itechne

Media Kit Manager
User Guide

Sydney (Head Office)

Suite 406, 64-76 Kippax Street
Surry Hills, NSW 2010

Phone: 612 9280 1377
Fax: 612 9280 3211
Email: infosyd@itechne.com

Melbourne

Level 1, 12 Claremont Street
South Yarra, VIC 3141

Phone: 613 9826 3014
Fax: 613 9827 8766
Email: infomelb@itechne.com

Acknowledgements

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1. Introduction

1.1 ABOUT MEDIA KIT MANAGER

Media Kit Manager is used to update information about your publication. Media Kit Manager (MKM) is accessed through a web browser.

Information stored in MKM includes:

- Publication profile
- Readership profile
- Rate cards for advertising
- Deadlines
- Specifications for insertions, and other technical information
- Contact details
- MKM inclusions for PDFs

You can set the specific details for each category of information that you enter.

1.2 OBJECTIVES

By the end of this course you should be able to:

- Create publications
- Maintain the following information within publications:
  - o Publication profile
  - o Fast facts
  - o Publication setup
  - o Rate cards
  - o Specifications
  - o Deadlines
  - o Contact people
- Update cover images
- Use Setup forms to update data
- Specify inclusions for the Media Kit PDF
- Use the Bulk Upload feature to update information.

2. Creating publications

Publications probably won't need to be created very often. Usually you'll be updating publications that have already been created.

Once you've created the publication refer to the instructions for editing publications to

Figure 1: Publications list.

1. Click on Click here in the instructional paragraph to create a new publication.
2. You are taken to the **Publication Profile** form.
3. Title: You must enter a title. Other information may be entered later.
4. Save or Apply your changes.
5. The **Publication Setup** form displays. You will see that there are a lot of **Outstanding Tasks**.
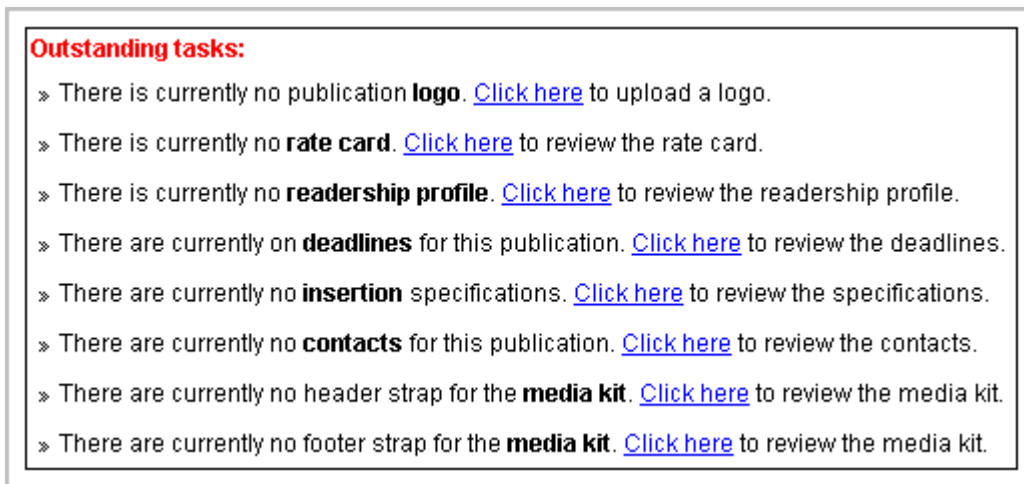
Figure 2: Outstanding tasks for a new publication that has only the Title information entered.

The procedures used to enter information are the same as when you are editing a publication. Please refer to those sections in this user guide.

3.   Editing publications

6. Login to MKM. The development URL is
    http://webapp3.itechne.com/pacmagsmediakit but please check with itechne for the
    address of the live site.

7. The **Publications** screen displays with all publications listed in alphabetical order.
    Each publication has a status – publications under development, or test
    publications, have a status of *Inactive*. Inactive publications are not listed on the
    website.
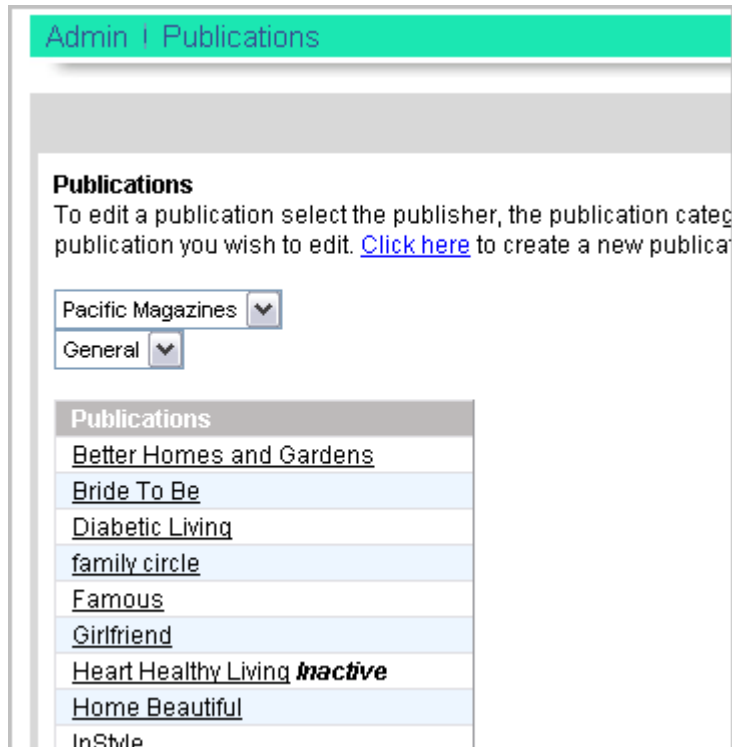
*Figure 3: List of publications showing Active and **Inactive** publications.*

8. Click on the publication you need to update.

    The **Publication Setup** screen displays. All updates to the publication are made
    through this screen.

