

Media Campaigns Reporting Number Served Guidance

Please refer to the appropriate corresponding media type for guidance.

❖ **Newspaper Articles/Ads**

Try to get as close to a real estimate of those served (viewed/read the Ad) as possible. Do not simply state the number of possible people that could have seen it.

1. Ask the paper for circulation numbers for the time period.
If ad runs during summer (May – July) then ask for circulation numbers from May – July from last year. If ad is only running on weekends, then breakdown weekend days and include that information in the request. List/describe the calculations/formula you are using in your IP/MDS Report.
2. Ask the Newspaper how they calculate the circulation numbers. Take this into consideration. If the Newspaper agency only has annual circulation numbers, then divide by 12 months, then multiply by the number of months your advertisement/story ran. List/describe the calculations/formula they are using in your IP/MDS Report.

If the circulation is calculated based on the general census population for the area (i.e. DeKalb Paper circulation is estimated to be 722,161 because the county population was 722,161 in 2014 census) then you will need to factor in the estimated readership demographic. For example, mostly adults read the paper – therefore, you would subtract the census population number of youth from the total.

If the article runs for 3 months (May – July) then ask for estimated readership numbers from May – July from last year. The number served each month should be entered into IP/MDS each month. If the news organization gives you a total reach for a set amount of time (i.e. 5,000 readers for 3 months/May – July), then you should divide the total number by the number of months and enter reach for each month (i.e. 5,000 divided by 3 would require entering 1,666 for May, 1,666 for June and 1,667 for July). Ask if demographic information for the readership is available, and provide it if it is available.

3. The total population for any given month should generally not exceed the population of the service area for that newspaper (e.g. county if it is a county newspaper, region if it targets a more regional population).
4. The total number for any given month should not exceed the population of Georgia unless you can document actual individual readership numbers greater than the population of Georgia during the time period (i.e. Prove it). List/describe the calculations/formula they are using in your IP/MDS Report.

❖ **Billboards**

Try to get as close to a real estimate of those served (viewed/read the Ad) as possible. Do not simply state the number of possible people in the world that could have seen it.

1. Ask the billboard agency for their estimated viewership for the same time period your Ad will be displayed. List/describe the calculations/formula you are using in your IP/MDS Report.

If billboard is displayed during summer (May – July) then ask for estimated viewer numbers from May – July from last year. The number served/reach each month should be entered into MDS each month. If the provider is given a total reach for a set amount of time (i.e. 5,000 viewers for 3 months/May – July), then he/she should divide the total number by the number of months and enter reach for each month (i.e. 5,000 divided by 3 would require entering 1,666 for May, 1,666 for June and 1,667 for July). Ask if demographic information for the viewer area is available, and provide if it is available.

2. Ask the billboard agency how they calculate this number (what do they base it on?)

Are they calculating number of cars that pass per day (in a 24 hour period)? If so you will need to divide this number in $\frac{1}{2}$ to adjust for repeat motorist (to and from work/store/etc.).

Are they calculating this on the number of people living in the area? If so you will need to factor in how many people may not travel to where the billboard is located (i.e. $\frac{1}{2}$ the population). List/describe the calculations/formula they are using in your IP/MDS Report.

3. The total number should not exceed the population of Georgia or the county of location of the billboard unless you can document actual individual viewer numbers greater than the population of Georgia or the county of its location during the time (i.e. Prove it).

❖ Websites

Try to get as close to a real estimate of those served (viewed/read the Ad) as possible. Do not simply state the number of possible people in the world that could have seen your site.

1. Use software like Google Analytics to calculate number of hits during the time period your site is posted. Distinguish between unique hits and repeat hits. List/describe the software analytics you are using in your IP/MDS Report.

If website is posted for 6 months (Jan – June 2017), then report the number of unique hits from Jan – June as number served. Enter number (unique users) each month in MDS (in Jan, in Feb, in Mar, in Apr, in May and in June).

Also report the number of repeat hits during Jan – June 2017 (if this information is available).

2. If available, also provide information about the location of where the different hits are coming from in the world (i.e. X number or X% from within DeKalb County (your community/populations' county), X% from within Georgia, X% from other states within the US, and/or X% from outside the US.)
3. The total number should not exceed the population of Georgia unless you can document actual individual viewer numbers greater than the population of Georgia or the county of its location during the time period (i.e. Prove it).

❖ Social Media Ads

Try to get as close to a real estimate of those served (viewed/read the Ad) as possible. Do not simply state the number of possible people in the world that could have seen your website.

1. Use software like Google Analytics to calculate number of hits during the time period your site is posted. Distinguish between unique hits and repeat hits. If possible, distinguish between users in Georgia vs outside Georgia, and if possible, users in your specified community vs outside your community. List/describe the software analytics you are using in your IP/MDS Report.

❖ **Hashtag Ads**

Try to get as close to a real estimate of those served (viewed/read the Ad) as possible. Do not simply state the number of possible people in the world that could have seen your site.

1. Use software analytics to calculate number of tweets and retweets during the time period the reporting time period. List/describe the software analytics you are using in your IP/MDS Report.

❖ **TV Ads or Broadcasts**

Try to get as close to a real estimate of those served (viewing the Ad/show) as possible. Do not simply state the number of possible people in the world that could have seen your ad/show.

1. Ask the TV station for their estimated viewership for the time period when your Ad/Show will be aired. List/describe this information in your IP/MDS Report.

If it is aired on a weekend morning then ask for estimated viewer numbers for that air time last year during the same time (or the past few months for the same air time).

2. Ask the TV station how they calculate their number (what they base that on?) List/describe this information in your IP/MDS Report.

❖ **Radio Ads or Broadcasts**

Try to get as close to a real estimate of those served (listening to the broadcast) as possible. Do not simply state the number of possible people in the world that could have heard your ad/broadcast.

1. Ask the radio agency for their estimated listenership for that show or time period when your Ad/Show is being aired. List/describe this information in your IP/MDS Report.

If it is aired on a weekend morning then ask for estimated number of listeners for that air time last year during the same time (or the past few months for the same air time).

If the radio ad runs for 3 months (May – July) then ask for estimated listenership numbers from May – July from last year. The numbers served reported in IP/MDS should be entered each month. If the radio organization gives you a total reach for a set amount of time (i.e. 5,000 listeners for 3 months/May – July), then you should divide the total number by the number of months and enter reach for each month (i.e. 5,000 divided by 3 would require entering 1,666 for May, 1,666 for June and 1,667 for July). Ask if demographic information for the listeners if it is available.

2. Ask the radio agency how they calculate their numbers (what do they base it on?). List/describe this information in your IP/MDS Report.