

Guide for Avails and Schedules

Before you begin...

Always follow rules and guidelines set by management at your station pertaining to your workstation or laptop, and software systems FIRST. Be sure the tips below fall within those guides.

Since *WO Media Sales* is a powerful system, manipulating an enormous amount of data, it uses a client-server, or distributed application, architecture. This means that when you are working at your desk, you are making requests of the server and the server is sending data to you through your network. For those reasons and others, there are a few steps you can take to ensure your work goes smoothly.

You and your *WO Media Sales* workstation need a break. You should power down at night, or at least reboot several times a week. This helps keep lines of communication clear between your machine and your server. NOTE: An accidental break is another matter altogether. If you lose power, or lose connection to the server- even for a second- STOP! Even if it appears *WO Media Sales* is up and running, stop, save your work, and reconnect. Temporary loss of connectivity can cause problems for any application running from a server.

Save your work. *WO Media Sales* saves your work automatically, and the interval is up to you, but saving manually is a good habit. "Save As" and you can give your campaign or report a different name, then edit it for another advertiser or project.

Can't print from *WO Media Sales*? See if you can print from another program. If not, check (yourself, or with your IT contact) and be sure your workstation is pointed to the printer. Also, the default printer for *WO Media Sales* is the default printer for your machine. This is set up properly at the time of installation, but if something changes, you might run into problems. Check your Printers folder and make sure no changes have been made.

Last, please take time to experiment with *WO Media Sales*. There are many options and choices for helping you make the sale when you're NOT under the gun to get an avail out to a buyer!

Please contact *WideOrbit Media Sales* Support with any questions or concerns - 415.675.6775 Option 2, 1.

Steps to Create a New Avail or Schedule

Click on **Sales/CRM** and select **Campaigns**.



Click on **New**. You will see 2 options: **New Radio Quick Campaign** and **New Radio Campaign**.

The **New Radio Quick Campaign** option will display one screen with multiple selections. You can add in an **Advertiser** and **Agency** once the schedule loads to screen.



New Radio Campaign will display an **Advanced Wizard**, which takes you through a series of screens. Each screen allows you to select a report specification. The main difference between the 2 ways to create a campaign is you can select an Advertiser and Agency through the Advanced Wizard (or New Radio Campaign option). Creating a campaign this way starts with selecting an **Advertiser**.



 **Tip:** If you are utilizing the CRM portion of the WO Media Sales system for your day-to-day business, it is **HIGHLY** recommended to create campaigns within **CRM Accounts** or **CRM Pending Buys**.

Click **Markets** to select Radio Market(s) you want in your schedule by clicking the **Select All** button or by clicking the box to the left of the market name. Click the **Finished** button.

Radio Markets
 Select the radio market(s) you would like included in the report.
 (0 of 2 Selected)

Market Name	Mkt Code	Type
<input type="checkbox"/> Gotham	901	Arbitron
<input type="checkbox"/> Metropolis	900	Arbitron

 **Tip:** You are only limited by the number of markets available to you.

Click **Books** to select Radio Survey(s). You also have the option to click the **Create Average** button if you would like to use an average book that does not appear in the current list. Or, you can click **Select All** to choose all available surveys. Click the **Finished** button.

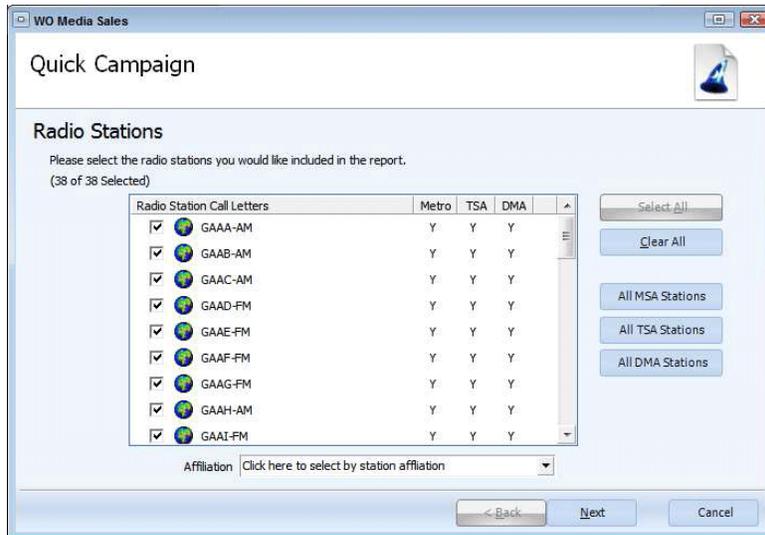
WO Media Sales

Quick Campaign

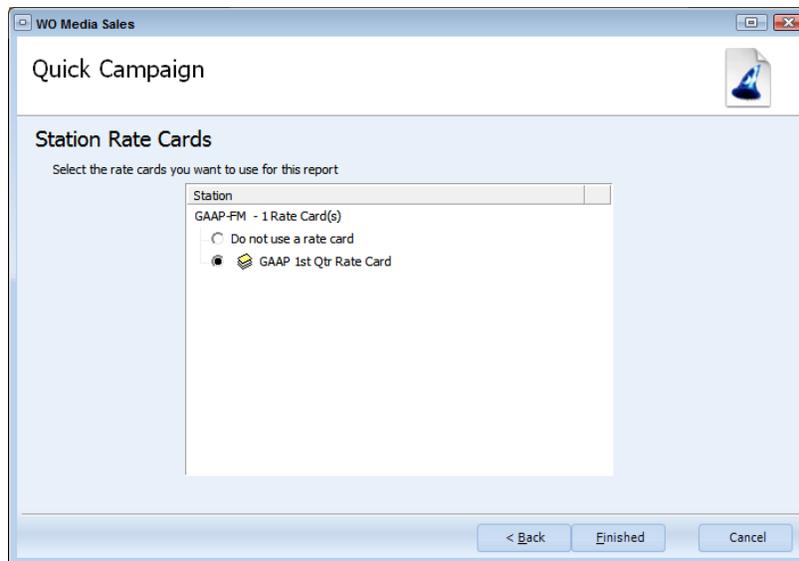
Radio Surveys
 Select the radio survey(s) you would like included in the report.
 (1 of 4 Selected)

