

Radio Yield Management in WO Media Sales

Currently in *WO Media Sales*, you can define station inventory (no overlapping dayparts), define sellouts based on units or time, and create radio rate cards. By adding sellout levels inside the rate card, the system will apply the proper price adjustments based on current inventory. Those adjustments carry over to the station's schedules. Users must have access to these **Radio Settings** options in **System Setup** to take advantage of these features.

INVENTORY DEFINITIONS

On the Main Menu of *WO Media Sales*, click **System Setup** on the lower left-hand side of the screen.



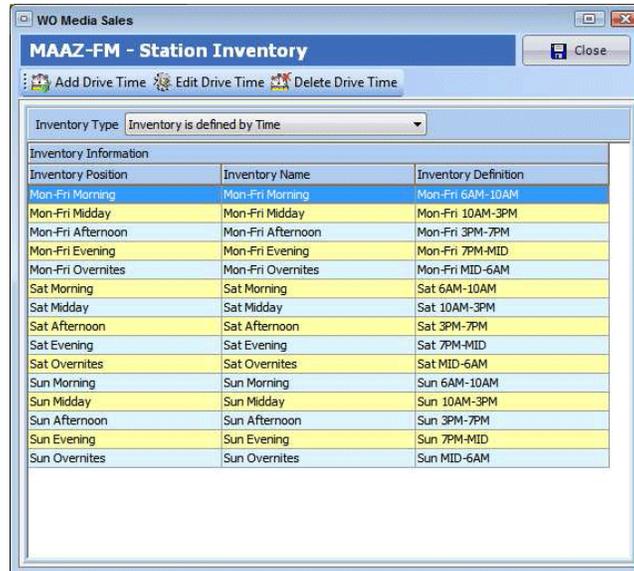
Under **Radio Settings**, select **Inventory Definitions**. The system defaults to the most recent book's station roster. If you do not see a station listed it may be due to the station dropping out of the last survey. Click **Show All Stations** to see every station in all books loaded.

Select the market and station you wish to edit. Click **Define Inventory Dayparts**.

A screenshot of the 'Inventory Definitions' window in the software. The left sidebar shows a tree view with 'Inventory Definitions' selected. The main area shows a table with columns: Station, Created By, Created On, Updated By, and Last Updated. The table lists several stations under the 'Metropolis (Arbitron)' market.

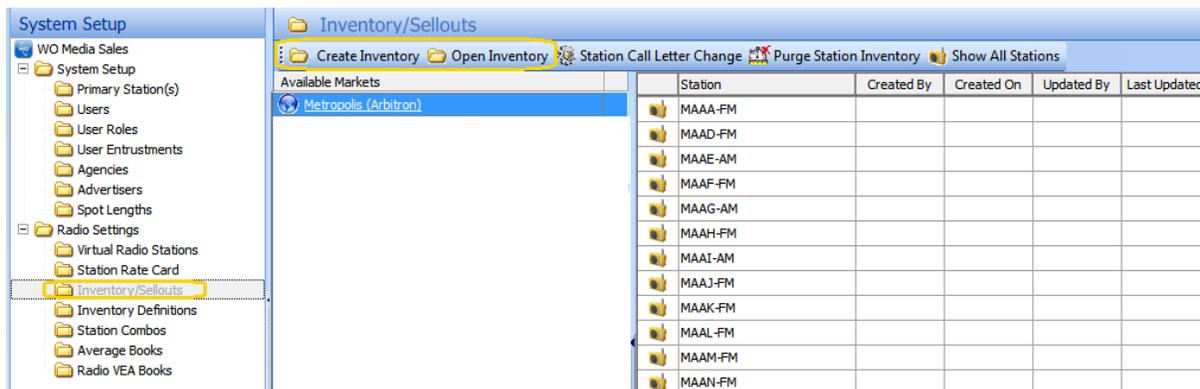
Station	Created By	Created On	Updated By	Last Updated
MAAA-FM				
MAAD-FM				
MAAE-AM				
MAAF-FM				
MAAG-AM				
MAAH-FM				
MAAI-AM				
MAAJ-FM				
MAAK-FM				
MAAL-FM				
MAAM-FM				
MAAN-FM				

You will see this screen. You can **Add**, **Edit**, or **Delete** the current default Drive Times but there can be no overlapping days or times. You can **Define Inventory by Time or Units** by selecting the option in the drop-down menu. Once the station inventory is defined, click **Close**. You will be prompted to save if there were any changes made.



INVENTORY/SELLOUTS

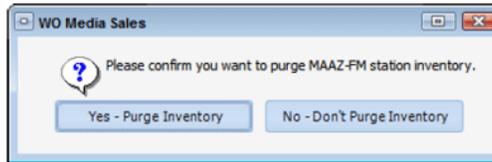
Once your Station Inventory has been defined, click on **Inventory/Sellouts**.



If a station had a call letter change, define it by clicking the **Station Call Letter Change** button.



If you wish to purge or delete a station's current inventory, click **Purge Station Inventory**.



Select the market and station you wish to edit. Click **Create Inventory** or **Open Inventory**. You will see the screen below.

First Blue Arrow

The **Arrow** can point down or to the right and shows which direction the cursor will go after entering in text.

Second and Third Blue Arrows

Allows the user to scroll between weeks, if set. The system defaults to 26 weeks of Inventory.

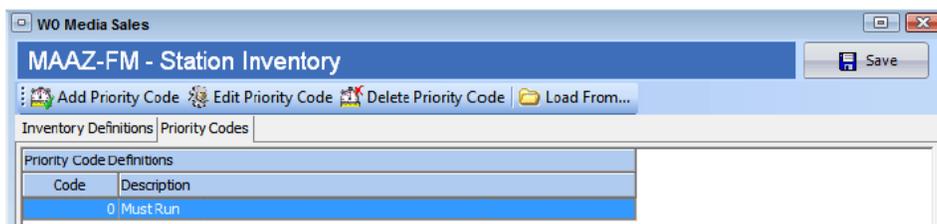
Week Drop-Down Selection

The system defaults to the current week. This would be considered your **BASE Week**.

6/3/2013 - 11/18/2013 26 Weeks of Inventory		Monday 6/3/2013	Tuesday 6/4/2013	Wednesday 6/5/2013	Thursday 6/6/2013	Friday 6/7/2013	Saturday 6/8/2013	Sunday 6/9/2013	Mon-Fri Totals	Sat-Sun Totals	Mon-Sun Totals
Morning	Inventory	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
	Sold	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
Midday	Inventory	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
	Sold	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
Afternoon	Inventory	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
	Sold	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
Evening	Inventory	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
	Sold	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
Overnites	Inventory	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
	Sold	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
Summary	Inv	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
	Sold	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
	Remain	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
		0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%

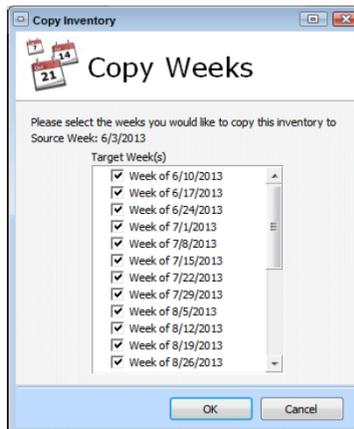
Define Inventory Dayparts

The difference between this option and the feature on the **Radio Settings** menu is here you can add in the station's priority codes. These are added manually with a code and description. You can edit and delete capabilities. If you would like to copy the codes from another station, you can choose **Load From**.



Copy Inventory

If you know the inventory will be the same across multiple weeks, you can copy what you entered to other weeks.

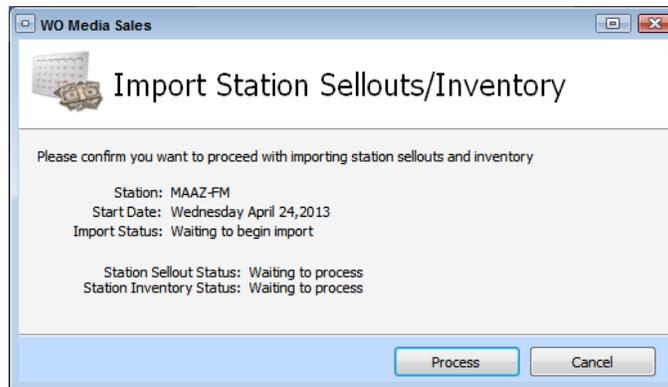


Expand Sellouts

Click this button to expand the current sellout weeks, which defaults to 26 weeks.

Import Sellouts

This allows the user to import sellouts from traffic, once inventory is set. If no inventory is set and the user selects **Import Sellouts**, the **Remaining and Units Sold** fields will remain as dashes (—).



Show Details / Hide Details

If you have **Priority Codes** set and click **Show Details**, this section will appear at the bottom portion of the screen. Click **Hide Details** to remove the section below.

