

Partnership Media Plan Calculations

Directions:

1. Open the *Partnership Media Plan Calculations Student File* by clicking on the name of the file and downloading it and then clicking “Enable Editing”. This Microsoft® Excel workbook will be used to complete the tasks detailed in the *Project*.
2. Once you have the workbook open, save the workbook as Your Name- Partnership Media Plan Calculations. For example, if your name is Whitney Huang the file would be named Whitney Huang- Partnership Media Plan Calculations.
3. In column G beneath the Cost per Advertisement heading, enter a function which adds the values in column E to the values in column F. This function should appear in cells G3 through G8.
4. In cells E9, F9 and G9, enter a function which calculates the average of the values in the cells which appear above them. For instance, cell E9 should contain the average of cells E3 through E8.
5. Change the data type of cells E9, F9 and G9 to Currency.
6. In column H beneath the Total Cost of Advertisement heading, enter a formula which multiplies the values in column D and column E and then adds the values in column F. This function should appear in cells H3 through H8.
7. In cell H10, enter a function which adds the values in cells H3 through H8.
8. In cell H11, enter a function which states whether or not you meet the budget of \$6,500 for the media plan.
9. Save the file and submit it to your instructor.
10. You will also need to save a version of the workbook which has the formulas visible in the worksheet rather than the result of the formulas. Save this version as Your Name- Formula View. For example, if your name is Whitney Huang the file would be named Whitney Huang- Formula View.

***To see a sample of how your file should look, see the next page. ***

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| | A | B | C | D | E | F | G | H |
|----|------------------------|----------------------|---------------------------|---------------------|----------------------------------|-----------------------------|-------------------------------|------------------------------------|
| 1 | Media Plan | | | | | | | |
| 2 | Name of Company | Type of Media | Description | Frequency | Price Per Page/Repetition | Creative/Design Fees | Cost per Advertisement | Total Cost of Advertisement |
| 3 | Spectrum | Internet | Popup/Standard | 5 | \$100.00 | \$50.00 | \$150.00 | \$550.00 |
| 4 | Spectrum | Internet | Email Flier/Standard | 1 | \$300.00 | \$90.00 | \$390.00 | \$390.00 |
| 5 | KRGB | Radio | 10 second/Voice & Music | 10 | \$50.00 | \$45.00 | \$95.00 | \$545.00 |
| 6 | Atomsville Sun | Newspaper | Full Page Color | 2 | \$350.00 | \$65.00 | \$415.00 | \$765.00 |
| 7 | CMYK | Video | 10 second/voice & 3 Shots | 10 | \$150.00 | \$60.00 | \$210.00 | \$1,560.00 |
| 8 | CMYK | Video | 30 second/voice & 3 Shots | 10 | \$250.00 | \$80.00 | \$330.00 | \$2,580.00 |
| 9 | | | | Average Cost | \$200.00 | \$65.00 | \$265.00 | |
| 10 | | | | | | | Total of Media Plan | \$6,390.00 |
| 11 | | | | | | | Meets Budget | YES |

Formula View

| | A | B | C | D | E | F | G | H |
|----|------------------------|----------------------|---------------------------|---------------------|----------------------------------|-----------------------------|-------------------------------|------------------------------------|
| 1 | Media Plan | | | | | | | |
| 2 | Name of Company | Type of Media | Description | Frequency | Price Per Page/Repetition | Creative/Design Fees | Cost per Advertisement | Total Cost of Advertisement |
| 3 | Spectrum | Internet | Popup/Standard | 5 | 100 | 50 | =SUM(E3,F3) | =D3*E3+F3 |
| 4 | Spectrum | Internet | Email Flier/Standard | 1 | 300 | 90 | =SUM(E4,F4) | =D4*E4+F4 |
| 5 | KRGB | Radio | 10 second/Voice & Music | 10 | 50 | 45 | =SUM(E5,F5) | =D5*E5+F5 |
| 6 | Atomsville Sun | Newspaper | Full Page Color | 2 | 350 | 65 | =SUM(E6,F6) | =D6*E6+F6 |
| 7 | CMYK | Video | 10 second/voice & 3 Shots | 10 | 150 | 60 | =SUM(E7,F7) | =D7*E7+F7 |
| 8 | CMYK | Video | 30 second/voice & 3 Shots | 10 | 250 | 80 | =SUM(E8,F8) | =D8*E8+F8 |
| 9 | | | | Average Cost | =AVERAGE(E3:E8) | =AVERAGE(F3:F8) | =AVERAGE(G3:G8) | |
| 10 | | | | | | | Total of Media Plan | =SUM(H3:H8) |
| 11 | | | | | | | Meets Budget | =IF(H10<6500,"YES","NO") |

Rubric

| Description | Points | Your Score |
|--|------------|------------|
| The submitted files are correctly named. (Student Name- Partnership Media Plan Calculations and Student Name- Formula View) | 5 | |
| The correct function appears in cells G3 through G8. | 15 | |
| The correct function appears in cells E9, F9 and G9. | 15 | |
| The correct formula appears in cells H3 through H8. | 15 | |
| The correct function appears in cell H10. | 15 | |
| The correct function appears in cell H11. | 15 | |
| The Partnership Media Plan Calculations file shows the results of the functions or formulas. | 10 | |
| The Formula View file shows the formulas and functions used in the worksheet. | 10 | |
| Total Points | 100 | |

Comments: