## WO MEDIA SALES

## Static Average Books

Users with rights to manage inventory have the ability to create **Static Average Books**, time period average books made up of two or more **Nielsen** local monthlies. **Static Average Books** can be used throughout *WO Media Sales* to supply ratings for campaigns, research reports, estimates/selling, or posting.

A **Static Average Book** has capabilities beyond a typical time period average book that can be created for single use in a campaign or a research report by any user. A **Static Average Book** can be used as the **Share**, or the **HUT/PUT** when creating estimates, or both the **Share** and the **HUT/PUT** while a one-time-only time period average book can only be used as the combined **Share** and **HUT/PUT**.



**Tip**: With both types of time period average books, quarter hour time period ratings data is averaged – NOT program average data.

To create a **Static Average Book**, click on **System Setup** in the task shortcut panel, and select **Static Average Books** under **Inventory Setup**. The **New Average Book** wizard is presented.

Choose the market which includes the **Nielsen** local monthlies, click **New Average Book**, and then click **Next**.

system Setup	Static Average Books	
🛅 Users 📃 💽	🕟 LOUISVILLE 🔹 🔹 🐌 New Average Book 🎯 Hide Book	
🛅 User Roles		
Construction User Entrustments	4 BK AV N08-J09	
C Agencies	4BK A wo WO Media Sales	
Advertisers	4BK A	-12
C Time Blocks	4BKA New Average Reek	ing
Cable Zones	4BKA New Average Book	1.10
Spot Lengths	AVG 1	
Dotification Setup	2015-	
Traffic Interface	2015- Markets	
Dost Breaks	JULS	
Contraction Post Rules	JAN-M Select the desired market to be included in this report.	
Commercial Spot Types	JAMA JAN-M	
Inventory Setup	JAN-M Market Name	Code
Shared Comments	C 🌍 ATLANTA	124
Inventory Dayparts	C 🚱 BIRMINGHAM (ANN AND TUSC)	230
C Vistual Stations		
- 🛅 Static Average Books	C 🌍 LIMA	158
Nielsen Dook Options	IOUISVILLE	129
🚞 Auto-Create Books	C 🚱 NEW ORLEANS	222
🚞 Publish Nielsen Books		
CDM Accounts Soft in	C 🌍 PANAMA CITY	256
Sales/CRM	C 🌍 Sarasota-Manatee-SRA	199
Research		
System Setup	Search:	
		< Back Next Cancel

Choose the surveys to average from the Target Surveys dialog and click Next.
------------------------------------------------------------------------------

very Type:				
f 208 Surveys Selected)				
Survey Date	Туре	Books		Select A
🔲 🥏 June 2017 LiveSD	Standard	1		
🗌 🥏 June 2017 LivePlus3	Standard	1	l	<u>C</u> lear Al
🔽 🥏 June 2017 LivePlus	Standard	1		
May 2017 LiveSD	Standard	1		
May 2017 LivePlus3	Standard	1		
🔽 🥏 May 2017 LivePlus	Standard	1		
🗌 🥏 April 2017 LiveSD	Standard	1		
April 2017 LivePlus3	Standard	1		
🔽 🥏 April 2017 LivePlus	Standard	1		
March 2017 LiveSD	Standard	1	-	

Give the book a recognizable name, create an abbreviation, and click **Finished**.

Book Name Enter the name of the ne	ew average book (max 18	characters).		
	Average for 2017			
Book Abbreviatio	חנ			
Enter the abbreviation o	f the new average book (i	max 10 characters).		
	AVG2017			

A informational dialog is presented showing the progress of the book being created.

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When the book has been completed, a message is presented which informs users they will need to exit the system and log back on to access the new book.



The next time the user launches the system, the book and the general information for it will be available.

Static Average Boo	ks			
S LOUISVILLE	🝷 🛛 🐌 New Average E	🔹 😻 New Average Book 🎯 Hide Book		
4 BK AV N08-J09				
4BK AVG 2008				
4BK AVG 2009	General Info			
4BK AVG 2010				
4BK AVG 2011	Name	AVERAGE FOR 2017		
AVG 11-09 TO 7-10	Abbreviation	AVG2017		
2015-16AVG				
2015-16 SWEEPS AVG	Source Books			
JUL-SEP16 3BK AVG		L at		
JAN-MAY16 - 5BKAV		🧼 June 2017 LivePlus		
JAMA 2017		🐌 May 2017 LivePlus		
JAN-MAR 2017		April 2017 LivePlus		
AVERAGE FOR 2017		April 2017 LiveFlus		

The **Static Average Book** to be used when building campaigns will often fall at the bottom of the **TPT/PAV** column in the **Surveys** dialog under **Ratings Book**.

