

Enhanced Integration

WO MEDIA SALES

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**.

Integration

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.

WO Media Sales 6.10 <u>File Tools Window H</u>elp E<u>x</u>it 📑 New 🔻 🔔 Notifications 🖉 Contact Support 🕶 Work On Behalf C System Setup 🖃 🚞 CRM Accounts Setup Count Origins Casses Account Appt Reasons Account Media Types Please selec Approval Workflows Approval Alternates Drofile Questions 🚞 Radio Settings 🛅 Virtual Radio Stations Station Rate Card 🗎 Inventory/Sellouts Inventory Definitions Combos Station Combos 🚞 Average Books 🚞 Radio VEA Books Sales/CRM Research Sales Reports System Setup »

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.

WO Media Sales							
WRD-AM - St	ation Inventory				Close	By Last Updated	
🐴 Add Drive Time	🍇 Edit Drive Time 🌋 De	lete Drive Time					
Inventory Type Inve	ntory is defined by Time	•					
				WIDE	ORBIT		
Inventory Information							
Inventory Position	Inventory Name	Inventory Definition	Traffic Code	Traffic Description			
Mon-Fri Morning	Mon-Fri Morning	Mon-Fri 6AM-10AM	948	Mike & Marc in the AM			
Mon-Fri Midday	Mon-Fri Midday	Mon-Fri 10AM-3PM	972	Dino's Doghouse Sponsor	r 🛛		
Mon-Fri Afternoon	Mon-Fri Afternoon	Mon-Fri 3PM-7PM		_			
Mon-Fri Evening	Mon-Fri Evening	Mon-Fri 7PM-MID	Drag a colu	ime booder bore to group by the			
Mon-Fri Overnites	Mon-Fri Overnites	Mon-Fri MID-6AM				WIDEU	RBII
Sat Morning	Sat Morning	Sat 6AM-10AM	TrafficCode	ShowName	Time		
Sat Midday	Sat Midday	Sat 10AM-3PM					
Sat Afternoon	Sat Afternoon	Sat 3PM-7PM	445	Bears Coach Apperance	Mo-Su 12:00	a-12:00a	
Sat Evening	Sat Evening	Sat 7PM-MID	571	Bears LED	Mo-Su 12:00	a-12:00a	
Sat Overnites	Sat Overnites	Sat MID-6AM	266	Weekday Sports All Night	12:00a-12:0	12:00a-12:00a	
Sun Morning	Sun Morning	Sun 6AM-10AM	91	M-SU Broad Rotator	Mo-Su 6:00a	-12:00a	
Sun Midday	Sun Midday	Sun 10AM-3PM	251	Sunday In-Game	Sun 11:00a-	7:00p	
Sun Afternoon	Sun Afternoon	Sun 3PM-7PM	384	Bears Appearances	12:00a-12:0)0a	
Sun Evening	Sun Evening	Sun 7PM-MID	383	Bears Electronic Signage	Mo-Su 12:00	a-12:00a	
Sun Overnites	Sun Overnites	Sun MID-6AM				11	

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.

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WRD-AM - Sta	Save									
🗄 🐴 Add Drive Time 🖓 Edit Drive Time 🍱 Delete Drive Time										
Inventory Type Inventory is defined by Time										
Drag a column header here to group by that column WIDEORBIT										
Inventory Information										
Inventory Position	Inventory Name	Inventory Definition	Traffic Code	Traffic Descriptio	n					
Mon-Fri Morning	Mon-Fri Morning	Mon-Fri 6AM-10AM	948	Mike & Marc in the AM						
Mon-Fri Midday	Mon-Fri Midday	Mon-Fri 10AM-3PM	972	Dino's Doghouse Sponsor						
Mon-Fri Afternoon	Mon-Fri Afternoon	Mon-Fri 3PM-7PM	965	Paid Program						
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								

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

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