publisher*alley*

How to Use *Publisher Alley Tools*

❖ *Graphic Summary*

1. The input for Graphic Summary is a single Excel *Sales by Market* report generated by Publisher Alley. Any kind of *Sales by Market* report can be used.

2. To run a S*ales by Market* report in Publisher Alley, you must select "Email" and "Sales by Market" in the delivery bar at the bottom of the Pub Alley search screen before submitting the Pub Alley report. Graphic Summary will not work correctly on a *Sales Totals* report. (Note: Do not run a web delivery version of your input report first. If you run a report online first, and then export it into Excel, the exported report will be a *Sales Totals* report, not a *Sales by Market* report.)

3. To run Graphic Summary, have your input report open and selected. Click on "Pub Alley Tools" in the main Excel menu bar, and then click on "Graphic Summary". Enter the appropriate input when prompted.

4. Graphic Summary will work correctly on any *Sales by Market* report generated from the *All Titles*, *Profiled Titles* or *Children's Titles* search screens in Publisher Alley. Graphic Summary is not designed to work on reports run from the *Profiled Series*, *Summary (All Titles)* or *Summary (Profiled Titles)* search screens.

5. Your screen resolution should be set at 1024 x 768 when you use Graphic Summary. If you use a different screen resolution, the numerical portion of the Graphic Summary output will be correct, but the size or appearance of the pie chart graphics might be distorted.

6. Please note: dollar figures in Graphic Summary represent *list value* dollar sales.

❖ *Graphic Comparison*

1. The input for Graphic Comparison consists of two Excel *Sales by Market* reports generated by Publisher Alley. Any *Sales by Market* reports can be used.

2. To run a S*ales by Market* report in Publisher Alley, you must select "Email" and "Sales by Market" in the delivery bar at the bottom of the Pub Alley search screen before submitting the Pub Alley report. Graphic Comparison will not work correctly on *Sales Totals* reports. (Note: Do not run web delivery versions of your input reports first. If you run a report online first, and then export it into Excel, the exported report will be a *Sales Totals* report, not a *Sales by Market* report.)

3. To run Graphic Comparison, the input reports must be saved on your desktop, but need not be open. Click on "Pub Alley Tools" in the main Excel menu bar, and then click on "Graphic Comparison". Enter the appropriate input when prompted. You will be asked to indicate which inputs reports you are using for the first and second time periods. Remember to select them in the appropriate chronological order.

4. Graphic Comparison will work correctly on any Sales by Market reports generated from the *All Titles*, *Profiled Titles* or *Children's Titles* search screens in Publisher Alley. Graphic Comparison is not designed to work on reports run from the *Profiled Series*, *Summary (All Titles)* or *Summary (Profiled Titles)* search screens.

5. Your screen resolution should be set at 1024 x 768 when you use Graphic Comparison. If you use a different screen resolution, the numerical portion of the Graphic Comparison output will be correct, but the size or appearance of the pie chart and bar chart graphics might be distorted.

6. Please note: dollar figures in Graphic Comparison represent *list value* dollar sales.