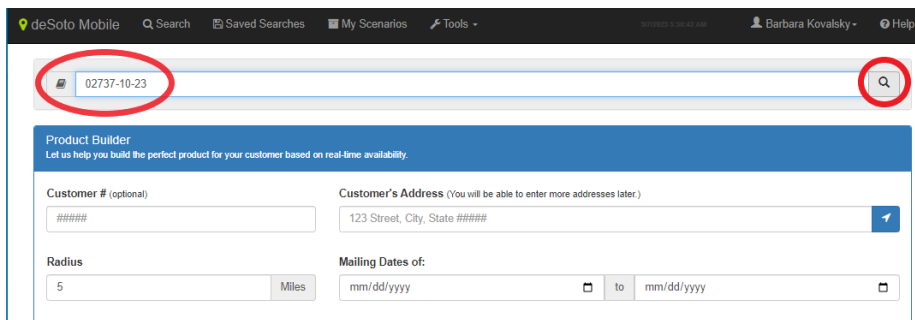


Creating Mobile deSoto scenarios

The following steps show how to create a scenario in Mobile deSoto, first using the Quick Search followed by the Product Builder. Read both because there are different tips in each section.

QUICK SEARCH

1. Type the 5-digit book number hyphen 2-digit issue hyphen 2-digit year, then hit enter or tap on the magnifying glass
Example 02737-10-23



deSoto Mobile Search Saved Searches My Scenarios Tools

02737-10-23

Product Builder
Let us help you build the perfect product for your customer based on real-time availability.

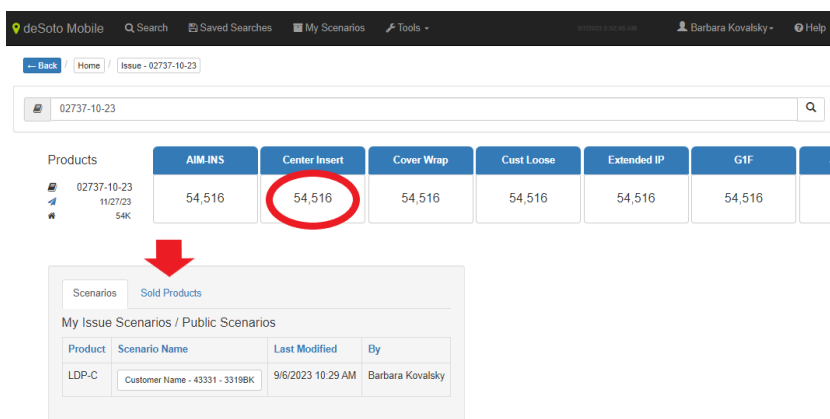
Customer # (optional) #####

Customer's Address (you will be able to enter more addresses later.) 123 Street, City, State #####

Radius 5 Miles

Mailing Dates of: mm/dd/yyyy to mm/dd/yyyy

2. Tap on the distribution number for whichever product you want.
(TIP: Before tapping on a number, look at the Sold Products and Scenarios made public for that book issue.)



deSoto Mobile Search Saved Searches My Scenarios Tools

Issue - 02737-10-23

02737-10-23

Products	AIM-INS	Center Insert	Cover Wrap	Cust Loose	Extended IP	G1F	JL
02737-10-23 11/27/23 54K	54,516	54,516	54,516	54,516	54,516	54,516	5

Scenarios Sold Products

My Issue Scenarios / Public Scenarios

Product	Scenario Name	Last Modified	By
LDP-C	Customer Name - 43331 - 33198K	9/6/2023 10:29 AM	Barbara Kovalsky

- You will see a list of city names and zip codes.
If you want to see where the cities and zip codes are located within that book, tap on the globe icon.

deSoto Mobile Search Saved Searches My Scenarios Tools - November 1, 2023 10:46 AM Barbara Kovalsky - Help

Back Home Search Result(s) Creating New Scenario

Center Insert (Bind In)

02737-10-23 Boynton Beach

Deadline: 10/26/2023
Mail: 11/27/2023
#: 54,516

Qty: 0 / 54,516

Scenario

Scenario Name
Customer Name - 0 -
 Public
Save

Filters

Zip: ATZ Apply Filter(s) Selected

<input checked="" type="checkbox"/>	City	Zipcode	Selected	Available	Total Homes	Income	Home Value	% Seniors	% Children	HoH Age	Branch
<input type="checkbox"/>	Boynton Beach	33426	0	6,118	6,118	\$64,379	\$235,337	21	28	50	
<input type="checkbox"/>	Boynton Beach	33436	0	18,305	18,305	\$63,255	\$276,683	47	18	66	
<input type="checkbox"/>	Boynton Beach	33437	0	16,627	16,627	\$73,492	\$345,180	57	13	71	
<input type="checkbox"/>	BOYNTON BEACH	33472	0	8,323	8,323	\$88,133	\$345,578	53	20	69	
<input type="checkbox"/>	BOYNTON BEACH	33473	0	5,143	5,143	\$152,838	\$640,179	10	45	48	

- You will see city and road names. The more you zoom in, the more detail you will get.
To see the zip code labels, tap on the label icon.

deSoto Mobile Search Saved Searches My Scenarios Tools - November 1, 2023 10:46 AM Barbara Kovalsky - Help

Back Home Search Result(s) Creating New Scenario

Center Insert (Bind In)