Surveys						
Delivery Type: 🔗	All 🗸	Survey Type:	All 🤝		•	
Ratings Book		Inventory				
TPT/PAV	Selling Books	Define	Defined PAV Re		p Books	
2015-16 SWEEPS /	AVG					
2015-16AVG						
4 BK AV N08-J09						
4BK AVG 2008						
4BK AVG 2009						
4BK AVG 2010						
4BK AVG 2011						
AVERAGE FOR 201	17					
AVG 11-09 TO 7-10	2					
JAMA 2017					-	

The **Static Average Book** will be available for selection from the list of **Time Period Books** in the **Share Book** and **HUT Book** drop-downs selection menus when creating **Estimates\Selling Books**.

Select the properties of your selling book.						
Selling Book	Add In Other Mar	kets				
Bool	Properties					
	Book Type	<ul> <li>○ Standard Book</li> <li>✓ Custom Book</li> </ul>				
	Book Name	ESTWITHSTATICAVG				
	Start Date	7/30/2018 👻				
	End Date	12/31/2036 🗸				
Book	Source					
	Delivery	LivePlus				
	Survey Type	Standard				
		O PAV Books 💿 Time Period Books				
	Share Book	AVERAGE FOR 2017				
	HUT Book	AVERAGE FOR 2017				

Users will also find **Static Average Books** available for selection in the book drop-down menu of the program line in a post.

	Save	A	Print Operations	Edit Head		- Send Exports	1	Mark Import	Expected Ratings From Inventory orts	Update	Post	
Dr		~			by that colu		nport A	another Post				
-	Tag	S Mkt	Station Info Network	Station	Order No	Advertiser	Day	Date	Time	Book		Program
Þ	-	222	FOX	WVUE	Order No	Adveruser	Thu	8/17/2017	12:00:00 AM	Aug/2016LS V	т	Program
		222	FOX	WVUE			Thu	8/17/2017	1:00:00 PM	AVER/17/2017 AVERAGE FOR 2017 AVERAGE FOR 2006 MARFEBREDT1 REDIY69ZT1 JANFENMALSD Dy-8/17/2017 Wk-8/17/2017	4	

The book's creator can later make the book unavailable throughout the system. In the **Static Average Books** window highlight the book in the **Static Average Books** list and click **Hide Book**.

B LOUISVILLE	<ul> <li>New Average I</li> </ul>	Book 🗑 Hide Book
4 BK AV N08J09 4BK AVG 2008 4BK AVG 2009	General Info	
4BK AVG 2010	Name	AVERAGE FOR 2017
4BK AVG 2011 AVG 11-09 TO 7-10	Name	AVERAGE FOR 2017
2015-16AVG	Abbreviation	AVG2017
2015-16 SWEEPS AVG JUL-SEP16 3BK AVG	Source Books	
JAN-MAY16 - 5BKAV		🧼 June 2017 LivePlus
JAMA 2017		🧼 May 2017 LivePlus

The book is now unavailable and the system appends the name of the book with the word **Hidden** to indicate so. Click **UnHide Book** to make the book again available.

louisville	<ul> <li>Wew Average Book</li> <li>UnHide Book</li> </ul>
4 BK AV N08-J09 4BK AVG 2008 4BK AVG 2009 4BK AVG 2010 4BK AVG 2011 AVG 11-09 T0 7-10 2015-16AVG 2015-16 SWEEPS AVG	General Info Name AVERAGE FOR 2017 Abbreviation AVG2017 Source Books
JUL-SEP16 38K AVG JAN-MAY16 - 58KAV JAMA 2017 JAN.MAB 2017 AVERAGE FOR 2017-Hidden	<ul> <li>June 2017 LivePlus</li> <li>May 2017 LivePlus</li> <li>April 2017 LivePlus</li> </ul>

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

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