

## Radio Posting Guide

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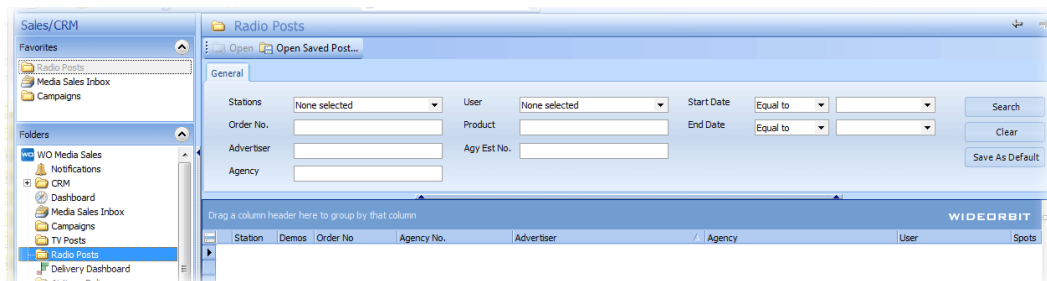
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## Overview

- *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.

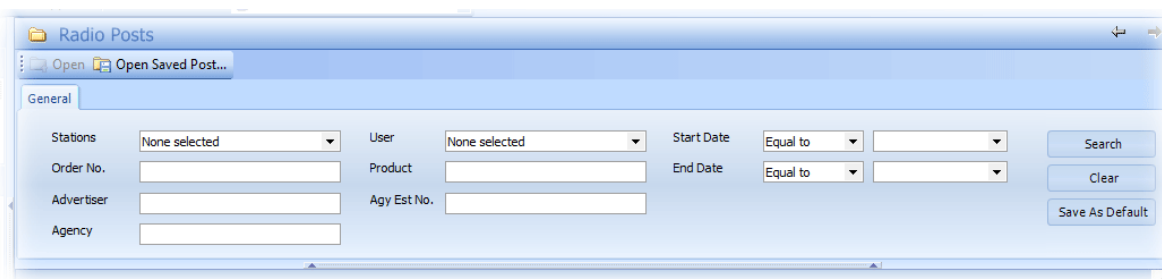
## Find the Order, Open the Post

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.



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.



**Tip:** Are you unsure how a name is spelled or can you only make out the last few numbers 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.

<input type="checkbox"/>	KFRQ-FM	128369	4/21/2015	4/23/2015	Joe's Master Service Center	Joe's Master Service Center
<input type="checkbox"/>	OKDK-FM	127128C	4/16/2015	5/14/2015	Legal Center	Advertising
<input type="checkbox"/>	FINT-FM	128475	4/25/2015	4/25/2015	Auto Outlet	Advertising
<input type="checkbox"/>	NTSE-FM	128401	4/25/2015	4/25/2015	Viwa	Advertising
<input checked="" type="checkbox"/>	ZLNZ-FM	24850	3/24/2014	4/13/2014	Cato	Advertising
<input type="checkbox"/>	KKVW-FM	39601	5/21/2014	5/24/2014	Mali LLC	Mali LLC
<input type="checkbox"/>	EHIY-FM	92576	12/11/2014	1/7/2015	S Motors	S Motors
<input type="checkbox"/>	NTEH-FM	77116	10/26/2014	10/26/2014	Toyota	Toyota
<input type="checkbox"/>	NTLY-FM	34824B	5/1/2014	5/10/2014	Productions	Productions
<input type="checkbox"/>	NTLY-FM	30124B	4/12/2014	4/23/2014	Colors	Colors
<input type="checkbox"/>	NTLY-FM	29956B	4/12/2014	4/22/2014	Wizel	Wizel
<input type="checkbox"/>	NTLY-FM	29111B	4/10/2014	4/30/2014	Body Works	Body Works
<input type="checkbox"/>	KMLY-FM	KMI628907	9/29/2013	9/29/2013	Grocery	Grocery
<input type="checkbox"/>	KMKX-FM	KMX620655	8/31/2013	8/31/2013	State Farm	State Farm
<input type="checkbox"/>	KIKT-FM	86886	11/18/2014	11/28/2014	Misiones	Misiones

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*.

Work On Behalf Of: Administrator

Radio Posts

Open Open Saved Post... Earliest Post Date: 8/14/2014 Show All

	Station	Order No	Start Date	End Date	Advertiser	Agency	User	Spots	Cost
<input checked="" type="checkbox"/>	KVK-FM	30985	4/28/2014	12/28/2014	Cato	Advertising	Eva	337	\$13,045.00
<input type="checkbox"/>	NZNZ-FM	31261	4/28/2014	12/28/2014	Cato	Advertising	Eva	267	\$21,940.00
<input type="checkbox"/>	NZNZ-FM	64075	9/8/2014	10/5/2014	Cato	Advertising	Eva	56	\$5,000.00
<input type="checkbox"/>	KLVA-FM	61841	8/9/2014	9/21/2014	Cato	Advertising	Eva	28	\$0.00
<input type="checkbox"/>	NZNZ-FM	45687	6/13/2014	12/29/2014	Cato	Advertising	Eva	24	\$0.00
<input type="checkbox"/>	NZVA-FM	45694	8/29/2014	11/7/2014	Cato	Advertising	Eva	8	\$0.00
<input type="checkbox"/>	KVNZ-FM	64080	9/8/2014	10/5/2014	Cato	Advertising	Eva	4	\$2,000.00



