



10 Best Practices for **Digital Media Planning**

KANTAR MEDIA | SRDS

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Marketers, put on (yet another) hat.



The job title “marketer” may as well be synonymous with “jack of all trades.” Today’s marketers must see the big picture, develop strategies, anticipate industry trends, manage vendor and agency relationships, plan multimedia campaigns and work with people from all over the business.

Despite the challenges, most marketers haven’t run to the hills. Quite the reverse. The marketers we know love their jobs because they get to wear so many hats in an industry that’s becoming more digital every day. And while the digital revolution has transformed marketing and invites new and exciting opportunities for businesses, it also demands new skills from marketers and agency professionals.

Do you need to be a “digital media planner”? Have you ever developed, executed or monitored online ad campaigns? How about for social or mobile? Display? Search? Have you ever worked with an online ad network? Understandably, “digital media planning” probably isn’t listed as a skill on your LinkedIn profile yet — even if you have run a few campaigns. And it’s not hard to guess why. Digital media planning isn’t a single skill that can be mastered overnight. It’s a vast and constantly changing set of skills and instincts that, taken together, form an increasingly important expertise.

Further, as programmatic buying rises in popularity within online advertising, it’s important to keep in mind that the human element is still critical. Every successful digital campaign begins with thoughtful planning and a sound strategy. When you meet that fork in the road and decide whether to work with a publisher/ad network or explore automated options, recognize that while the paths are different, best practices still apply.

That’s where this guide comes in, with ten essential best practices to **turn you into a digital media planning hero for your brand.**

Why bother?

EMarketer reported that worldwide digital ad spending passed the \$100-billion mark for the first time in 2012 and will increase by an additional 15% in 2013¹ to \$118 billion. Further, global online advertising spending will reach \$143 billion in 2017², according to a report released by Digital TV Research.

Global online advertising expected to reach

\$143

billion
in 2017².

Digital ad spending topped

\$100 billion

for the first time ever in 2012 and will increase

15%

to **\$118 billion** in 2013¹.

Creating and executing digital campaigns are critical responsibilities for marketers at organizations of every size. It's a little unnerving, but also exciting. The Internet is the best medium for bringing together targeting and timing and then shooting out real-time metrics. Digital advertising offers a dynamic way for marketers to connect and introduce consumers to brands through unparalleled focus, precision and efficiency. There are countless possibilities for targeting, creative and copy. Plus products, services, instant connections and ultimately conversions are just a few simple clicks away.

¹ eMarketer. Jan. 9, 2013. www.emarketer.com/Article/Digital-Account-One-Five-Ad-Dollars/1009592

² Digital TV Research. Nov. 14, 2012. www.digitaltvresearch.com/press-releases?id=47

1 Craft Your Comprehensive Digital Plan

Caution: No diving into the digital pool yet. It's cold, it's deep and there's a high chance of belly flopping. While considering digital as a potential medium for a brand's ad campaign is a no-brainer, objectives should always dictate strategy. As with any campaign, **develop a blueprint based on research, review and analysis.**



The first step to developing a comprehensive media plan is to answer the following questions.

1. What are the campaign goals and objectives?
2. Who are we trying to reach?
3. What is our message and how does it connect with our brand?
4. What strategy should we take?
5. Do we need an integrated media plan or one that is entirely digital?
6. What digital components should we consider?
7. What is our call to action?
8. How can we measure our varied tactics?
9. What are our ROI projections? What are our pre and post-campaign analysis goals?
10. Who will be responsible for implementing and monitoring the campaign?

Each one of these questions requires a fair amount of deliberation. Several should be tackled by a team, especially the initial planning steps. A few minds brainstorming — all of whom should be brand ambassadors will help inform and craft the plan. Consider bringing in others from beyond the marketing and advertising department, such as web managers, communications execs and even sales and IT. Once the key parties are looped in, establish the campaign objective(s). What will success look like in the marketplace and in your ledger? Your campaign objective dictates whether digital is the right medium for execution.



Your **campaign**
objective

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digital is the right
medium for execution.

Many digital campaigns fail due to insufficient planning. This planning stage can (and should) take a fair amount of time. Because there are fewer standards in digital media, online ad campaigns usually require the media plan to be crafted before the creative can even be touched — a major differentiator from traditional advertising.

