

Enhanced Integration

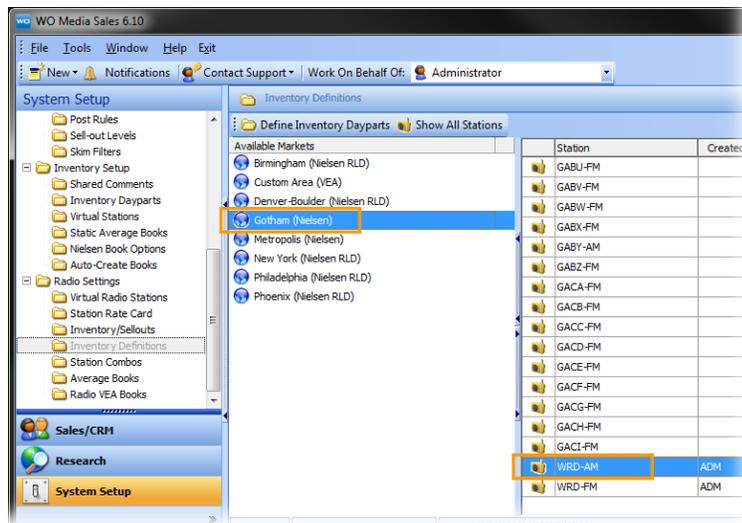
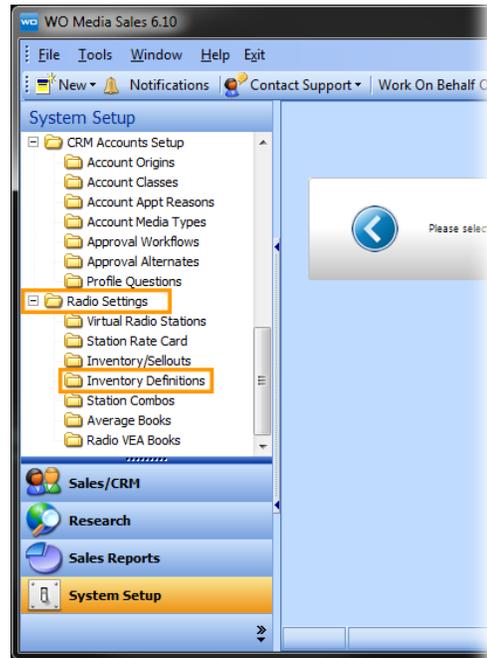
Mapping WO Traffic Inventory to WO Media Sales Inventory for Radio

WO Media Sales users with inventory management rights can now easily map *WideOrbit Traffic* inventory to Radio Inventory in **System Setup**.

By mapping Inventory to *WO Traffic*, orders created in *WO Media Sales* will contain the *WO Traffic* daypart/ inventory codes associated with each line of Inventory that was mapped. This allows an AE to electronically send it to traffic (EC) with little or no time wasted in defining these codes in *WO Traffic*. Remember that after mapping Inventory, you should **Publish** the Inventory.

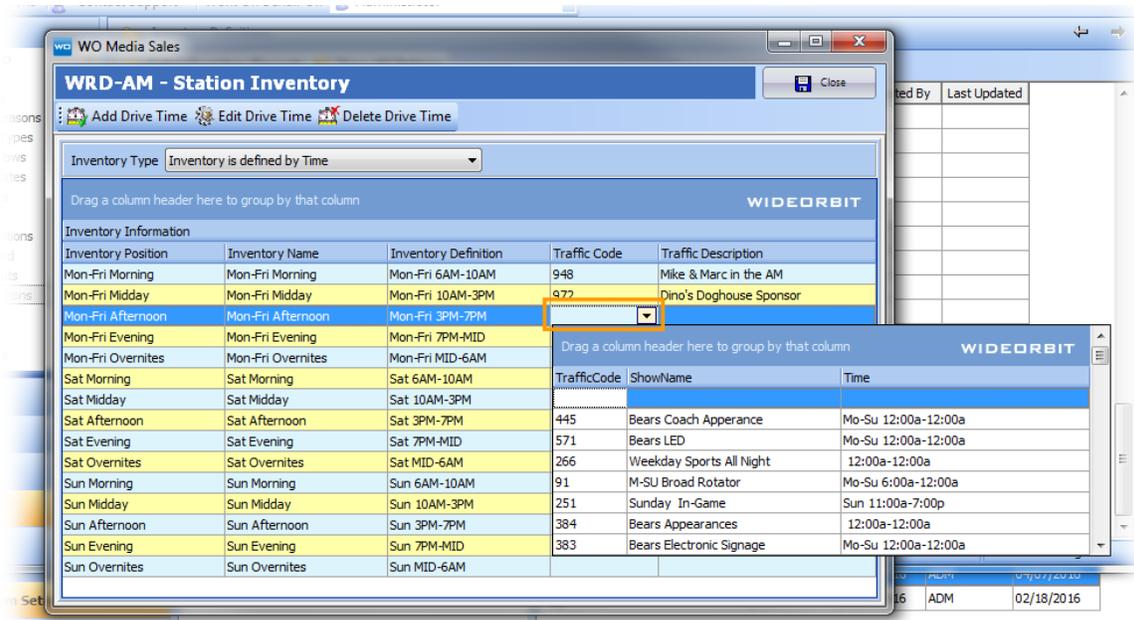
To use this feature: Click on **System Setup** in the left navigation pane and choose **Inventory Definitions** under **Radio Settings**. Click on the + sign to expand **Radio Settings** if **Inventory Definitions** is not visible.

Select a market from the **Available Markets** pane and scroll to find the desired *WO Traffic*-linked station from the results grid. Double-click the station line to select and open its **Station Inventory** screen.



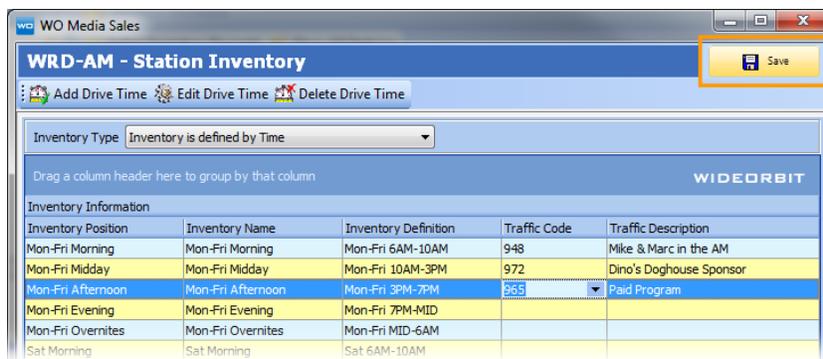
Caution: If the chosen station has no inventory code, contact *WO Media Sales* support.

Click in the **Traffic Code** cell of the **Inventory Position** line item to be matched. Click the resulting down arrow to reveal the **Traffic Code** submenu. Scroll to choose the matching inventory and click anywhere in its line.



The **Traffic Code** and **Traffic Description** cells are instantly populated. Continue this process for each line in the **Station Inventory** screen.

Remember to click the **Save** button found in the top right corner of the **Station Inventory** screen before closing the window. *WO Media Sales* radio inventory is now mapped.



If you have questions or concerns you can call or email anytime.

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