WO MEDIA SALES

See Historic Rates for previous orders from WO Traffic

WO Media Sales has a new feature and AEs are going to love it! As part of the inventory preview, users can now view historical rates. It's like a mini-posting system which loads all the previous orders for the advertiser/agency in the header of the campaign. This helpful negotiating tool can confirm or refute claims of lower rates in previous purchases.

To see it at work, build or open a campaign. From **Avail** or **Planner**, with the **Historical Rates** tab selected in the right pane, click **Load Historical Rates**.

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_					gram Info							Need Rat		1	Load His	torical Rat	es
tion	_	Program Name	_	tartDat		Time	Book	Rate Level		SL		Rating	CPP				_
A	E	The Flintstones		22/201		5 Mo-Fr 6:00a-7:00		3rd Qtr 201			\$0.00		· ·		Station		V WIDE
4	E	KTLA NEWS @6:30				Sa-Su 6:30p-7:00		3rd Qtr 201			\$5,000.0		\$21,73				Order 🛆
A	D	MILLIONAIRE	<i>c</i>			M- F- 10.00- 10. 34550 (-	345/CC (!!)	2-4-05-201 \$150-00	-20 6150	A150 00	X	\$392.6 ≡	=	Program		# Spots Length	
A	D	This is Now	WO Media Sales			NAME OF TAXABLE ADDRESS OF		MARKED BALL				\$0.0					
A	D	KTLA NEWS @ 1P	н	storic	al Orders				\$393.	\$393.7							
A	D			Select the orders for which you would like to see historical rates.													
4	D	BILL CUNNINGHAM		Select the orders for which you would like to see historical rates.							- 1						
Α.	E	FAMILY GUY	-										\$0.0				
ч А	-]		Station	Order Number	S	itart Date	V End I	Date		*	\$0.0				
	E	FAMILY GUY B				363285		0/2/2012		0/201	2						
A	N	KTLA NEWS@6p				384014		0/1/2012		4/201			\$0.0	-			
		-				384010	9	/17/2012	9/28	/2012		=					
ments Logi mat Programs		c Flow TV Demo				385964	9	/12/2012	9/22	2012							
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tes		Show Run						OK		(ancel						

In the resulting Historical Orders dialog, tag the stations from which rates are to be pulled. Click OK.

If no **Advertiser** is selected when **Load Historical Rates** is applied, users will receive a warning message with instructions to click **Edit Header** from the **Edit** tab and add the **Advertiser**.

When attempting to load historical rates from an account the user does not have rights to see, a warning message is displayed informing them that no orders are available.

WO Media Sales	WO Media Sales
There is no selected advertiser for this campaign. Please select an advertiser (Edit Edit Header)	No orders available for PEPSI COLA BOTTLING in

If the user has rights to the account, the Historical Rates grid is populated.

	In	ver	ntory Deleted	Histori	cal Rates						
AMC	1	Sele	ect Advertiser								
	Y	Year VORDED REIT									
	Pro	ogra	am		# Spots	AUR					
		Year : 2012									
T P		-	Order : 320470								
			M-F 730p-8p		1	\$37.50					
			M-F 7p-730p		3	\$37.50					
			M-F 8a-9a		3	\$50.00					
			Thur Prime A		1	\$283.33					
		Ξ	Order : 321167								
-			Fri Prime A		1						
P.			M-F 6a-7a		5	\$33.33	E				
			M-F 8a-9a		2		=				
			M-F 9a-10a		5						
			Wed Prime B		1	\$0.00					
		-	Order : 349928								
		-	Order : 352555								
			Order : 360685								
		-	Order : 363098								
-			Order : 363133								
			Order : 405969								
			M-F 1130p-12a		1						
			M-F 11p-1130p		1						
			M-F 8a-9a		1						
			Thur Prime A		1	\$250.00					
	-		ar:2011								
	±	Yea	ar:2010				*				

Sorting options

The default loading order is by **Year** then **Order** number. This order can be modified and may include **Station** if multiple stations were tagged. Click and drag the **Order** label to the first position, and *WO Media Sales* resorts the results.

Click the small arrow to the right of each label to toggle back and forth between ascending or descending order.

Click the + or - sign to the left of each category to expand or collapse the data.

Load Historical Rates		Load Historical Rates
Station A Year VIDEC		Station Year C WIDECRI
Program # Spots Length AUR	Load Historical Rates	Program # Spots Length AUR
Station :	Order 4 WIDEDE	Station :
 Year: 2014 	Station	- Year : 2012
 Order: 470596 	Year A	Order: 363284
10-11P TU NIG 2 15 \$4,0	Program # Spots Length AUR	M-F 1030a-11i 1 15 \$16 Wed Prime B
	Order : 470596	M-F 1030a-11: 1 30 \$2 Drder : 349928
	Station :	+ Order : 352555
	- Year : 2014	+ Order : 360685
	10-11P TU NIC 2 15 \$4,000	+ Order : 363098

If you have any questions or concerns, please call or email support.

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