



Radio Posting Guide

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Overview

- WO Media Sales can post your spots directly from WO Traffic.
- Posted spots are available in *WO Media Sales* as soon as your traffic department has reconciled the log.
- You do not have to create your proposal in *WO Media Sales* in order to post.
- For most stations, historical order information is imported from Traffic as part of the *WO Media Sales* install.
- Posts can be exported to Excel, and sent via **eSend**.
- In most cases, Ordered Ratings will come into your post from traffic.
- Sort, Filter, or Rank by ratings, or by the column of your choice.
- You can update **Saved** posts with more recent spots.

Find the Order, Open the Post

Click on **Radio Posts** from the *WO Media Sales* navigation pane under **Folders**. (You'll use **Radio Posts** frequently so drag it to favorites if it's not already there). This screen will be blank.

Sales/CRM		🗀 Radio P	osts									÷ +
Favorites	<u>></u>	🔅 🗔 Open 📴 🕻	pen Saved Post									
Andio Posts Media Sales Inbox Campaigns		General Stations	None selected	•	User	None selected	•	Start Date	Equal to	•	•	Search
Folders	۲	Order No.			Product			End Date	Equal to	•	•	Clear
WO Media Sales Notifications CRM	Â	Advertiser Agency			Agy Est No.							Save As Defaul
Ø Dashboard Ø Media Sales Inbox Campaigns		Drag a column hea	der here to group by t	nat column								VIDEORBIT
TV Posts	E	Station I	Demos Order No	Agency No.		Advertiser		Agency			User	Spots

There are several ways to find the post you need. Once you have located your post, you can open it by tagging the line and clicking **Open**.

WO Media Sales for Radio includes an exhaustive search feature. You'll find it in the **General** tab of the **Radio Posts** window. With this tool, posts can be searched for by **Station, Order Number, Advertiser, Agency, User, Product,** and **Agency Est Number** (if they have one). You can further narrow your search results by setting the **Start Date** and **End Date**. These fields can each be set to **Equal to, Greater than, Greater than or equal to, Less than**, and **Less than or equal to** a specific date. Click the drop-down menu just to the right of the **Start Date** and **End Date** fields and use the calendar provided to choose dates. When the fields are set as desired, click the **Search** button or press the enter key to see the results. Click **Clear** to start over or **Save as Default** to have *WO Media Sales* remember your selections for next time.

🗅 Radio Pos	sts									(-
🛄 Open 📴 Ope	en Saved Post									
General										
Stations	None selected	-	User	None selected	•	Start Date	Equal to	•	•	Search
Order No.			Product			End Date	Equal to	•	•	Clear
Advertiser			Agy Est No.							Save As Default
Agency										

Tip: Are you unsure how a name is spelled or can you only make out the last fewnumbers of the order? The percent sign will act as a wild card for any search.To pull all posts, click Search with no data in any field.

You can search by order number. Click anywhere in the column and begin typing that order number. These are searchable fields, so typing in the columns will not overwrite any information. When the post order you would like to open comes up, double-click the line or tag the line to the left and click **Open** to open the post.

OKDK-FN	1 127128C	4/16/2015	5/14/2015	Legal Center	Advertising
FINT-FM	128475	4/25/2015	4/25/2015	Auto Outlet	Advertising
NTSE-FN	1 128491	4/25/2015	4/25/2015	Viva	Advertising
🕨 🗖 ZLNZ-FN	1 24850	3 24/2014	4/13/2014	Cato	Advertising
KKVW-FI	M 39681	5/21/2014	5/24/2014	Mali LLC	Mali LLC
EHIX-FN	1 92576	12/11/2014	1/7/2015	S Motors	S Motors
NTEH-FN	1 77116	10/26/2014	10/26/2014	Toyota	Toyota
NTLY-FM	I 34824B	5/1/2014	5/10/2014	Productions	Productions
NTLY-FM	I 30124B	4/12/2014	4/23/2014	Colors	Colors
NTLY-FM	I 29956B	4/12/2014	4/22/2014	Wizel	Wizel
NTLY-FM	29111B	4/10/2014	4/30/2014	Body Works	Body Works
KMLY-FN	1 KMI628907	9/29/2013	9/29/2013	Grocery	Grocery
KMKX-FI	4 KMX620655	8/31/2013	8/31/2013	State Farm	State Farm
KIKT-FM	86886	11/18/2014	11/28/2014	Misiones	Misiones
	104000				

Your post will open with the lines (spots) sorted by date. However, you can perform a column sort by clicking on the column header (**Order No., Proposal, Start Date, Advertiser**, etc.) These will sort ascending or descending, so you may have to click twice to get the order you want.