02737-10-23 Boynton Beach

Deadline: 10/26/2023
Mail: 11/27/2023
#: 54,516

Qty: 0 / 54,516

Scenario

Scenario Name
Customer Name - 0 -
 Public
Save

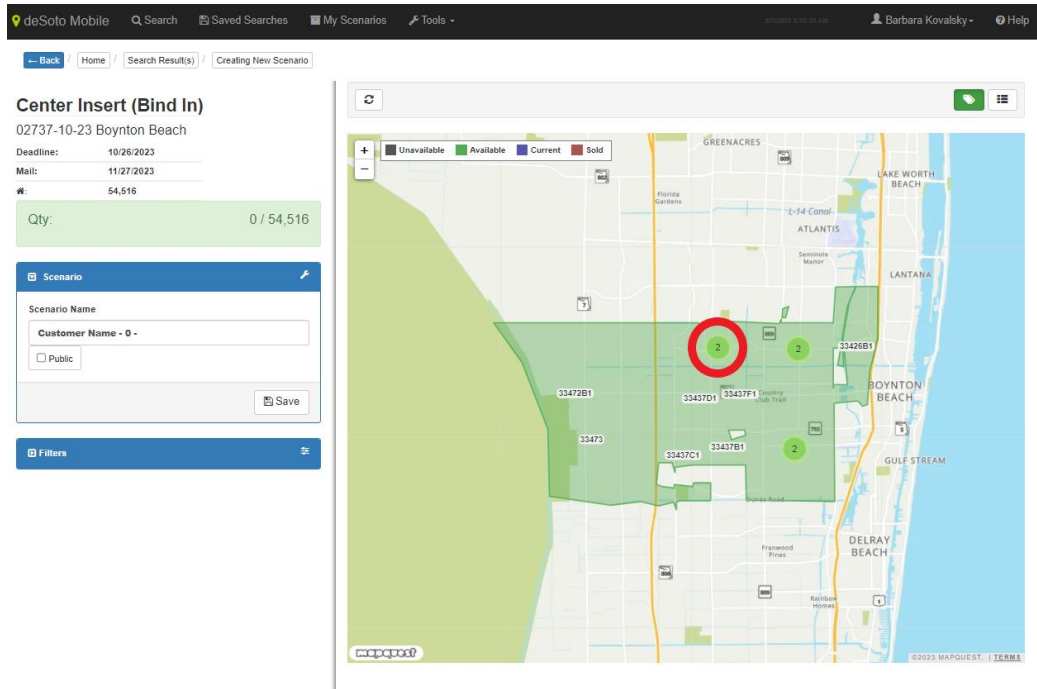
Filters

Unavailable Available Current Sold

Map showing Boynton Beach area with labels for GREENACRES, LANTANA, BOYNTON BEACH, DELRAY BEACH, GULF STREAM, ATLANTIS, L-14 Canal, Seminole Manor, County Club Trail, Florida Gardens, Framwood Pines, and Balfour Homes.

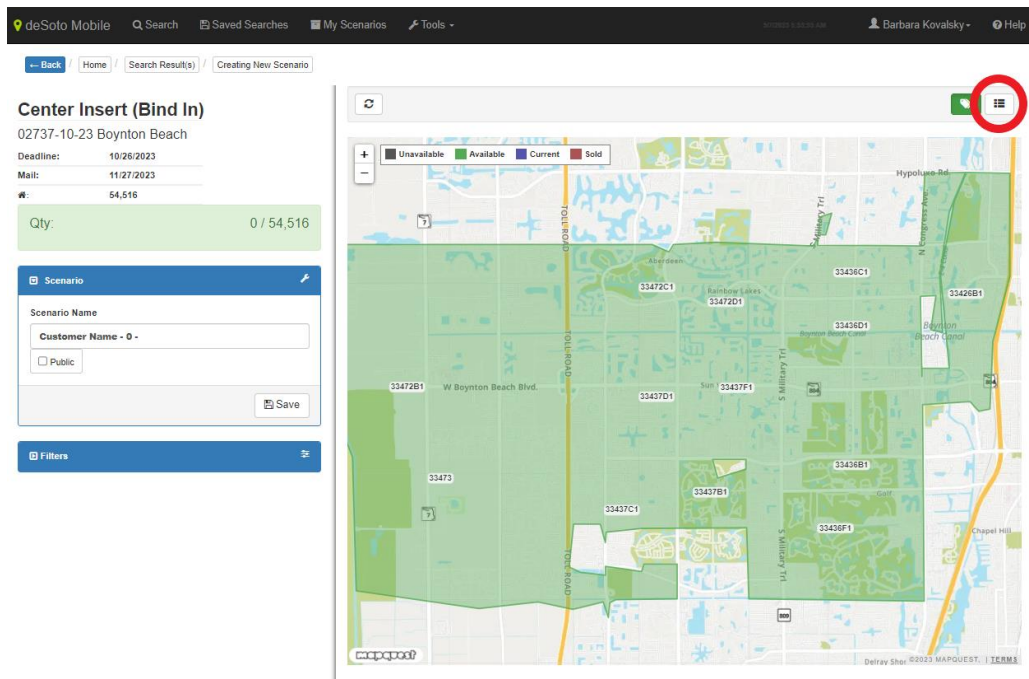
5. You will see the ATZ (or carrier route) labels: zip code followed by a letter and numbers.

If you see a circle, that means that several labels are on top of each other. Tap on the circle to zoom into that area and see those labels.



6. From the zoomed in view, you can see more ATZ/carrier route labels. Scroll around or zoom more as needed.

To get back to the list view, tap on the list icon.



- If you want to create something to mail to a potential customer, select whichever zip codes (or ATZs/Carrier routes) you feel the customer might want. If you don't know, you may want to select the whole distribution. You can do that easily by tapping the blue check mark.

deSoto Mobile Search Saved Searches My Scenarios Tools - 10/26/2023 7:45:48 AM Barbara Kovalsky - Help

Back Home Search Result(s) Creating New Scenario

Center Insert (Bind In)

02737-10-23 Boynton Beach

Deadline: 10/26/2023
Mail: 11/27/2023
#: 54,516

Qty: 0 / 54,516

Scenario

Scenario Name
Customer Name - 0 -
 Public
Save

Filters

Zip ATZ Apply Filter(s) Selected

<input checked="" type="checkbox"/>	City	Zipcode	Selected	Available	Total Homes	Income	Home Value	% Seniors	% Children	HoH Age	Branch
<input type="checkbox"/>	Boynton Beach	33426	0	6,118	6,118	\$64,379	\$235,337	21	28	50	
<input type="checkbox"/>	Boynton Beach	33436	0	18,305	18,305	\$63,255	\$276,683	47	18	66	
<input type="checkbox"/>	Boynton Beach	33437	0	16,627	16,627	\$73,492	\$345,180	57	13	71	
<input type="checkbox"/>	BOYNTON BEACH	33472	0	8,323	8,323	\$88,133	\$345,578	53	20	69	
<input type="checkbox"/>	BOYNTON BEACH	33473	0	5,143	5,143	\$152,838	\$640,179	10	45	48	

- Once you have selected at least one zip code, carrier route or ATZ, you can save the scenario. Under the 'Scenario' tab, highlight 'Customer Name' and type the name of the customer leaving the number as is, then tap on Save.

(The number in the scenario name corresponds with the number of address selected. That number will automatically change as you select or deselect areas.)

deSoto Mobile Search Saved Searches My Scenarios Tools - 10/26/2023 7:45:48 AM Barbara Kovalsky - Help

Back Home Search Result(s) Creating New Scenario

Center Insert (Bind In)

