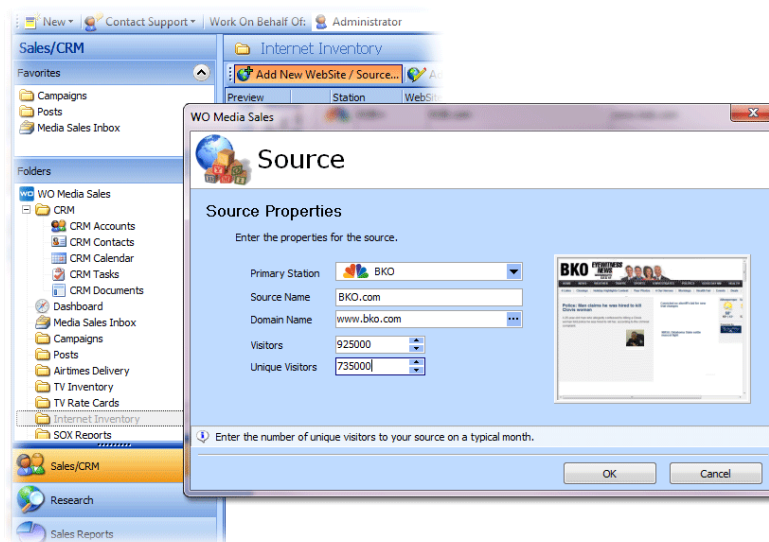
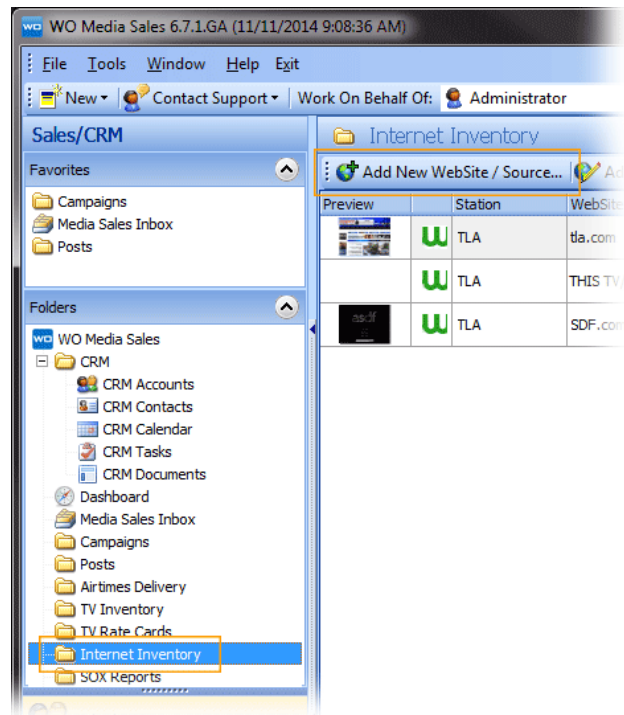


Creating Internet Inventory

To create Internet Inventory, open *WO Media Sales* and click on **Internet Inventory** in the left navigation pane. You will need to set up the source of the Inventory—your station's web site. To begin this process, click on the **Add New WebSite/Source** button in the top left area of the Internet Inventory pane.

In the Source Properties window, enter the Primary Station, the Source Name, and add the URL for the station's website (which is often the same as the source) in the Domain Name field. The system will access the site and retrieve a representative thumbnail.

Once the thumbnail is retrieved the system will allow additional editing. All the thumbnails you place in Internet Inventory may be used in proposals including Internet.

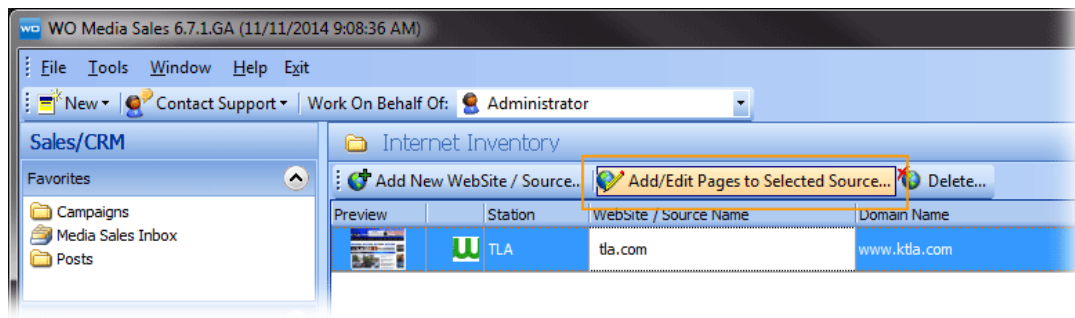


Enter the number of monthly Visitors (or impressions) and the number of **Unique Visitors** for the month. This information must come from your station's digital department and/or independent research.