You may want to **Filter** to find your order: For instance, if you want to see all posts for Cato and a particular station, click the **Advertiser** column header. It sorts, but it also reveals a drop-down arrow. Here you can filter by advertiser. Click the arrow and scroll to your advertiser (you can select more than one if you need to). Click on it, and only orders for the advertiser(s) you chose will appear on the page. Check one advertiser, *or as many as you need to see*.

6	Radio F	Posts								
	Open 📴 🤇	Open Saved Post	Earliest Pos	t Date 8/14,	/2014	 Show All 				
	Station	Order No	Start Date	End Date	Advertise	r 🕹	Agency	User	Spots	Cost
	KVVK-FM	30985	4/28/2014	12/28/2014	Cato		Advertising	Eva	337	\$13,045.0
	NZNZ-FM	31261	4/28/2014	12/28/2014	Cato		Advertising	Eva	267	\$21,940.0
	NZNZ-FM	64075	9/8/2014	10/5/2014	Cato		Advertising	Eva	56	\$5,000.0
	KLVA-FM	61841	8/9/2014	9/21/2014	Cato		Advertising	Eva	28	\$0.1
	NZNZ-FM	45687	6/13/2014	12/29/2014	Cato		Advertising	Eva	24	\$0.0
	NZVA-FM	45694	8/29/2014	11/7/2014	Cato		Advertising	Eva	8	\$0.0
	KVNZ-FM	64080	9/8/2014	10/5/2014	Cato		Advertising	Eva	4	\$2,000.0
		00001	4 100 1004 4	t o loo loo t	cl i		and shares	-	0	4.0

Caution: You can open multiple radio posts, but the demo and market must be the same across all posts.

Saved Posts

Before leaving the **Post Headers** screen, notice the button labeled **Open Saved Posts**. This is different from other areas, and for a good reason. When you open a post from the grid of **Post Headers**, it pulls the most current information from your traffic system, every time. This is as it should be. But, in many cases, you will want to edit a post, preparing it for your buyer. When you edit a post, and save it, the edits will not appear in the post when you open it again from the **Post Headers** screen. Instead, you'll find it in **Open Saved Posts**. Simply click **Show All** to view all saved posts. Once you locate the post you want, tag it and click **OK**. You can save the post as soon as it opens, and continue to save occasionally, as you would any other document, while you are editing and working with it.

Select Your Survey— Only one...

As soon as you select Open, select one Radio Survey. Click Next when a survey is selected.

					\$5,250.00	
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inty F	🚾 W0 Media Sa	ales				KQR6
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azda			< Back	Next	Cancel	NUE6
azda		Central Florida Marketing		10	\$3,580.00	Local NUE6
azda T		Central Florida Marketing	Ozzie Quiroz Vadira Hernandez	121	\$3,580.00	Local Marc



Tip: You can create an average book on the fly to use as your book.

Choose your Demo

Typically you'll use the demo specified by the buyer, and/or the demo used if ratings were entered into your traffic system software with the order. (That function- **Ordered Ratings** in traffic which will then come into your post as a separate column– is available for the WideOrbit Traffic system.) You can edit the demo inside the post if necessary.

With *WO Traffic* the demo comes in for you automatically. This demo could be entered into the traffic system by the user or it could be a part of your original *WO Media Sales* order.

inty Flood Control	Robertson and Wood	Thelma Abril	296	\$5,2
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Holler	Demo Name	Estimates	Edit Demo	
Holler	🚸 Persons 25-54 MSA (RTG)	Rating		_
Holler				
Holler				
Holler				

Title Your Post

The title is going to display at the top of the page when you print and/or send the report to your buyer. But, you can skip it now and take care of it when you save or print. Your name will print, too, so type it in as you want it to appear.

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Mazda		Central Florida Marketing	Ozzie Quiroz	0	\$3,580.00	Local NU
Mazda		Central Florida Marketing	Yadira Hernandez	121	\$3,175.00	Local Ma

Click Finished.