02737-10-23 Boynton Beach

Deadline: 10/26/2023
Mail: 11/27/2023
#: 54,516

Qty: 54,516 / 54,516

Scenario

Scenario Name
Customer Name - 54516 -
 Public
Save

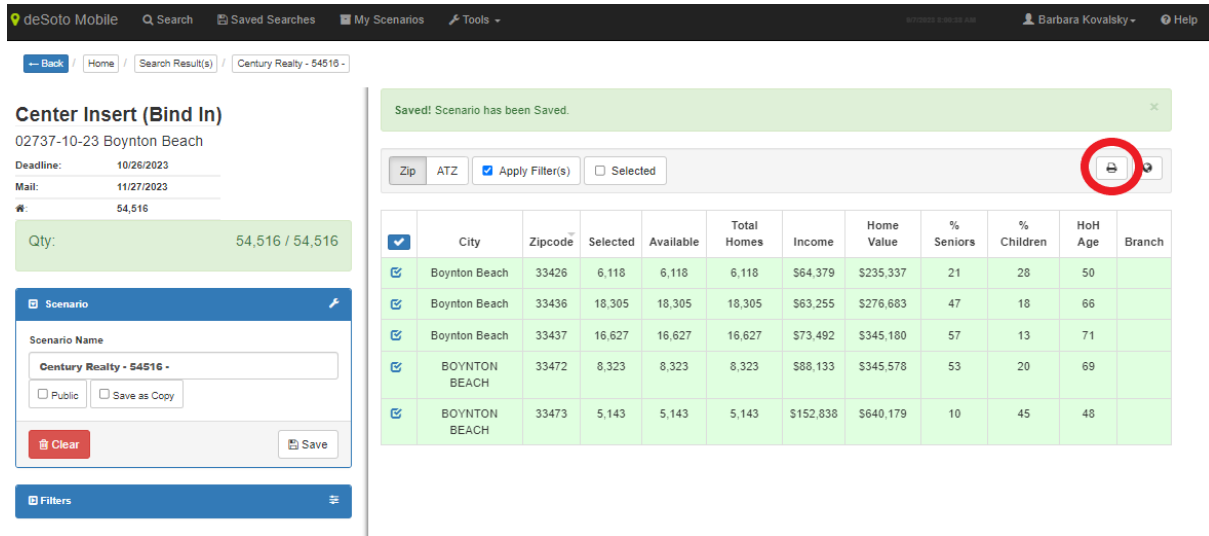
Filters

Zip ATZ Apply Filter(s) Selected

<input checked="" type="checkbox"/>	City	Zipcode	Selected	Available	Total Homes	Income	Home Value	% Seniors	% Children	HoH Age	Branch
<input checked="" type="checkbox"/>	Boynton Beach	33426	6,118	6,118	6,118	\$64,379	\$235,337	21	28	50	
<input checked="" type="checkbox"/>	Boynton Beach	33436	18,305	18,305	18,305	\$63,255	\$276,683	47	18	66	
<input checked="" type="checkbox"/>	Boynton Beach	33437	16,627	16,627	16,627	\$73,492	\$345,180	57	13	71	
<input checked="" type="checkbox"/>	BOYNTON BEACH	33472	8,323	8,323	8,323	\$88,133	\$345,578	53	20	69	
<input checked="" type="checkbox"/>	BOYNTON BEACH	33473	5,143	5,143	5,143	\$152,838	\$640,179	10	45	48	

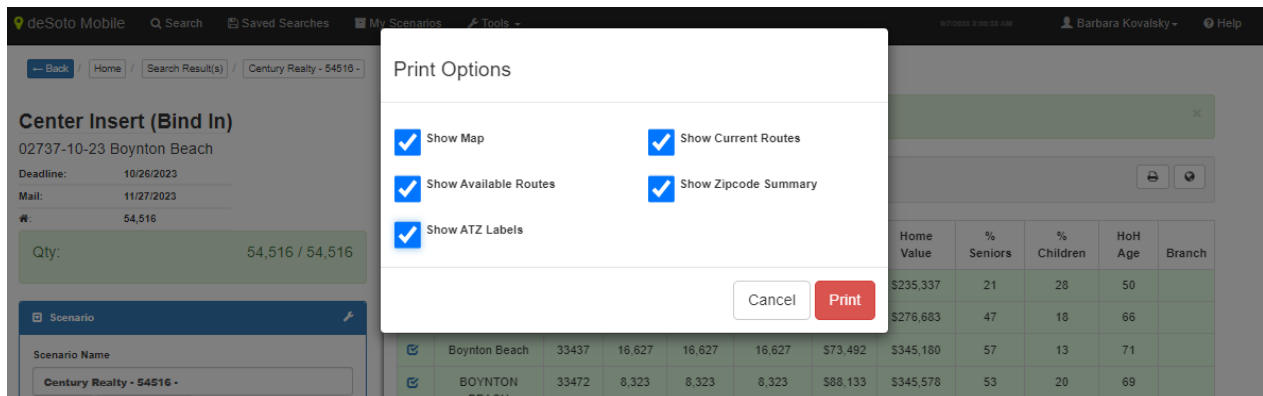
- Now that you have saved you will notice several changes:
 - Areas selected will now be highlighted in green instead of yellow.
 - The name of the scenario will appear at the top of the page as well as in the Scenario tab.
 - A print icon is now available above the chart to the left the globe icon.

To create a PDF that you can email to your customer, tap on the print icon.



- Select the options that you want to appear on the PDF. It is recommended that you select all of the options every time except perhaps the 'Show ATZ Labels' option. Choose that option if there are not a lot of labels on the map. If there are a lot of labels, those labels will cover too much of the map, in which case we do not recommend selecting that option.

Tap "Print".



SAMPLE PDF OF A SCENARIO

You can zoom in on the map and move it around to show whatever you want the customer to see. If you zoom in, you will see more details, such as city/town names and street names.

You can type a note as indicated below.

Scroll down to see the list of ATZs (or carrier routes) along with demographic information for each.

The zip summary appears at the bottom.

The screenshot shows the deSoto Mobile interface. At the top, there's a navigation bar with 'deSoto Mobile', search, saved searches, scenarios, and tools. Below that, a breadcrumb trail shows 'Home / Search Result(s) / Century Realty - 54516 - / Print Scenario'. A blue bar contains a 'PRINT' button. The main content area features the 'Clipper MAGAZINE' logo and scenario details: 'Scenario: Century Realty - 54516 - 02737-10-23 Boynton Beach', 'Mailing: 11/27/2023', 'Selected: 54,516', and 'Target Qty: 54,000'. Below this is an 'Additional Notes' section with a text input field. A red arrow points to this field with the text 'You can type a note here.'. The map below shows a grid of ATZs in Boynton Beach, with a legend for 'Unavailable', 'Available', 'Current', and 'Sold'.

