here will display all available publications where you can click on one or many to include or you can type letters in the search field to filter to the paper/s you wish.

Select the section you wish and you can only choose one at a time.

Select the ad size you wish and you can only choose one at a time.

Select the dates you wish by clicking on each date and you can choose multiple dates at a time.

Click on 'Add to Schedule' to create the schedule. The system will only show details on the right for each publication if it has a cost for that size in that section on that day of the week.

Once the schedule has been created this will appear further on the right. You can close the 'Schedule Options' to give you more space if you have finished creating the schedule.

3. Public holiday deadlines

Note the highlighted line in yellow shows that this date may be affected by public holiday deadlines. Public Holiday deadlines are not included within the tool, due to being regularly updated.

The screenshot shows the 'SCHEDULE' interface for 'Casual Costs Comm Bearing Commission' with a total amount of \$2,160.00. A table lists publications with columns for PUBLICATION, FIRST RUN DATE, LAST RUN DATE, and AMOUNT. The row for 13/02/2019 is highlighted in yellow. A red arrow points to the 'Save Changes' button at the bottom left.

PUBLICATION	FIRST RUN DATE	LAST RUN DATE	AMOUNT	#
BAY OF PLENTY TIMES	06/02/2019	13/02/2019	\$2,160.00	2

RUNDATE	DOW	SECTION	ADSIZE	COMMISSION	RATE	DISCOUNT	INSERTS	AMOUNT
06/02/2019	Wednesday	RUN OF PAPER	QUARTER PAGE HORIZONTAL	20.00 %	\$1,080.00	0.00 %		\$1,080.00
13/02/2019	Wednesday	RUN OF PAPER	QUARTER PAGE HORIZONTAL	20.00 %	\$1,080.00	0.00 %		\$1,080.00

4. Readership and circulation figures

Circ and readership figures can be found at this information box.

The screenshot shows the 'SCHEDULE' interface with a 'Circulation Data' pop-up window open for 'BAY OF PLENTY TIMES'. The pop-up displays circulation and readership figures. A red arrow points to the text 'Latest Circ and/or Readership, if available'.

Circulation Data

BAY OF PLENTY TIMES

Circulation: 11158
Source: ANZ to 309/18

Readership (HHS): 19000
Source: Nielsen CMI Q4 17 - Q3 18 (AIR)

Readership (all 15+): 30000
Source: Nielsen CMI Q4 17 - Q3 18 (AIR)

Readership (all 40+): 29000
Source: Nielsen CMI Q4 17 - Q3 18 (AIR)

affected by earlier deadlines

Latest Circ and/or Readership, if available

PUBLICATION	FIRST RUN DATE	LAST RUN DATE	AMOUNT	#
BAY OF PLENTY TIMES	06/02/2019	13/02/2019	\$2,160.00	2

RUNDATE	DOW	SECTION	ADSIZE	COMMISSION	RATE	DISCOUNT	INSERTS	AMOUNT
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13/02/2019	Wednesday	RUN OF PAPER	QUARTER PAGE HORIZONTAL	20.00 %	\$1,080.00	0.00 %		\$1,080.00

Newsworks > Schedules > QPH costs for training v2

SCHEDULE

ADVERTISER: **Casual Costs Comm Bearing** Commission AGENCY: **Newsworks** Lorne Maltman TOTAL AMOUNT: **\$2,160.00**

CREATED: 15/01/2019 12:06:57 pm MODIFIED: 15/01/2019 12:07:07 pm

Schedule Attachments Emails

Name: QPH costs for training v2 Notes: Schedule notes

Public Holiday: Please note that insertions may be affected by earlier deadlines

This information box shows deadlines

Line Item

RunDate: 08/02/2019 (holiday)
 Publication: BAY OF PLENTY TIMES
 Section: RUN OF PAPER
 AdSize: QUARTER PAGE HORIZONTAL
 Rate: \$1,080.00
 Discount: 0.00 %
 Amount: \$1,080.00
 Commission: 20.00 %
 Booking Deadline: 04/02/2019 10:00 am
 Material Deadline: 05/02/2019 12:00 pm