Available Surveys	Metro	TSA	DMA
<input checked="" type="checkbox"/> FALL 2010 ARBITRON	Y	Y	Y
<input type="checkbox"/> SPRING 2010 ARBITRON	Y	Y	Y
<input type="checkbox"/> WINTER 2010 ARBITRON	Y	N	N
<input type="checkbox"/> FA10/SP10/W110 ARB AVG	Y	Y	Y

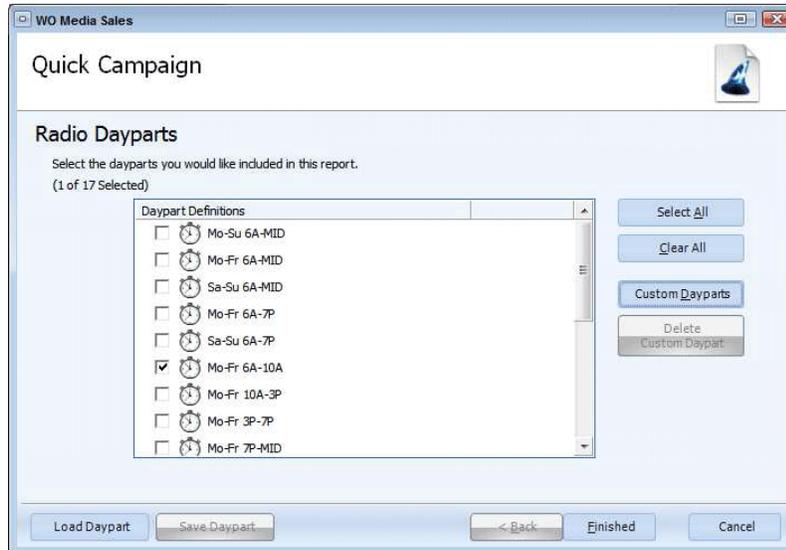
Click **Stations** to select Radio Station(s). The system selects all by default. You can **Clear All** stations and cherry pick the stations you would like to include in your schedule by clicking the checkboxes to the left of each station. Or, you can **Clear All** and use the **All MSA**, **All TSA** or **All DMA Stations** buttons to select those designated stations. Click the **Next** button.



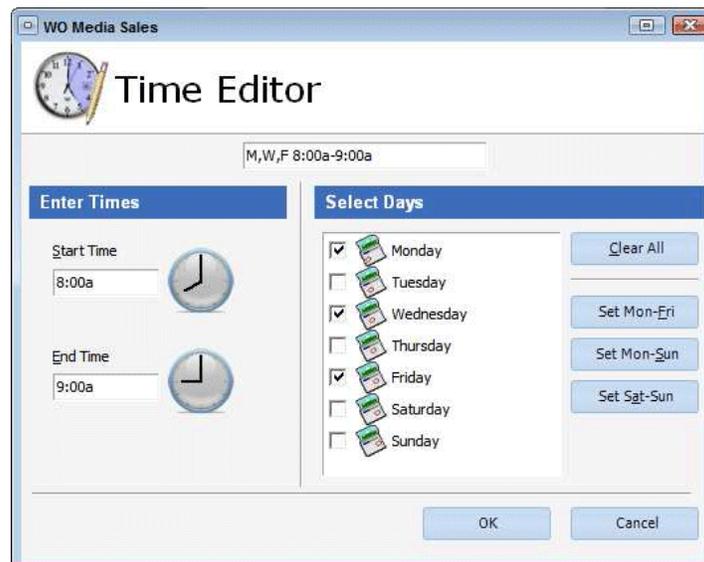
If you have any **Rate Cards** created for any of the selected stations, the **Station Rate Cards** screen will appear. Choose any rate card(s) you need and click the **Finished** button.



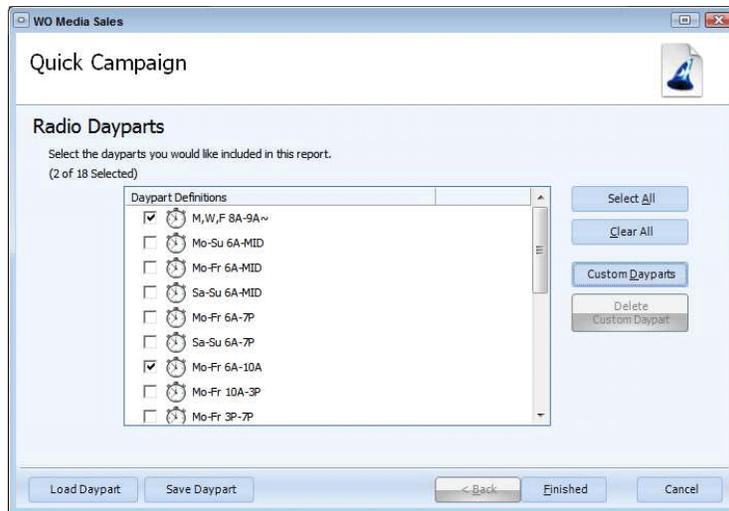
Click **Dayparts** to select Daypart(s). The system loads up all the standard dayparts by default. You can cherry pick the dayparts you would like to include in your schedule by clicking the checkboxes to the left of each daypart. If there are certain dayparts you will use consistently, select them and click on **Save Daypart**. This allows you to save this list to use later by clicking on **Load Daypart**.