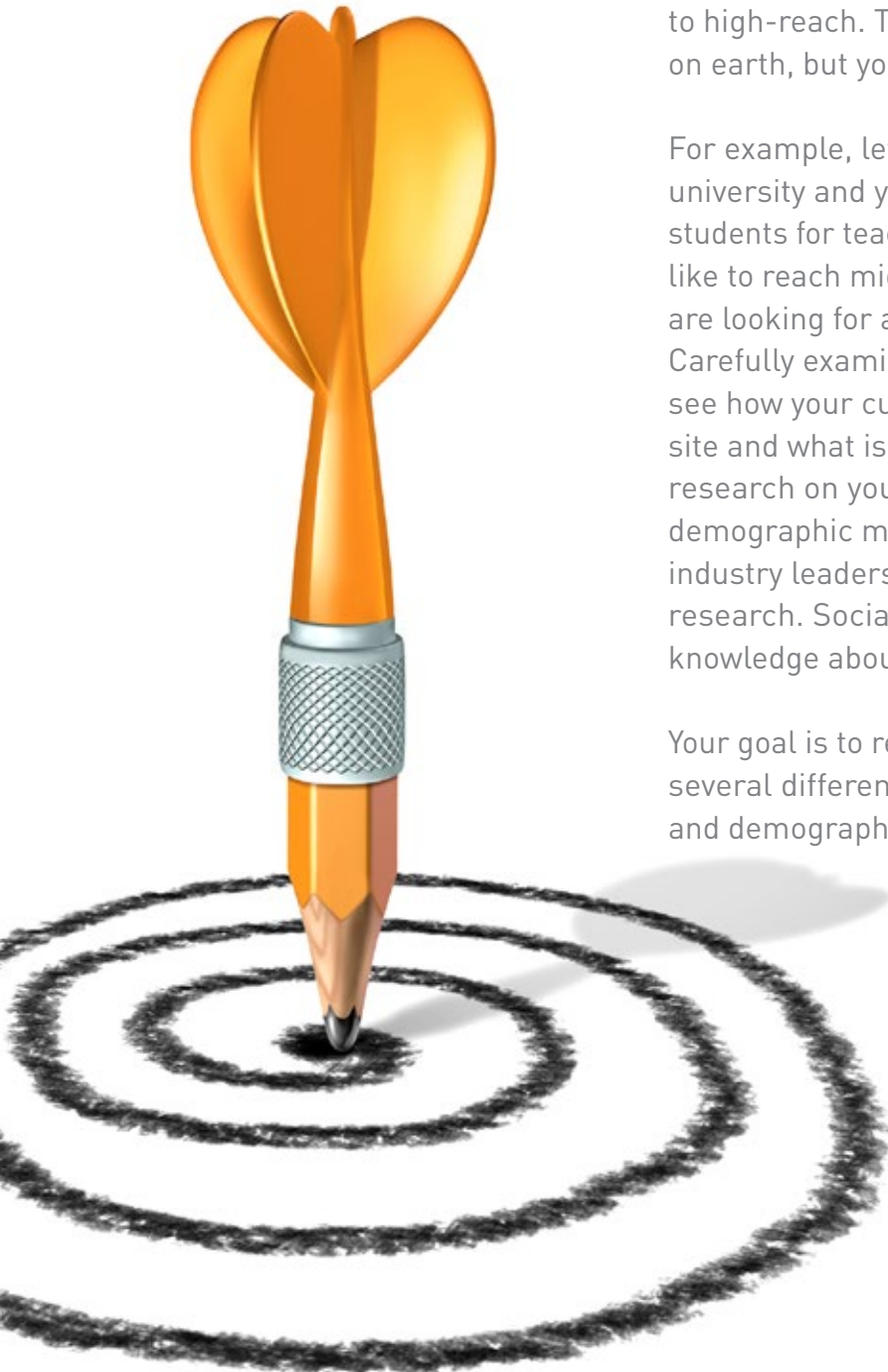
Once the plan has been developed, take a breather. There are rough waters ahead. Making a change after your campaign launches is pretty typical, so be prepared for some ups and downs.

2 Hyper-Targeting and Developing Your Audience

While developing a campaign plan, **identify the target audience as specifically as you can.** Be granular. Focus on the prospects that are the most relevant to the campaign goals, and then use research tools and any established relationships with media brands to determine where your audience engages online. Digital targeting can be laser-focused and high-impact, while TV is often limited to high-reach. The web can be the most personal medium on earth, but you have to know who you're reaching.

