

AE 201

Media Sales Avails and Plans: Advanced Training Tips

Live Online Training for New AEs

2nd and 4th Tuesday every month 12:00 p.m. CST

Duration: Approximately 1 Hour

Agenda:

- Using numbers to 3 decimal places
- Quick Campaigns
- Filtering
- Right-click functionality
- Using Logic Flow: Applying and removing Program Averages, Overnight Adjustments, Demo Overrides and SHR/HUT books
- 3 ways to pull Programs from Inventory
- Using the Program Details tool
- Show/Use Need Rate and Set Daypart CPP/Rates tools
- Flighting in detail
- Inventory Bar
- Using multiple books and rate levels for Annuals and Tiered Campaigns
- Using the Auto-Schedule tool
- Explanation of Summaries and their advantages
- The latest features in the system will be included in the class as well as the latest changes in Nielsen data

How to Join:

Register by using the link and directions on the following page. You will immediately have the opportunity to join the meeting, but don't! Unless you are registering right before the class, you'll want to wait. You'll be alone with no session to log onto.

Your email confirmation will come right away. Keep this email—it contains your meeting link. You will be sent email reminders as the day approaches.

It is strongly recommended that users attend the **AE 101** class first or have a good understanding of how to create and use a campaign before signing up for this training.

To Register:

Go to <https://attendee.gototraining.com/rt/5038124310336440834>.

At the **GoToTraining** website use the drop-down menu to select which Tuesday session you want. Enter your **First Name**, **Last Name**, and **Email Address** then click **Register**.

The screenshot shows a registration form for 'AE 201: Advanced WideOrbit Media Sales'. At the top, the WideOrbit logo is on the left, and the title 'Please register for 'AE 201: Advanced WideOrbit Media Sales'' is on the right. Below the title, a description states 'AE 201 is an advanced overview of the Media Sales application that also includes system tips and tricks.' with a 'Contact Organizer' link. The form includes a date and time selection section with a calendar for January showing the 9th (Thursday) and a dropdown menu for the time 'Thu, Jan 9, 2020 12:00 PM - 1:00 PM CST'. A 'Change time zone' link is also present. The registration fields are marked as required with an asterisk: 'First Name', 'Last Name', and 'Email Address'. A disclaimer at the bottom of the form states: 'By clicking this button you submit your information to the training organizer, who will use it to communicate with you regarding this event and their other services.' A large red 'REGISTER' button is at the bottom.

On the day of the class, when you join, use either of these two choices for audio:

Computer Audio

Use your microphone and speaker for audio. You'll sound best with a headset.

Telephone Call

In the United states, dial 1.510.365.3231. Your Access code will be generated after you register.

Audio PIN: Shown after joining the training.

Feedback is essential to make the training sessions what you need them to be. Please send any comments or suggestions to sales-support@wideorbit.com and/or your *WO Media Sales* Account Manager.

We look forward to "seeing" you there! If you have any questions or concerns, call or email anytime.

WO Media Sales Support:

415.675.6775 Option 2, 1

sales-support@wideorbit.com