**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.



**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.

Demo Name	Estimates
Persons 25-54 MSA (RTG)	Rating

## 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.

**Report Title**  
Enter the title of the report.  
Post for Clamato

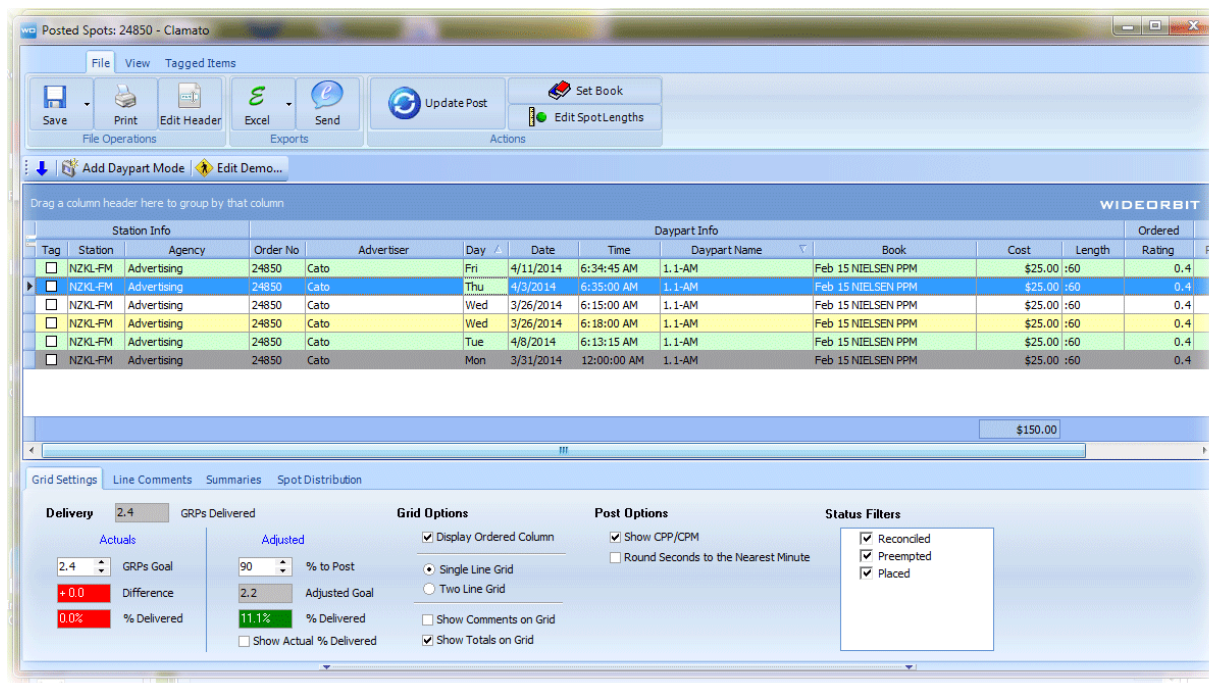
**Report description:**  
Post for Clamato

**Report Author**  
Enter your name as the author for this report.  
WO User

< Back Finished Cancel

Click **Finished**.

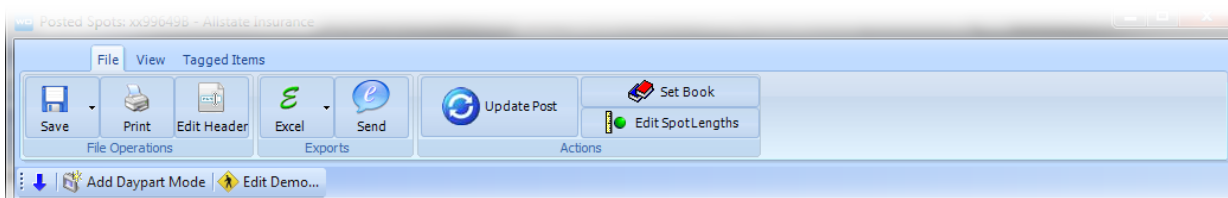
When your post opens, it will look similar to this screen shot.



**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

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



## Print

Configure your report then Print or save to PDF.

**Print Wizard**

Configure Output  
Select the options for your report.

**Report Header**

Report Title: New Post Report  
Report Author: whm

**Header Info**

Sales Person: Administrator  
Phone:   
Fax:   
Email: cbolton@gmail.com  
Web Site: www.corpsite.com

**Station Logo**

Station:   
Logo:   
Load Image...