For example, let's say you're a marketer for an online university and your campaign objective is to attract students for teaching certifications. Specifically, you would like to reach middle-aged, college-educated women who are looking for a career change. What sites do they visit? Carefully examine your brand's existing web analytics to see how your current audience is interacting with your site and what is resonating. Supplement this with outside research on your target group, including audience demographic metrics and consumer behavior data from industry leaders. Use search engine data like keyword research. Social media can also provide a wealth of knowledge about your prospects.

Your goal is to reach your target audience effectively using several different parameters: geographic, time of day, and demographic.



Keep in mind that it's possible to conduct all the audience research you can, and your results may still not be what you predicted after execution. But don't get discouraged.

Let's say the teaching certification ad runs on several sites, and your research indicated that the highest performers would come from aspirational websites. But the analytics show that the highest click-through-rates are coming from horoscope sites. It can and may happen.

The bottom line is that while a digital plan requires data-driven hyper-targeting, audience behavior can be unpredictable. Keep in mind that it's a process. Audience profiling is ongoing as you learn more. That's why quick adaptability is one of the strengths of a digital campaign.

3 Exhaustive Online Media Planning Research



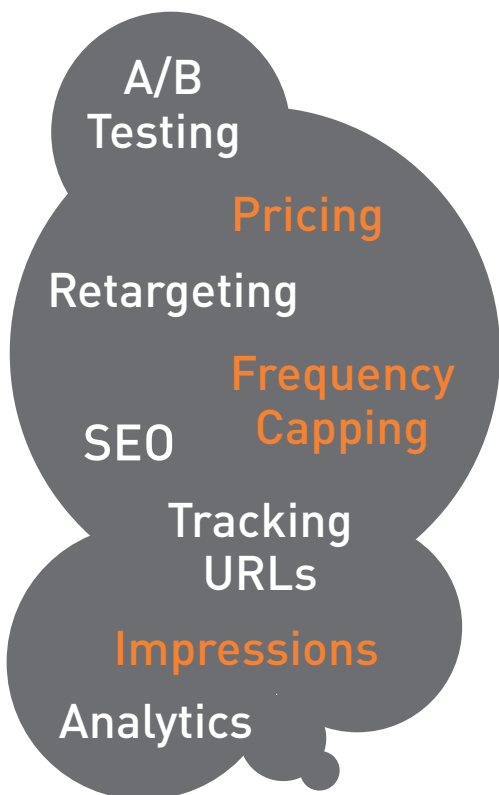
In digital advertising, there is no such thing as too much research. It's more likely that you'll run out of time before data. Especially if this is the first time planning an online campaign, use all the resources the Internet offers, including white papers, case studies and the campaigns of your competitors. Be open to agency and vendor pitches and talk to industry experts. LinkedIn can be a fantastic resource to see what your peers are discussing and any recommendations they have on planning tools, contacts and ad networks. Look at ads on the sites that seem to make sense for your targets to visit, check out paid search copy, explore ad networks and their offerings and analyze the marketing emails sent to you.

It's also critical to become familiar with several aspects of digital advertising, including ad placement, ad distribution platforms, the basics of programmatic buying and monitoring tools. After conducting audience research, explore what digital format fits best for the campaign. It may sound old-fashioned, but a good pro/con list can really

come in handy. An online advertising campaign may include banner ads, sponsored content, sponsorships or video ads.

As always, remember the brand objectives, and explore the possibilities offered by ad networks, search and all sorts of websites. Focusing on top sites might seem like the easiest way to go but may deliver disappointing results. With digital, depending on your objectives and your target audience size, exploring the long-tail may offer the best chance to find the most appropriate sites. Similarly, considering top sites would also make sense when your target base is broad and your campaign goal is awareness. Explore a mix of both to see what performs better.

4 The Unique Power of Digital: Tracking and Reporting



One reason we urge marketers and agencies to consider digital is because of the **real-time tracking and reporting capabilities**, unlike anything in traditional media. These functions give you the data needed to determine if your campaign is successful and when to make changes. Here are a few of the tricks to consider.

- **A/B Testing:** The ability to test two web components and determine which produces superior results. Examples of elements suitable for A/B testing include ad creative, email subject line and call to action. Use A/B testing to confirm that a new change improves conversion rates or other desired outcomes.
- **Pricing for Online Media:** The difference between the three currently available payment models is what deliverable the publisher/ad network and marketer/advertiser agree to bill on. The pricing model usually demonstrates who has the negotiating power and how effective the ad is.