NOTE:

The left side of the screen contains a navigation pane. This just gives you another
way of accessing the information you need to update.

Figure 4: Publication Setup page. You update the entire publication from this page.

3.1 OUTSTANDING TASKS

This lists everything in this publication that either has no data, or needs updating. Each outstanding task has a Click here link to let you update that information.

3.2 ACCESSING THE EDIT PAGES FOR THE PUBLICATION'S MEDIA KIT

Each type of information entered in MKM is accessed in the same way from the Publication Setup screen.

Each information type has a heading with a Click here link.

Click on Click here to go to that type of information. There will be instructional paragraphs at the top of most pages and links in the page body to update specific information.

Below are the rates for this publication. Click edit next to the rate card name to edit the rate card details including the spend levels and adding new categories. Click edit next to the rate card category to edit the individual rates. Click here to add a new rate card.

Figure 5: example of the instructional paragraph at the top of a page. Follow the appropriate <u>Click here</u> *links to update information.*

4. Publication profile

This contains information about the publication. The information entered here displays when a person first selects the magazine on the website.

Figure 6: Publication Profile form.

4.1   FIELDS IN THE PUBLICATION PROFILE

i   Status

Either *Active* or *Inactive*. Inactive publications are not listed on the website.

When you create a new publication the default status is *Inactive*. Leave it at *Inactive* until you have entered all the data required for the first issue.

ii   Category

There is only one choice – General.

iii   Title

The title of the publication. The title is used on the website and displays in the dropdown list of magazines, and also when a magazine has been selected.
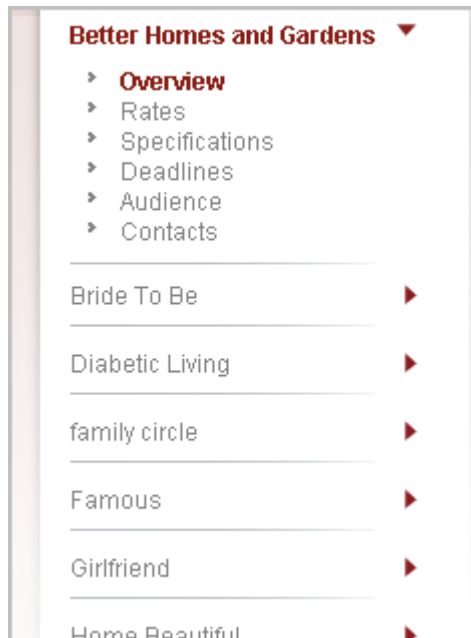
Figure 7: Publication titles listed in the navigation pane on the website. These titles also display in the pulldown menu for Magazines.

iv   Logo

1. Click on to locate your publication's logo image.

2. Click on Open to insert the logo into the Profile.
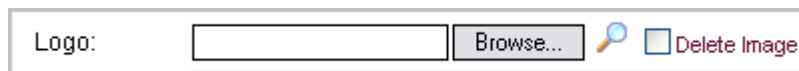
The logo displays at the right of the publication's description on the website.

To **view a logo** that has been added to your publication, move your mouse over the .

To remove a logo, tick the Delete Image box.

Figure 8: Logo as displayed on the website.

v   Fast facts

The Fast Facts displays as **Quick Facts** on the website.

Figure 9: Fast facts as displayed on the associated website.

You can select the type of information that is in the Fast Facts.

To edit the Fast Facts, click on Edit Fast Facts.

Editing fast facts

See **Bulk Upload** for instructions on updating using this technique.

Fast facts is divided into 2 columns. The **Label** column displays in bold coloured text on the website. The **Value** column displays the first word in bold and the remainder in a normal weight font.

Figure 10:Fast Facts Setup, where you edit fast facts.

vi   Consumer URL

The address you enter here displays in **Official website** at the bottom right of the webpage.

When you enter this address you do not need to enter the http:// - just enter the address from the www. For example, www.yahoo7.com.au/bhg

Figure 11: Consumer URL displays as Official Website.

vii   Update Request Contact

This is the email address of the person who is responsible for updating this page. Only people at Pacific Magazines and itechne staff will see this information.

If you need to enter several people, separate each with a comma. For example, laura.jilwan@pacificmags.com.au, nicole.latham@pacificmags.com.au
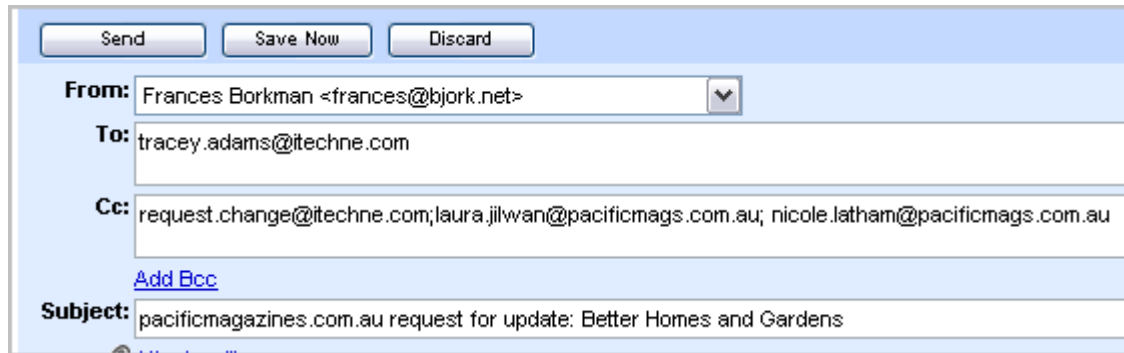
Figure 12: Contact person displaying at top right of webpage.