ESPN

Cover Page  
Report Options  
Post Summaries

## 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 this report.

Report Title: Post for Cato  
Traffic Order No.: 24850  
Radio Order No.:   
Advertiser: Cato  
Product: Cato WO TEST 7-13  
Agency: Advertising  
Buyer:   
Estimate No.:   
Report Author: WO User

OK 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.

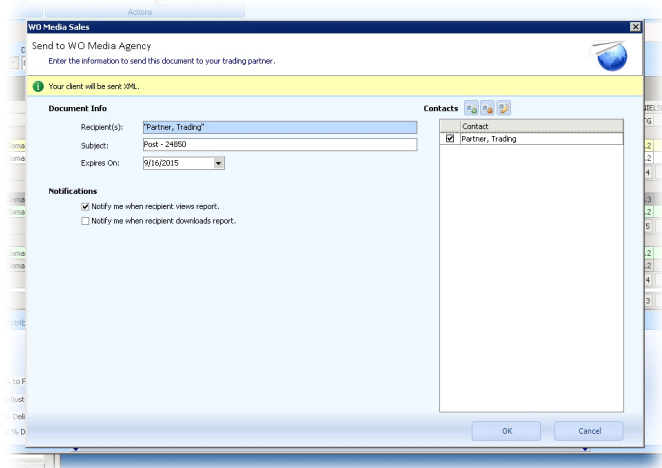
A	B	C	D	E	F	G	H	I	J	K	L	M	N
		Post for Cato											
		Schedule Dates: 3/24/2014 - 4/11/2014				Anct. Exec: Administrator							
		Advertiser: Cato				Email: wouser@videobit.com							
		Product: Cato WO TEST 7-13				Web: www.trioos.com							
		Agency: Advertising											
		Spots Length(s): 60											
		Market: ALBUQUERQUE											
		Week: Jan 15 NIELSEN PPM											
		Daypart info											
Station	Agency	Order No	Advertiser	Day	Date	Time	Daypart Name	Book	Cost/Length	Ordered	Jan 15 NIELSEN PPM	P25-54 RTG	CPI
3/24/2014	NLNZ-FM	Advertising	24850	Cato	Wed	3/26/2014	6:15:00 AM	11-AM	Jan 15 NIELSEN PPM	\$25.00/60	0.4	0.2	\$125.00
	NLNZ-FM	Advertising	24850	Cato	Wed	3/26/2014	6:18:00 AM	11-AM	Jan 15 NIELSEN PPM	\$25.00/60	0.4	0.2	\$125.00
										\$50.00	0.8	0.4	\$125.00
3/31/2014													
NLNZ-FM	Advertising	24850	Cato	Mon	3/31/2014	12:00:00 AM	11-AM	Jan 15 NIELSEN PPM	\$25.00/60	0.4	0.3	\$83.33	
NLNZ-FM	Advertising	24850	Cato	Thu	4/3/2014	6:35:00 AM	11-AM	Jan 15 NIELSEN PPM	\$25.00/60	0.4	0.2	\$125.00	
									\$50.00	0.8	0.5	\$125.00	
4/1/2014													
NLNZ-FM	Advertising	24850	Cato	Tue	4/8/2014	6:13:15 AM	11-AM	Jan 15 NIELSEN PPM	\$25.00/60	0.4	0.2	\$125.00	
NLNZ-FM	Advertising	24850	Cato	Fri	4/11/2014	6:34:45 AM	11-AM	Jan 15 NIELSEN PPM	\$25.00/60	0.4	0.2	\$125.00	
									\$50.00	0.8	0.4	\$125.00	



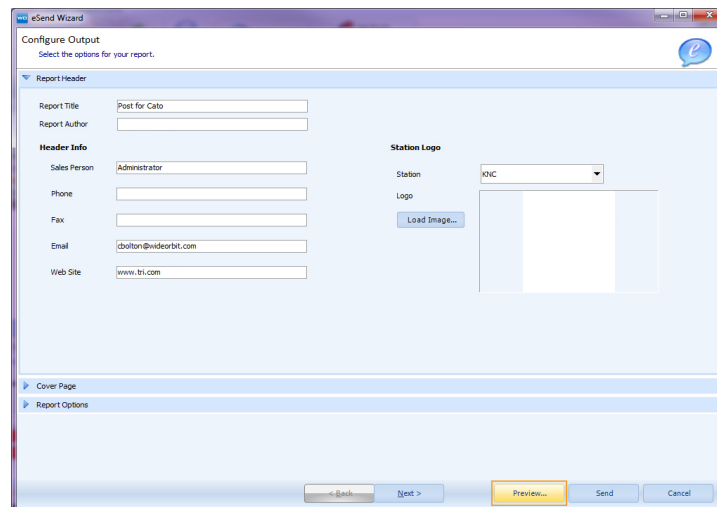
## Send Electronically

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.