- **CPA:** Cost per Acquisition is an online advertising payment method where advertisers pay for every sale or acquired client. This system works best for advertisers/marketers who only want to pay for the customers generated as a result of an ad. It works well for risk management purposes. Publishers typically don't prefer this deal. However it is popular in affiliate marketing, in which a company's offer or product is displayed in a variety of ways on a publisher partner (affiliate) network. The affiliate who brings traffic to the company earns commissions based on sales or leads it provides the company.
- **CPC:** Cost per Click is an online advertising payment method where advertisers pay for the traffic that goes to their website from an ad. Often based on a real-time auction, it's been made popular by Google Adwords and works best for advertisers who want to guarantee they only pay for performance. Many publishers don't like CPC because it's difficult to predict inventory demand for an ad they've never tested before.
- **CPM:** Cost per Thousand is a calculation used to compare media based on audience and cost. CPM has become one of the most common online advertising terms used for pricing ads. It's used to determine the cost for 1,000 impressions/views of an advertisement. The majority of publishers prefer to bill on CPM because there is no risk involved and they get paid for every impression.





- **Frequency Capping:** The ability to restrict the number of times the same site visitor is shown a specific ad. It's used as a way to avoid burnout, the point where the visitor has seen an ad so many times that the desired response stops.
- **Programmatic Buying:** The act of automated media buying and selling through digital technology platforms, such as exchanges, trading desks and demand-side platforms (DSPs). It replaces the use of manual RFPs, negotiations and insertion orders.
- **Retargeting:** When a visitor views your webpage and cookie-based technology lets your ads "follow them" to other sites. It can keep your brand in front of site visitors after they leave your website.
- **Search Engine Optimization:** The process of improving where your websites appear in organic searches by serving relevant content on your pages. Tactics for optimizing your website include developing specific content and improving your social media presence.
- **Tracking URLs:** A unique URL designed to track each ad, either by media property or placement. These URLs register elements of the campaign, including where the clicks come from, conversion rates, what keywords were used in the search query, etc. They're important for search engine optimization because they can help determine if the campaign is successful and if optimization is needed.
- **Viewable Impressions:** The number of times the served ad is actually viewed. This differs from the more commonly used "impressions" which track the number of "served impressions." For example, an ad might be served at the bottom of a page but the visitor might not scroll down and see it. Many ad units are not in a viewable space to the end-user or will fail to fully load, which may lead to over-counting of impressions. Viewable impressions are becoming more popular as a more accurate measurement.

- **Web Analytics:** The measurement, collection, analysis and reporting of Internet data in order to understand and optimize web usage. Analytics help brands measure the results of digital campaigns and offer metrics such as number of visitors and number of page views over a designated period of time. Google Analytics is a popular (and free) web analytics program, while other marketers use software offered by their web host.

A word of caution — although there are countless valuable features available in digital, beware of analysis paralysis.

While real-time tracking of click and conversion results from email, paid search and other online media campaigns is critical for success, constantly checking the metrics may lead you to panic and prematurely change the plan. If you conducted research, did the prep work and developed the target audience, give the campaign and the analytics some time to pan out. But when all else fails, optimize.

5 Maximize Impact with Optimization

Optimization is the real-time process of viewing and analyzing advertising campaign metrics, such as impressions, CTR or conversions and then making changes to the campaign in order to improve the results. The nature of print makes campaign optimization a long-term process, if not an impossible one. But in the online world, it's not only feasible, it's expected. So marketers must plan time and resources into the ongoing campaign for optimization. While there isn't a golden rule for determining when the right time is for making changes to your campaign, **the move to optimize should always be informed by metrics.**

The most common digital optimization tactics that don't involve too much work are changes to the creative, ad



Not all
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from
campaign
to campaign.

copy and landing page. Other larger optimizations include moving from media outlets to other sites/ad networks, updating the target audience and altering any behavioral targeting imposed.

Although optimization is labor-intensive, it can translate into tremendous savings and efficiency gains. Specifically, it can minimize time and money spent on non-performing sites and placements and boost ROI by focusing dollars on successful placements. Planning for optimization and ultimately executing divides successful campaigns from those that fizzle out.