When you click on [Request Changes] your email editor opens. The email subject is pre-filled with standard information pacificmagazines.com.au request for update: and the title of the publication.

The email will be addressed to request.change@pacificmagazines.com.au

The CC will be taken from the Update Request Contact field in MKM.

Type your change request and send your email.

Figure 13: Email editor containing the Update Request Contact. Note that as this is in development the current person is an itechne staffer. This will be updated before going live.

5. Rate cards

Advertising rates are entered here. You can have separate rate cards for each type of advertisement – for example, Page Rates and Inserts.

5.1 FIELDS IN A RATE CARD

Fields when adding a Rate card:

- **Order** – order that the rate card is listed on your screen. Use 10s numbering – For example, Number the top card as 10, the second card as 20, the third card as 30 and so on. This means that if you want to move them around later you can easily insert numbers between the existing numbers without having to renumber all other cards. For example, if you want card order 30 (the third card) to become the second card, give it a number of 15. That way the first card is still 10, the second is 15 and the new third is 20.

- **Name** – the title of the rate card. For example, Rates, Insert Rates

- **Spend Label** – This appears at the left of the Spend column

- **Spend** – these are the headings for each column of rates.

- **Notes**: Any specific note about this rate card. They appear above this Rate Card on the website. Most people put the Notes on the last Rate Card so they appear toward the bottom of the webpage.

When you have added and saved this information, you need to create a category. This where you enter details of the advertising sizes and amounts.

5.2 FIELDS IN A CATEGORY

- **Order** – If you have more than one category for a rate card, you can order them on the webpage.

- **Name** (the first one, under Order) – appears as the left column on the Rates webpage. (Note that in the screen capture below, the Page Rates column heading is entered the first name field.)

- **Name** (the second one) - appears as the left column on the Rates webpage. In the screen capture below '**Page Rates'** is the content of the Name field.

Page Rates	Casual	x3	x5
Double Page Spread	45,049	43,923	42,994
Right, First Half Guaranteed	24,779	24,163	23,535
Full Page	22,530	21,967	21,405
Half Page	13,510	13,174	12,839
Third Page	9,010	8,783	8,555
Quarter Page	6,760	6,587	6,425
Inside Front Cover Spread	54,058	52,706	51,354
Inside Back Cover	27,018	26,347	25,666
Outside Back Cover	29,279	28,544	27,851

Figure 14: Column under Page Rates is from the Name field on the Rate Card Setup form.

- Level (x) – content of each column. When you created the Rate card you entered 'Spend' columns. The number of Levels must be the same as the number of Spends. You can have up to 9 Levels (and Spends).

6. Readership profiles

Readership profiles are where you enter details about the readership of this publication. You can break the details into further categories, for example Age, Socio-Economic status, Occupation, State-Breakdown.

The screen capture below has two readership profiles

- Readership Profile and
- All People.

Each of these profiles has categories.

Figure 15: Readership Profiles.

7. Deadlines

Deadlines are where you enter the deadline dates and also upload the cover images for various issues of the publication.

Cover images that have been uploaded display on the website, but are not displayed until the On Sale Date of the issue.

7.1 UPDATING DEADLINES

Deadlines are updated in two places in MKM.

- Publication Setup – where you maintain the Deadline fields.

- Deadlines – where you maintain deadline dates for the Deadline fields. This is also where you update cover images.

Figure 16: Deadlines section of the Publication Setup form.

i   Updating Deadline fields – from the Publication Setup form

This allows you to change the field name, and to reorder the fields so that they are listed in a different order on the website (and in the Deadline Fields table on the Publication Setup form – as above).

1. Click on the Deadline field that you want to update. The Deadline Field Setup form displays, as below.

2. Change the information as required.

Figure 17: Booking Date deadline field. Note the format of the date.

<div style="border:1px solid black; padding:8px">

Date format:

The **Date Format** you specify must be used when you are updating the deadline dates. This means that if you specify Date Format for the **Booking Date** field as dd MMM yyyy in the **Deadline Field Setup** form, you must use that format for all dates entered in that field.

</div>

Special case – On Sale Date field:

The On Sale Date field is marked with *(On Sale Date)* and cannot be deleted. You can change the name – for example, to Sale Date.

Figure 18: On Sale Date field indicated.

ii   Updating Deadline dates

You can change the deadline dates and add cover images for issues from here.

1.   Use the Click here link just under the Deadlines heading on the **Publication Setup** form. The **Deadlines** page displays

Figure 19: Deadlines page.

> **Note:**
>
> **Issue Name** is a field that is not listed in the Deadlines fields list. That is because this field is automatically created by MKM. It is a text field (not in date format). The field contents are entered in the Deadlines Setup form.

2. Click on the Click here link to update the deadlines. The **Deadlines Setup** form displays. You will see that each date field is formatted as dd MMM yyyy.