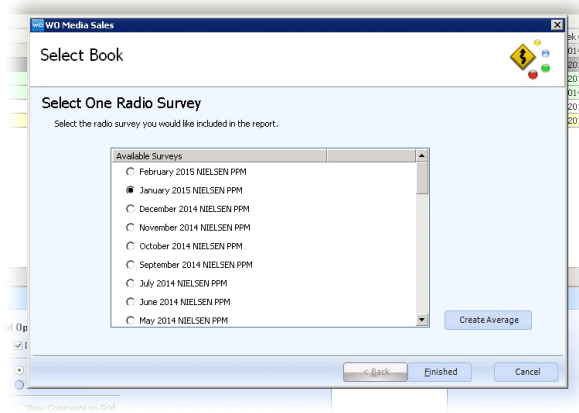


When you have made all your selections in the **eSend** wizard click on the **Preview** button at the bottom of the dialog next to **Send** and **Cancel**. This will generate a PDF of the post for your review before you send it. If you see anything you'd like to change, simply close the PDF and make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



## 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.



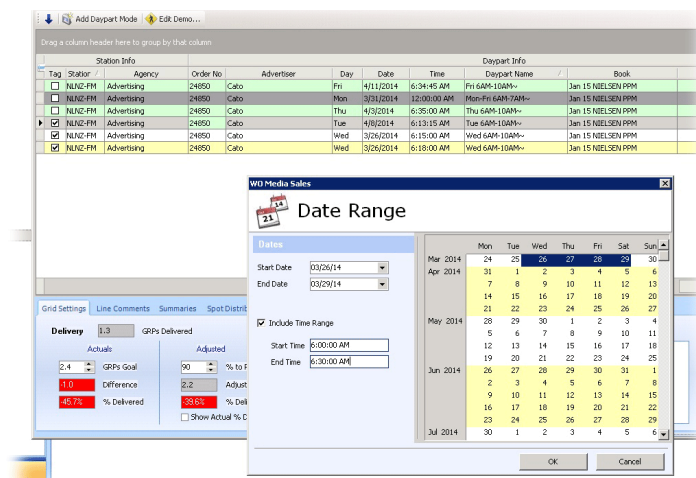
## View Reports and Charts

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.



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).

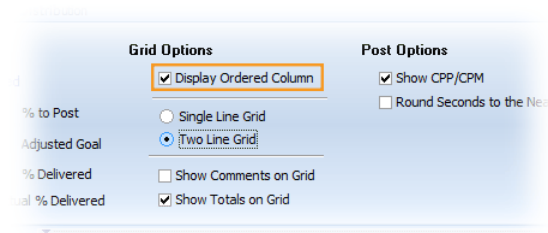
The **% Delivered** is the delivery expressed as a percent of the **GRPs Goal**, but this is true ONLY if **Show Actual % Delivered** is checked. If that is not checked, the **% Delivered** is the percent of the **Difference** between **GRPs Delivered** and the **GRPs Goal** (**GRPs Goal** is also equal 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.

Section	Actuals	Adjusted
Delivery	2.4	2.4
GRPs Delivered	2.4	90
GRPs Goal	2.4	90
Difference	+ 0.0	2.2
% Delivered	0.0%	111.1%
Show Actual % Delivered	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## Ordered Ratings

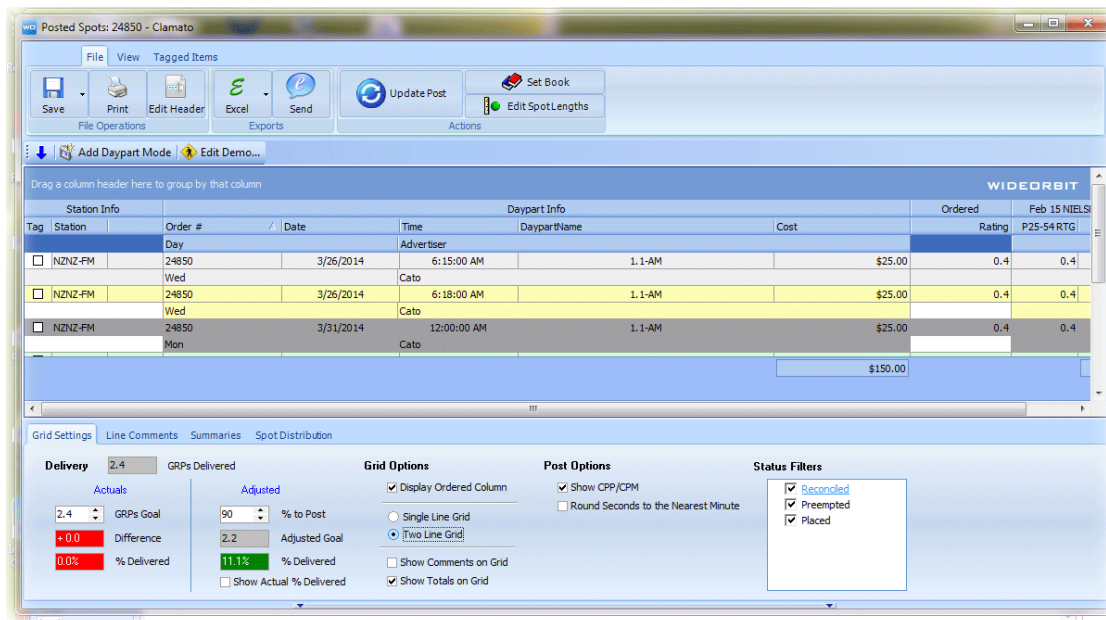
In many cases, your ratings goal for each spot will be entered into your Traffic order, and will then be automatically displayed in the *WO Media Sales* post for that order. The **Ordered Ratings** column should be selected as the default. If it is not, you'll see **Display Ordered Column** under the **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.