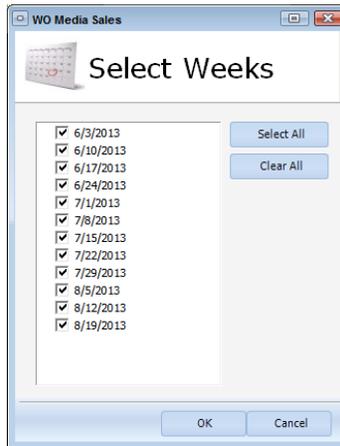
Selected Priority Codes: 0		Monday Jun 3, 2013				Tuesday Jun 4, 2013				Wednesday Jun 5, 2013				Thursday Jun 6, 2013				Friday Jun 7, 2013			
Spot	Units	Bumped	Time	Bumped	Units	Bumped	Time	Bumped	Units	Bumped	Time	Bumped	Units	Bumped	Time	Bumped	Units	Bumped	Time	Bumped	
MAAZ-FM Priority Codes																					
Must Run																					
:05	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	
:10	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	
:15	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	
:20	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	
:30	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	
:45	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	
:60	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	
:90	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	
:120	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	
:ROT	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	0	0	0:00	0:00	



Caution: All the spot length options you see here are the ones defined in **System Setup > System Setup > Spot Lengths**. The stations listed are Primary Stations.

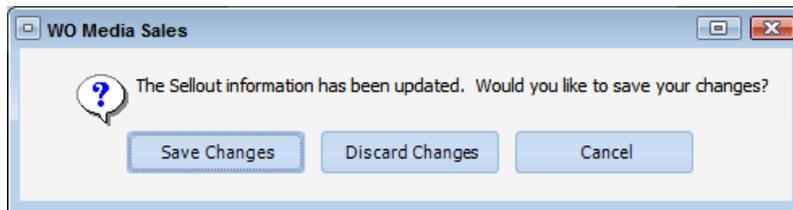
Excel Export

You can choose the weeks you want to export to an Excel spreadsheet.



Close

Click the **Close** button once your inventory and sellouts have been set, and click **Save Changes**.



In this example **Inventory/Sellouts** screen below, notice days and dayparts highlighted in red means the station is over 100% sold out.

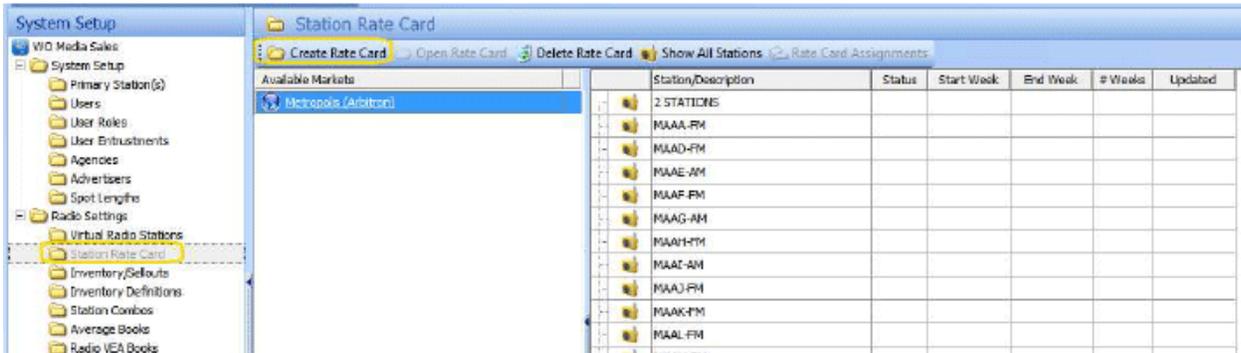
MAAZ-FM - Station Inventory/Sellouts												Close	
Mon-Fri Afternoon (Mon-Fri 3PM-7PM)													
Displaying Inventory for the week of 6/3/2013													
6/3/2013-11/18/2013													
26 Weeks of Inventory													
		Monday 6/3/2013	Tuesday 6/4/2013	Wednesday 6/5/2013	Thursday 6/6/2013	Friday 6/7/2013	Saturday 6/8/2013	Sunday 6/9/2013	Mon-Fri Totals	Sat-Sun Totals	Mon-Sun Totals		
Morning	Inventory	24:00	24:00	24:00	24:00	24:00	12:00	12:00	120:00	24:00	144:00		
	Sold	25:00 104%	25:00 104%	25:00 104%	25:00 104%	25:00 104%	11:00 92%	11:00 92%	125:00 104%	22:00 92%	147:00 102%		
	Remaining	0:00 0%	0:00 0%	0:00 0%	0:00 0%	0:00 0%	1:00 8%	1:00 8%	0:00 0%	2:00 8%	0:00 0%		
Midday	Inventory	26:00	26:00	26:00	26:00	26:00	15:00	15:00	130:00	30:00	160:00		
	Sold	20:00 77%	20:00 77%	20:00 77%	20:00 77%	20:00 77%	10:00 67%	10:00 67%	100:00 77%	20:00 67%	120:00 75%		
	Remaining	6:00 23%	6:00 23%	6:00 23%	6:00 23%	6:00 23%	5:00 33%	5:00 33%	30:00 23%	10:00 33%	40:00 25%		
Afternoon	Inventory	25:00	25:00	25:00	25:00	25:00	18:00	18:00	125:00	36:00	161:00		
	Sold	22:00 88%	22:00 88%	22:00 88%	30:00 120%	30:00 120%	20:00 111%	20:00 111%	126:00 101%	40:00 111%	166:00 103%		
	Remaining	3:00 12%	3:00 12%	3:00 12%	0:00 0%	0:00 0%	0:00 0%	0:00 0%	0:00 0%	0:00 0%	0:00 0%		
Evening	Inventory	20:00	20:00	20:00	20:00	20:00	20:00	20:00	100:00	40:00	140:00		
	Sold	10:00 50%	10:00 50%	10:00 50%	10:00 50%	10:00 50%	10:00 50%	10:00 50%	50:00 50%	20:00 50%	70:00 50%		
	Remaining	10:00 50%	10:00 50%	10:00 50%	10:00 50%	10:00 50%	10:00 50%	50:00 50%	20:00 50%	70:00 50%			
Overnites	Inventory	22:00	22:00	22:00	22:00	22:00	22:00	22:00	110:00	44:00	154:00		
	Sold	5:00 23%	5:00 23%	5:00 23%	5:00 23%	5:00 23%	5:00 23%	5:00 23%	25:00 23%	10:00 23%	35:00 23%		
	Remaining	17:00 77%	17:00 77%	17:00 77%	17:00 77%	17:00 77%	17:00 77%	85:00 77%	34:00 77%	119:00 77%			
Summary	Inv	117:00	117:00	117:00	117:00	117:00	87:00	87:00	585:00	174:00	759:00		
	Sold	82:00 70%	82:00 70%	82:00 70%	90:00 77%	90:00 77%	56:00 64%	56:00 64%	426:00 73%	112:00 64%	538:00 71%		
	Remain	35:00 30%	35:00 30%	35:00 30%	27:00 23%	27:00 23%	31:00 36%	31:00 36%	159:00 27%	62:00 36%	221:00 29%		