If you need a daypart that does not appear in the standard list, click on **Custom Dayparts**. Type in the **Start** and **End Times** in the left-hand side and select the **Days** in the right-hand side of the screen and click the **OK** button.



Back on the Radio Dayparts screen, you will now see the custom daypart we created (M, W, F8a-9a) at the top of the list. Click the **Finished** button.



The system adds in a tilde (~) at the end of the custom dayparts because this is not a standard Arbitron daypart. It will be flagged on the report with a Summary Note stating: (~) Indicates this audience estimate is derived by WideOrbit, Inc. based on Arbitron’s copyrighted and proprietary audience estimates. It is not an estimate produced by Arbitron.

Arbitron standard days are: Monday – Sunday, Monday – Friday, Saturday – Sunday, Saturday, Sunday

Arbitron standard times are: 6A-MID, 6A-10A, 10A-3P, 3P-7P, 7P-MID

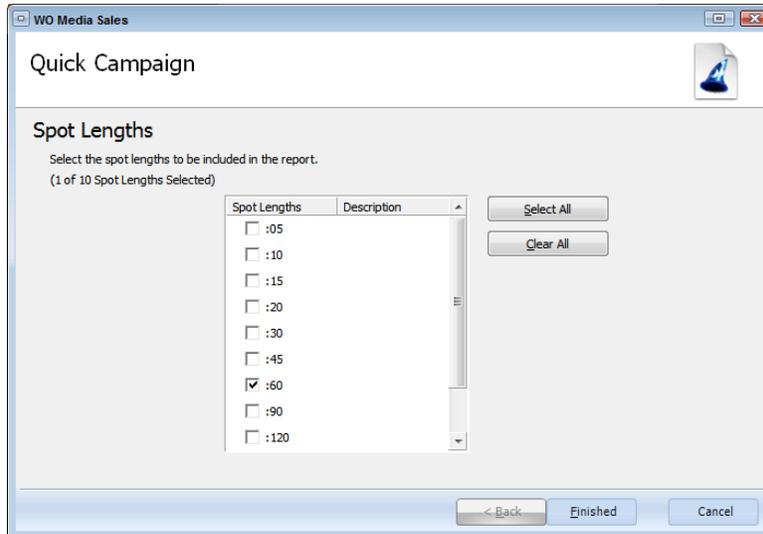
Any selection other than the standard days and times above will be flagged with the tilde (~).



Caution: Arbitron only allows reporting on hourly information. If you try to create a daypart with a Start or End Time on a quarter hour or any time other than :00, the system will display a warning message.

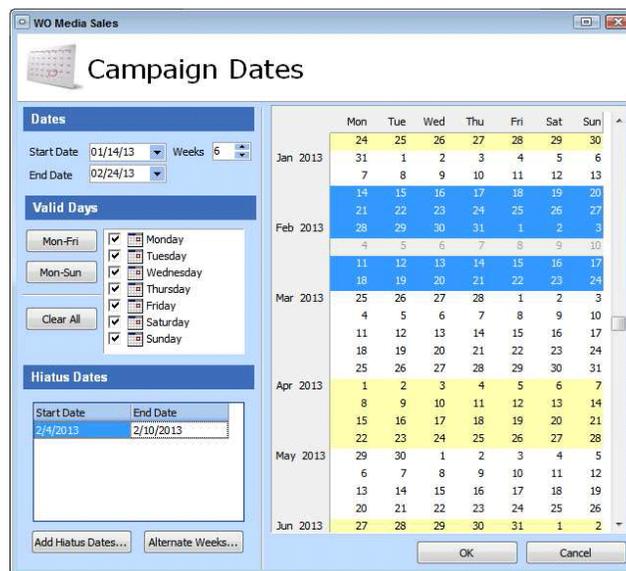


Click **Spot Lengths** to select Spot Length(s). There is a system default for radio station spot lengths. If you have specific spot lengths you would like to enter for your primary station(s), you can add those in **System Setup > Spot Lengths**. If those have been set up in System Setup, you will see them when you select **Spot Lengths**. Click the **Finished** button.

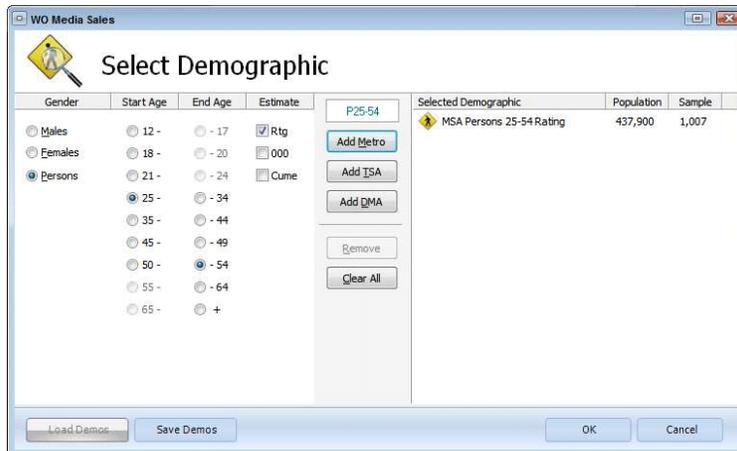


 **Tip:** If you have multiple stations included in your schedule, then Spot Lengths screen will show the **FIRST** station's selections.