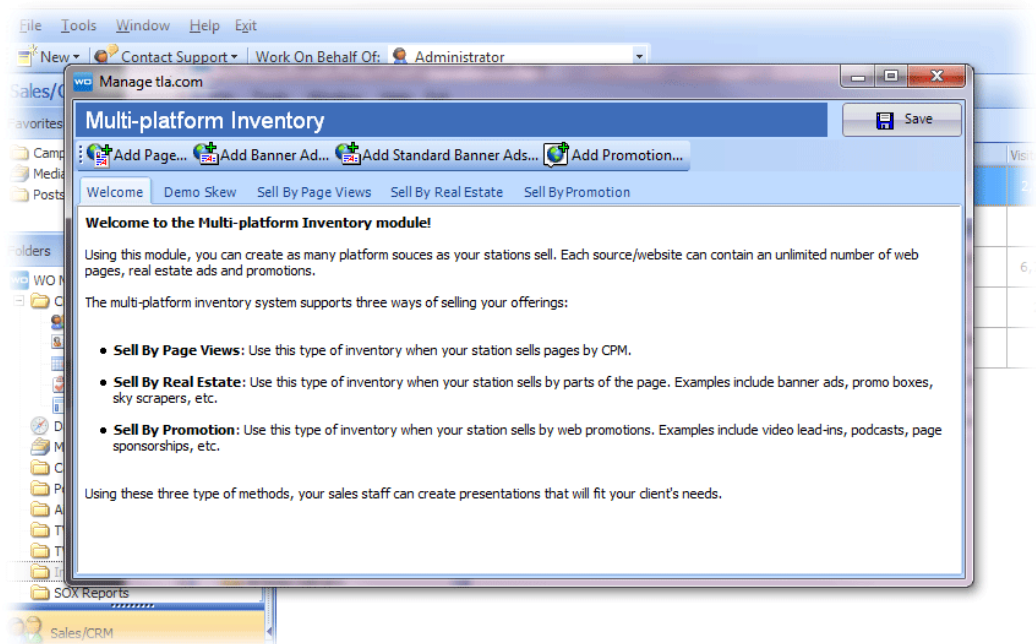
Click **OK** when done.

Add or Edit Pages to Selected Source

To create actual inventory items, first make sure your New Website/Source is highlighted and click on the **Add/Edit Pages to Selected Source...** button at the top of the grid.



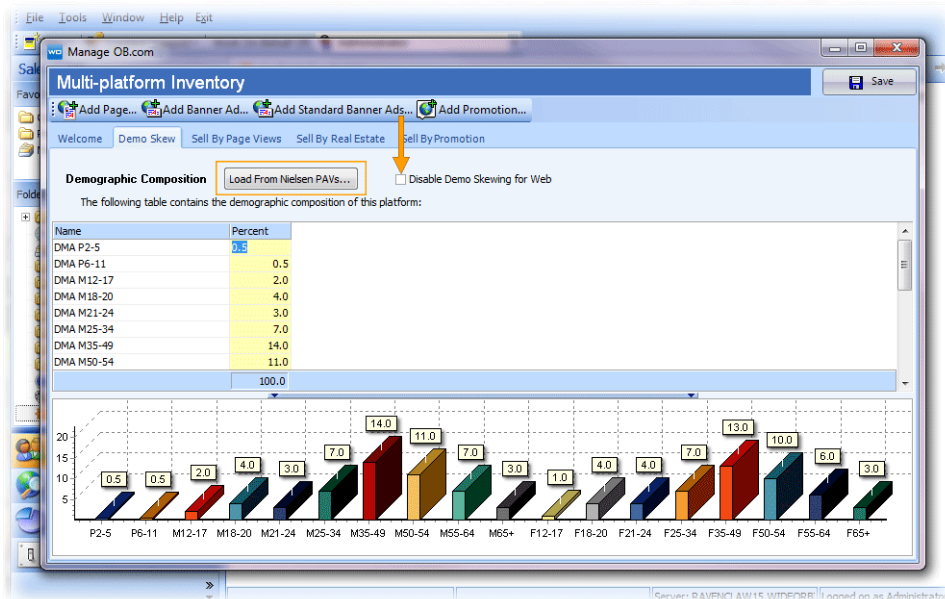
A new window will open with Multi-platform Inventory options.