Publication ¦ Deadlines Setup

Issue Name	On Sale Date	Booking Date	PDF Material Date	Insert Delivery Date	Cancellation Date	Delete
July 2007	30 May 2007	25 Apr 2007	30 Apr 2007	09 May 2007	28 Mar 2007	☐
August 2007	27 Jun 2007	23 May 2007	28 May 2007	06 Jun 2007	25 Apr 2007	☐
September 2007	25 Jul 2007	20 Jun 2007	25 Jun 2007	04 Jul 2007	23 May 2007	☐
October 2007	22 Aug 2007	18 Jul 2007	23 Jul 2007	01 Aug 2007	20 Jun 2007	☐
November 2007	19 Sep 2007	15 Aug 2007	20 Aug 2007	29 Aug 2007	18 Jul 2007	☐
December 2007	17 Oct 2007	12 Sep 2007	17 Sep 2007	26 Sep 2007	15 Aug 2007	☐
Christmas 2007	14 Nov 2007	10 Oct 2007	15 Oct 2007	24 Oct 2007	12 Sep 2007	☐
						☐
						☐
						☐
						☐
						☐
						☐

Apply Save Cancel

Bulk Upload

Figure 20: Deadlines Setup form with data already entered.

3. You update the fields by either typing the new information over the old, or by using Bulk Upload.

<table>
<tr><td>**Note – Bulk Upload**</td></tr>
<tr><td>If you are going to use Bulk Upload to update the dates, you must ensure that your Excel file (that you upload from) has dates formatted the same way.</td></tr>
</table>

7.2 COVER IMAGES

Cover images are inserted from the **Deadlines** page. If a cover image has already been added for an issue, there will be a magnifying glass icon 🔍 next to the cover icon 📄.

Cover images do not display on the website until the On Sale Date.

Cancellation Date	Cover
28 Mar 2007	📄
25 Apr 2007	📄
23 May 2007	📄🔍

Figure 21: Right side of Deadlines page, showing cover icon and indicating cover images with a 🔍

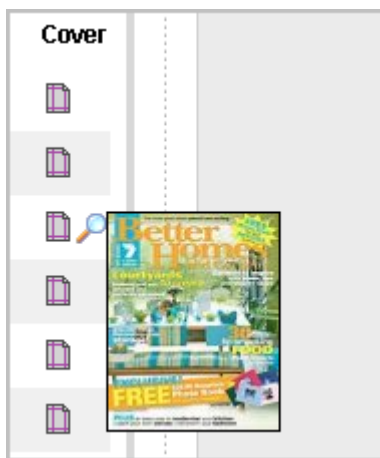Move your mouse over the 🔍 and the image is shown.

Figure 22: Mouse over 🔍 shows cover image.

i   **Inserting a cover image**

1. Click on ▯. The **Cover** form displays.

Figure 23: Cover image form.

Fields

- **On Sale Date**: Date that this issue goes on sale.
- **Cover**: path of the cover image.

2. Browse to the cover image and select Open.

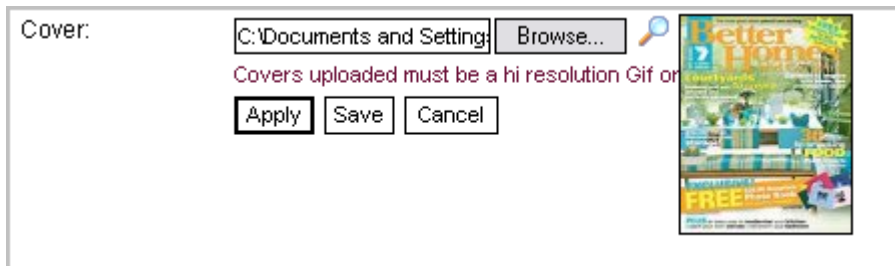3. The path of the image is in the **Cover** field. There is now a 🔍 to indicate that a cover has been added.

Figure 24: Cover image form where a cover image has been inserted.

ii   **Deleting a cover image**

1. Open the **Cover** form.
2. Check the Delete Image box.
3. Save your changes.

8. Specifications

Specifications are divided into two main categories

- Insertions dimensions and
- Technical specifications.

8.1 INSERTIONS

Enter specifications for dimensions of insertions in this form. Dimensions are in millimeters and are Height X Width.

You can use Bulk Upload to update information.

Figure 25: Insertions Setup form.

8.2 TECHNICAL SPECIFICATIONS

Enter separate Technical Specifications for information about Colour Proofs, Production Contacts, Disclaimers etc.

1. Click on the New Technical Information link at the bottom of the **Specification** form.

   - Order – enter the order in which you want this specification to display.
   - Information – type the text to be displayed.

Figure 26: Technical Information Setup form – no technical information entered yet.

2. Enter information and Apply / Save your changes.

9. Contacts

Contacts contains information about the contact people for a publication.

Figure 27: Contacts form.

1. To edit a contact click on their name in the Name column. To add a new contact use the Click here link in the instructional paragraph.

2. The **Contact Setup** form displays.

3. Enter data as required then Apply or Save your changes.

Figure 28: Contacts Setup form to setup a new contact.

The completed contact details are listed on the Contacts webpage.