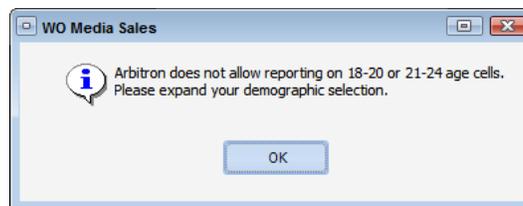
Click **Dates** to select the run dates for your schedule. You can click and drag weeks on the right hand side of this screen or you can type in the **Start Date** and **End Date** in the Dates section. You can also add in Hiatus Dates on this screen. **Hiatus Dates** will appear in gray. Click the **OK** button when your dates are set.



Click **Demos** to select Demo(s). You need to select **Gender**, **Start** and **End Age**, Estimate(s), and click **Add Metro**, **Add TSA** or **Add DMA** when ready.



When using Arbitron data, you cannot select 18-20 or 21-24 age breaks. You will get the system message below if you try to select those demos, and cannot move forward with those demos.



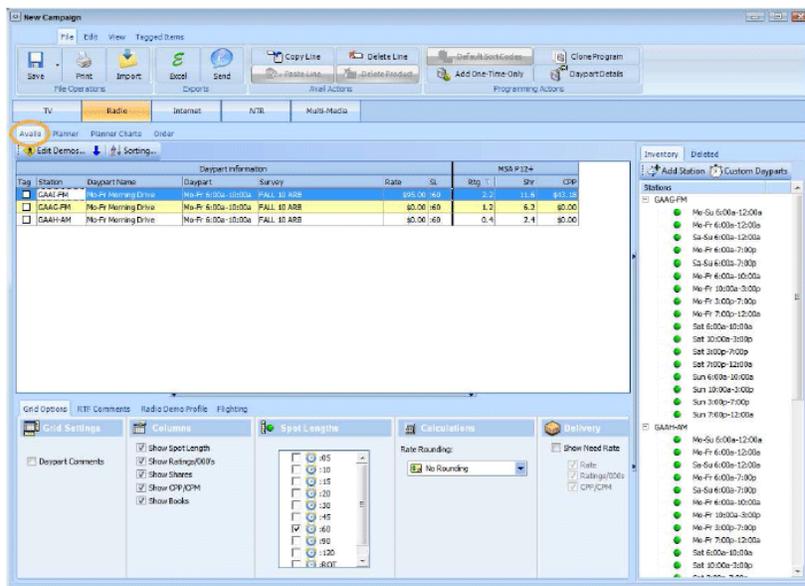
Depending on the Arbitron survey you have selected will determine if **Add TSA** and/or **Add DMA** options are available to you. If there are multiple demos you will use consistently, you can add them all to the right hand side of the screen and click on **Save Demos**. Give the demo group a name and click the **OK** button. Click **Load Demos** to retrieve the list at a later time. Click the **Create Campaign** button to pull up your Radio schedule. Or, click the **Cancel** button to return to the Sales/CRM menu.



i **Tip:** If you want to add in an Advertiser and Agency to your schedule, you can click on the **Advanced Wizard...** button above when you first come to this screen. But you can always add in this information once you load your schedule to screen.

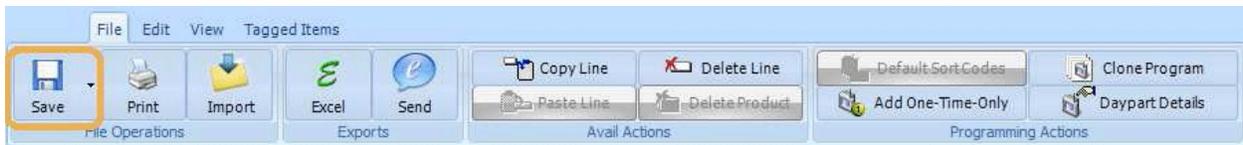
Radio Schedule: Avails Tab

The system will load the schedule and default to the **Avails** tab. This is where you can enter in rates and see how the rates affect your CPP. Any current rate cards applied when building this schedule, will pull in rates automatically into the **Avails** and **Planner** tabs. **Avails** tab is not where you add in spots. You add in spots on the **Planner** tab.



The WO Media Sales 'ribbon'

Save Options



The **Save** button allows you to save your schedule to retrieve at a later time but it also has 3 extended options when you click the down arrow to the right of the button. The schedule will load as 'New Campaign' by default when creating it through the Radio Quick Campaign screen.

- **Save As** allows you to save your schedule under a different name
- **Save As Proposal XML** allows you to save your schedule in an XML format
- **Save As SBX** allows you to save your schedule in SBX format



Tip: When you choose the **Save As** option, you can save the schedule as a Private (only you will see it) or a Public (other users with access to the system can see the file as well) File.

Print Options



The **Print** button allows you to print your Avail to an Adobe PDF file format or as a hard copy to a local or network printer. There are 3 different types of Avail Reports.

- Contemporary Avail Format
- Classic Avail Format
- Tiered Avail Format

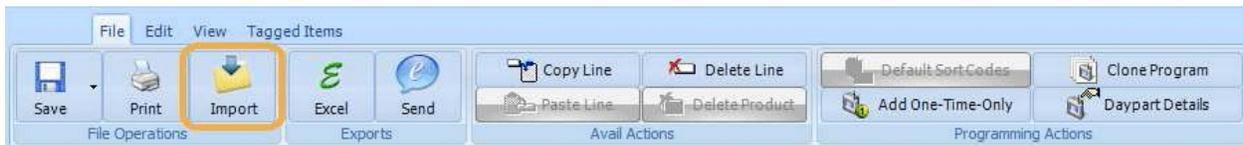
Report Header information will appear at the top of every page of the printed report. The **Cover Page** will include any comments you want to share with your client and will print on the first page of the report.

