

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.

Sales/CRM	
😥 Research	
Sales Reports	
System Setup	

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.

WO Media Sales							2
System Setun	Define Inventory Dayparts Show	All Stations					
Primary Station(s)	Available Markets		Station	Created By	Created On	Updated By	Last Updated
🔁 Users	Metropolis (Arbitron)		MAAA-FM				
User Roles			MAAD-FM				
User Entrustments			MAAE-AM	······		£	
Advertisers		· · · · · · · · · · · · · · · · · · ·	MAAF-FM				
C Spot Lengths			MAAG-AM				
🖂 🚞 Radio Settings			MAAH-FM			-	
Virtual Radio Stations			MAAI-AM				
Station Rate Card			MAAJ-FM	1 1		2	
Inventory/Sellouts			MAAK-FM				
Station Combos			MAAI -EM				
Average Books			MAAM-EM				
C Radio VEA Books			in the second				

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 Type Inventor	y is defined by Time	•
Inventory Information		
Inventory Position	Inventory Name	Inventory Definition
Mon-Fri Morning	Mon-Fri Morning	Mon-Fri 6AM-10AM
Mon-Fri Midday	Mon-Fri Midday	Mon-Fri 10AM-3PM
Mon-Fri Afternoon	Mon-Fri Afternoon	Mon-Fri 3PM-7PM
Mon-Fri Evening	Mon-Fri Evening	Mon-Fri 7PM-MID
Mon-Fri Overnites	Mon-Fri Overnites	Mon-Fri MID-6AM
Sat Morning	Sat Morning	Sat 6AM-10AM
Sat Midday	Sat Midday	Sat 10AM-3PM
Sat Afternoon	Sat Afternoon	Sat 3PM-7PM
Sat Evening	Sat Evening	Sat 7PM-MID
Sat Overnites	Sat Overnites	Sat MID-6AM
Sun Morning	Sun Morning	Sun 6AM-10AM
Sun Midday	Sun Midday	Sun 10AM-3PM
Sun Afternoon	Sun Afternoon	Sun 3PM-7PM
Sun Evening	Sun Evening	Sun 7PM-MID
Sun Overnites	Sun Overnites	Sun MID-6AM

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.

II Letter Change	(mex)
Please enter the old MAAZ-FM	d call letters for
_	

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

WO Media Sales	•
Please confirm you want	to purge MAAZ-FM station inventory.
Yes - Purge Inventory	No - Don't Purge 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**.

O WO Media Sales					1919191919		17121717	22222	21/22/22		217121717	1212121212	121212121								
MAAZ-FM - Si Mon-Fri Morning (Displaying Invent	tation Ir Mon-Fri 6 ory for th	N vento AM-10/ e week	ory/Se M) of 6/3	ellout V 2013	S															Close	
6/3/2013		Define	Invento	ry Daypa	arts	Copy In	ventory	CHE Exp	and Se	llouts	Impo	t Sellout	s the st	now Deta	ils 🔯	Excel Exp	port				
6/3/2013-11/18/2013 26 Weeks of Inventory		Mone 6/3/2	day 1013	Tues 6/4/2	day 1013	Wedne 6/5/20	sday 013	Thurst 6/6/20	day 013	Friday 6/	7/2013	Saturo 6/8/20	day 013	Sund 6/9/20	ay 013	Mon-F Total	Fri İs	Sat-Si Tota	un İs	Mon-S Tota	un İs
Morning	Inventory		0:00		0:00		0:00		0:00		0:00		0:00		0:00		00:00		0:00		0:00
	Sold	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	036	0:00	0%	0:00	0%
	Remaining	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%
Midday	Inventory		0:00		0:00		0:00		0:00	1	0:00	1	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%	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
	Remaining	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%
Afternoon	Inventory		0:00		0:00		0:00		0:00	1	8:00		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%	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
	Remaining	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%
Evening	Inventory		0:00		0:00		0:00		0:00		0:00		0:00		0:08		8:00		0:00		0:00
	Sold	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%
	Remaining	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0.%5	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%	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%
	Remaining	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%	0:00	0%	Q:00	0%	0:00	0%	0:00	0%
Summary	Inv	A second	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%	0:00	0%	0:00	0%	0:00	0%	0:00	0%6	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**.