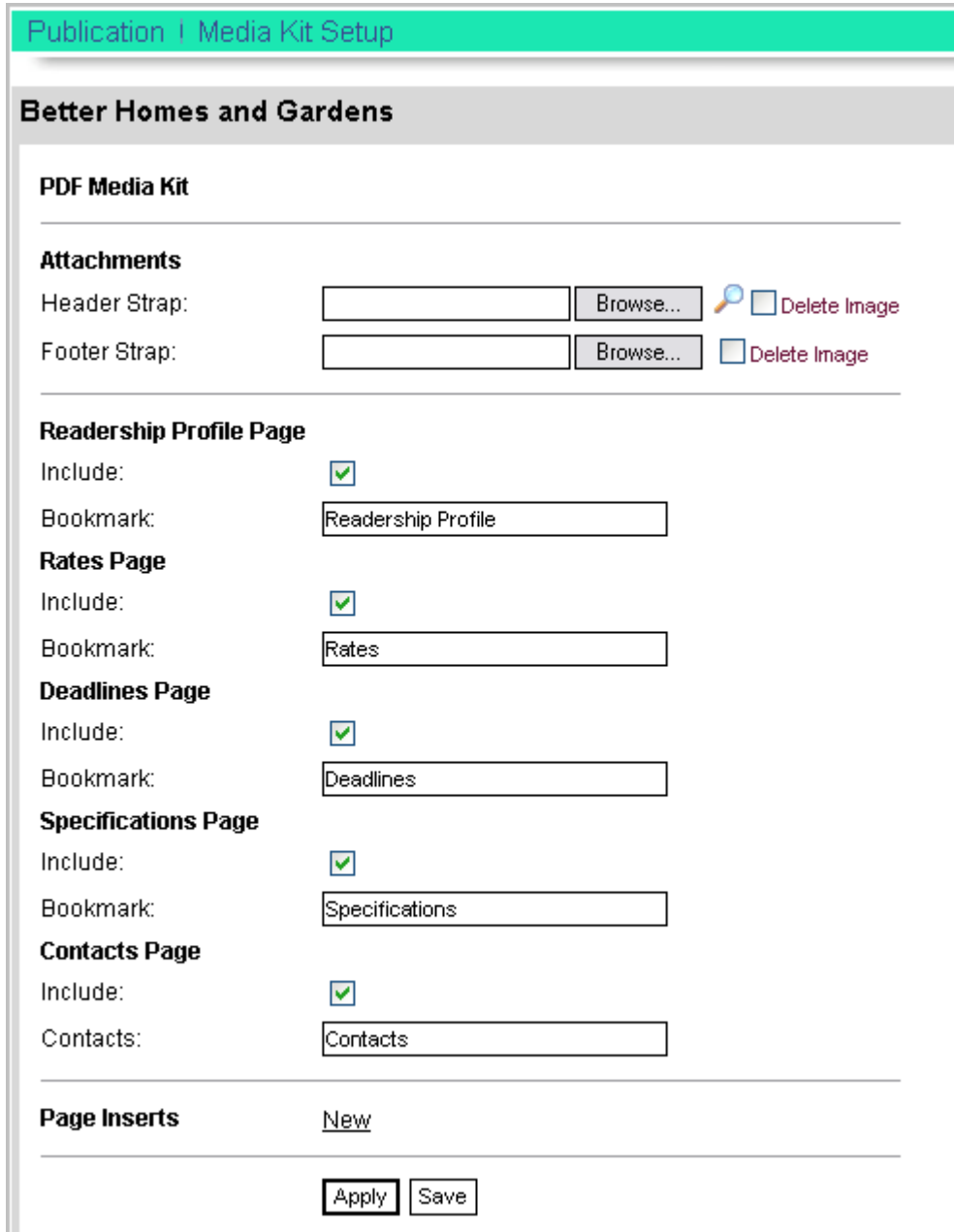*Figure 29: Contacts page as it displays on the website.*

10. Media Kit Manager

Set the information contained in MKM that you want to save as a PDF when people click on the ⬚ PDF Media Kit link from any webpage for that publication.

You can change the order of information in the PDF.

Figure 30: MKM Setup form - use this to control which information appears in a PDF of the MKM.

Fields:
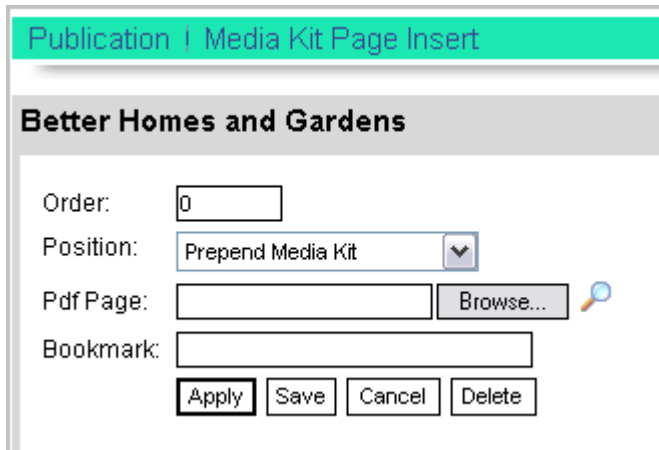
- **Attachments** If a header or footer strap image has been added you will see a magnifying glass icon. Move your mouse over the icon to see a popup of the strap.

  o Header strap – this appears as a header in the PDF.

o Footer strap – this will be the footer in the PDF.

- **Readership Profile Page**. You can change which pages are included in the PDF.

  o Include – do you want to include these details in the PDF?

  o Bookmark – the name of the Bookmark in the PDF. Bookmarks are similar to a Table of Contents.

i   Page Inserts

You can add extra information that is not entered in MKM to the PDF. For example, a title page.

Click on New.

Figure 31: Page Inserts setup form.

Fields:

- **Order** – order in which you want this information to be in the PDF

- **Position** – select the position in the PDF where you want your insert to be placed.

- **PDF Page** – Browse to the PDF that you want to include.

- **Bookmark** – type in the name of the bookmark to be listed in the PDF.

Figure 32: Bookmarks listed in the PDF.