Report Options such as station, books, and estimates will be selected to appear on the report. Comments that are added in such as rich text format (RTF) comments and Daypart Comments will appear on the report, if selected.



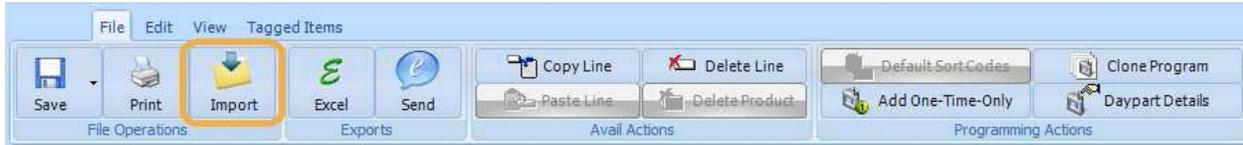
Tip: You will see a preview of the Avail before you click the **OK** button.

Import Option



The **Import** button allows you to add in another schedule to the current schedule you have on-screen. This feature will walk you through combining schedules and will show you the 'Importing From' and 'Importing Into' and the 'New Campaign' information before you click the **Accept** button.

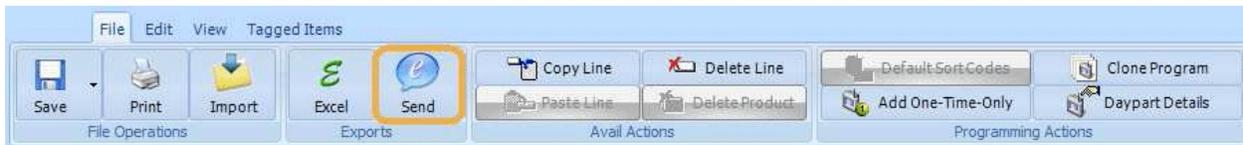
Excel Options



The **Excel** button allows you to export the current schedule into an Excel format. You have 2 options on the Avails tab.

- **Avail Export** will show what is displayed on screen with the header information
- **Export Single Line Grid** will show what is displayed on screen but will not show the header information

Send Options



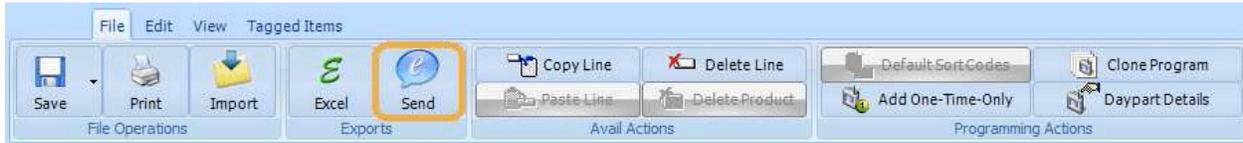
The **eSend** button allows you to electronically send the Avail to your trading partner using *WO Central Express*. When sending a Radio Avail to *WO Central Express*, it is sent as an XML file by default.

 A screenshot of the 'WO Central Express' dialog box. The title bar says 'WO Media Sales' and 'WO CENTRAL Express'. There is a 'We ePort.' logo. The main text says 'Say something to your trading partner using WO Central Express' and 'Send this avail using the following options.' Below this are input fields for 'Recipient Name', 'Recipient Email Address', and 'Subject' (with 'New Campaign' entered). A section titled 'The following features are only available through WO Central Express' contains an 'Expires On' dropdown set to '2/14/2013' and two checkboxes: 'Notify me when recipient views report.' (checked) and 'Notify me when recipient downloads report.' (unchecked). A yellow highlighted box at the bottom states 'Your client will be sent an XML file by default.' There are 'OK' and 'Cancel' buttons at the bottom right.

1. Fill in the fields, select the desired options and click the **OK** button, the **Print Preview** screen will appear and if the report options are acceptable, you will click the **Send** button.
2. A preview of what will be sent will appear and if everything looks good, click the **Send** button again.
3. On the *WO Media Sales* side, you will get a confirmation that the file was successfully sent.
4. Once opened in *WO Central Express*, the client will have the option to create a Proposal XML or Excel file.
5. *WO Central Express* is a great way to electronically send Avails and Schedules to users who do not have access to the *WO Media Sales* system.

 **Tip:** To learn more or to sign up for WO Central Express, visit www.emediaoffice.com.

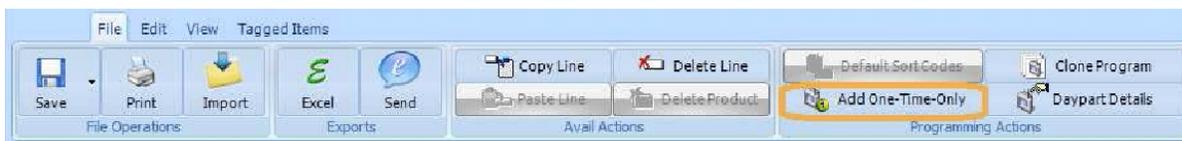
Copy Line and Delete Line Options



Once a line in the Avail grid is selected or highlighted, you can **Copy** or **Delete** that line. Once you click **Copy Line**, the **Paste Line** option will become active. This just makes one copy of the original line you had highlighted.

There are other options within the system to allow for copying and deleting lines, such as cloning and tagging. Cloning can be found when you right-click the Avail grid and tagging is available throughout the system and can be used by clicking on the box to the left of the station under the **Tag** column.

