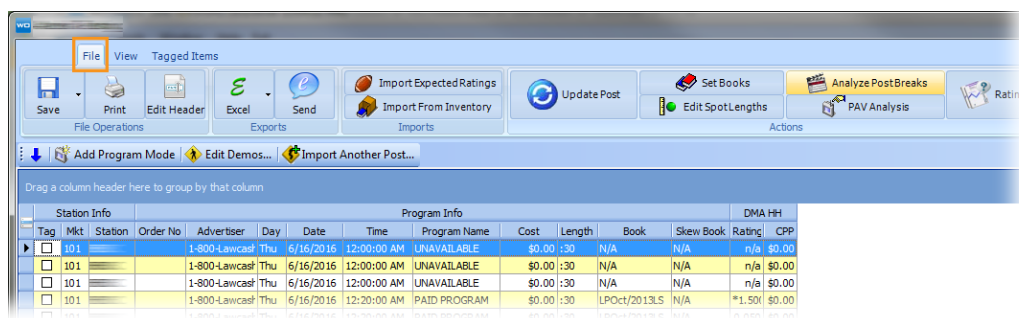


## Post Breaks

### Spots in a Critical Break

In a post, spots can often run in a critical break (such as the last break of your late news), and those spots may bring in the lead-out program's rating rather than the late news. Spots running in the break going into **Prime**, can sometimes give the **Access** rating instead of the **Prime** rating.

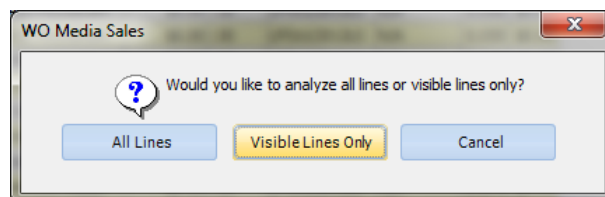
To resolve this, and gain the points deserved, **Analyze the Post Breaks**:



Open the post, then from the **File** tab click on the **Analyze Post Breaks** button.

A prompt will offer the selections; analyze **All Lines**, **Visible Lines**, or **Cancel**. If any lines (or programs) have been filtered, *WO Media Sales* will present the choice to apply break averages to all programs, or only those now visible on screen.

A report is instantly generated.



**Tip:** If **Program Average Numbers** are being used, **Post Breaks** will not apply! They will only help when using quarter hour time period numbers.

The **Analyze Post Breaks** report shows which programs have a positive or negative effect from the **Lead-In** or **Lead-Out Break Average**. The default is 3 minutes on either side of the **Break**. To edit the number of minutes, simply move the arrow up or down in the **Max Break** box.

WO Media Sales

Analyze Post Breaks

Select the desired post breaks for each spot.

Select All Positive Post Breaks Select All Post Breaks Clear All Post Breaks Max Break 3

Tag	Date	Time	Station	Program	Rating	Program	Type	Rating	Min	Break Average	New Rating	Change
<input type="checkbox"/>	11/6/2013	7:58:40 PM	WCAU	8-9P WED REVOLUTION	2.65	REVOLUTION-NBC	Lead Out	2.31	2	2.48	-0.16	
<input checked="" type="checkbox"/>	12/17/2013	7:28:26 PM	WCAU	730P-8P M-F	1.74	ACCESS HOLLYWD	Lead Out	1.75	2	1.75	+0.01	
<input type="checkbox"/>	12/19/2013	7:59:25 PM	WCAU	8-9P THU THE SING OFF	2.59	SING OFF 12/19	Lead Out	2.57	1	2.58	0.00	
<input type="checkbox"/>	12/26/2013	7:58:41 PM	WCAU	8-9P THU PARKS&REC/PAR	1.79	PARK & REC-NBC	Lead Out	0.93	2	1.36	-0.43	
<input checked="" type="checkbox"/>	12/27/2013	7:59:25 PM	WCAU	M-F,SU 8-11P	0.99	DATELINE FR-NBC	Lead Out	1.40	1	1.19	+0.21	

Ratings Added: 12/17/2013

OK Cancel

This report defaults to apply to only Positive Post Breaks. (Notice the Ratings Added at the bottom left) If you want to show all break averaging, select **All Post Breaks**. If you do not want to apply any break averaging, just **Cancel**.



**Caution: Post Breaks** can only be applied as they occur between programs. There are no post breaks to apply within a program.

Please call *WO Media Sales* support if you have any questions or concerns:

**WO Media Sales Support:**  
 415.675.6775 Options 2, 1  
[sales-support@wideorbit.com](mailto:sales-support@wideorbit.com)