Not all metrics are equal from campaign to campaign. For example, let's say your campaign goals are online sales and you see that the CTR on the specific ad is extremely low. Rather than panic, explore the metrics further. You might discover that 100% of the clicks converted to actual purchases on one placement, when more clicks elsewhere don't deliver conversions.

6 Three Proactive Plans for Success

With every digital campaign, you should develop three calculated plans. The first is campaign launch, next up are optimization strategies and the third is a major overhaul plan. While this may sound like excessive preparation, the reality is that most campaign launches don't perform perfectly right away. Having a few primed tricks up your sleeve ensures that you're ready to optimize if necessary.

Since you've already done the background work, you are ready to plan the launch. Objectives should dictate the right digital medium, and target audience will help inform creative and message. Online advertising allows for more creativity than other mediums. If an ad can be created, chances are there is a publisher willing to try it. Don't be afraid to shake it up and test things out. The campaign launch plan should be the most creative (with research that backs your choices).



Examples include webpage takeovers, a 360-degree webcam of your product, homepage personalization features for the site visitor or even something so bold and captivating as the Red Bull sponsored “Stratos” jump and live video-cam.

Even though you’ll invest a lot of time and energy developing this plan, we urge you not to get overly attached to the message, creative and CTA. The benefit of a digital plan is flexibility. Chances are you will need to make changes, so don’t take it personally when the call to action you wrote and designed doesn’t have a 100% success rate.

As mentioned in the last section, if the campaign doesn’t yield your desired results right away, we advise you not to back out of the launch plan too soon. Think back to your objectives, planning and research. Analyze campaign metrics. Discuss and review with team members. Always keep in mind that online advertising often requires more creative modifications than print. Use a checklist to account for all the criteria and variables considered in the buy: ad placement, ad size, creative executions, sites,

targeting. Then you have many options to consider if you need to make a change and you are armed with back-up plans for each option.

Let's say you've launched your campaign for baby monitors and you have an ad network that places your banner on a variety of "new-mom" sites. After a few weeks, the metrics show that you need to optimize and make an adjustment. People are seeing your ad but they are not clicking. Look back at your checklist to determine the different options you developed for creative, copy and call to action that are worth trying.



Use a
checklist

to account for
all the criteria
and variables
considered in
the buy.

Don't be scared if the launch plan isn't perfect. The vast majority require at least some optimization. Keep in mind that in digital, there are less than 3 seconds to grab the target. Look at the top performing ad, and make slight changes to it while keeping the original in play as well.

After some time and if those minor optimizations don't boost campaign performance, employ a total overhaul, incorporating major differences from both launch and optimization. This likely includes fresh creative using a different message.

Since you've done your homework, you won't have to come up with this plan off the top of your head either. You and your team prepared and developed this overhaul when you created launch and optimization plans. Major changes should always be pre-meditated. And remember, it doesn't necessarily mean disaster or having to spend, spend, spend. **In digital, systematic planning often outperforms money.**

Always remember that just because a target doesn't click on an ad or open your promo email, it doesn't mean that the message didn't get through.

Perhaps you're a marketer at an electronics company, and your latest campaign is for a brand-new refrigerator that holds more items than competitors' and is within standard fridge measurements. You work long hours creating a campaign that includes multi-channel advertising, specifically a commercial and banner ad. The campaign launches and shortly after, consumer Betty sees the ad on a popular website. She notices the ad, but doesn't click it. Then the next day, she sees the product advertised during her mid-day TV break.

Ad campaigns
can and should be
cross-promoted.

A few weeks later, Betty's fridge breaks. Rather than getting it repaired, she remembers your ad. Betty visits your website, but can't immediately figure out which fridge is the one she remembers from the ad. She goes to YouTube to see if she can find the commercial on your brand's page there. No luck. She checks your Facebook page for a mention, and even Googles every keyword she can think of to find that fridge. She looks on Twitter, but zilch. Finally, her frustration can't be restrained. She puts her iPad down, gives up and calls her repairman or your competitor.

This nightmare situation could happen if you don't inspect your website, landing pages and social network profiles with a fine-tooth comb before campaign launch to create a stronger connection to the ads. **Ad campaigns can and should be cross-promoted, or at very least mentioned in other media.** The worst part about this cautionary tale is that you would never even know that it happened.

Much of your time creating a digital campaign will be spent planning, creating and executing on the digital components themselves, but don't make the mistake of overlooking your other digital media properties.