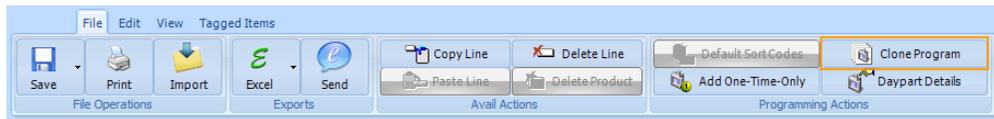
Add One-Time Only Option



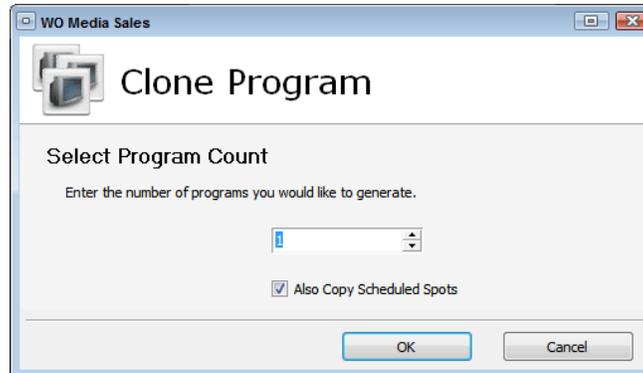
This option allows you to add in an OTO to your schedule. Fill in the blanks by adding in a **Daypart Name** and selecting a daypart by clicking the **Add Time** button. Click the **OK** button when the information is complete.



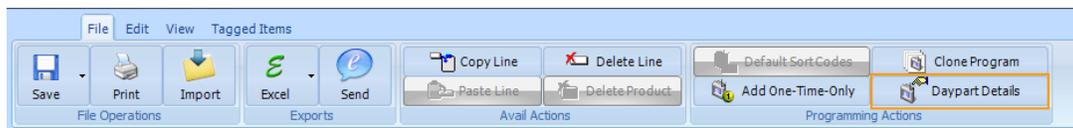
Clone Program Option



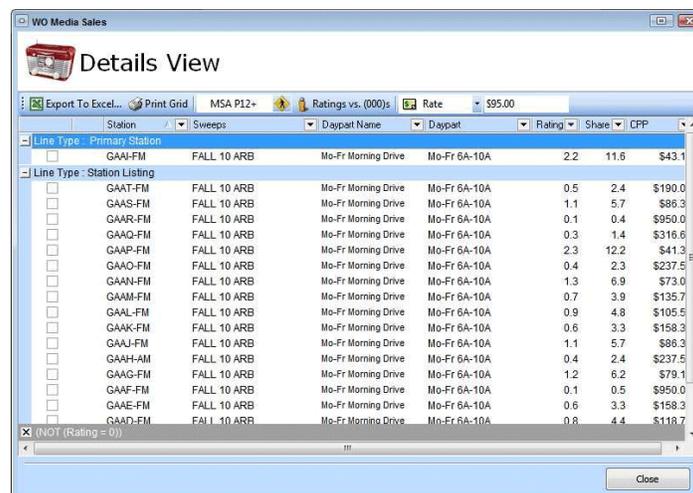
Copy Line allows you to make one copy of a line. The **Clone Program** option allows you to generate multiple lines of a daypart. You can also copy any scheduled spots.



Daypart Details Option



This option allows you to compare your station against others in the market (not just the stations you have scheduled) when you have a rate applied. You can change the view by selecting a different demo, selecting Ratings or 000s, and you can look at Rate or CPP as your goal. You can also export and print this information.



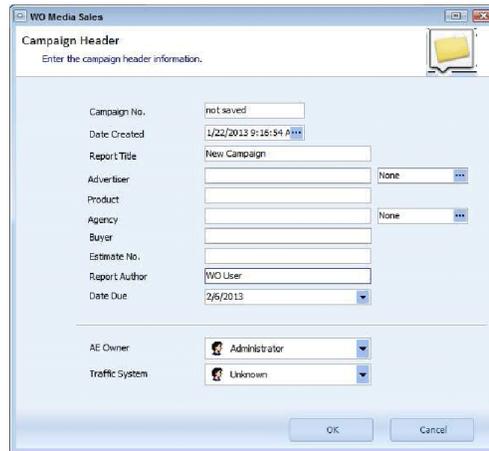
Edit Tab

The Edit menu allows for various modifications you can apply to your schedule.

Edit Header Option



This option allows you to view the current header details of your schedule – see below. You can edit any of this information as needed.



Edit Books Option



This allows you to change the books you have applied to the schedule. You will see the same book selection screen as you did when you set up the schedule.

Edit Dates Option



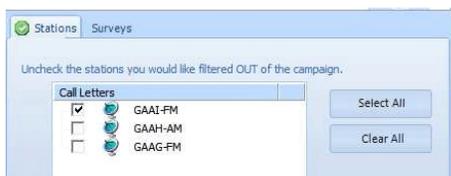
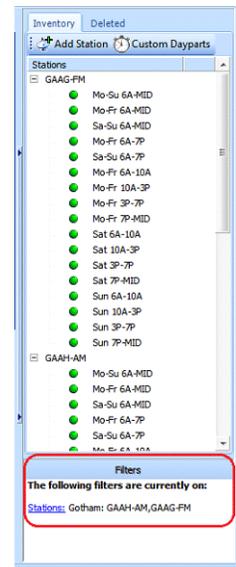
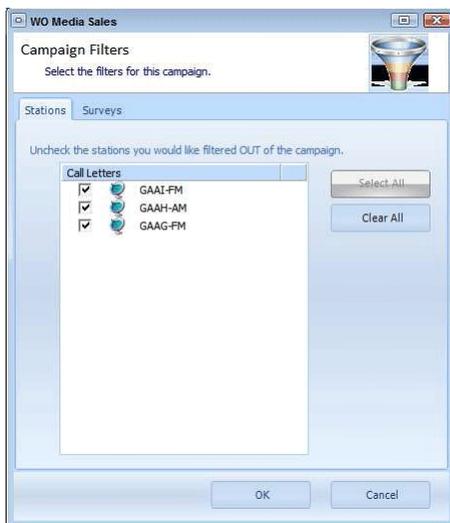
This allows you to change the dates you have applied to the schedule. You will see the same Select Dates selection screen as you did when you set up the schedule.