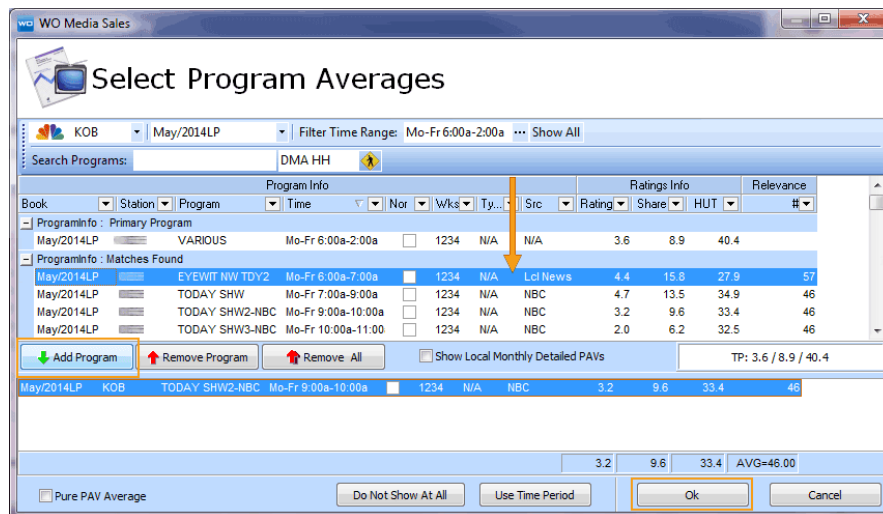
Working with demographic composition

Click the **Demo Skew** tab. As a starting point, you can import Nielsen core demos from a program average most similar to your station's website, then edit and tweak the percentages until they total 100%. These percentages must come from your research. If no research is available, you can also disable demos for the web.

To start with Nielsen numbers, click the **Load From Nielsen PAVs...** button.



The new screen offers options for adding PAVs. Select one or more programs, double click or click **Add Program** if you find a good match for your site.

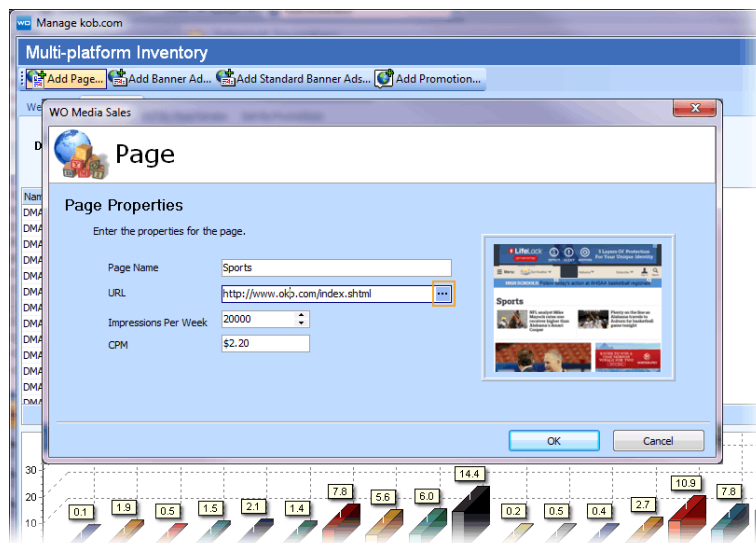


Alternately, you can enter each percentage manually, based on your research. Again, you may also choose to turn the demos off.

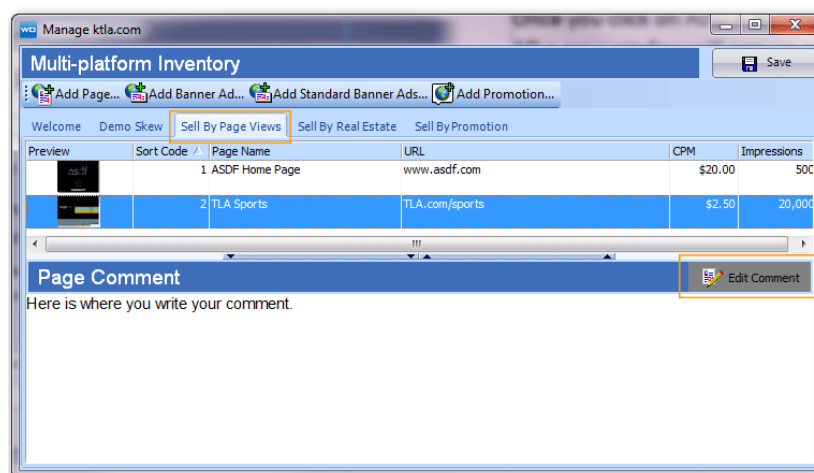
Selling by Page View

A variety of pages on any given website can be offered. Click on the **Add Page** button in the top ribbon of the Multi-platform Inventory dialog. Enter the Page Name. Enter the URL and click on the elipsis (...) button. A representative thumbnail will be retrieved from the site to serve as a preview image. Enter the Impressions Per Week, and Cost Per Thousand. The impressions per week must come from your station's research.

Click **OK**, and the system will close this dialog.



The Multi-platform Inventory panel opens to the **Sell By Page Views** tab. The Impressions Per Week will come from your stations's research.