11. Setup forms with Bulk Upload
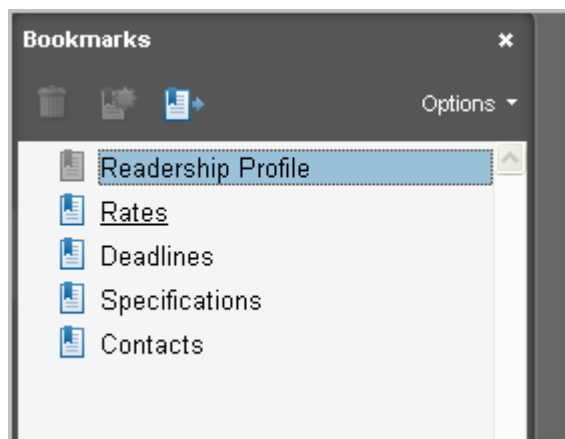
Many of the forms in MKM are updated in the same manner. These include:

- Rate Cards
- Readership Profiles
- Deadline dates (but not deadline fields)
- Insertion specifications
- Contacts

Deadline dates is covered in a separate section of this User Guide, as you can update more information about this feature.

11.1 ADDING A NEW SETUP NAME

1. Look at the first paragraph of text. Click on the Click here link.
2. The **Setup** form opens.
3. Complete the fields as required (details of the fields are listed separately in this User Guide).
4. Apply your changes.

```
test publication - Delete Me

Order:  [10        ]
Name:   [Readership Profile        ]
        [Apply] [Save] [Cancel] [Delete]

                              Profile %
                   000's      %    Mag.    Pop.

Add Category
```

Figure 33: Setup form for Readership Profile.

11.2 ADDING A CATEGORY TO A SETUP NAME FORM

Categories contain the details of the items. This usually means that they have a heading and numerical data for that heading breakdown.

The field names in the categories (eg. Name, 000's, Level 1) are set by MKM and cannot be changed by end-users.

1. Click on Add Category.
2. The **Setup** form for that category displays.
3. Update the field contents as required, or use Bulk Upload.

Figure 34: Category form for Readership Profile.

NOTE:

You can copy and paste information from Excel into these fields.

---

4. Apply or Save your changes

11.3 EDITING CATEGORIES

Setup name refers to the name in which you create categories.

For example Readership Profile, Rates would be Setup names. Socio-economic, Page Rates would be category names.

i Edit specific information

1. Click on the Edit link next to the Setup name to edit the specific information about that Setup. For example, change the name from Rates to Ad Rates, or from Readership Profile to Our Readers.

2. The **Setup** form opens. If there are categories already entered they will be listed as well (you can Edit the categories from here if you like).

Figure 35: Readership Profile Setup form displaying with the category already entered for "Readership Profile".

ii   Edit category

1.   Click on the <u>Edit</u> link next to the Category name to edit the breakdowns and specific numbers for that category.

2.   The **Category Setup** form opens, containing the data that needs updating.

Figure 36: Rate Card Setup form for the category "Page Rates" in the "Rates" rate card.

11.4 DELETING OLD ROWS OF INFORMATION FROM A CATEGORY SETUP FORM

Each **Category Setup** form lets you delete a row of information, however when you use Bulk Upload you must delete the old information before uploading the new. If you forget your uploaded information is added to the information already there – it does not replace it.

At the right side of the Setup form is a Delete checkbox for each row. Check each row that you want to delete.

12. Bulk Upload

Bulk upload is a way of updating all the data in a Category Setup form at once.

12.1 IMPORTANT

Bulk upload uses Excel spreadsheets to export data to a text file. It is then copied into the Bulk Upload fields. The data used in Excel must be formatted correctly for the Bulk Upload to work.

If you have any problems using Bulk Upload, please contact itechne.

i General formatting notes

Remove all % signs from data to be bulk updated (instructions on the simplest way to do this follow).

Make sure that fields are formatted correctly.

Deadlines Field setup forms have the format that is required for dates. If the incorrect format is used, the bulk upload won't work and you'll get an error message.

Deadlines: dates in the source file must be formatted the same way as they have been setup in the **Deadline Field Setup** form.

12.2 USING BULK UPLOAD

i The Excel spreadsheet

1. Open the Excel spreadsheet that has the data you want to bulk upload.

2. Open the spreadsheet supplied – `excelExport.xls`.

   `excelExport.xls` has a macro that make it easier (than doing manually) to convert the data to the format MKM requires.

3. Copy the data into the `excelExport.xls` spreadsheet.

Important
Do NOT copy column headings – just the data.

4. Leave the data selected.

	A	B	C	D	E
1	All People	1453	8.6%	100.0%	100.0%
2	All Women	1049	12.2%	72.2%	50.7%
3	All Men	404	4.8%	27.8%	49.3%
4	Grocery Bu˙	1075	10.7%	74.0%	59.2%
5	Grocery Bu˙	371	11.6%	25.5%	18.8%
6	People with	521	8.4%	35.9%	36.4%

Figure 37: Data pasted into the Excelexport.xls spreadsheet.

5. Go to the **Tools** menu.

6. Select *Macro*.
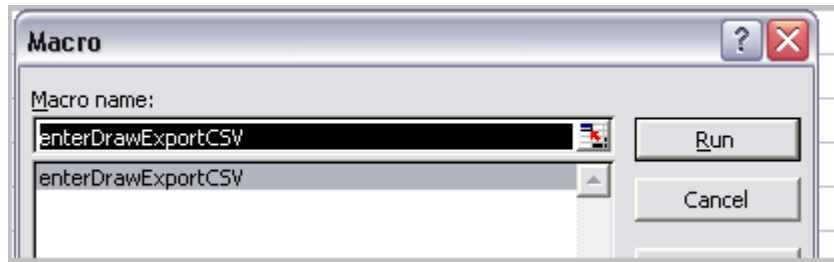
7. Select *Macros...* The **Macro** dialogue box displays.

Figure 38: Macro dialogue box.