Selected ATZs

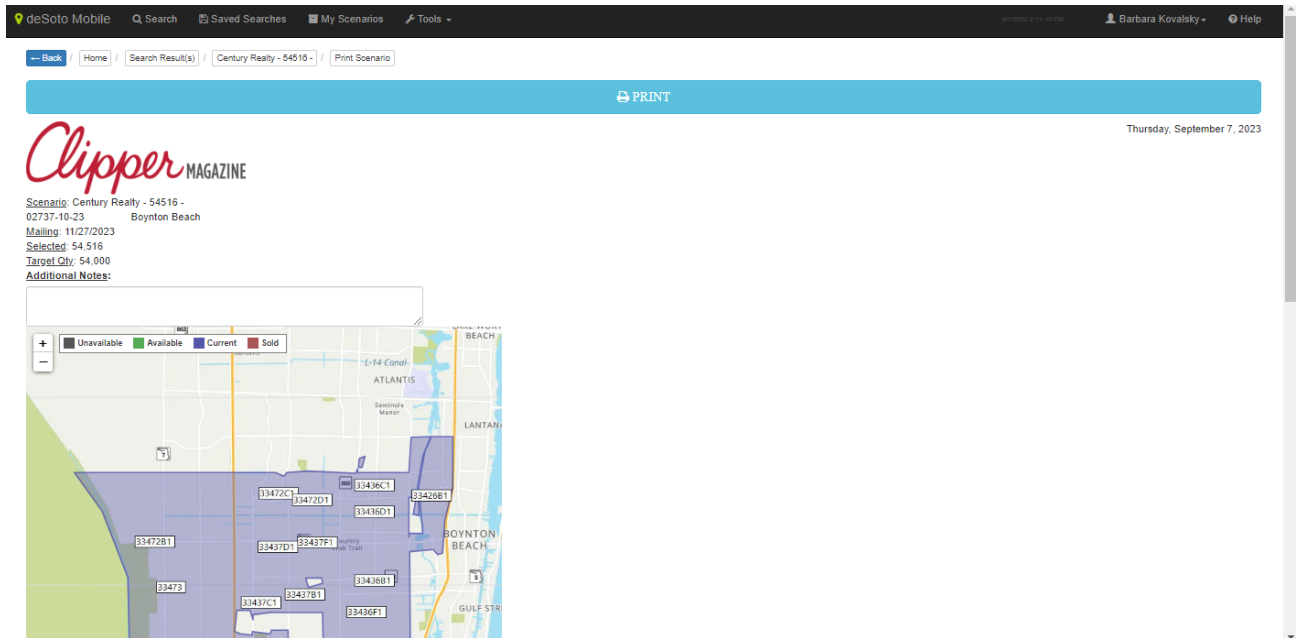
ATZ	Homes	Median Income	Median Home Value	% Seniors	% Children	HoH Age
33426B1	6,118	\$64,379	\$235,337	21	28	50
33436B1	5,898	\$49,508	\$277,574	46	18	68
33436C1	3,718	\$68,558	\$278,186	23	24	52
33436D1	5,293	\$54,953	\$233,699	41	17	65
33436F1	3,396	\$80,000	\$317,273	78	12	78
33437B1	3,594	\$62,808	\$339,616	71	8	75
33437C1	3,107	\$82,365	\$421,888	66	13	72
33437D1	5,391	\$85,703	\$365,770	50	18	70
33437F1	4,535	\$63,091	\$253,443	43	13	67
33472B1	2,646	\$105,405	\$441,071	38	27	61
33472C1	3,265	\$82,225	\$344,100	68	16	72
33472D1	2,412	\$76,768	\$251,556	54	18	73
33473	5,143	\$152,838	\$640,179	10	45	48

Selected ATZ Home Count Total: 54,516

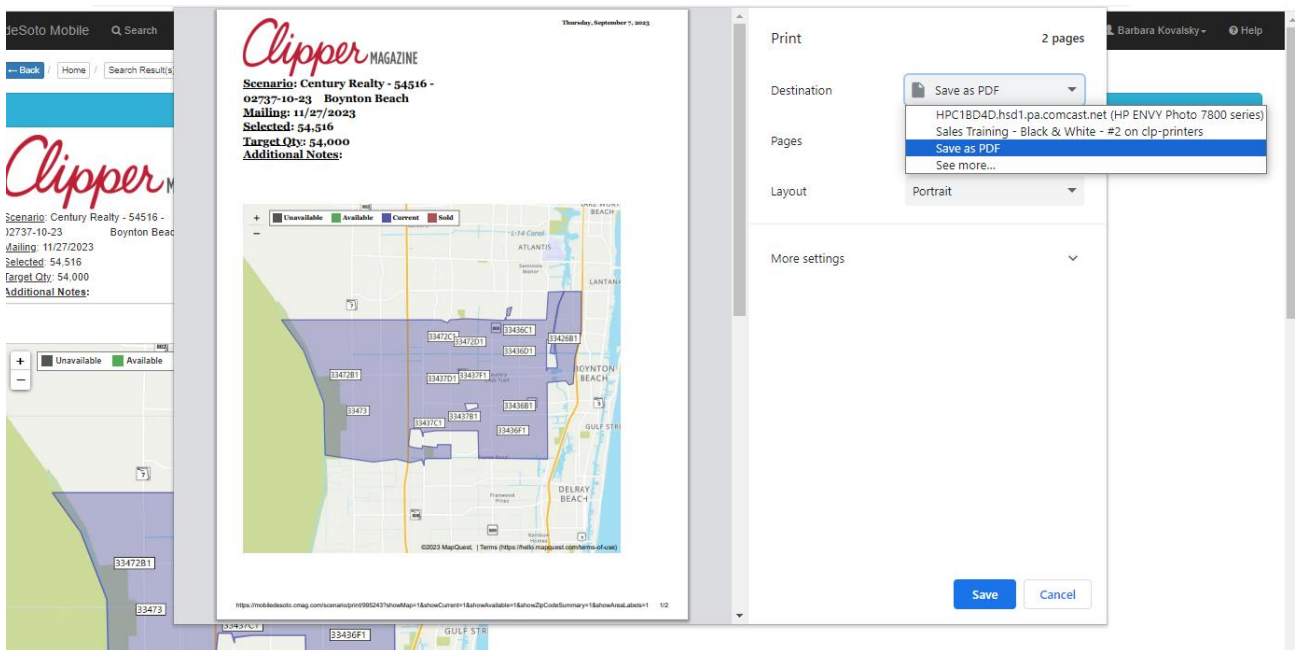
Zip Summary

Zip	Total Homes	Zip	Total Homes	Zip	Total Homes	Zip	Total Homes
33426	6,118	33436	18,305	33437	16,627	33472	8,323
33473	5,143						

11. To download the PDF onto your computer, tap on the long blue bar that says 'PRINT'.



12. In the 'Destination' field, select 'Save as PDF'. Then tap 'Save'.

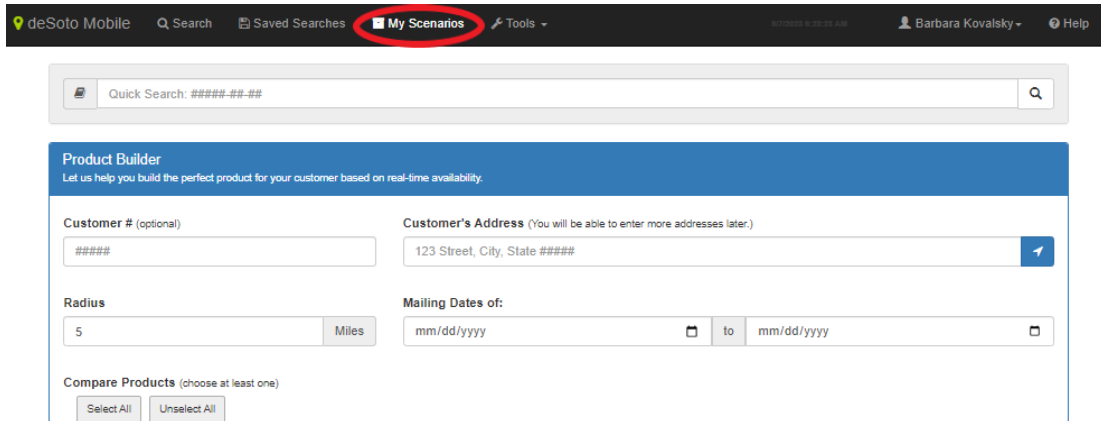


13. You can then name your PDF and save it to your computer wherever you want.

WHERE CAN YOU FIND YOUR SAVED SCENARIO?