Posted Spots: 24850 - Clamato File View Tagged I			and the second							- 0 -
Save Print Edit Head	8.	Send	Update Post		Set Book t SpotLengths					
↓ 👸 Add Daypart Mode 🍕										
Station Info						Daypart Info			WI	OFORB
Tag Station Agency	Order No	Advertiser	Dav 🛆	Date	Time	Daypart Info Daypart Name V	Book	Cost	Length	Rating
NZKL-FM Advertising		ato	Fri	4/11/2014	6:34:45 AM	1.1-AM	Feb 15 NIELSEN PPM	\$25.00		0.
NZKL-FM Advertising		ato	Thu	4/3/2014	6:35:00 AM	1.1-AM	Feb 15 NIELSEN PPM	\$25.00		0
NZKL-FM Advertising	24850 C	ato	Wed	3/26/2014	6:15:00 AM	1.1-AM	Feb 15 NIELSEN PPM	\$25.00	:60	0
NZKL-FM Advertising	24850 C	ato	Wed	3/26/2014	6:18:00 AM	1.1-AM	Feb 15 NIELSEN PPM	\$25.00	:60	0
NZKL-FM Advertising	24850 C	ato	Tue	4/8/2014	6:13:15 AM	1.1-AM	Feb 15 NIELSEN PPM	\$25.00	:60	0
NZKL-FM Advertising	24850 C	ato	Mon	3/31/2014	12:00:00 AM	1.1-AM	Feb 15 NIELSEN PPM	\$25.00	:60	0.
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		*					T			

Tip: A few "Excel-like" functions are available to help you work a little more efficiently. Right-click in any of the column headers (where it says "Date" or "Day", etc.) in a post, and you can sort by that column, group by the column, align it left, right, or center, change the width with Best Fit, or, better—Best Fit (all columns).

Features in the Ribbon

7

The top of the **Post** screen features a ribbon. Conveniently available are options to print, edit and send the post.

File View Tagged Items											
. .	2		ε	C	Up date Post	🤣 Set Book					
Save	Print	Edit Header	Excel	Send	Opulaterust	Edit SpotLengths					
Fi	e Operation	5	Expo	rts	Act	ions					
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Print

Configure your report then Print or save to PDF.

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	KBMB-AM E		Header Info					Station Logo				
	KBMB-AM E		Sales Person	Administrator				Station			-	
			Phone					Logo			_	
			Fax					Load Image				
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			Email	cbolton@gmail.c	om					ESF		
			Web Site	www.corpsite.co	m							
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			Cover Page									
			Report Options									
		₽										

Edit Header

Here you can edit many details associated with the post before you export, send, or print it.

WO Media Sales			×
Edit Header Enter the header information for t	this report.		\$
Report Title Traffic Order No. Radio Order No. Advertiser Product Agency Buyer Estimate No. Report Author	Post for Cato 24850 Cato Cato WO TEST 7-13 Advertising WO User WO User		
	[ок	Cancel

Export to Excel

Click the drop-down arrow in the right of the **Excel** button, and you'll see two choices, **Grid Export** and **Post Export**. Try both to determine your preference.

A	B	C	D	E	F	G	н	1	J	K	L	M	N
		Post for Cato											
		Schedule Date:	3/26/2014 - 4/11/2014			Acct. Exec: Ac	iministrator						
		Advertiser:	Cato			Email: Wo	userSwideorbit.com						
-		Product:	Cato WO TEST 7-13			Web: W	w.tricor5.com						
_		Agency:	Advertising										
		Spot Length(s):	: 60										
		Market:	ALBUQUERQUE										
		Book:	Jan 15 NIELSEN PPM									A LOCATE STREAM	
Station Info		Daypart Info									Ordered J	an 15 NIELSEN PPI	
Station	Agency	Order No	Advertiser	Day	Date	Time	Daypart Name	Book	Cost	Length	Rtg	P25-54 RTG	
	3/24/2014												
NLNZ-FM	Advertising	24850	Cato	Wed	3/26/2014	6:15:00 AM	1.1-AM	Jan 15 NIELSEN PPM	\$25.00		0.4	0.2	\$13
ILNZ-FM	Advertising	24850	Cato	Wed	3/26/2014	6:18:00 AM	1.1-AM	Jan 15 NIELSEN PPM	\$25.00		0.4	0.2	\$13
									\$50.00	2200000	,0.8	,0.4	\$13
	3/31/2014												
NLNZ-FM	Advertising	24850	Cato	Mon	3/31/2014	12:00:00 AM	1.1-AM	Jan 15 NIELSEN PPM	\$25.00		0.4	0.3	5
NLNZ-FM	Advertising	24850	Cato	Thu	4/3/2014	6:35:00 AM	1.1-AM	Jan 15 NIELSEN PPM	\$25.00		0.4	0.2	\$12
									\$50.00		.0.8	.0.5	\$
	4/7/2014												
NLNZ-FM	Advertising	24850	Cato	Tue	4/8/2014	6:13:15 AM	1.1-AM	Jan 15 NIELSEN PPM	\$25.00		0.4	0.2	\$12
NLNZ-FM	Advertising	24850	Cato	Fri	4/11/2014	6:34:45 AM	1.1-AM	Jan 15 NIELSEN PPM	\$25.00		0.4	0.2	\$13
									\$50.00		.0.8	.0.4	\$12