8. Click on ⎾Run⏋.

9. The **Save As** dialogue box displays with the filename "ExcelExport.xls" entered.
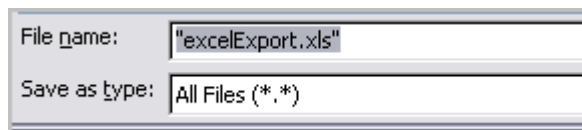

Figure 39: Save as dialogue box with default file name - you must change this to one ending with a txt extension.

10. Type over this name with one that you prefer. Make sure you enter the extension ".txt". For example, allpeople.txt.

11. Click on Save.

ii   The text (txt) file

1. Open the text file with Notepad (or another plain text editor).

2. You will see that the text file has "delimiters" between each field. The delimiters are also known as "pipes" |. The example below contains % signs that need to be removed before pasting the data into the Bulk Upload field.

Figure 40: The text file that you will bulk upload. Note the pipe delimiter |. The % signs will need to be removed.

3. Copy the text into the required Bulk Upload field.

   For example, the text above is for a Readership Profile category called All People. It must go into the Readership Profile category All People.

Figure 41: Data from txt file pasted into the Bulk Upload field for the required category.

4. Click on $\boxed{\text{Apply}}$.

5. If you have formatted the data correctly it will be uploaded.

Figure 42: Correctly formatted data is placed in the fields appropriately.

6. $\boxed{\text{Save}}$ your Setup.

7. Your updated category is now listed

Remove any % signs from the text file

% signs must be removed. If you don't remove the % signs you receive an error message when you try to Apply the data in the Bulk Upload field.

The following steps are for Notepad (the most commonly used text editor):

8. Open the text file.

9. Select **Edit**.

10. Select *Replace*.

11. Find what – type a %

12. Replace with – leave this blank.

13. Click on Replace All .

14. Now you can copy the text and paste it in the Bulk Upload field.

12.3 COMMON PROBLEMS EXPERIENCED WITH BULK UPLOAD

i Incorrect number of columns of data pasted.

This is an extremely frustrating problem that is simple to resolve.

Each Setup form has a number of columns available for data to be entered in. Sometimes you do not use all the columns.

For example, the Rate card categories have 10 columns of data (including the Name field) , but often only 9 of those are used. If you only save 9 columns of data as the text file, and paste those 9 columns into the Bulk Upload field you will receive an error message:

```
Incorrect number of columns. Line: 1.
```

You must save blank columns in the text file so that you end up with the total available columns (not the number of columns that you have used).

Figure 43: Error message above Order field.

Below is the data in the excelExport.xls spreadsheet. Note that there is a blank column at the end. Count the total number of selected columns – there are 10 (including the blank one). This is the same as the number of columns available for data.

Run the macro on all 10 columns, saving as usual.

Figure 44: Selecting the total number of available columns (in MKM) for export. Note that there is a blank column on the end to make up the correct number.

The resulting text file will have a pipe | at the end of each line:

```
414|38289|37163|
0|22303|21686|21059|20442|
|18582|
|11140|

1|
3650|47298|45946|44594|
43|22962|22291|
524|24887|24152|
```

Figure 45: Empty column in the text file shows as a | then blank.

This indicates that there is a blank field. If you had two blank columns (ie,.only used 8 of the total 10 columns you would have two pipes - || at the end of each line).

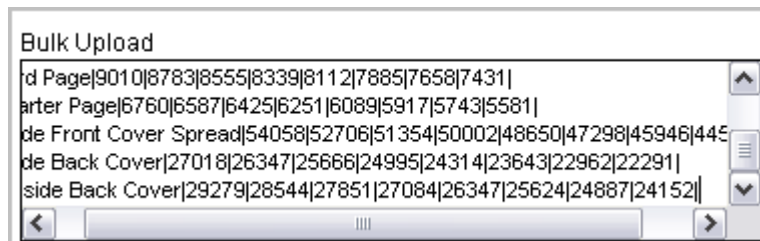Now when you paste the selected text into the Bulk Upload field there is the correct number of columns.

```
Bulk Upload
d Page|9010|8783|8555|8339|8112|7885|7658|7431|
arter Page|6760|6587|6425|6251|6089|5917|5743|5581|
de Front Cover Spread|54058|52706|51354|50002|48650|47298|45946|445
de Back Cover|27018|26347|25666|24995|24314|23643|22962|22291|
side Back Cover|29279|28544|27851|27084|26347|25624|24887|24152|
```

Figure 46: Text file pasted into Bulk Upload field.

ii   Date formats displaying as numbers

Some interesting things can happen when you copy and paste date formats (such as from the Deadlines dates)

You may need to convert the format to date when in Excel. You will find sometimes when you export your text file that what appeared as a date has been changed to a number format.

The example below is for Deadline dates. The first column should appear as the Issue Name, yet it displays as a number. Christmas 2007 is OK, as Excel does not recognise this as any type of date.

The cell format in excel needs to be updated so that the data is in the correct format for Bulk Upload.

```
39264|30 May 2007|25 Apr 2007|30 Apr 2007|09 May 2007|28 Mar 2007
39295|27 Jun 2007|23 May 2007|28 May 2007|06 Jun 2007|25 Apr 2007
39326|25 Jul 2007|20 Jun 2007|25 Jun 2007|04 Jul 2007|23 May 2007
39356|22 Aug 2007|18 Jul 2007|23 Jul 2007|01 Aug 2007|20 Jun 2007
39387|19 Sep 2007|15 Aug 2007|20 Aug 2007|29 Aug 2007|18 Jul 2007
39417|17 Oct 2007|12 Sep 2007|17 Sep 2007|26 Sep 2007|15 Aug 2007
Christmas 2007|14 Nov 2007|10 Oct 2007|15 Oct 2007|24 Oct 2007|12 Sep 2007
```

Figure 47: The first column has been converted to a number and is not displaying as a date. this will cause problems with bulk upload.