## Two Line Grid and Post Options

You can display your post in a **Two 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.

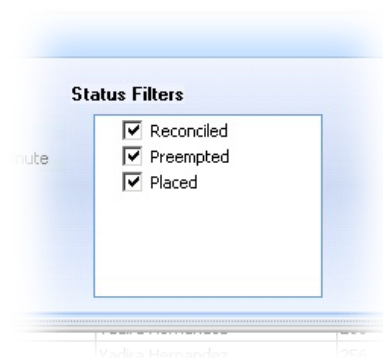
Under **Post Options** you can choose to **Show CPP/CPM** and also round your seconds to the nearest minute.



## 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.*



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

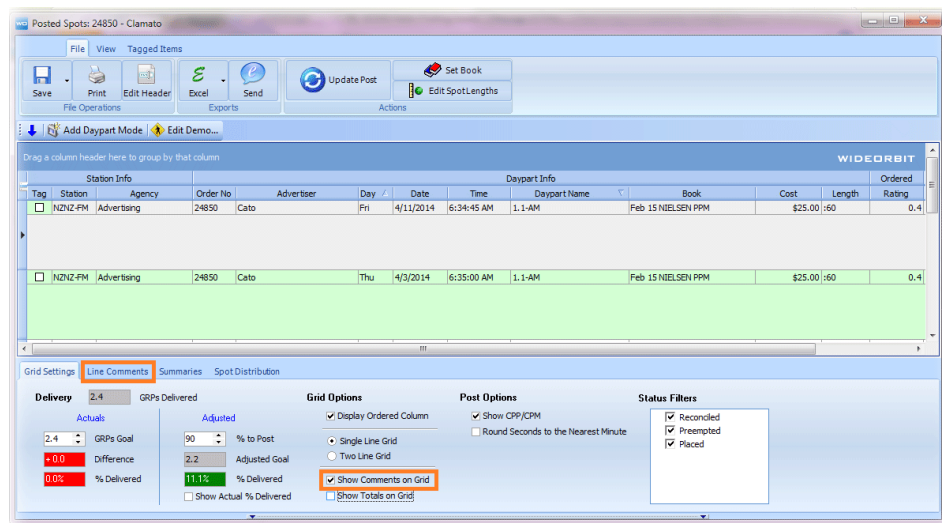
- **Reconciled** spots are on a log and have gone through recon but have not been invoiced.
- **Preempted** spots that been placed, but removed from the log either manually or by placer.
- **Invoiced** spots that have been invoiced in WO Traffic.
- **Placed** spots have been placed on the log, but have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

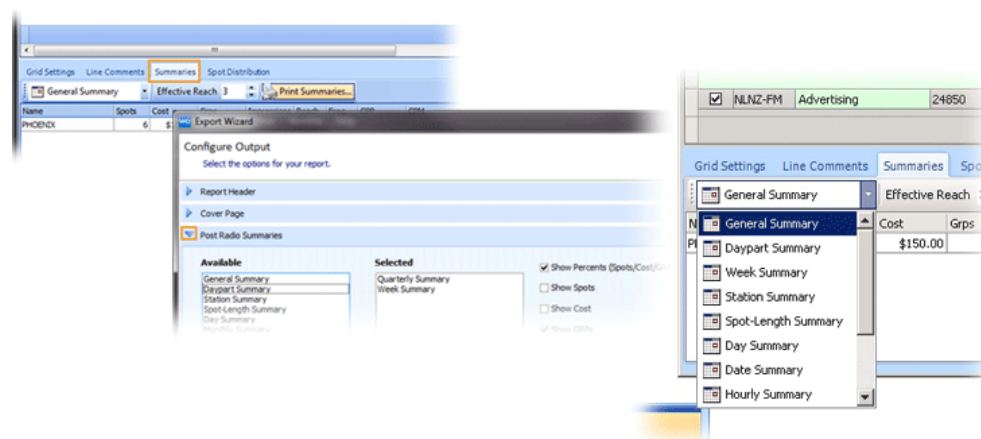
## Comments for Any Post Line

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.