Send Electronically

Notice that the **eSend** button is available for your posts just as it is for your campaigns. Send your post to *WO Media Agency* where the buyer can retrieve it. Just as with campaigns, you can specify what you want shown in the PDF which will be sent with the file.

You can even preview the PDF in *WO Media Sales* before you choose to send.

Send to WO Media Age Enter the information to s	ency end this document to your trading partner.		0
Your client will be sent XM	L.		
Document Info		Contacts 📷 📷 😏	
Recipient(s):	"Partner, Trading"	Contact	
Subject:	Post - 24850	Partner, Trading	
Expires On:	9/16/2015 💌		
Notifications			
	en recipient views report.		
🗌 Notify me wł	en recipient downloads report.		
			Cancel
		ОК	Cancel

When you have made all your selections in the **eSend** wizard click on the **Preview** button at the bottom of the dialog next to **Send** and **Cancel**. This will generate a PDF of the post for your review before you send it. If you see anything you'd like to change, simply close the PDF and make your edits. You are still in the **Configure Output** dialog. If you like what you see, close the preview and click **Send** from the **Configure Output** dialog.

Report Header Report Tifle Post for Calo Report Author Station Logo Sates Parson Adversariation Phone Logo Phone Log Timage Enal doitor@widerbit.com Web Site www.th.com Cover Page Report Options	
Report Author Station Logo Sales Person Administrator Prone Logo Fax Logo Binal (doiten@wideobil.com Web Site www.th.com	
Seles Person Administrator Station Hone Logo Fax Load Image Exail doubter@wikdcobt.com Web Site www.bi.com	
Phone Loge Fax Loge Enail dottor@widerbit.com Web Site www.thi.com	
Phone Lopo Fax Lopo Fax Lopo Email device-point com Web Site www.ini.com Cover Page Cover Page	
Email (douton@wideorbit.com Web Site (mmx.tit.com	
Web Site www.til.com	
Cover Page	
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Report Options	

Change Book

You can change the selected book by a variety of methods. One of the easiest is to click **Set Book** in the ribbon if you need a complete "do-over". This brings you to the same screen you used when opening your post.

	e Radio Survey		
Select the rad	io survey you would like included in the report.		
	Available Surveys		
	C February 2015 NIELSEN PPM		
	January 2015 NIELSEN PPM		
	C December 2014 NIELSEN PPM		
	C November 2014 NIELSEN PPM		
	C October 2014 NIELSEN PPM		
	C September 2014 NIELSEN PPM		
	C July 2014 NIELSEN PPM		
	C June 2014 NIELSEN PPM		
	C May 2014 NIELSEN PPM	•	Create Average

View Reports and Charts

The **View** tab offers report views – such as post grid and calendar as well as charts – such as income per week, day, and daypart.

Tag Items

While it's true there are times when you'll want to tag a variety of lines, often the lines you need to tag when changing your book are defined by date.

Tag Date Range is a great shortcut to only show lines you want to see (although you'll identify many uses for this feature). Click on the **Tag Date Range** from the ribbon under the **Tagged Items** tab to access the **Date Range** dialog. From here you can enter the start and end dates or click and drag to choose a range from the calendar. You can modify even further by specifying a start and end time.