1. Go to excelExport.xls where you have copied the deadline dates.

2. Select the column that is in the wrong format.

Figure 48: Select column that displays in wrong format (as large number instead of text)

3. Go to the **Format** menu.

4. Select *Cells*.

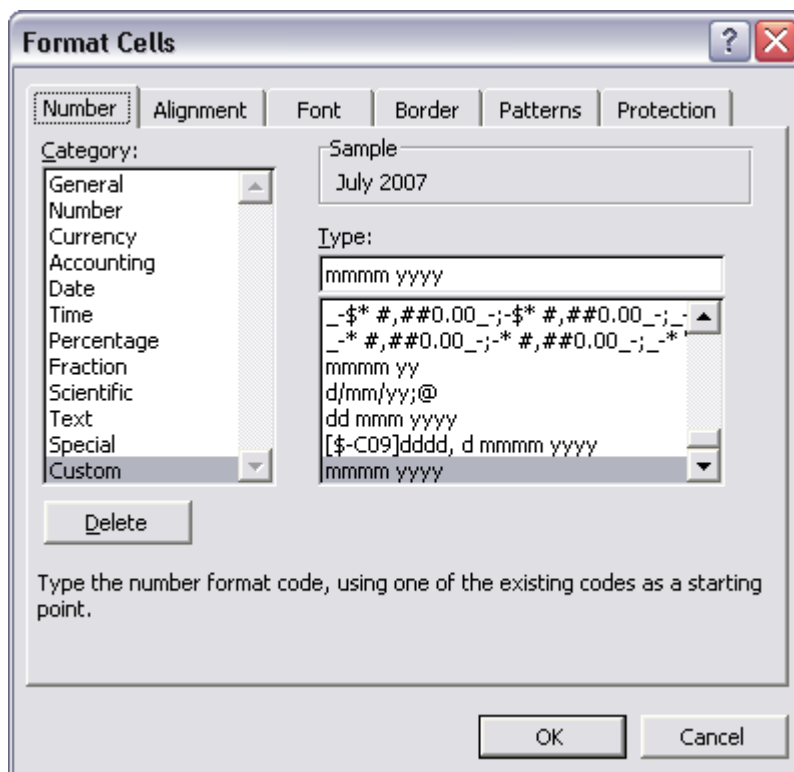5. The **Cell Format** dialogue box displays.

Figure 49: Format Cells dialogue box in Excel.

6. **Category:** Select Custom.

7. **Type:** enter mmmm yyyy. This means that the month and year display in full. For example, August 2007.

8. Select all the cells to be exported and run the macro as usual.

9. When you open the text file it will now have the data formatted correctly.

```
July 2007|30 May 2007|25 Apr 2007|30 Apr 2007|09 May 2007|28 Mar 2007
August 2007|27 Jun 2007|23 May 2007|28 May 2007|06 Jun 2007|25 Apr 2007
September 2007|25 Jul 2007|20 Jun 2007|25 Jun 2007|04 Jul 2007|23 May 2007
October 2007|22 Aug 2007|18 Jul 2007|23 Jul 2007|01 Aug 2007|20 Jun 2007
November 2007|19 Sep 2007|15 Aug 2007|20 Aug 2007|29 Aug 2007|18 Jul 2007
December 2007|17 Oct 2007|12 Sep 2007|17 Sep 2007|26 Sep 2007|15 Aug 2007
Christmas 2007|14 Nov 2007|10 Oct 2007|15 Oct 2007|24 Oct 2007|12 Sep 2007
```

Figure 50: Note that the left column is now displaying as text, not a number.

10. Copy and paste into the bulk Upload field and Apply and Save as usual.

iii   Incorrect format – Invalid item error

This error is caused by attempting to paste data with non-alphanumeric characters into the Bulk Upload field.

Characters that must be removed from your text file include % and $.

Publication | Readership Profile Setup

Invalid item. Line:1 Column:3
Invalid item. Line:1 Column:4
Invalid item. Line:1 Column:5
Invalid item. Line:1 Column:3
Invalid item. Line:1 Column:4
Invalid item. Line:1 Column:5
Invalid item. Line:1 Column:3
Invalid item. Line:1 Column:4
Invalid item. Line:1 Column:5
Invalid item. Line:1 Column:3
Invalid item. Line:1 Column:4
Invalid item. Line:1 Column:5
Invalid item. Line:1 Column:3
Invalid item. Line:1 Column:4
Invalid item. Line:1 Column:5
Invalid item. Line:1 Column:3
Invalid item. Line:1 Column:4
Invalid item. Line:1 Column:5
Invalid Item

Order: 10

Name: All People

Name	000's	%	Mag %	Pop %	Delete
					☐
					☐
					☐

Apply Save Cancel Delete

Bulk Upload

All People|1453|8.6%|100.0%|100.0%
All Women|1049|12.2%|72.2%|50.7%

Figure 51: Error message displayed when you try to Apply the Bulk Upload when it contains % or $ signs.

The following steps are for Notepad (the most commonly used text editor):

1. Open the text file.

2. Select **Edit**.

3. Select *Replace*.

4. Find what – type a %

5. Replace with – leave this blank.

6. Click on Replace All .

7. Now you can copy the text and paste it in the Bulk Upload field.