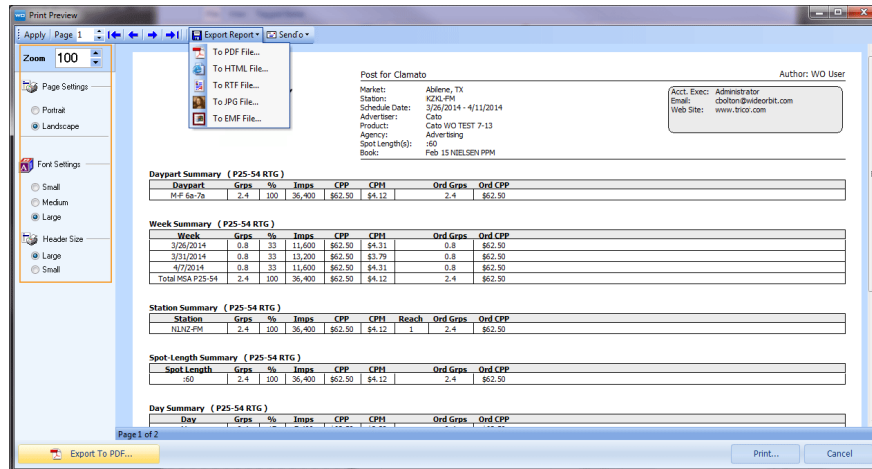
## Summaries

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.

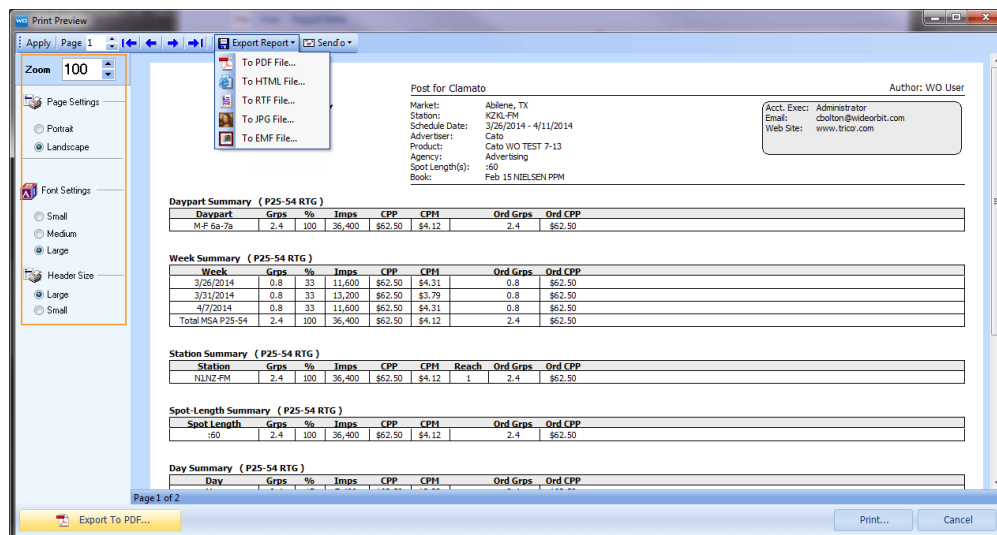


You have a couple of formatting options from the final **Print Preview** screen. From the left panel, change the **Zoom** for the best settings on your PC. You can orient the final display to **Portrait** or **Landscape**. Select **Large** or **Small** for the header size.

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.



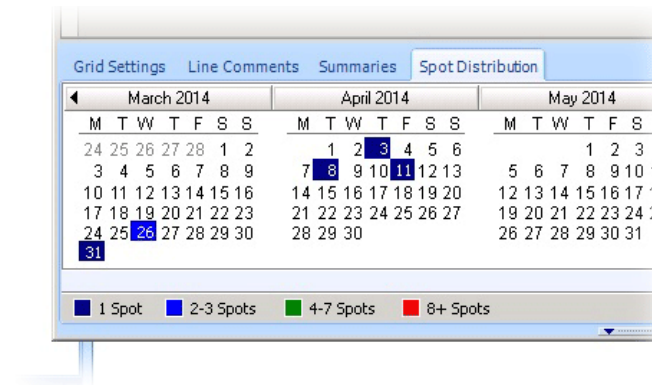
The same five file formats are also available from the **Send To** button. Choose the file type you want then fill in the details for the email. Click **Send Mail** and your report will be on its way to the client!





## Spot Distribution

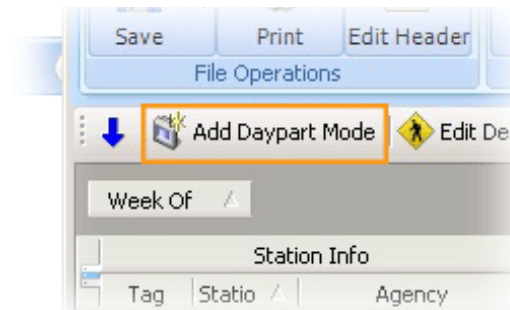
And you'll also find **Spot Distribution** as a tab in your summary panel



## 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.



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.