W0 Media Sales	
MAAZ-FM - Station Inventory	Save
🗄 🎒 Add Priority Code 🐐 Edit Priority Code 🏥 Delete Priority Code 🗀	Load From
Inventory Definitions Priority Codes	
Priority Code Definitions	
Code Description	
0 Must Run	

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																						
Turn On Priority Codes			1	Monday J	un 3,20	13	Т	'uesday J	un 4,20	13	Wednesday Jun 5,2013				Thursday Jun 6,2013					Friday Jun 7,2013		
MAA7-EM Priority Codes		Spot	Units	Bumped	Time	Bumped	Units	Bumped	Time	Bumped	Units	Bumped	Time	Bumped	Units	Bumped	Time	Bumped	Units	Bumped	Time	Bumped
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
- Husercan		: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.

WO Media Sales																					1
MAAZ-FM - S Mon-Fri Afternoo Displaying Invent	tation Ir n (Mon-Fr ory for th	1 vent i 3PM-7 e week	o ry/S 'PM) : of 6/3	ellout 3/2013	S															Close	
6/3/2013		🍌 Define	Invento	ry Dayp	arts 🔤	Copy I	nventory	Ex	pand Se	llouts	Impo	ort Sellou	ts 💆 S	how Det	ails 🛛 🔯	Excel E	xport				
6/3/2013-11/18/2013 26 Weeks of Inventory		Mon 6/3/:	day 2013	Tues 6/4/2	day 2013	Wedn 6/5/2	esday 2013	Thur: 6/6/2	sday 2013	Friday 6	/7/2013	Satur 6/8/2	day 013	Sund 6/9/2	lay 013	Mon Tot	-Fri als	Sat-	Sun als	Mon- Tot	Sun als
Morning	Inventory		24:00		24:00		24:00		24:00		24:00	le comence	12:00		12:00		120:00	5	24:00	Constanting of the	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	1	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%	/0:00	50%
0	Remaining	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%	/0:00	50%
Overnites	Inventory		22:00	F 00	22:00	F 00	22:00	5.00	22:00	5.00	22:00	5.00	22:00	5 00	22:00		110:00	10.00	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%
C.mmmm	Remaining	17:00	117.00	17:00	117.00	17:00	117.00	17:00	117.00	17:00	117.00	17:00	07.00	17:00	07.00	03:00	77%	54:00	174.00	119:00	77%
Summary	Inv	02.00	709/	92.00	708/	82.00	70%	00.00	779/	00.00	117:00	56.00	6/100	55.00	6/100	426.00	303:00	112.00	174:00	F29-00	759:00
	Demain	02:00	70%	32:00	70%	82:00	70%	90:00	2200	90:00	77%	21.00	04%	21.00	04%	420:00	73%	112:00	04%	221.00	71%
	Remain	00:00	30%	22:00	30%	33:00	50%	27:00	23%	27:00	25%	51:00	30%	51:00	30%	123:00	21%	02:00	30%	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**.

System Setup	🗀 Station Rate Card							
🗿 WO Media Sales	🔁 Create Rate Card 🔅 Open Rate C	Card 🦪 Delete Rate Card 🛛	🖞 Show All Stations 🙆 Rate	Card Assignments	8			
Primary Station(s)	Available Markets		Station/Description	Status	Start Week	End Week	# Weeks	Updated
C Users	🚯 Metropolis (Arbitron)		2 STATIONS				1	
🗀 User Roles			MAAA-FM				1	
Diser Entrustments		i- 🔫	MAAD-FM					
Agencies		20.00	MAAE-AM				1	
Stat Lengths		100	MAAF-FM	Š.	1		5 0	
- 🗀 Radio Settings		1	MAAG-AM				1	
D Virtual Radio Stations			MAAH-TM				1 1	
Station Rate Card			MLAT-AM					
inventory/Selouts	4		MAALEM		1		1	
Station Combos			MARAN				6 2	
Average Books			MIALEN		A		2 2	
C Radio VEA Books		<u>n</u> 💌	PIAALTPI				1	