		5	tation Info						Dave	art Info	,	_	_	_	
5	Tag	Station /	Agency	Order No	Advertiser	Day	Date	Time		part Na				Book	
		NLNZ-FM	Advertising	24850	Cato	Fri	4/11/2014	6:34:45 AM	Fri 6AM-1	DAM-V		Jan	15 NIEL:	SEN PPM	
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Ī		NLNZ-FM	Advertising	24850	Cato	Thu	4/3/2014	6:35:00 AM	Thu 6AM-:	LOAM~	-	Jan	15 NIEL:	SEN PPM	
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		NLNZ-FM	Advertising	24850	Cato	Wed	3/26/2014	6:18:00 AM	Wed 6AM-	10AM~		Jan	15 NIEL:	SEN PPM	
					Dates			Mar 2014	Mon 24	Tue 25	Wed 26	Thu 27	Fri 28	Sat	Sun 🔺
					Dates				Mon						
					Dates Start Date	03/26/14	×		24	25	26	27	28	29	30
					Start Date			Mar 2014 Apr 2014	24 31	25 1	26 2	27 3	28 4	29 5	30 -
						03/26/14 03/29/14	•		24 31 7	25 1 8	26 2 9	27 3 10	28 4 11	29 5 12	30 6 13
	ad 5	attinge	ine Commente - Sum	marias Soot	Start Date End Date				24 31 7 14	25 1 8 15	26 2 9 16	27 3 10 17	28 4 11 18	29 5 12 19	30 6 13 20
G	irid S	ettings L	ine Comments Sum	imaries Spot	Start Date End Date	03/29/14		Apr 2014	24 31 7 14 21	25 1 8 15 22	26 2 9 16 23	27 3 10 17 24	28 4 11 18 25	29 5 12 19 26	30 6 13 20 27
G			ine Comments Sum		Start Date End Date	03/29/14			24 31 7 14 21 28	25 1 8 15 22 29	26 9 16 23 30	27 3 10 17 24 1	28 4 11 18 25 2	29 5 12 19 26 3	30 6 13 20 27 4
G		livery	1.3 GRPs Deli	ivered	Start Date End Date Distrit	03/29/14		Apr 2014	24 31 7 14 21 28 5	25 1 8 15 22 29 6	26 9 16 23 30 7	27 3 10 17 24	28 4 11 18 25 2 9	29 5 12 19 26	30 6 13 20 27
G	De	livery Actu	1.3 GRPs Deli Jals	ivered Adjusted	Start Date End Date	03/29/14 ime Range ie 6:00:00 AM		Apr 2014	24 31 7 14 21 28	25 1 8 15 22 29	26 9 16 23 30	27 3 10 17 24 1 8	28 4 11 18 25 2	29 5 12 19 26 3 10	30 6 13 20 27 4 11
G	De	livery Actu	1.3 GRPs Deli	ivered Adjusted	Start Date End Date Distrit	03/29/14 ime Range ie 6:00:00 AM		Apr 2014	24 31 7 14 21 28 5 12	25 1 8 15 22 29 6 13	26 9 16 23 30 7 14	27 3 10 17 24 1 8 15	28 4 11 18 25 2 9 16	29 5 12 19 26 3 10 17	30 6 13 20 27 4 11 18
G	De	livery Actu	1.3 GRPs Deli Jals	Adjusted	Start Date End Date	03/29/14 ime Range ie 6:00:00 AM		Apr 2014 May 2014	24 31 7 14 21 28 5 12 12 19	25 1 8 15 22 29 6 13 20	26 2 9 16 23 30 7 14 21	27 3 10 17 24 1 8 15 22	28 4 11 18 25 2 9 16 23	29 5 12 19 26 3 10 17 24	30 6 13 20 27 4 11 18 25
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G	De	livery Actu 2.4 🗘	i.3 GRPs Deli iale GRPs Goal	Adjusted	Start Date End Date Distrit Who F Adjust % Del	03/29/14 ime Range ie 6:00:00 AM		Apr 2014 May 2014	24 31 7 14 21 28 5 12 19 26 2	25 1 8 15 22 29 6 13 20 27 3	26 2 9 16 23 30 7 14 21 28 4	27 3 10 17 24 1 8 15 22 29 5	28 4 11 18 25 2 9 16 23 30 6	29 5 12 19 26 3 10 17 24 31 7	30 6 13 20 27 4 11 18 25 1 8
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Type or click the dates you need, hit **OK**, and edit the lines you've tagged, or **Invert Tags** and edit all the lines you did NOT tag, or **Delete Tagged**, **Delete Untagged**, etc. In this way you can change the book for particular months, or quarters, in any way you like.