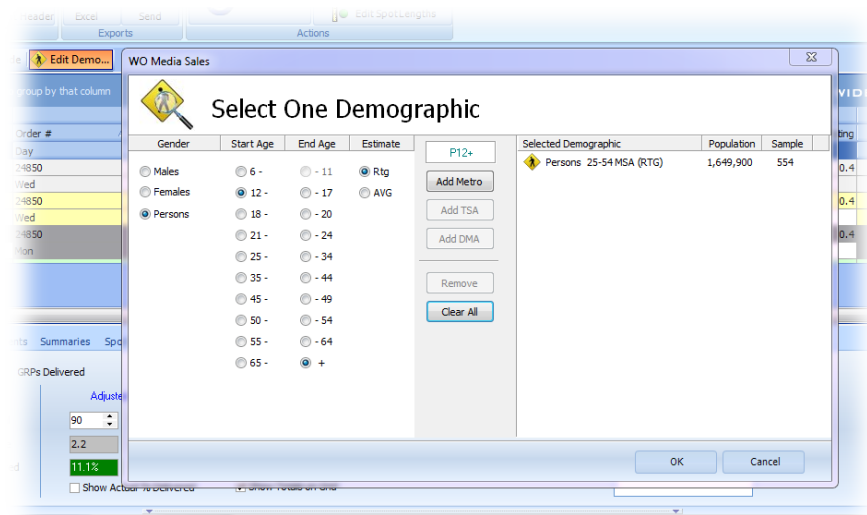
Market	Station	Date	Time	Daypart Name (Optional)	Cost	Length	Check Sum
AUTO	KLNZ-FM	3/17/2015	12:00:00 PM		\$0.00	:60	\$0.00

Buttons: Save, Print, Edit Header, Excel, Send, Edit Spot Lengths, End Add Daypart Mode, Edit Demo...



## Edit Demo

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

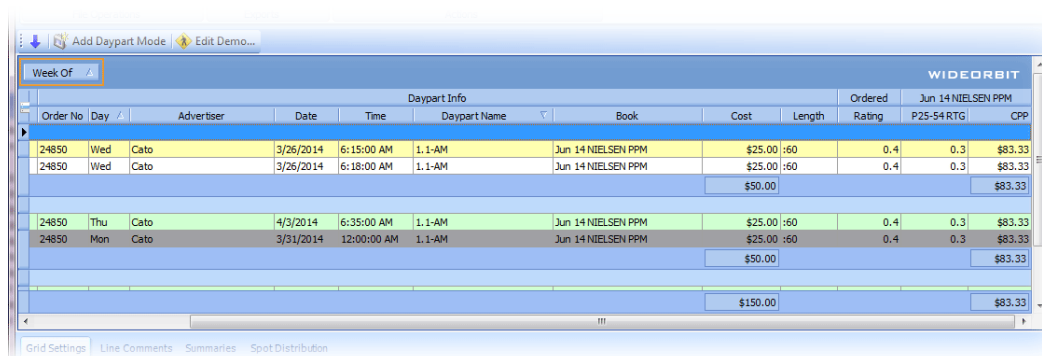


## Customize Columns

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**.

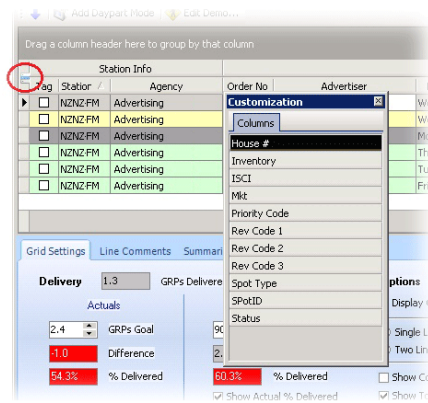


You can drag the column header back into place with the rest of the column headers to return to the

default view, or group by another column header.

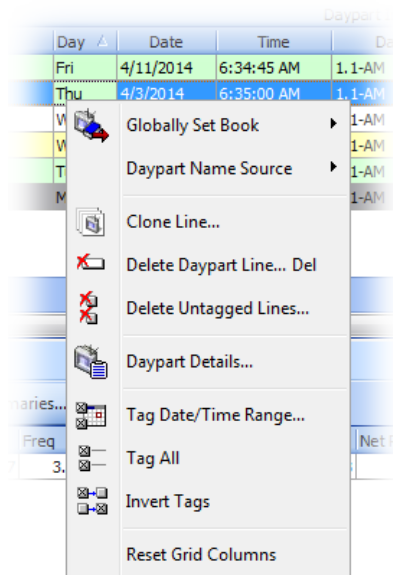
### Add or Restore

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.