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

WO Media Sales												
MAAZ-FM Rate Card Mon-Fri Morning(Mon-Fri 6.	Setup	1)	C Putro	and Too 1	B. Phone II.	du Dana I E	T Calcarity	ulu 🎬 cu	Datas 20-1	Callerations		Close
	Spot Len	100 ·	🥪 Kate C	ard type (Sharebuil	der Kates	Select W	seks [Cop	y Rates	Sellout Level	s ing bice b	φοπ
Drive Information	Spot Line	ormation	Read and	Tunday	Light	The and an	Chiefen	Catandan	Contan	Mar Cul	Drive Totas	Marca
Drive name	Plucpier 210	Lengen	proncey	tuescary #0.00	eo do	mursoay eq. po	rncey eo.oo	beturday to on	SUNDAY	11-1100	581-5UN	1001-500
er maning	210	100	0.0	30.05	30.00	\$0.00	0.0	30.00	30.00	30.00	30.00	30.00
		COD	¢0.00	¢0.00	¢0.00	41.00	¢0.00	40.00	¢0.00	40.00	\$0.00	¢0.00
to Midday	210	:50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.01
		PTG	0.6	0.5	1.6	0.6	0.5	0.8	0.8	0.6	0.8	0.7
		CPP	\$0.00	\$0.00	\$0.00	\$1.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
HI-Afternoon	210	:50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
		RTG	0.8	0.8	0.8	0.8	0.8	0.6	0.6	0.8	0.6	0.8
		CPP	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Evening	210	:60	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
-		RTG	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.3
		CPP	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
E-Overnites	210	:60	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
-		RTG	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
L.		CPP	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Rate Card Settings		Ī	Calcula	tions	2	Display O	ptions			Sellout Le	vels	
Description: Rate Card: Not Set		Use Spot	: Level Multiple ust Rates	ers Mori Surv	et Metropolis ey January 2	013 ARBETRI	ON PPM		Base Ratecard			
End Date: Weeks: Default Rate car		 No Roun Round to Round to Round to 	ding Nearest \$1 Nearest \$5 Nearest \$10	Der	no MSA P12+ Ø Display R Ø Display Ø	atings 8 PP/CPM (Display CPP Display CPM	*				

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**.

WO Media Sales	
Please confirm the following rate card information You have choosen to create a "Type III Rate Card". Rate card starts on 06/03/13 and runs through 09/01/13. Length of the Rate Card is 13 weeks using different base rates for	each week.
Yes No	

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.

🗄 🔶 🖕 6/3/2013 🕤 🍝 | Spot Len :60 💿 | 😣 Rate Card Type | 👸 ShareBuilder Rates | 📑 Select Weeks 🔚 Copy Rates 🚟 Sellout Levels 🏼 Excel Export

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.

🕒 WO Me	edia Sale	s		(• •
1	S	ellou	it Leve	ls	
🕴 📥 Ad	d Level 🤇	🖾 Remov	re Level	ar Levels	
Pleas These be dr	e define t e levels w iven by y Selected	the levels ye ill be used t our station Sellout Lev	ou would like to ap o create a dynam s sellout levels. els	pply to your rated	ard. vill
	##	Starts	Amt to Increase	Increase By	1
	1	80%	10	Percentage	
	2	90%	15	Percentage	
	3	100%	20	Percentage]
				Percentage Dollars	
			ОК	Can	el

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.

MAAZ-FM Rate Card Setup Mon-Fri Morning(Mon-Fri 6AM-10AM)												Close	
↔ ♦ ♦ ♦ ♦ ♦ ♦ ♦	🔶 🛛 Spot Len	60 -	🔗 Rate C	ard Type	🎳 ShareBuil	der Rates 🛛	Select We	eks 📑 Cop	y Rates 🔠 🖼	Sellout Level	s 🐹 Excel E	ort	
Drive Information	Spot Infr	ormation			Daily	Rate Informa	tion				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.	
		RTG	0.9	0.9	0.9	0.9	0.9	0.4	0.9	0.9	0.6	G	
		CPP	\$111.11	\$88.89	\$100.00	\$138.89	\$166.67	\$125.00	\$83.33	\$121.11	\$104.17	\$119.	
Midday	210	:60	\$80.00	\$75.00	\$80.00	\$100.00	\$100.00	\$80.00	\$80.00	\$87.00	\$80.00	\$85.	
		RTG	0.6	0.6	0.6	0.6	0.6	0.8	0.8	0.6	0.8	0	
	And the second sec	CPP	\$133.33	\$125.00	\$133.33	\$166.67	\$166.67	\$100.00	\$100.00	\$145.00	\$100.00	\$121.	
Afternoon	210	:60	\$90.00	\$90.00	\$90.00	\$100.00	\$100.00	\$75.00	\$75.00	\$94.00	\$75.00	\$88.	
		RTG	0.8	0.8	0.8	0.8	0.8	0.6	0.6	0.8	0.6	C	
-		CPP	\$112.50	\$112.50	\$112.50	\$125.00	\$125.00	\$125.00	\$125.00	\$117.50	\$125.00	\$110.	
Evening	210	:60	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.	
		RTG	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4	C	
in the second second second second second second second second second second second second second second second		CPP	\$83.33	\$83.33	\$83.33	\$83.33	\$83.33	\$62.50	\$62.50	\$83.33	\$62.50	\$83.	
Overnites	210	:60	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.	
		RTG	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	C	
		CPP	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.	
Rate Card Setting			Calcula	tions		Display O	ptions			Sellout Le	vels		
Description: MAA7 Type III	Rate Card		Use Spot	Level Multipli	are Mark	Market Metropolis							
Rate Card: Type III Start Date: 06/03/2013			Auto Adji	ust Rates	Surv	ey January 2	013 ARBITRO	IN PPM	•	Base Rated At 80% incr	ard rease rates by	10%	
End Date: 09/01/2013 Weeks: 13			No Round Round to	ding Nearest \$1	Der	Demo MSA P12+				At 90% incr	rease rates by	15%	
Default R	ate card		 Round to Round to 	Nearest \$5		Display Ratings Display CPP Display CPP/CPM Display CPM				C At 100% increase rates by 20%			