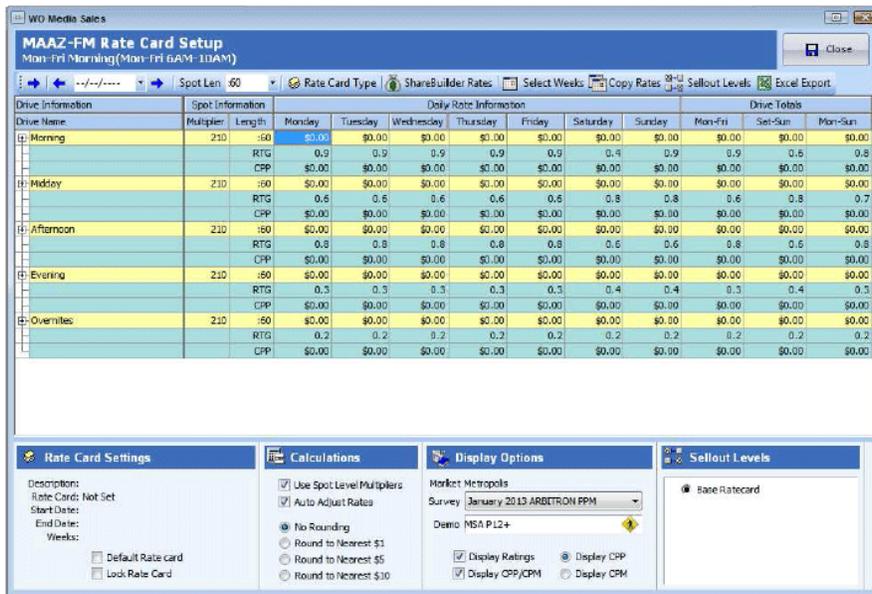
Caution: Once we have full system integration with *WO Traffic*, users will be able to import inventory, sellouts and rates.

STATION RATE CARD

Once station Inventory and Sellouts have been defined or imported, click on **Station Rate Card**. Select the market and station you wish to edit. Click **Create Rate Card**.