You saved a scenario and now you want to find it. Scenarios are saved under My Scenarios in the top band.

1. Tap on My Scenarios.



deSoto Mobile Search Saved Searches **My Scenarios** Tools

Quick Search: #####-###-##

Product Builder
Let us help you build the perfect product for your customer based on real-time availability.

Customer # (optional)
#####

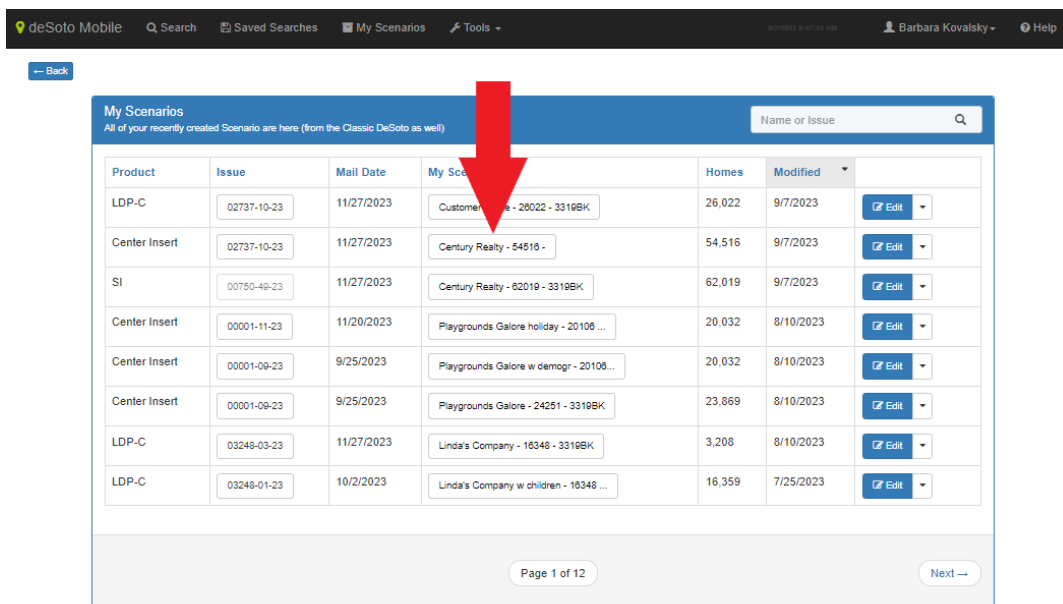
Customer's Address (You will be able to enter more addresses later.)
123 Street, City, State #####

Radius
5 Miles

Mailing Dates of:
mm/dd/yyyy to mm/dd/yyyy

Compare Products (choose at least one)
Select All Unselect All

2. Tap on the scenario you want to open it.



deSoto Mobile Search Saved Searches **My Scenarios** Tools

Back

My Scenarios
All of your recently created Scenario are here (from the Classic DeSoto as well)

Product	Issue	Mail Date	My Scenario	Homes	Modified	
LDP-C	02737-10-23	11/27/2023	Customer's - 26022 - 3319BK	26,022	9/7/2023	Edit
Center Insert	02737-10-23	11/27/2023	Century Realty - 54516 -	54,516	9/7/2023	Edit
SI	00750-49-23	11/27/2023	Century Realty - 62019 - 3319BK	62,019	9/7/2023	Edit
Center Insert	00001-11-23	11/20/2023	Playgrounds Galore holiday - 20106 ...	20,032	8/10/2023	Edit
Center Insert	00001-09-23	9/25/2023	Playgrounds Galore w demogr - 20106...	20,032	8/10/2023	Edit
Center Insert	00001-09-23	9/25/2023	Playgrounds Galore - 24251 - 3319BK	23,869	8/10/2023	Edit
LDP-C	03248-03-23	11/27/2023	Linda's Company - 16348 - 3319BK	3,208	8/10/2023	Edit
LDP-C	03248-01-23	10/2/2023	Linda's Company w children - 16348 ...	16,359	7/25/2023	Edit

Page 1 of 12 Next

USING PRODUCT BUILDER

To create a scenario using Product Builder, you need to enter an address. Typing the customer number will enter the address for you. If you don't have a customer number, you can type their address; or if the address entered via the customer number is not the address you want to use, you can replace that address with the desired address. If you don't have a specific address, you can type a city/town and state or a zip code.

CHALLENGE:

What if you don't have an address and you don't know the city/town names or zip codes that fall in a specific book.

SOLUTION:

Use the Quick Search.

Clipper does have lists you can use, but if you're in deSoto, the Quick Search is a great tool. Note, though the Quick Search only shows Clipper products; however, it is still a quick way to see where that book mails.

1. To get started in Product Builder, enter the following:
 - a. Address
 - b. Radius – If your customer wants to mail around their establishment, put in the desired radius. If your customer wants to mail to a large area, you can select a radius up to 25 miles. For Valassis products that aren't limited to a Clipper footprint, 25 miles will often give you additional options.
 - c. Date range – Select a several month range that will cover when they want their first product to mail. Once in deSoto you use the Save a Copy feature to mail any time within a year. (If you put a year range on this page, you will spool forever!)
 - d. Select whichever products you think the customer would like. (Do not select all of the products or you will spool forever!)

Tap Search.

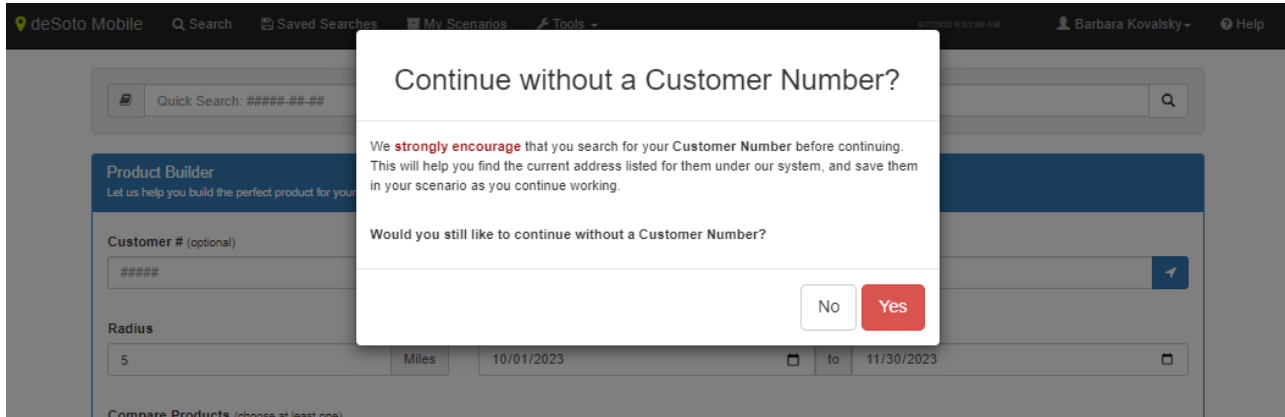
The screenshot shows the deSoto Mobile Product Builder interface. At the top, there is a navigation bar with 'deSoto Mobile', 'Search', 'Saved Searches', 'My Scenarios', 'Tools', and a user profile for 'Barbara Kovalsky'. Below the navigation bar is a 'Quick Search' input field with the placeholder text '#####-##-###'. The main content area is titled 'Product Builder' and includes the following sections:

- Customer # (optional):** A text input field containing '#####'.
- Customer's Address (You will be able to enter more addresses later.):** A text input field containing '33427'.
- Radius:** A text input field containing '5' and a 'Miles' button.
- Mailing Dates of:** A date range selector showing '10/01/2023' to '11/30/2023'.
- Compare Products (choose at least one):** A grid of product selection buttons including 'AIM Inserts', 'Cover Wrap Card', 'Extended Inside Postcard' (highlighted in blue), 'Jumbo Inside Postcard', 'LDP-C', 'LDP-V', 'Express Insert & Delivery', 'LDP-V Express', 'Mint Inserts', 'Mint LDP', 'National Postcard', 'Vertical Extended Postcard', 'Vertical Wide Extended Postcard', 'Center Insert (Bind In)', 'Custom Loose', 'G1F', 'LDP AIM', 'Menu Vertical Extended', 'Save Inserts' (highlighted in blue), 'Specialty CSI', and 'Specialty FL Insert'.
- Search:** A blue button with a magnifying glass icon.

At the bottom of the screen, there is a list of search results showing various addresses with small icons indicating the number of products found for each location:

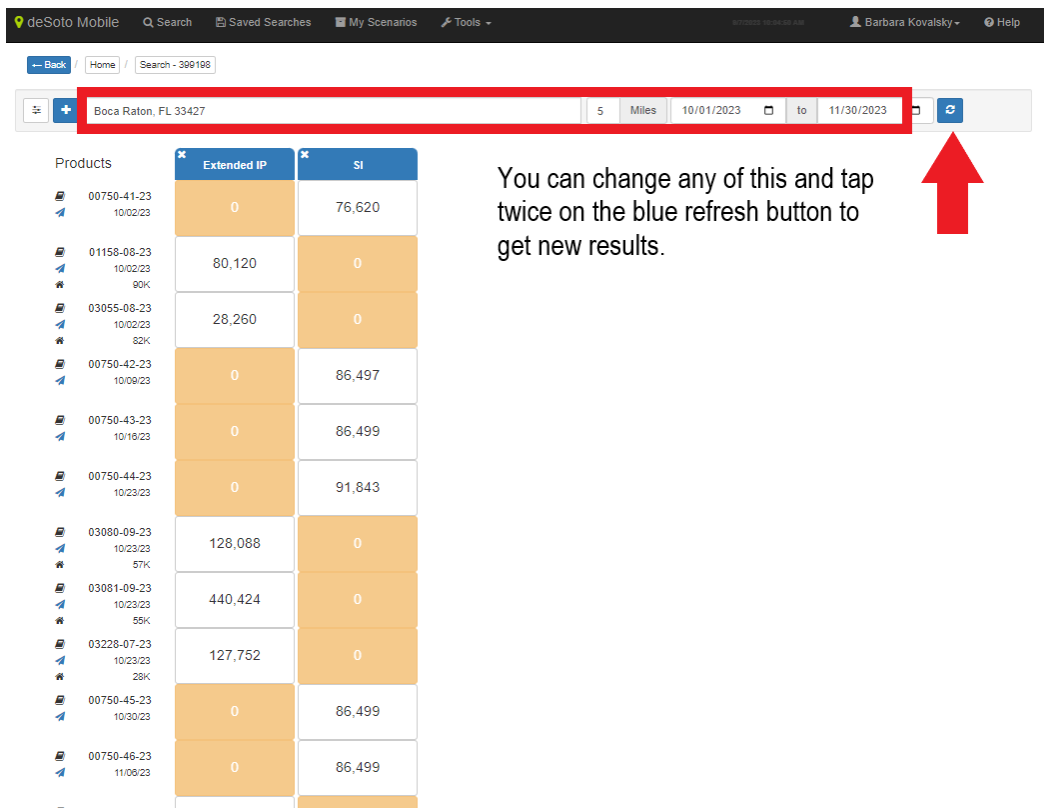
- Boynton Beach, FL 33437 (1)
- Boynton Beach, FL 33437 (1)
- Boynton Beach, FL 33437 (1)
- Boynton Beach, FL (4)
- 336 N Lime St, Lancaster, PA 17602-2355 (4)
- 336 N Lime St, Lancaster, PA 17602-2355 (12)
- 336 N Lime St, Lancaster, PA 17602-2355 (5)
- Elkton, FL (12)
- Elkton, FL (1)
- Elkton, FL (4)

- Tap 'Yes' if you want to continue without a customer number. (Entering the customer number will automatically apply the customer name to the scenario name, but you can type the customer name when you save the scenario.)



- The next page will give you results based on what you entered on the first page. If you want to change what you entered, you can make new selections in that top band and tap on the blue refresh button twice to get new results.

NOTE: The numbers that you see should be the number of addresses available for that product within the radius that you entered. However, if you see hundreds of thousands, that is probably a mistake. Select the product you want anyway, and you will see accurate numbers when you are fully in deSoto.



You can change any of this and tap twice on the blue refresh button to get new results.



- Tap on the number under the product you want and across from the book/mail date you want.

deSoto Mobile Search Saved Searches My Scenarios Tools Barbara Kovalsky Help

Back Home Search - 390198

Boca Raton, FL 33427 5 Miles 10/01/2023 to 11/30/2023

Products	Extended IP	SI
00750-41-23 10/02/23	0	76,620
01158-08-23 10/02/23 90K	80,120	0
03055-08-23 10/02/23 82K	28,260	0
00750-42-23 10/09/23	0	86,497
00750-43-23 10/19/23	0	86,499
00750-44-23 10/23/23	0	91,843
03080-09-23 10/23/23 57K	128,088	0
03081-09-23 10/23/23 55K	440,424	0
03228-07-23 10/23/23 28K	127,752	0
00750-45-23 10/30/23	0	86,499
00750-46-23 11/09/23	0	86,499
01158-09-23		

- You will now be in deSoto where you can create a scenario the same as you did for Quick Search. The difference here is that the areas that fell within the radius have been selected for you. They appear highlighted in yellow on the table. You may select additional areas and you may deselect currently selected areas. This is just to get you started.

deSoto Mobile Search Saved Searches My Scenarios Tools Barbara Kovalsky Help

Back Home Search Results(s) Creating New Scenario

Save Inserts
00750-44-23 Save Inserts
Mail: 10/23/2023
★: 200,280
Qty: 91,843 / 200,280