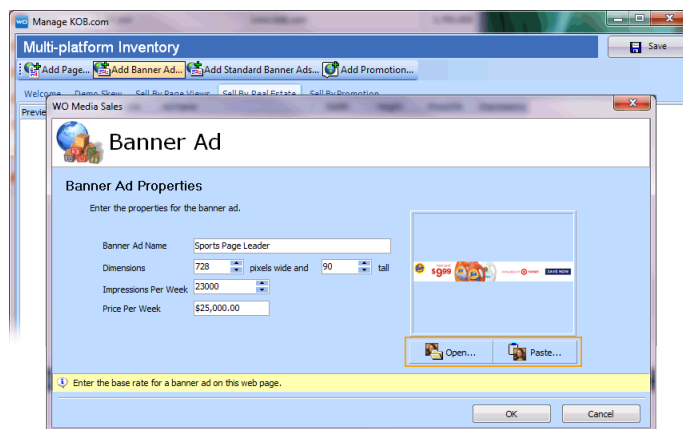


You can add comments by clicking on the **Edit Comment** button on the right side of this dialog. Remember, you can add as many pages as needed by repeating this process.

Sell by Real Estate

To sell ads by format or page part, click **Sell By Real Estate** then **Add Banner Ad**. Enter the ad name, impressions per week, and the price per week. Click on the **Open** button to navigate to the graphic image, or copy the graphic and then click the **Paste** button. This will auto populate the dimensions fields. You can also click on the **Add Standard Banner Ads** button if you want to import all standard banner ad sizes. This feature will add all standard web ads as put forth by the IAB.

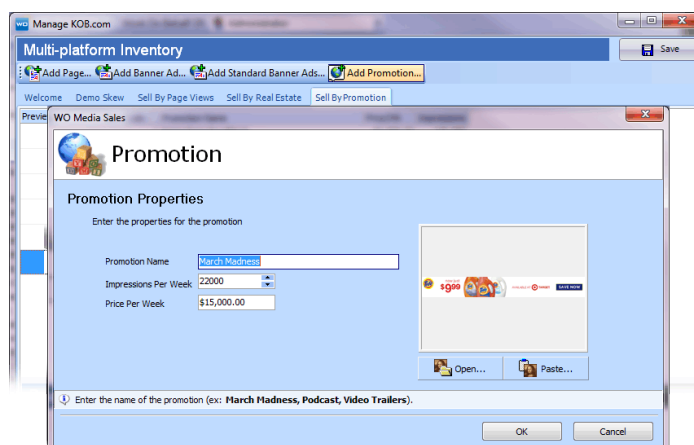
Please note, this action will delete every ad already entered for this source.



When you are happy with your selections, click **OK**.

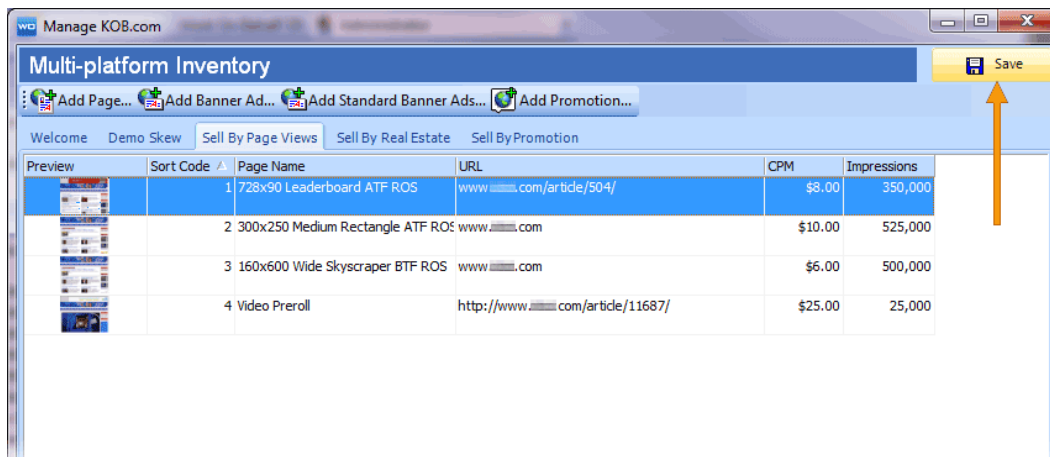
Sell By Promotion

You may wish to sell by a specific promotion. From the **Sell By Promotion** tab, click on the **Add Promotion...** button. The **Promotion Properties** dialog opens. Name your promotion, enter the impressions per week for that promotion, and add the Price Per Week. As before, you can click **Open...** to navigate to your ad image or simply copy your graphic and then paste by clicking the **Paste...** button.



Click **OK** when you are finished.

Once you have completed your website inventory, click **Save** in the upper right corner of the screen.



If you have questions or concerns, please call or email Support.

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