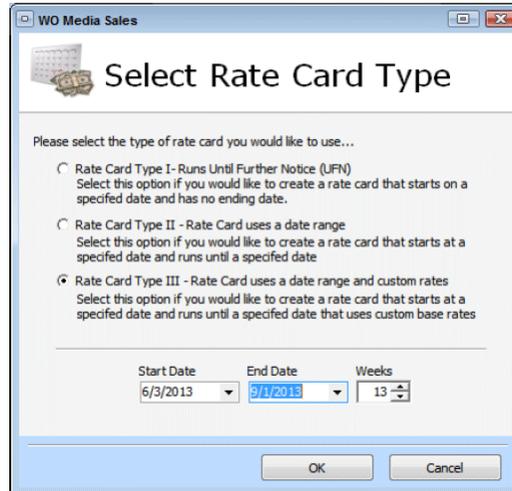


First thing you want to do is click on **Rate Card Type**.

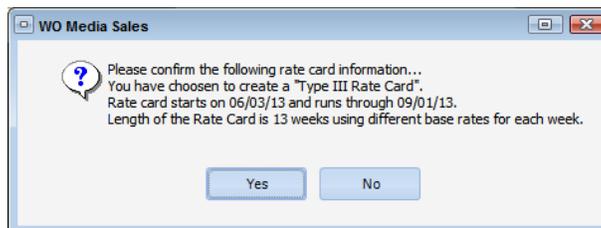


You must choose what type of rate card you wish to create.

- **Rate Card Type I** is an Until Further Notice (UFN) card.
- **Rate Card Type II** has a set date range.
- **Rate Card Type III** has a set date range with custom rates.



Choose your rate card type and click **OK**. For this example, we will choose the **Type III Card**. You will be prompted with a confirmation screen. Click **Yes**.



First Blue Arrow

Arrow can point down or to the right and shows which direction the cursor will go after entering in text.

Second and Third Blue Arrows

These allow the user to scroll between weeks, if multiple weeks are set.

Week Drop-Down Selection

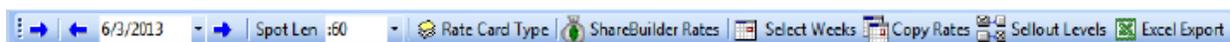
The system defaults to the current week. When you click the drop-down, it will show you the current month.

Spot Length

Change this option to view a different spot length's rates.

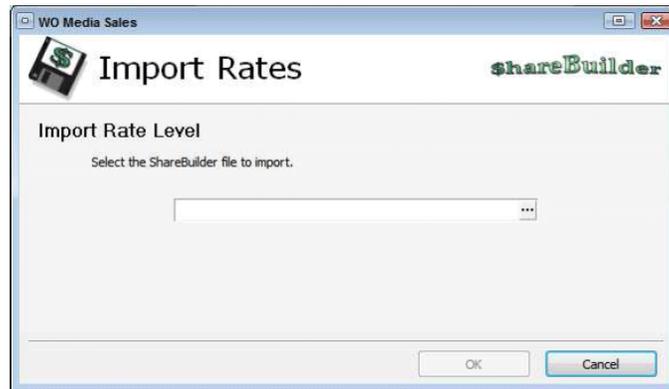
Rate Card Type

Select this to change the current rate card type.

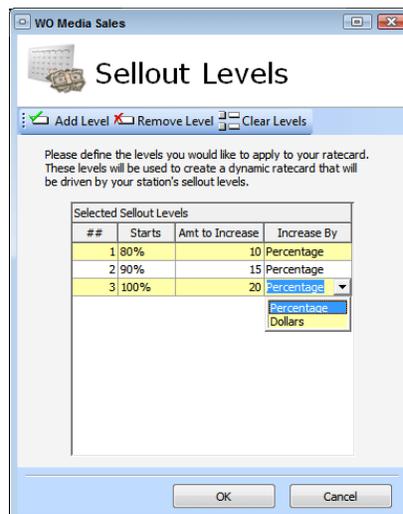


ShareBuilder Rates

Select this if you have a ShareBuilder XML you would like to import for your station's rates.



Click the elipsis (...) button to navigate to where your ShareBuilder file is stored.



Select Weeks

If you have multiple weeks set, you can change the Start and End Date for the current card.

Copy Rates

If the station has the same rates that apply across multiple weeks, click this option to copy them to the selected weeks.