Report Filters Option



Whenever you have multiple specs in your schedule (Stations, Surveys, Dayparts, etc.), this option allows you to filter out any of those specs you have applied to the schedule and see how filtering those out affects the schedule. When you click the **Report Filters** button, you will see this screen. The tabs across the top will show you what specs you can filter out of your schedule.

As items are filtered out (in this example above, I unchecked the last 2 stations), the tab shows a green checkmark next to it. Once you click the OK button, the system will remind you of these filters in the lower right-hand corner of your screen in the Inventory Panel.

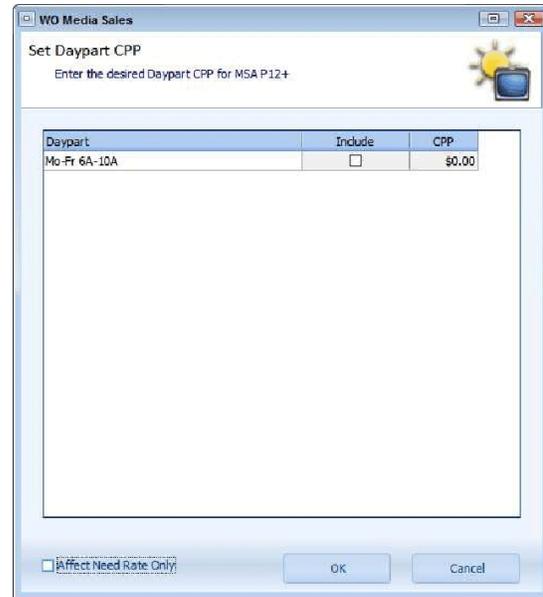


Tip: Simply turn the filters off by clicking the **Report Filters** button again and selecting the report specs you had filtered out. If there are no filters applied, the Filters section in the Inventory Panel will disappear.

Daypart CPPs Option

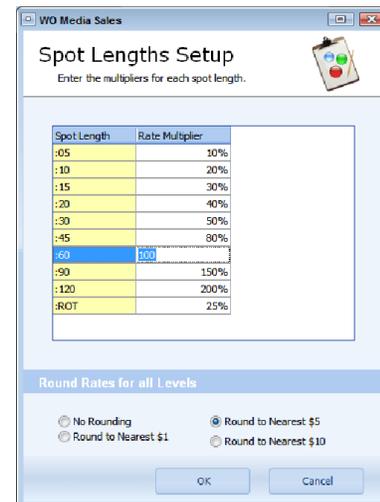


Use this option to set a CPP goal for your daypart(s). You also have the option to only apply the goal to your Need Rate, which is on the Avails tab only.

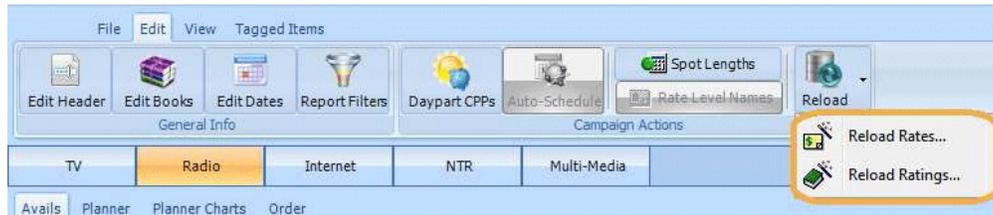


Spot Lengths Option

This option allows you to enter the Rate Multipliers for each spot length and set the rounding, if desired, for the stations' rates.



Reload Options



These options allow you to reload stations' rates and/or stations' ratings. If you have overwritten rate card rates or edited ratings, you can bring them back to their original values by selecting these options.

Caution: When using Arbitron data, you cannot edit station ratings in *WO Media Sales*.

View Tab



The **View** menu allows you to change what media and what reports you see in your schedule.

Media Options

The Media options can be turned off and on. You can add in Television, Internet, and NTR (Non- Traditional Revenue) to your schedule.

When you click on the **TV** tab to add a TV schedule to your current Radio schedule, you will see this dialog:



Click the **Yes – Add TV** button to continue. You will go through the Campaign Wizard and select your TV report specs. When you click on the **Internet** tab to add in Internet to your Radio schedule, you will choose Internet Inventory you have added in the Sales/CRM section. If you have already set this up, the inventory will appear in the panel on the right.

When you click on the **NTR** tab to add in non-traditional revenue to your Radio schedule, you will click on the **Add NTR** button. This dialog will appear:

Fill in the details and click the **OK** button to add in NTR.

To add in Cable, Newspaper, Magazine or Outdoor information, click on the **Multi-Media** tab.

 **Tip:** To see any of the **Multi-Media** totals you can find information on the **Multi-Media** tab and you can also see information in the Summaries section of Planner tab, under Multi-Media totals. You can also print this information in various reports.