Tip: To turn in a Weekly or Monthly Post: Open the entire order and Tag a Date Range, then Delete Untagged lines.

More in the Summary Panel

Delivery

Delivery is shown at the bottom of the screen as the first item in the **Grid Settings** tab. (You may also want to check **Show Totals On Grid** to see the total of each column directly beneath that column). The **Delivery** is the total of **Gross Rating Points** your schedule delivered. The figures are split in this section, showing **Actuals** on the left and **Adjusted** on the right. The **GRPs Goal** is the total of your **Ordered Ratings**. The **Difference** is the **Delivery** minus the **Goal**, so it might be positive (Over-delivery: shows a plus before the number in a green field) or negative (Under-delivery: shows a minus before the number and a red field).

The % Delivered is the delivery expressed as a percent of the GRPs Goal, but this is true ONLY if Show Actual % Delivered is checked. If that is not checked, the % Delivered is the percent of the Difference between GRPs Delivered and the GRPs Goal (GRPs Goal is also equal to the Ordered Ratings total.) So, if you want to see the over or under delivery based on the totals and expressed as a percentage, be sure Show Actual % Delivered is checked.

In these two examples, we see the difference when **Show Actual % Delivered** is tagged or untagged. If that option is not tagged, as in the first example, the **% Delivered** is the percent of the *difference* between **GRPs Delivered** and the **GRPs Goal**. In the second example, the **% Delivered** is the delivery expressed as a percent of the **GRPs Goal**, because **Show Actual % Delivered** is checked.



Ordered Ratings

In many cases, your ratings goal for each spot will be entered into your Traffic order, and will then be automatically displayed in the *WO Media Sales* post for that order. The **Ordered Ratings** column should be selected as the default. If it is not, you'll see **Display Ordered Column** under the **Grid Options** section of the **Grid Settings** tab. If that column shows only zeros, no ratings were entered in your traffic software for that order. You still have several methods by which to add **Ordered Ratings** for your post.

	Grid Options	Post Options
	Display Ordered Column	Show CPP/CPM
% to Post	Single Line Grid	Round Seconds to the Ne
Adjusted Goal	 Two Line Grid 	
% Delivered	Show Comments on Grid	
al % Delivered	Show Totals on Grid	

Two Line Grid and Post Options

You can display your post in a T**wo Line Grid** (under **Grid Options**). This is very helpful if you must display most of the columns. With all columns displayed in a single line grid, you'll have to do a good bit of horizontal scrolling.

Under **Post Options** you can choose to **Show CPP/CPM** and also round your seconds to the nearest minute.

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Status Filters

WO Traffic labeling of the Status Filters is used here (Preempted, Displaced, Invoiced, etc.).

If you open your post and it appears to be missing lines, or you are seeing more lines than it seems you should be seeing, you may want to look at **Status Filters** first. This is much more likely when the post is ongoing, with spots still airing, and more to air in the future. When that's the case, common **Status Filters** will be similar to those shown, plus another for **Invoiced** spots. For an older post (for instance, one in which the last spot aired months ago), you may see only **Invoiced** and **Preempted** as available status filters. That's because the **Status Filters** available are determined by what type spots are contained in the post. *See below for definitions*.

S	tatus Filters	
ute	 Reconciled Preempted Placed 	

In our example, three types of spot lines exist in the post, but if only one **Status Filter** is selected, only those lines are visible to the user. If a large campaign is only a few days old, it may have 15 lines of **Reconciled** spots in the post, but 200 lines which have been **Placed** to run. If you don't need to work with the **Placed** spots, just clear that checkbox. But if the buyer asks for a "Pre-post", the **Placed** lines will be exactly what you need.

Spot Status Definitions

- Reconciled spots are on a log and have gone through recon but have not been invoiced.
- Preempted spots that been placed, but removed from the log either manually or by placer.
- Invoiced spots that have been invoiced in WO Traffic.
- **Placed** spots have been placed on the log, but have not aired.
- Displaced spots that are on a processed order but have not been placed on the log.

Tip: If there are **Preempted** or **Displaced** spots, you will see the filters, but those boxes will not be checked when the post opens; it is not the default. You will have to check the **Preempted** or **Displaced** checkbox to see those lines. **Invoiced, Reconciled** or **Placed** spot lines will be visible (the checkboxes selected) when the post opens.