Sellout Levels

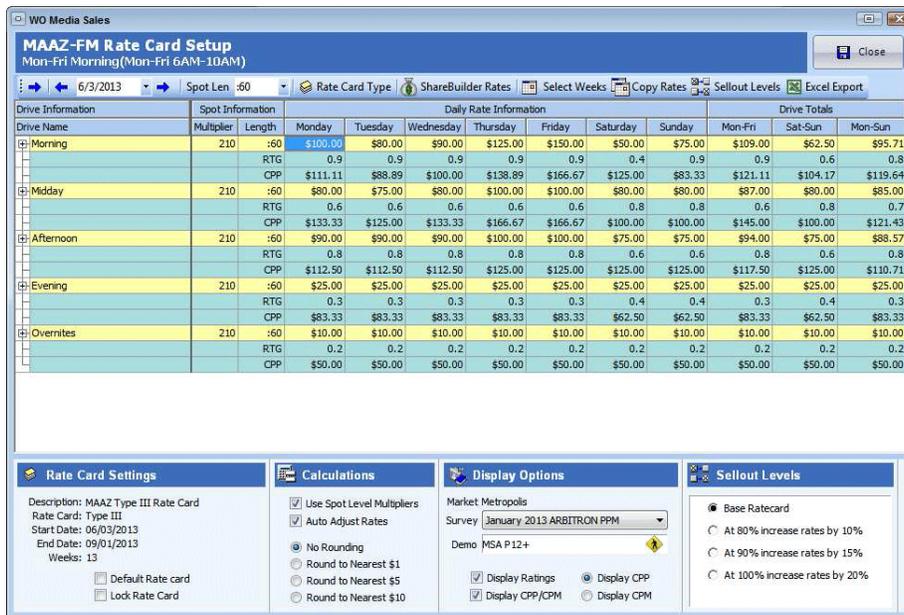
This feature allows the user to add or remove sellout levels to the station's rates. User will choose the sellout level, amount to increase and has the option to increase by percentage or a dollar amount. When the user clicks **OK**, there is a confirmation message.



 **Caution:** Sellout levels are cumulative.

Excel Export

You can export the current rate card, including weeks, to an Excel spreadsheet. Here we see Rate Card Type III below with Sellout Levels applied.



Spot Information		Daily Rate Information							Drive Totals			
Drive Name	Multiplier	Length	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Mon-Fri	Sat-Sun	Mon-Sun
Morning	210	:60	\$100.00	\$80.00	\$90.00	\$125.00	\$150.00	\$50.00	\$75.00	\$109.00	\$62.50	\$95.71
			RTG	0.9	0.9	0.9	0.9	0.9	0.4	0.9	0.9	0.6
Midday	210	:60	\$111.11	\$88.89	\$100.00	\$138.89	\$166.67	\$125.00	\$83.33	\$121.11	\$104.17	\$119.64
			CPP	0.6	0.6	0.6	0.6	0.6	0.8	0.8	0.6	0.8
Afternoon	210	:60	\$133.33	\$125.00	\$133.33	\$166.67	\$166.67	\$100.00	\$100.00	\$145.00	\$100.00	\$121.43
			RTG	0.8	0.8	0.8	0.8	0.8	0.6	0.6	0.8	0.6
Evening	210	:60	\$112.50	\$112.50	\$112.50	\$125.00	\$125.00	\$125.00	\$125.00	\$117.50	\$125.00	\$110.71
			CPP	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4
Overnites	210	:60	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00
			RTG	\$83.33	\$83.33	\$83.33	\$83.33	\$83.33	\$62.50	\$62.50	\$83.33	\$62.50
			\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
			\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00

Additional Rate Card Options

Rate Card Settings

Shows general information about the card and allows the user to make this the **Default Rate Card**. **Lock Rate Card** means no one but the current user can make edits.

Calculations

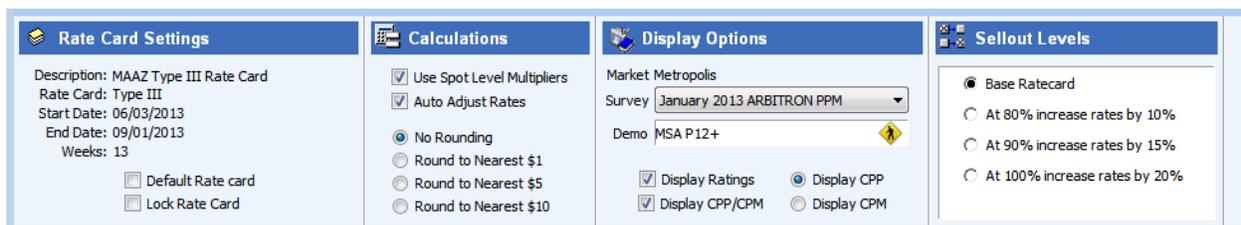
Allows for spot level multipliers and auto-adjust rates to be applied, and rounding.

