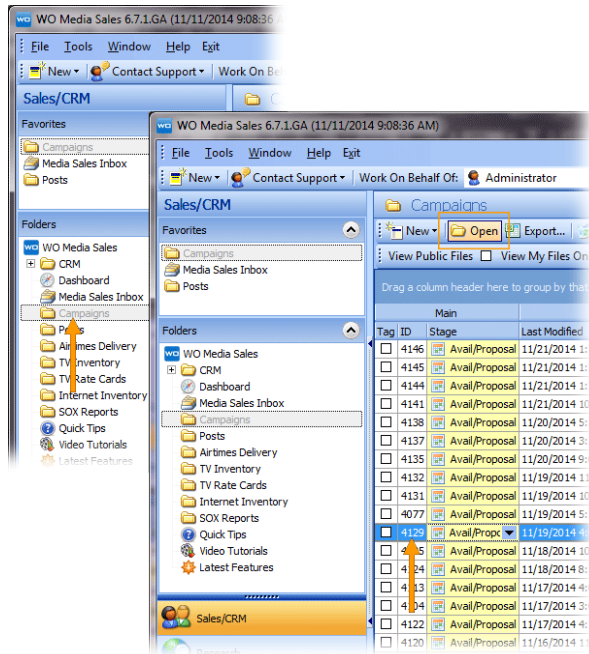


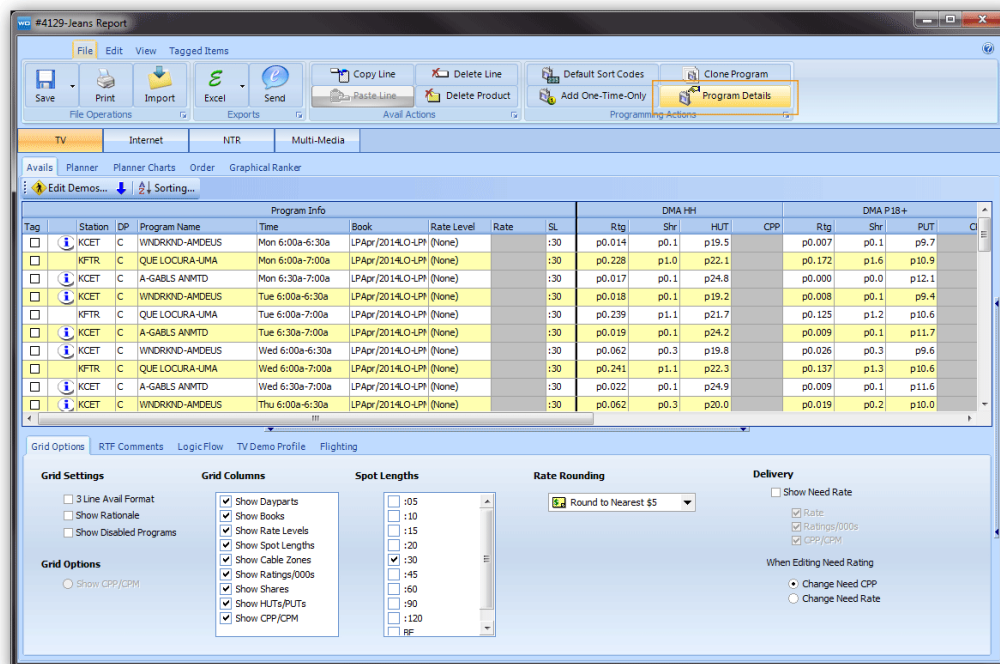
## Negotiating: Program Details

Program Details is an indispensable negotiating tool.

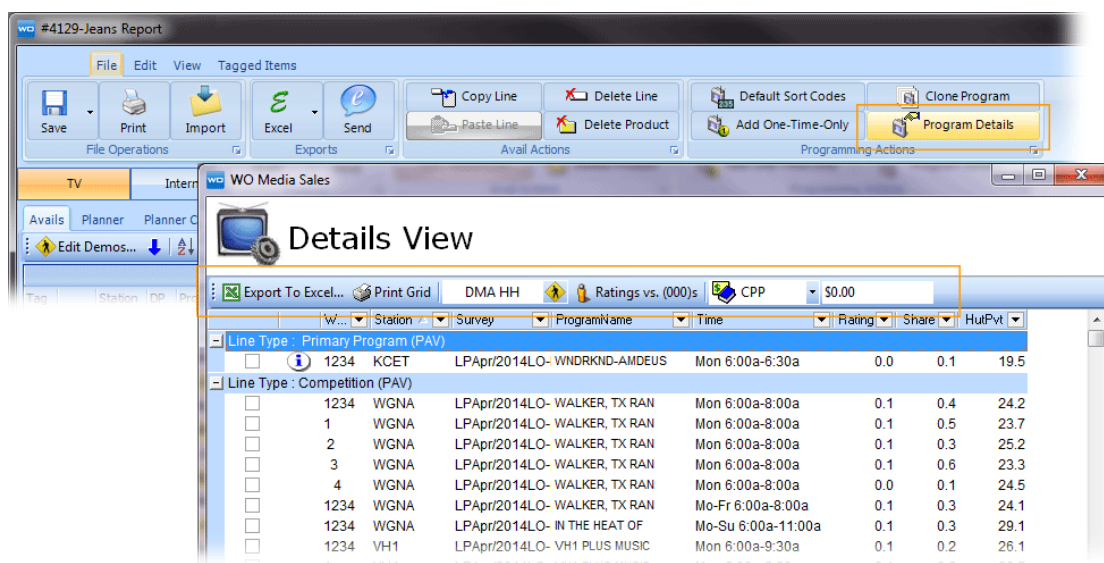


Open *WO Media Sales* and click on **Campaigns** from the left navigation bar. When the campaign headers window opens, select the desired campaign (Double-click or click the **Open** button in the top ribbon) or create a new one.

Highlight one line in the avail. To see competitive and historic information for the selected program, click the **Program Details** button in the far right of the ribbon, or choose it from the right-click menu.



The Details window appears. Program Average numbers are shown at the top. As you scroll down, you'll find a wealth of information about the program: competition for the time period, every applicable book, etc.



Tag any of these lines to insert into your Avail. From the toolbar at the top of this screen you can **Export to Excel**, **Print Grid**, change the demo, view ratings or thousands.

Notice that you can switch from Rate to CPP and back for the program, then check the CPP or Rate for all competition below.

Please call or email with any questions or concerns:

*WO Media Sales Support:*

415.675.6775 Option 2, 1

[sales-support@wideorbit.com](mailto:sales-support@wideorbit.com)