9 The Fine Print: Out-Clauses

Even if you do everything "right" while preparing a campaign, unanticipated events can still occur. While no one wants to admit defeat, an out-clause may be the only thing left between you and marketing quicksand.



That's why the reading the fine print when working with a publisher or ad network is so crucial. Keep an eye on the campaign duration, total contract amount and the out-clause. The out-clause refers to how much authorized notice an advertiser or agency must give the publisher or ad network to cancel the campaign.

This part of the contract usually involves some negotiating. Be prepared and know what you want. Especially if this is the first time testing a new publisher or ad network, you should do everything possible to negotiate for an out-clause that will work best for your campaign parameters. Err on the side of caution.

Everything should be clear and spelled out. Don't be afraid to ask questions before the digital handshake happens. Anything related to assure your control, optimize performance and protect your brand is on the table. Not only will this eliminate anxiety, it may actually make a big difference in dollars (and, quite frankly, your job).

10 Keep Learning

Continuing to fine tune online advertising skills will remain paramount for marketers of all kinds, but specifically those whose responsibilities include some form of digital advertising, media planning and campaign management. Our team recently asked SRDS.com users, "What advice would you give to new graduates looking for a media job at an agency?"

We found out that the most marketable skills of tomorrow's media directors are:

1. Media research knowledge
2. Digital/mobile/social media advertising savvy
3. Adaptability and flexibility
4. Proficiency in Microsoft Excel
5. Excellent communication

Staying on top of trends and sharing findings with team members may not often appear on your to-do list, but nevertheless it's required. You must read about new technologies (targeting, mobile) as well as new trends. Even if you don't plan to use them now, at least so you can consider them next quarter.



See these other informative sources for online advertising information.

[Kantar Media SRDS Blog](#)

[iMedia Connection: Media Planning & Buying](#)

[ClickZ: Media Planning](#)

[Compete's Pulse Blog](#)

[MarketingVox](#)

[AAF SmartBrief](#)

[Jack Myers & Media Business Network](#)

[eMedia Vitals](#)

[AdWeek](#)

[Target Marketing](#)

[Web Marketing Association SmartBrief](#)

Conclusion



Whether you are a marketer looking to explore paid search advertising or dabble in promoted Tweets, these **best practices can help you determine how to thoughtfully, purposefully and effectively gauge whether or not a digital media plan works best for your brand's objectives.**

These points should provide you with standards on which you can evaluate your past campaigns, or can be used as benchmarks when determining which digital strategies should be incorporated into your next plan. And before you know it, your coworkers will be endorsing you on LinkedIn for digital media planning.

SRDS.com Digital Media Database

The SRDS.com Digital Media database provides a wealth of data, research and intelligence on 22,000 U.S. websites that sell advertising, and online ad networks and exchanges. We help media buyers and marketers identify short-tail and long-tail digital advertising opportunities, understand the ad network ecosystem and contact sites with RFPs. Kantar Media SRDS is committed to making digital media planning more efficient and effective.

A comprehensive view of the marketplace

National or local. Consumer or business. Sites or networks. Our database includes data on more than 22,000 websites, organized into consumer, B2B and local markets, and information on over 200 ad networks. Find sites based on a simple keyword search or browse through granular subject categorizations (from Arts & Antiques to Geriatrics & Gerontology to DMAs). Over 15,000 listings include a site profile, and 19,000 have site images to use in recommendations.

Measurement matters

Make smart media planning choices with traffic and engagement metrics and data. Access Complete UVs and audience analytics, Google AdPlanner links, Nielsen NetRatings UVs and BPA Interactive & Publisher Self-Reported UVs (as available).

Advertising guidelines

Review the ad sizes and formats sites run to determine which will make the cut for consideration. We provide IAB standard sizes and non-IAB ad sizes, updated monthly. If a client has creative constraints, isolate the sites that fit.

The long and short of it

Quickly and efficiently identify short-tail and long-tail sites that are thought leaders in their space. Today, clients often want long-tail sites with targeted audiences, so we cover more than the top 1,000 sites, including niche B2B categories.

Networks and exchanges *(coming soon)*

Understand the U.S. ad network and exchange ecosystem. Differentiate between offerings by checking IAB certification status, accepted cost structures, platforms served on, minimum spend and more. View the list of sites an ad network has served in the last 30 days. Consider a roll-up and lower eCPM buy of sites via a particular ad network.