Display Options

User can change the survey and/or demo and select estimates to display.

Sellout Levels

Shows current Base Rate Card rates and will show updated rates if you choose the sellout bullet points.



Rate Card Settings

Description: MAAZ Type III Rate Card
 Rate Card: Type III
 Start Date: 06/03/2013
 End Date: 09/01/2013
 Weeks: 13

Default Rate card
 Lock Rate Card

Calculations

Use Spot Level Multipliers
 Auto Adjust Rates

No Rounding
 Round to Nearest \$1
 Round to Nearest \$5
 Round to Nearest \$10

Display Options

Market: Metropolis
 Survey: January 2013 ARBITRON PPM
 Demo: MSA P12+

Display Ratings Display CPP
 Display CPP/CPM Display CPM

Sellout Levels

Base Ratecard
 At 80% increase rates by 10%
 At 90% increase rates by 15%
 At 100% increase rates by 20%

Close

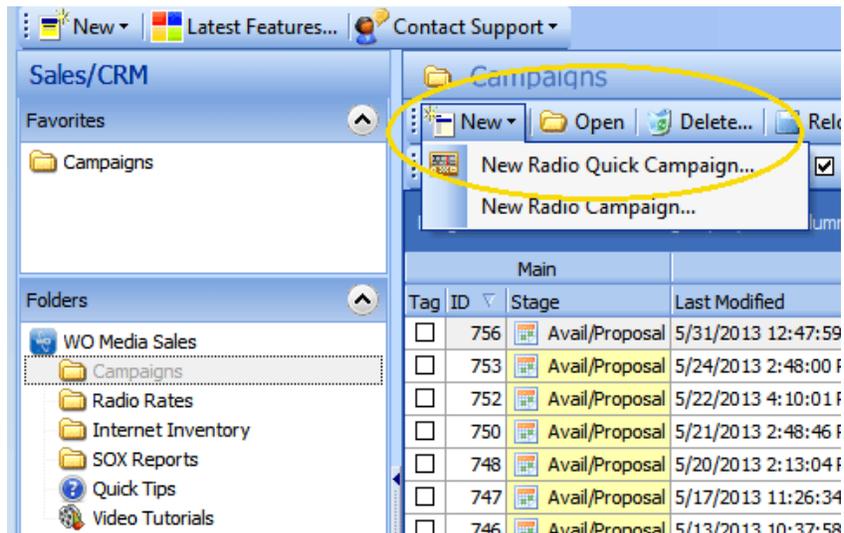
Click the **Close** button, and you will be prompted to save the current rate card. Give it a name and click **OK**. Now you are ready to create Radio Campaigns.



RADIO CAMPAIGNS

Click on **Sales/CRM** and click **New** under **Campaigns**.

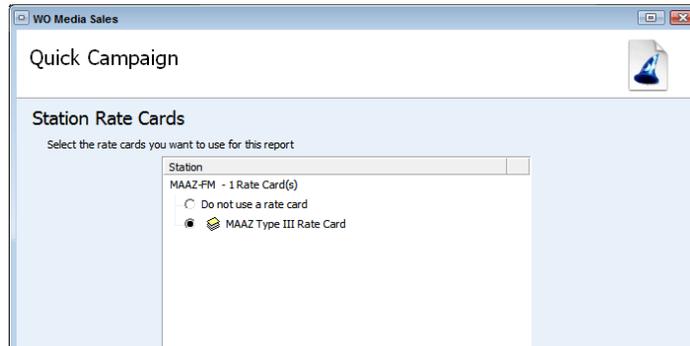
Select **New Radio Quick Campaign** to view a one screen setup. Select **New Radio Campaign** to go through the Advanced Wizard to set up your schedule.



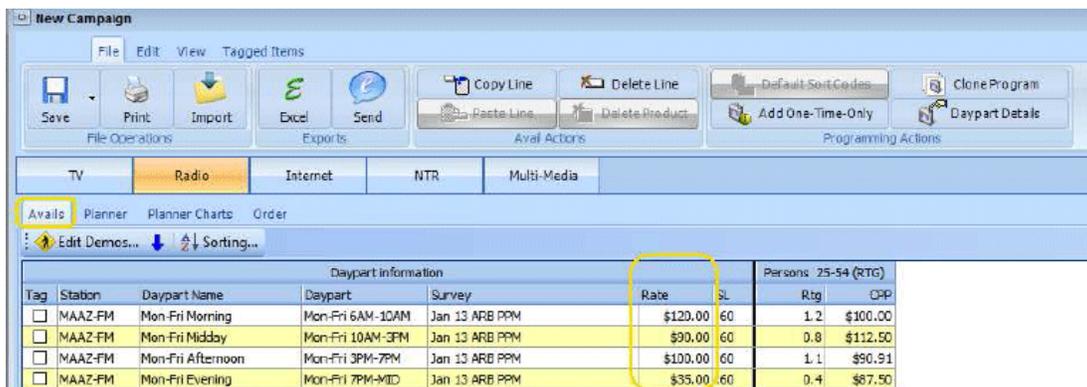
The **Radio Quick Campaign** screen is shown below. Click **Create Campaign** when ready.