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	E Calculations	😻 Display Options	Sellout Levels
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	Use Spot Level Multipliers Auto Adjust Rates No Rounding Round to Nearest \$1 Round to Nearest \$5 Round to Nearest \$10	Market Metropolis Survey January 2013 ARBITRON PPM Demo MSA P12+ Display Ratings Display CPP Display CPP Display CPM Display CPM	 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.

🔍 WO Media Sales
Save Rate Card
MAAZ-FM Rate Card: 06/03/2013 - 09/01/2013 13 Week(s) Please enter a description of this rate card MAAZ Type III Rate Card Source as New Pate Card
OK Cancel

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.



WO Media Sales							
Radio Quick Camp Please select the infor	Radio Quick Campaign Please select the information you want to use for this campaign						
6	Markets Metropolis selected.						
-	Books January 2013 ARBITRON PPM selected.						
Č.	Stations MAZ-FM selected.						
<u>s</u>	Rates Rate card for MAA2-FM selected.						
	Dayparts Mon-Fri 6AM-10AM, Mon-Fri 10AM-3PM, Mon-Fri 3PM-7PM and Mon-Fri 7PM-MID selected.						
	Spot Lengths 160 selected.						
	Dates 6/3/2013 through 7/7/2013						
3	Demos Demos 25.54 (879) selected						

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.

Create Campaign

Cancel

😐 WO Media Sales		
Quick Campaig	ŋn	4
Station Rate Ca	rds	
Select the rate cards yo	u want to use for this report	
	Station	
	MAAZ-FM - 1 Rate Card(s)	
	—O Do not use a rate card	
	MAAZ Type III Rate Card	

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

New Campaign	1	a i o fa i o fa i o fa i o fa i o	ta intefninintefnininte	io foto foto foto foto fo	ito to o to to to to to to to	to to to to to to to to	10101010	tototototototototo	ala la la la la la la la la la		100000	
File	Edit View Tagge	d Items										
	è 🎽	ε	0	- 1 0 co	py Line	K Delet	e Line		Default Sort	Codes	Clone Program	
Save F	Print Import	Excel	Send	Da Pas	te Line 7	Dalete	Product	R.	Add One-Tin	me-Only	Daypart Details	
File Op	erations	Expo	rts		Aval Actor	6			P	rogramming	Actions	
TV	Radio	Internet	t 1	NTR	Multi-Media							
Avails Planner	Planner Charts (Inder										
: 🚸 Edit Demos	💺 👌 Sorting)										
			Daypart informa	ation		1		1	Persons 25	-54 (RTG)		_
Tag Station	Daypart Name	Dayp	part	Survey			Rate	SL	Rtg	CPP		
MAAZ-FM	Mon-Fri Morning	Mon	Fri 6AM-10AM	Jan 13 ARE	B PPM		\$120.00	60	1.2	\$100.00		
MAAZ-FM	Mon Fri Midday	Mon	Fri 10AM-3PM	Jan 13 ARE	PPM		\$90.00	60	0.8	\$112.50		
MAAZ-FM	Mon-Fri Afternoon	Mon-	Fri 3PM-7PM	Jan 13 ARE	PPM		\$100.00	60	1.1	\$90.91		
MAAZ-FM	Mon-Fri Evening	Mon-	FITI 7PM-MID	Jan 13 ARE	3 PPM		\$35.00	.60	0.4	\$87.50		

Advanced Wizard...

Clear All

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.