Scenario
Scenario Name
Customer Name - 91843 - 3319BK
 Public
Save

Location Points
Filters

Zip ATZ Apply Filter(s) Selected

	City	Zipcode	Selected	Available	Total Homes	Income	Home Value	% Seniors	% Children	HoH Age	Branch
<input type="checkbox"/>	Pompano Beach	33062	0	7,450	7,450	\$64,936	\$400,157	45	12	64	Miami Branch-SHARED-3
<input type="checkbox"/>	Pompano Beach	33063	0	13,632	13,632	\$52,642	\$199,875	34	21	59	Miami Branch-SHARED-3
<input checked="" type="checkbox"/>	Pompano Beach	33064	4,810	22,969	22,969	\$56,067	\$282,352	25	28	55	Miami Branch-SHARED-3
<input type="checkbox"/>	Pompano Beach	33066	0	7,378	7,378	\$51,190	\$153,247	55	9	73	Miami Branch-SHARED-3
<input type="checkbox"/>	Pompano Beach	33067	0	3,008	3,008	\$81,566	\$413,750	18	31	49	Miami Branch-SHARED-3
<input type="checkbox"/>	Pompano Beach	33073	0	12,614	12,614	\$62,350	\$361,992	17	41	49	Miami Branch-SHARED-3
<input type="checkbox"/>	Boca Raton	33428	0	17,022	17,022	\$79,601	\$334,394	26	33	56	Miami Branch-SHARED
<input checked="" type="checkbox"/>	Boca Raton	33431	3,591	3,591	3,591	\$74,015	\$482,051	24	29	55	Miami Branch-SHARED
<input checked="" type="checkbox"/>	Boca Raton	33432	8,671	8,671	8,671	\$90,642	\$715,085	32	14	56	Miami Branch-SHARED
<input checked="" type="checkbox"/>	Boca Raton	33433	21,795	21,795	21,795	\$75,206	\$345,493	36	21	60	Miami Branch-SHARED
<input checked="" type="checkbox"/>	Boca Raton	33434	4,922	7,285	7,285	\$100,652	\$457,155	41	23	64	Miami Branch-SHARED

6. To see the map view, tap on the globe icon on the top right.

deSolo Mobile Search Saved Searches My Scenarios Tools - Home Overview Barbara Kovalsky - Help

Save Inserts
00750-44-23 Save Inserts
Mail: 10/23/2023
#: 200,280
Qty: 91,843 / 200,280

Scenario
Scenario Name
Customer Name - 91843 - 3319BK
Public
Save

Location Points
Filters

Zip: ATZ Apply Filter(s) Selected

	City	Zipcode	Selected	Available	Total Homes	Income	Home Value	% Seniors	% Children	HoH Age	Branch
<input type="checkbox"/>	Pompano Beach	33062	0	7,450	7,450	\$64,936	\$400,157	45	12	64	Miami Branch-SHARED-3
<input type="checkbox"/>	Pompano Beach	33063	0	13,632	13,632	\$52,642	\$199,875	34	21	59	Miami Branch-SHARED-3
<input checked="" type="checkbox"/>	Pompano Beach	33064	4,810	22,969	22,969	\$56,067	\$282,352	25	28	55	Miami Branch-SHARED-3
<input type="checkbox"/>	Pompano Beach	33066	0	7,378	7,378	\$51,190	\$153,247	55	9	73	Miami Branch-SHARED-3
<input type="checkbox"/>	Pompano Beach	33067	0	3,008	3,008	\$81,566	\$413,750	18	31	49	Miami Branch-SHARED-3
<input type="checkbox"/>	Pompano Beach	33073	0	12,614	12,614	\$82,358	\$361,992	17	41	49	Miami Branch-SHARED-3
<input type="checkbox"/>	Boca Raton	33428	0	17,022	17,022	\$79,601	\$334,394	26	33	56	Miami Branch-SHARED
<input checked="" type="checkbox"/>	Boca Raton	33431	3,591	3,591	3,591	\$74,015	\$482,051	24	29	55	Miami Branch-SHARED
<input checked="" type="checkbox"/>	Boca Raton	33432	8,671	8,671	8,671	\$90,642	\$715,085	32	14	56	Miami Branch-SHARED
<input checked="" type="checkbox"/>	Boca Raton	33433	21,795	21,795	21,795	\$75,206	\$345,493	36	21	60	Miami Branch-SHARED
<input checked="" type="checkbox"/>	Boca Raton	33434	4,922	7,285	7,285	\$100,652	\$457,155	41	23	64	Miami Branch-SHARED

7. The map shows a pin on the address you typed (or in the middle of the city/town or zip code you entered), a circle to represent the radius, and areas selected within that radius are colored purple. Areas colored green are available if you want to select them. If you created a scenario for a product that is limited to one per address, any areas where that product has already been sold in this issue will be colored gray on the map.

Note that this map looks different than when we did a Quick Search for book 02737. That's because this scenario is for a SAVE Insert which is a Valassis product and, therefore, has a broader print footprint in Boynton Beach than book 02737. You may select additional areas and you may deselect currently selected areas.

To get back to the list view, tap on the list icon on the top right.

deSolo Mobile Search Saved Searches My Scenarios Tools - Home Overview Barbara Kovalsky - Help

Save Inserts
00750-44-23 Save Inserts
Mail: 10/23/2023
#: 200,280
Qty: 91,843 / 200,280

Scenario
Scenario Name
Customer Name - 91843 - 3319BK
Public
Save

Location Points
Filters

Map Legend: Unavailable (gray), Available (green), Current (purple), Sold (red)

Map showing BOCA RATON, DEERFIELD BEACH, HILLSBORO BEACH, COCONUT CREEK, PARKLAND, and SANDERS PARK. A large purple area is highlighted on the map, indicating the current selection.

8. To see the ATZs (or carrier routes) in a zip code, tap on the city name listed next to that zip code.

The screenshot shows the 'Save Inserts' screen for scenario 00750-44-23. The quantity is 91,843 / 200,280. The scenario name is 'Customer Name - 91843 - 3319BK'. The table below lists various zip codes and their associated ATZs. The row for Boca Raton with zip code 33433 is circled in red.

City	Zipcode	Selected	Available	Total Homes	Income	Home Value	% Seniors	% Children	HoH Age	Branch
Pompano Beach	33062	0	7,450	7,450	\$64,936	\$400,157	45	12	64	Miami Branch-SHARED-3
Pompano Beach	33063	0	13,632	13,632	\$52,642	\$199,875	34	21	59	Miami Branch-SHARED-3
Pompano Beach	33064	4,810	22,969	22,969	\$56,067	\$282,352	25	28	55	Miami Branch-SHARED-3
Pompano Beach	33066	0	7,378	7,378	\$51,190	\$153,247	55	9	73	Miami Branch-SHARED-3
Pompano Beach	33067	0	3,008	3,008	\$81,566	\$413,750	18	31	49	Miami Branch-SHARED-3
Pompano Beach	33073	0	12,614	12,614	\$82,358	\$361,992	17	41	49	Miami Branch-SHARED-3
Boca Raton	33428	0	17,022	17,022	\$79,601	\$334,384	26	33	56	Miami Branch-SHARED
Boca Raton	33431	3,591	3,591	3,591	\$74,015	\$482,051	24	29	55	Miami Branch-SHARED
Boca Raton	33432	8,671	8,671	8,671	\$90,642	\$715,085	32	14	56	Miami Branch-SHARED
Boca Raton	33433	21,795	21,795	21,795	\$75,206	\$345,493	36	21	60	Miami Branch-SHARED
Boca Raton	33434	4,922	7,285	7,285	\$100,652	\$457,155	41	23	64	Miami Branch-SHARED

9. You can tap to deselect/select individual ATZ (or carrier routes) in that zip code.

The screenshot shows the 'Save Inserts' screen for scenario 00750-44-23. The quantity is 91,843 / 200,280. The scenario name is 'Customer Name - 91843 - 3319BK'. The table below lists individual ATZs for the selected zip code. The row for Boca Raton with ATZ 33433F1 is circled in red.