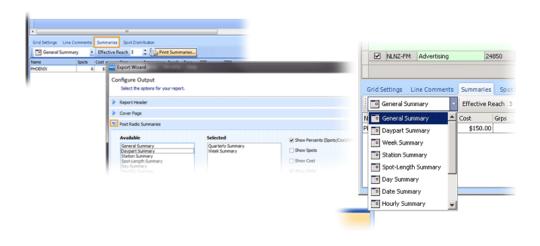
Comments for Any Post Line

If you need to comment on your post lines, you can accomplish that two ways. Notice **Show Comments on Grid** under **Grid Options**. When you check this option you can type directly under the post line. Alternately, you can click **Line Comments** (to the right of **Grid Settings** in the summary panel) and type the comment in the space provided.

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NZ	ZNZ-FM	Advertising	24850	Cato		Thu	4/3/2014	6:35:00 AM	1.1-AM	Feb 15 NIELSEN PPM	\$25.00	:60	0.4	
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Summaries

Just like you do on your Planner/Campaign page, you have many summaries to choose from. From the **Summaries** tab, display what you need to see at the moment; and when you click **Print Summaries**, you'll be able to choose which summaries you want the buyer to see along with a variety of display options.



You have a couple of formatting options from the final **Print Preview** screen. From the left panel, change the **Zoom** for the best settings on your PC. You can orient the final display to **Portrait** or **Landscape**. Select **Large** or **Small** for the header size.

Click the **Export To PDF** button in the lower left and *WO Media Sales* produces a PDF file and opens it for review. To save the report locally click **Export Report** in the top menu and choose one of the following five file formats: **PDF**, **HTML**, **RTF**, **JPG**, and **EMF**. You'll be prompted to save to the directory of your choice. And you can easily email this report in any of these formats, as well.

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Page 1		
🔁 Export To PDF		Print Cancel

The same five file formats are also available from the **Send To** button. Choose the file type you want then fill in the details for the email. Click **Send Mail** and your report will be on its way to the client!

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Spot Distribution

Grid Settings Line Comments Summaries Spot Distribution March 2014 April 2014 May 2014 MTWTFSS MTWTFSS MTWTFSS 2 3 4 5 6

24 25 26 27 28 1 2

3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21 22 23

25 26 27 28 29 30

📕 1 Spot 📃 2-3 Spots

And you'll also find **Spot Distribution** as a tab in your summary panel

Customize Grid

Add Daypart Mode

Look above the post grid, and you'll see the Add Daypart Mode button. Click it to manually add a spot to your post.

7 8 910 11 1213

14 15 16 17 18 19 20 21 22 23 24 25 26 27

8+ Spots

28 29 30

4-7 Spots

2 3 4 1

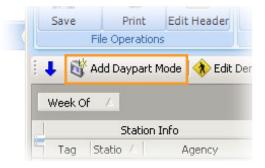
7 8 91011

12 13 14 15 16 17 18

19 20 21 22 23 24 25

26 27 28 29 30 31

5 6



A form displays above the post grid where you can enter all necessary information. Click Add Daypart and this will become another line in your post.

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larket JUTO	Station	Date	Time 12:00:00 PM	Daypart Name (Optional)	Cost	Length :60 💌	街 Add Daypart	Check Sun \$0.00
Week Of /								

Edit Demo

By selecting **Edit Demo**, you are able to change the demo; however any changes to the demo will change the post.

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Jay			End Age	Estimate		Selected Demographic	Population Sample	bing
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Customize Columns

Because there is so much information that can be displayed in a post grid, we recommend that you customize your view, hiding anything you don't need to see. You can group by various columns or even add or restore columns.

Grouping

If you would like to see your posts grouped by a column you can. Drag one of the column headers to the dark gray area just above the grid. This will group all lines in the post by that column header. For instance, this screenshot shows spots grouped by **Week Of**.