Nev	v Campaign										
	File	Edit View Tagg	ed Items								
E	Saua Drint Import Evral			Default Sort Codes			Clone Pr	ogram	Copy Spots Rich		
Sat			Excel	Send 0	Add One	-Time-Only	R	Davpart Details			ppy Rates Rig
	File Oper	ations	Exports			Program	ning Actions				
	TV	Radio	Internet	NTR	M	Iulti-Media					
Avail	s Planner	Planner Charts	Order	12 400 0014			Sec.			Alcor	
•	MSA P2	25-54 MS.RTG	🤣 🥪 Jan	13 AKB PPM		-	Cop Cop	by Rates fro	om Avail *	2 Sorting	J
	Station	Station Infor	nation	Dation	06/03	06/10	06/1/	06/24 Spots	0//01	10 Constra	CRPc
	Station	Daypart Name		Share	Rate	Rate	Bate	Rate	Rate	Cost	CPP
22		(bullet)			CPP	CPP	CPP	CPP	CPP	Avg Rate	
	MAAZ-FM	Mon-Fri Morning		1.2	0	0	0	0	0	0	0.0
		Mon-Fri 6AM-10AM	4	11.2	\$165	\$110	\$110	\$110	\$100	\$0	\$0.00
60				-	\$137.50	\$91.67	\$91.67	\$91.67	\$83.33	\$0	-
	MAAZ-FM	Mon-Fri Midday		0.8	0	0	0	0	0	0	0.0
		Mon-Fri 10AM-3PM	1	8.2	\$85	\$85	\$85	\$85	\$100	\$0	\$0.00
60				5 (\$106.25	\$106.25	\$106.25	\$106.25	\$125.00	\$0	
	MAAZ-FM	Mon-Fri Afternoon	ii ii	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	
	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.

	File	Edit View Tagg	ed Items									
E			8		Default	ort Godes	.0	Clone Pro	ogram		py Spots Ri	
Sa	ve Pri	nt Import	Excel	Send 0	Add One	Time-Only	N	Davpart Details			Copy Rates Rig	
File Operations Exports						Programm	ning Actions					
	τv	Radio	Internet	NTR	M	ulti-Media						
Avail	Is Planner	Planner Charts	Order									
ŧ	🚸 MSA P2	25-54 MS.RTG 💌	🚸 🐟 Jan 1	L3 ARB PPM		-	Cop	y Rates fro	m Avail •	≜ ↓ Sorting		
		Station Inform	nation	(06/03	06/10	06/17	06/24	07/01	Tot	als	
	Station	Daypart Name		Rating	Spots	Spots	Spots	Spots	Spots	Spots	GRPs	
		Daypart		Share	Rate	Rate	Rate	Rate	Rate	Cost	CPP	
					CPP	CPP	CPP	CPP	CPP	Avg Rate		
	MAAZ-FM	Mon-Fri Morning		1.2	0	0	0	0	0	0	0.0	
		Mon-Fri 6AM-10AM	1	11.2	\$165	\$110	\$110	\$110	\$100	\$0	\$0.00	
50		_		-	\$137.50	\$91.67	\$91.67	\$91.67	\$83.33	\$0		
	MAAZ-FM	Mon-Fri Midday	10	0.8	0	0	0	0	0	0	0.0	
		Mon-Fri 10AM-3PM	1	8.2	\$85	\$85	\$85	\$85	\$100	\$0	\$0.00	
					\$106.25	\$106.25	\$106.25	\$106.25	\$125.00	\$0		
iO			12	1.1	0	0	0	0	0	0	0.0	
i0	MAAZ-FM	Mon-Fri Afternoon			11	¢95	\$95	\$95	\$100	\$0	\$0.00	
i0	MAAZ-FM	Mon-Fri Afternoon Mon-Fri 3PM-7PM		9.5	\$120	455						
i0	MAAZ-FM	Mon-Fri Afternoon Mon-Fri 3PM-7PM		9.5	\$120 \$109.09	\$86.36	\$86.36	\$86.36	\$90.91	\$0		
	MAAZ-FM	Mon-Fri Afternoon Mon-Fri 3PM-7PM Mon-Fri Evening		9.5	\$120 \$109.09 0	\$86.36 0	\$86.36 0	\$86.36 0	\$90.91 0	\$0 0	0.0	
60	MAAZ-FM MAAZ-FM	Mon-Fri Afternoon Mon-Fri 3PM-7PM Mon-Fri Evening Mon-Fri 7PM-MID		9.5 0.4 11.0	\$120 \$109.09 0 \$20	\$86.36 0 \$20	\$86.36 0 \$20	\$86.36 0 \$20	\$90.91 0 \$100	\$0 0 \$0	0.0 \$0.00	

For questions or concerns, call or email Support.

WO Media Sales Support: 415.675.6775 Option 2, 1 sales-support@wideorbit.com