PUBLICATION	FIRST RUN DATE	LAST RUN DATE	AMOUNT	#
BAY OF PLENTY TIMES	06/02/2019	13/02/2019	\$2,160.00	2

RUNDATE	DOW	SECTION	ADSIZE	COMMISSION	RATE	DISCOUNT	INSERTS	AMOUNT
06/02/2019	Wednesday	RUN OF PAPER	QUARTER PAGE HORIZONTAL	20.00 %	\$1,080.00	0.00 %	1	\$1,080.00
13/02/2019	Wednesday	RUN OF PAPER	QUARTER PAGE HORIZONTAL	20.00 %	\$1,080.00	0.00 %	1	\$1,080.00

To delete or edit a line:

Newsworks > Schedules > QPH costs for training v2

SCHEDULE

ADVERTISER: **Casual Costs Comm Bearing** Commission AGENCY: **Newsworks** Lorne Maltman TOTAL AMOUNT: **\$2,160.00**

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13/02/2019	Wednesday	RUN OF PAPER	QUARTER PAGE HORIZONTAL	20.00 %	\$1,080.00	0.00 %	1	\$1,080.00

Edit line function (arrow pointing to edit icon)

Delete line button (arrow pointing to delete icon)

When clicking on the edit line button, it takes you to the screen below and you can edit the section, size, discount (if advertiser is set up to allow this) and date. After selecting update, the details will be updated.

Newsworks > Schedules > QPH costs for training v2

SCHEDULE

ADVERTISER: **Casual Costs Comm Bearing** Commission AGENCY: **Newsworks** Lorne Maltman TOTAL AMOUNT: **\$2,160.00**

CREATED: 15/01/2019 12:06:57 pm MODIFIED: 15/01/2019 12:07:07 pm

Schedule Attachments Emails

Name: QPH costs for training v2 Notes: Schedule notes

Public Holiday: Please note that insertions may be affected by earlier deadlines

Section: RUN OF PAPER AdSize: QUARTER PAGE HORIZONTAL Number of Inserts: Discount:

February 2019

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	1	2
3	4	5	6	7	8	9

Close **Update**

PUBLICATION	FIRST RUN DATE	LAST RUN DATE	AMOUNT	#
BAY OF PLENTY TIMES	06/02/2019	13/02/2019	\$2,160.00	2

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06/02/2019	Wednesday	RUN OF PAPER	QUARTER PAGE HORIZONTAL	20.00 %	\$1,080.00	0.00 %	1	\$1,080.00
13/02/2019	Wednesday	RUN OF PAPER	QUARTER PAGE HORIZONTAL	20.00 %	\$1,080.00	0.00 %	1	\$1,080.00

If you have made changes then please save to ensure these remain stored.

5. Schedule menu options

Press PLANNER MENU ADMIN Search schedules NEWSWORKS Lorne Maltman

Newsworks > Schedules > QPH costs for training v2

SCHEDULE

ADVERTISER: **Casual Costs Comm Bearing** Commission AGENCY: **Newsworks** Lorne Maltman TOTAL AMOUNT: **\$2,160.00**

CREATED: 15/01/2019 12:06:57 pm MODIFIED: 15/01/2019 2:50:06 pm

Schedule Attachments Emails

Name: QPH costs for training v2 Notes: Schedule notes

Public Holiday: Please note that insertions may be affected by earlier deadlines

PUBLICATION	FIRST RUN DATE	LAST RUN DATE	AMOUNT	#
BAY OF PLENTY TIMES	13/02/2019	20/02/2019	\$2,160.00	2

RUNDATE	DOW	SECTION	ADSIZE	COMMISSION	RATE	DISCOUNT	INSERTS	AMOUNT
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20/02/2019	Wednesday	RUN OF PAPER	QUARTER PAGE HORIZONTAL	20.00 %	\$1,080.00	0.00 %		\$1,080.00

SCHEDULE OPTIONS

- Create new version
- Save as a different version (useful for looking at different options)
- Export to pdf
- Exports to Excel and includes specs and deadlines
- Sends a link to yourself or others
- Deletes schedule

New Schedule
Save As...
Export to PDF
Export to XLS
Email...
Delete

- “New Schedule” is an alternative to starting a new schedule without having to go to the top Menu.
- “Save as” allows you to save the current schedule and give it a different name. This is ideal when you may want to tweak the original schedule but keep it too. Alternatively, you can export the original to excel and then make changes to your schedule.
- “Export to PDF” downloads a PDF however this does not include the specs and deadlines
- “Export to Excel” downloads an Excel doc and includes specs, circulation and readership info and commission levels.
- “Email” lets you send a link to the schedule
- “Delete” deletes the schedule completely.