Select each report specification on the **Radio Quick Campaign** screen. The system will remember your last used selections. After selecting your station(s), the system will prompt you with this screen if you have Rate Cards active.



Select the Rate Card you want to use and clicked **Finished**. Once your schedule report specifications are set, click **Create Campaign**.



You will then see a **New Campaign** screen, which defaults to the **Avails** tab. This tab shows the average rate across all weeks in the schedule.

Station Information				06/03	06/10	06/17	06/24	07/01	Totals	
Station	Daypart Name	Rating	Share	Spots	Spots	Spots	Spots	Spots	Spots	GRPs
				Rate	Rate	Rate	Rate	Rate	Cost	CPP
				CPP	CPP	CPP	CPP	CPP	Avg Rate	
<input type="checkbox"/>	MAAZ-FM Mon-Fri Morning	1.2		0	0	0	0	0	0	0.0
	Mon-Fri 6AM-10AM	11.2		\$165	\$110	\$110	\$110	\$100	\$0	\$0.00
:60				\$137.50	\$91.67	\$91.67	\$91.67	\$83.33	\$0	
<input type="checkbox"/>	MAAZ-FM Mon-Fri Midday	0.8		0	0	0	0	0	0	0.0
	Mon-Fri 10AM-3PM	8.2		\$85	\$85	\$85	\$85	\$100	\$0	\$0.00
:60				\$106.25	\$106.25	\$106.25	\$106.25	\$125.00	\$0	
<input type="checkbox"/>	MAAZ-FM Mon-Fri Afternoon	1.1		0	0	0	0	0	0	0.0
	Mon-Fri 3PM-7PM	9.5		\$120	\$95	\$95	\$95	\$100	\$0	\$0.00
:60				\$109.09	\$86.36	\$86.36	\$86.36	\$90.91	\$0	
<input type="checkbox"/>	MAAZ-FM Mon-Fri Evening	0.4		0	0	0	0	0	0	0.0
	Mon-Fri 7PM-MID	11.0		\$20	\$20	\$20	\$20	\$100	\$0	\$0.00
:60				\$50.00	\$50.00	\$50.00	\$50.00	\$250.00	\$0	

On the **Planner** tab, you will see the appropriate rates on the selected weeks. This is where you can enter in spots for your schedule.

Station Information				06/03	06/10	06/17	06/24	07/01	Totals	
Station	Daypart Name	Rating	Share	Spots	Spots	Spots	Spots	Spots	Spots	GRPs
				Rate	Rate	Rate	Rate	Rate	Cost	CPP
				CPP	CPP	CPP	CPP	CPP	Avg Rate	
<input type="checkbox"/>	MAAZ-FM Mon-Fri Morning	1.2		0	0	0	0	0	0	0.0
	Mon-Fri 6AM-10AM	11.2		\$165	\$110	\$110	\$110	\$100	\$0	\$0.00
:60				\$137.50	\$91.67	\$91.67	\$91.67	\$83.33	\$0	
<input type="checkbox"/>	MAAZ-FM Mon-Fri Midday	0.8		0	0	0	0	0	0	0.0
	Mon-Fri 10AM-3PM	8.2		\$85	\$85	\$85	\$85	\$100	\$0	\$0.00
:60				\$106.25	\$106.25	\$106.25	\$106.25	\$125.00	\$0	
<input type="checkbox"/>	MAAZ-FM Mon-Fri Afternoon	1.1		0	0	0	0	0	0	0.0
	Mon-Fri 3PM-7PM	9.5		\$120	\$95	\$95	\$95	\$100	\$0	\$0.00
:60				\$109.09	\$86.36	\$86.36	\$86.36	\$90.91	\$0	
<input type="checkbox"/>	MAAZ-FM Mon-Fri Evening	0.4		0	0	0	0	0	0	0.0
	Mon-Fri 7PM-MID	11.0		\$20	\$20	\$20	\$20	\$100	\$0	\$0.00
:60				\$50.00	\$50.00	\$50.00	\$50.00	\$250.00	\$0	

For questions or concerns, call or email Support.

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