City	ATZ	Zone	Homes Available	Income	Home Value	% Seniors	% Children	HoH Age	DeliveryMethod
Boca Raton	33433B1	ATZ	5,604	\$68,271	\$374,294	47	14	68	MAIL
Boca Raton	33433C1	ATZ	2,324	\$83,272	\$375,510	30	21	57	MAIL
Boca Raton	33433D1	ATZ	5,856	\$93,604	\$403,160	40	23	64	MAIL
Boca Raton	33433F1	ATZ	5,233	\$69,193	\$310,867	35	25	60	MAIL
Boca Raton	33433G1	ATZ	2,778	\$61,688	\$263,636	27	21	51	MAIL

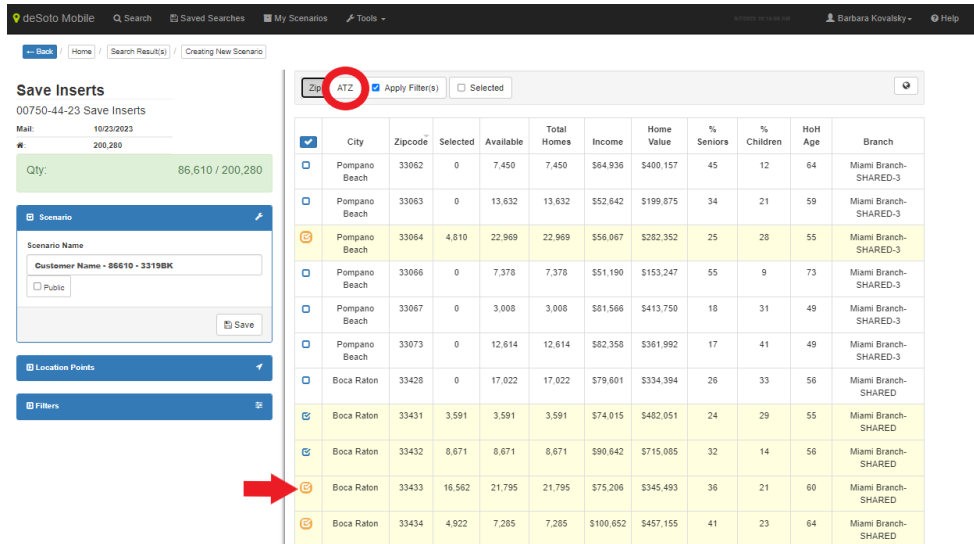
10. Notice that the distribution number in the green bar and in the scenario name is now reduced by the number of households in the ATZ that was just deselected. To get back to the zip code listing, tap on 'Zip'.

The screenshot shows the 'Save Inserts' screen for scenario 00750-44-23. The quantity is now 86,610 / 200,280. The scenario name is 'Customer Name - 86610 - 3319BK'. The table below lists individual ATZs for the selected zip code. The 'Zip' button is circled in red.

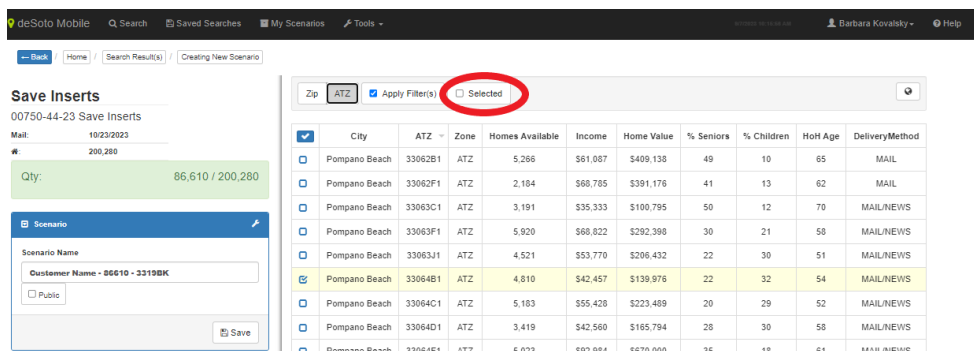
City	ATZ	Zone	Homes Available	Income	Home Value	% Seniors	% Children	HoH Age	DeliveryMethod
Boca Raton	33433B1	ATZ	5,604	\$68,271	\$374,294	47	14	68	MAIL
Boca Raton	33433C1	ATZ	2,324	\$83,272	\$375,510	30	21	57	MAIL
Boca Raton	33433D1	ATZ	5,856	\$93,604	\$403,160	40	23	64	MAIL
Boca Raton	33433F1	ATZ	5,233	\$69,193	\$310,867	35	25	60	MAIL
Boca Raton	33433G1	ATZ	2,778	\$61,688	\$263,636	27	21	51	MAIL

- Notice that the checkmark to the left of zip 3343 is now orange instead of blue. An orange checkmark means part of the zip code is selected. A blue checkmark indicates that the entire zip code is selected.

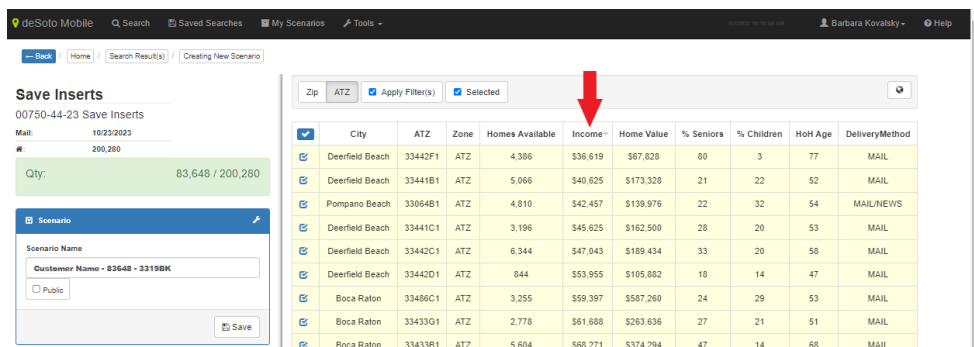
If you want to look at demographics, always use the ATZ (or carrier route) list instead of the zip list because there is typically a lot of variation in demographics within a zip code. To view the ATZ list for the whole book/area, tap on 'ATZ'. (Reminder, for some areas it will say Carrier Route instead.)



- Tip: If you only want to see the demographics for the areas that are selected, tap on 'Selected'.



- You will now only see those ATZs that are selected. To sort by any demographic, tap on the column header to sort by lowest to highest. In this example I tapped on 'Income'. Tap again to sort by highest to lowest.



Remember to save! Keep working and you can tap on Save whenever you make changes.