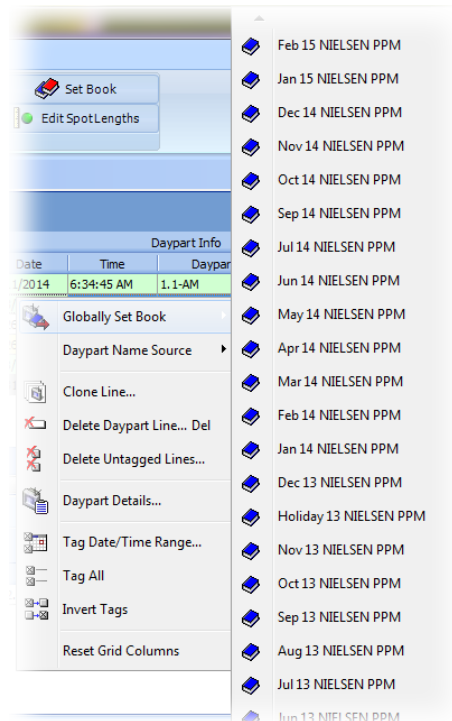


### Globally Set Book

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.

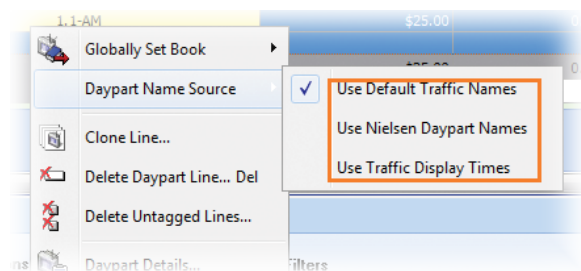
## Daypart Names

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**.

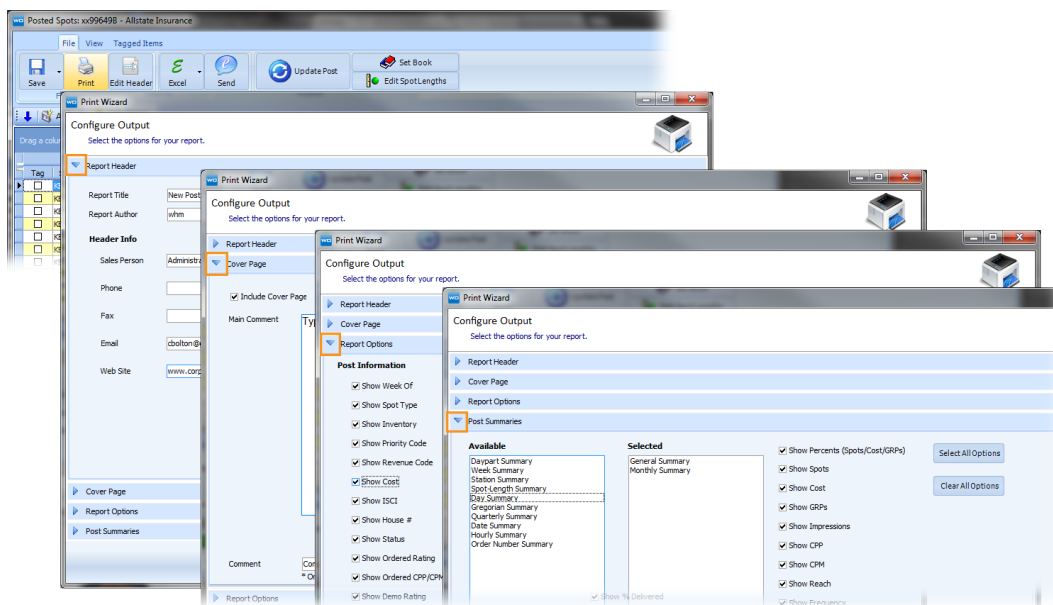
You can choose to **Use Default Traffic Names**, **Use Nielsen Daypart Names**, or **Use Traffic Display Times**.

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**.



Post for Cato - 24860

Post ID: 1750  
Market: PHOENIX  
Book: Feb 15 NIELSEN PPM  
Schedule Date: 3/26/2014 - 4/11/2014  
Order No: 24860  
Advertiser: Cato  
Product: Cato WO TEST 7-13  
Agency: Advertising

Author: WO User

Acct. Exec: Administrator  
Phone #:   
Fax #:   
Email: cbolton@wideorbit.com  
Web Site: www.ior1035.com

Station: NZKL-FM		Rev Code 1: AGY		Rev Code 2: GEN		Rev Code 3: GEN								
Day	Date	SL	Inventory	WeekOf	PC	Cost	ISCI	House	Status	Ordered RTG	CPP	P25-54 RTG	RTG	CPP
Fri	4/11/2014	1.1-AM		4/7/2014										
	6:34:45 AM	-50	M-F 5a-7a	Normal	P-04	\$25.00			Placed	0.4	\$100.00	0.4	\$100.00	
Thu	4/3/2014	1.1-AM		3/31/2014										
	6:35:00 AM	-50	M-F 5a-7a	Normal	P-04	\$25.00			Placed	0.4	\$100.00	0.4	\$100.00	



**Tip:** You can print summaries from the **Summaries** tab at the bottom of the post screen.

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

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415.675.6775 Option 2, 1  
[sales-support@wideorbit.com](mailto:sales-support@wideorbit.com)