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I						Daypart Info				Ordered	Jun 14 NIELS	EN PPM
	Order No	Day /	Advertiser	Date	Time	Daypart Name	V Book	Cost	Length	Rating	P25-54 RTG	CPP
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	24850	Wed	Cato	3/26/2014	6:18:00 AM	1.1-AM	Jun 14 NIELSEN PPM	\$25.00	:60	0.4	0.3	\$83.3
								\$50.00				\$83.33
	24850	Thu	Cato	4/3/2014	6:35:00 AM	1.1-AM	Jun 14 NIELSEN PPM	\$25.00	:60	0.4	0.3	\$83.3
	24850	Mon	Cato	3/31/2014	12:00:00 AM	1.1-AM	Jun 14 NIELSEN PPM	\$25.00	:60	0.4	0.3	\$83.3
								\$50.00				\$83.33
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								\$150.00			L	\$83.3

You can drag the column header back into place with the rest of the column headers to return to the

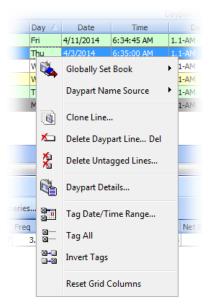
default view, or group by another column header. Add or Restore

Any columns can be removed or restored. Look closely for the two silver bars (to the left of the **Tag** column header), and click. The resulting columns menu is floating- move it anywhere. Simply drag columns back and forth, on or off the grid. There are designated areas for columns. The system will display green arrows for acceptable column placement.

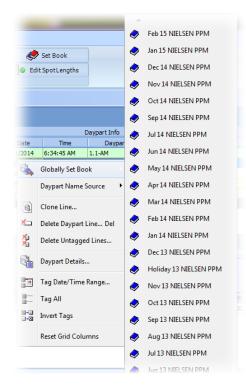
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Globally Set Book

Right-click in the grid area to display this menu.



Like many other areas of the system, posts have a rich right-click menu. Access it from anywhere in the main grid of the post. Click or mouse over the first item, **Globally Set Book** to see a list of all available Nielsen Audio Books. Choose one and all lines of the post will be updated with ratings from that book.



Tip: You can also right-click in the grid and select Tag Date Range or other "tagged" functions.

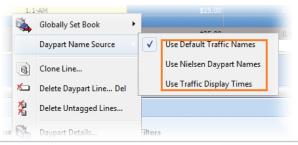
Daypart Names

Depending on your traffic system and the sell patterns specified there, there's another step you may want to take.

If you see only days and times in the **Daypart Name** column, you may want to right-click and change the **Daypart Name Source**.

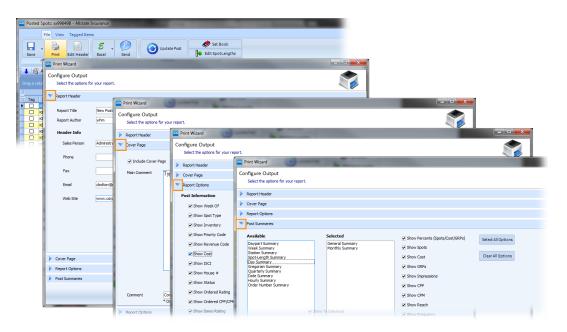
You can choose to **Use Default Traffic Names**, **Use Nielsen Daypart Names**, or **Use Traffic Display Times**.

Try them to see which you prefer.



Print, or Attach to Email

Click the **Print** button under the **File** tab, whether you want to print your post directly or save as a PDF to send via email as an attachment. Configure your report for your buyer, much as you would an avail or package:



- In your Report Header, title the post with a good identifier, and add or edit contact information if you need to.
- Create a cover page if you like
- From **Report Options** you have many choices, but your selections will remain until you change them. When you open a new post, the selections will be the same. Of course, you can make adjustments for individual posts.

Click **Print** (at the bottom of the print dialog) and you'll find more options in **Print Preview**.

	Û	1	Post ID: Market: Book: Schedule Date: Order No: Advertiser: Product: Agency:	3/26/2014 24850 Cato	HELSEN PPM 4 - 4/11/2014 TEST 7-13				Acct. Exec Phone #: FAX #: Email: Web Site:	cbolton	strator @wideorbit.com r1035.com	n
			regency.	American	ng							
Station:	NZKL-FM		Agency.	Advertisi								
Station: Rev Code 1:				Advertar	Rev Code 2:	GEN		Rev Code 3:	GEN			
		Daypart	WeekOf	Adventar		GEN		Rev Code 3:	GEN Ordered	1	P25-54	RTG
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Rev Code 1: Day	AGY Date 81 4/11/2014	L Inventory	WeekOf		Rev Code 2:		House		Ordered			



Please contact us with any questions or concerns regarding your own posts.

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