Some of Our Users

- **Fortune 500 & Marquee Brands** (Kohler; Crate & Barrel; The Container Store; Bloomberg; McGraw-Hill; Gannett)
- **Digital Agencies** (Digitas; Space 150; Neo Ogilvy; Carat; Starcom; Weiden Kennedy)
- **B2B Agencies** (Gyro; AbelsonTaylor; Doremus; BBDO; Ogilvy & Mather; Universal McCann)

About Us

About Kantar Media SRDS

Kantar Media SRDS is obsessed with media, data and the community of planners, buyers, publishers and marketers we serve. The SRDS.com databases give you access to everything you need to know to evaluate media brands and connect with the people behind them. SRDS.com is the best place to quickly find, consider and understand media brands and advertising opportunities.

We collect every bit of data we can organize about U.S. advertising opportunities, no matter the media type, and standardize it to help you find, consider and understand the best media for your plans and campaigns. Best of all, we make it easy for you to connect with the media brands you find in SRDS.com.

Our multimedia planning platform puts essential planning data on more than 125,000 media properties at your fingertips, with one integrated online search, and includes over 23,000 advertising-driven websites neatly organized into consumer, B2B and local markets.



About Kantar Media

Kantar Media helps clients all around the world master the momentum of media. Kantar Media connects millions of traditional, digital and social data points, and reveals the big picture so clients can find insights to drive their decisions. Other Kantar Media services offer insights that help clients throughout the marketing cycle, including: advertising expenditure data, audience research for all types of media, competitive intelligence and consumer behavior.

For more information, please visit www.srds.com, call 847.375.5000 or email next@srds.com.



For more digital media
planning and advertising
tips and best practices,
visit blog.srds.com.

Or get started on your
next ad campaign and
sign in to SRDS.com now.

Step-by-Step Guide for Creating a Comprehensive Media Plan

Use this worksheet to help plan your next media campaign. Many digital campaigns fail due to insufficient planning, so spend time deliberating each question with your team. Always focus first on establishing the campaign objective(s) and this should help dictate whether digital is the best medium.

1. What are the campaign goals and objectives?

A. _____

B. _____

C. _____

2. Who are we trying to reach (*target audience*)?

3. What is our message and how does it connect with our brand?

4. What should our strategy be?

5. Do we need an integrated media plan or one that is specifically digital?

6. What digital components should we consider?

(Use worksheet pro-con list to help determine which format is best for your campaign)

A. _____

B. _____

C. _____

7. What is our call to action?

8. How can we measure our varied tactics?

9. What are our ROI projections? What are our pre and post-campaign analysis goals?

10. Who will be responsible for implementing and monitoring the campaign?

Name: _____

Contact Info: _____

Optimization Options Check-List for Your Digital Campaign

Use this check-list to account for all the criteria and variables considered in your online buy so that you have options to review if you need to make a change in your campaign. Be ready to implement these optimizations if the metrics support it. Keep in mind that you may not need to use many of these, but it's important to plan for all occurrences rather than to be caught without a strategy for change.

Optimization Options:

1. Creative/Fonts/Colors _____

A. _____

B. _____

2. Ad Copy: _____

A. _____

B. _____

3. Landing Page: _____

A. _____

B. _____

4. Ad Placement: _____

A. _____

B. _____

5. Call to Action: _____

A. _____

B. _____

6. Targeting: _____

A. _____

B. _____

7. Ad Networks/Sites: _____

A. _____

B. _____

8. Message: _____

A. _____

B. _____

9. Audience: _____

A. _____

B. _____

10. Digital Format: _____

A. _____

B. _____

How to Determine Which Digital Strategy Fits Your Campaign: Pro-Con List

To help you determine which digital format will work best for your media campaign, fill out a copy of this pro-con list for each strategy you're considering. Remember to always keep your campaign objective top of mind. Jot down all the positive and negative aspects of each strategy. Evaluate every pro and con factor on a scale of 1–5 in terms of importance. This should help inform your decision and lead you to select the best strategy for your campaign goals.

Digital Strategy: _____

Pros	Importance (1–5)	Cons	Importance (1–5)
1. _____	_____	1. _____	_____
2. _____	_____	2. _____	_____
3. _____	_____	3. _____	_____
4. _____	_____	4. _____	_____
5. _____	_____	5. _____	_____
6. _____	_____	6. _____	_____
7. _____	_____	7. _____	_____
8. _____	_____	8. _____	_____

Conclusion: _____