Avail/Packages Options



The tabs below the Media can also be turned off and on. You can show Avails, Planner or Order, or not show them on the screen by unchecking the option(s).

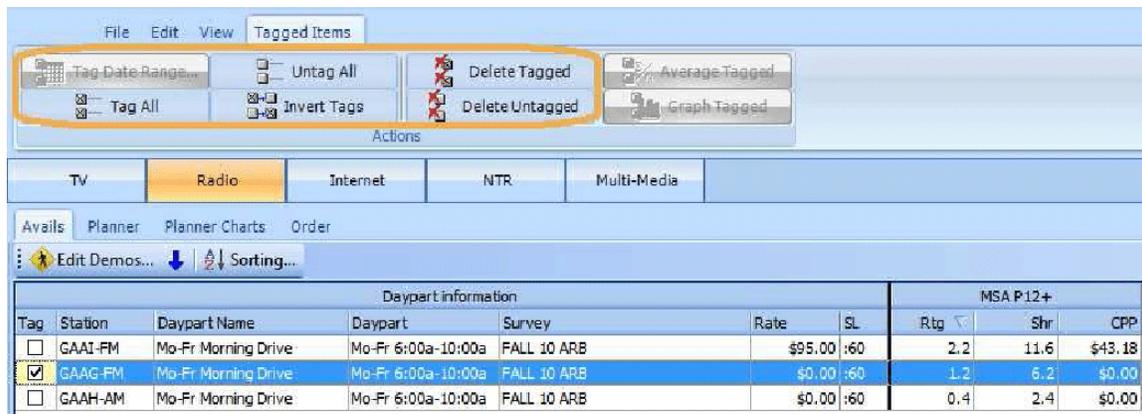
Research Options



These research reports can be run side by side within your radio schedule. Please note that the Research reports found in **Research > Radio Research** are the most updated reports and will be tied into the Campaign Research in a future version.

Tagged Items Tab

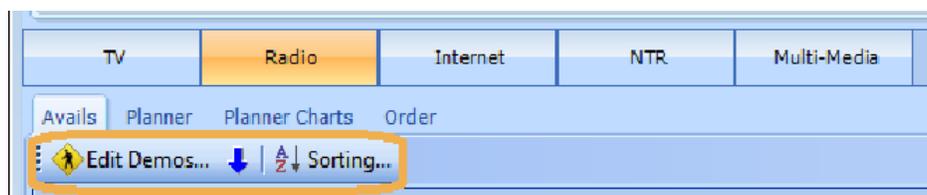
The menu will appear when you click on an item in the **Tag Items** column below within your schedule. These options allow a quick way to clean up your schedule. You may want to see all stations at first in your schedule, but only schedule a few of them. Once you've selected the stations you want to keep, tag them and then click on the **Delete Untagged** button.



i **Tip:** If you delete an item by accident, don't worry! You can always click on the Deleted tab in the Inventory Panel on the right-hand side of the screen to restore recently deleted items..

Avails

Edit Demos, **Blue Arrow**, and **Sorting Options** appear below the **Avails** tab and above the Avails grid.



Edit Demos Option

This option allows you to change your demo. You can edit the current demo and/or add in new demos that are available to you.

Blue Arrow Option

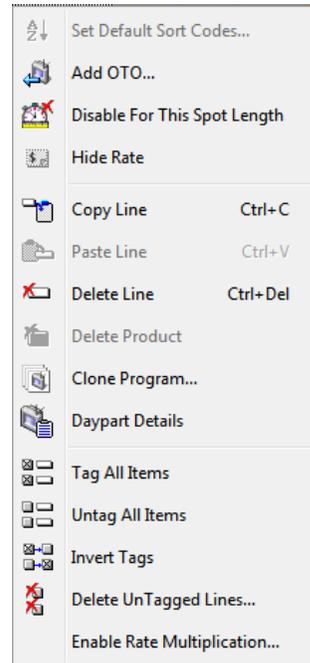
When you are typing in the Avails grid, this arrow tells you the direction the cursor will move to next after you hit the **Tab** or **Enter** key. Currently, if you type in a Rate and hit the **Enter** key, the cursor will move to the next Rate field down below it.

Sorting Option

This option allows you to change the way your stations and dayparts are viewed on the grid. You can sort them by Station, Day, Time or you can sort them by an estimate column by choosing the Interactive (Click **Column Headers**) option.

Right-Click Menu

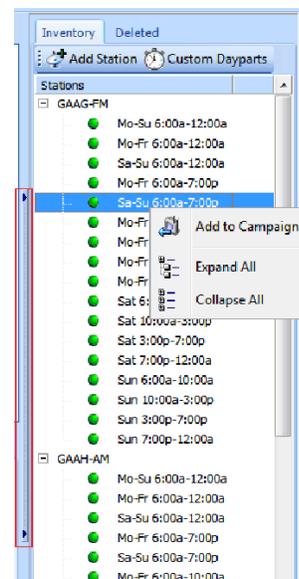
The menu will appear when you right-click on the Avails grid. You will see the same options you have available to you through the WO Media Sales ribbon. This option allows to quickly access some of the same features.



Inventory Panel

The panel appears on the right-hand side of the screen and allows you to add in other stations and/or dayparts into your schedule.

- If you click on the **Add Station** button, a dialog will appear and show you all the other available stations in the market.
- If you click on the **Custom Dayparts** button, you can add in a custom daypart and it will be added to the top of the list below, underneath each station.
- The **Delete** tab allows you to restore any items you have deleted.
- To add in additional dayparts for the station(s), you can double-click on the daypart below or you can right-click and choose the **Add to Campaign** option.



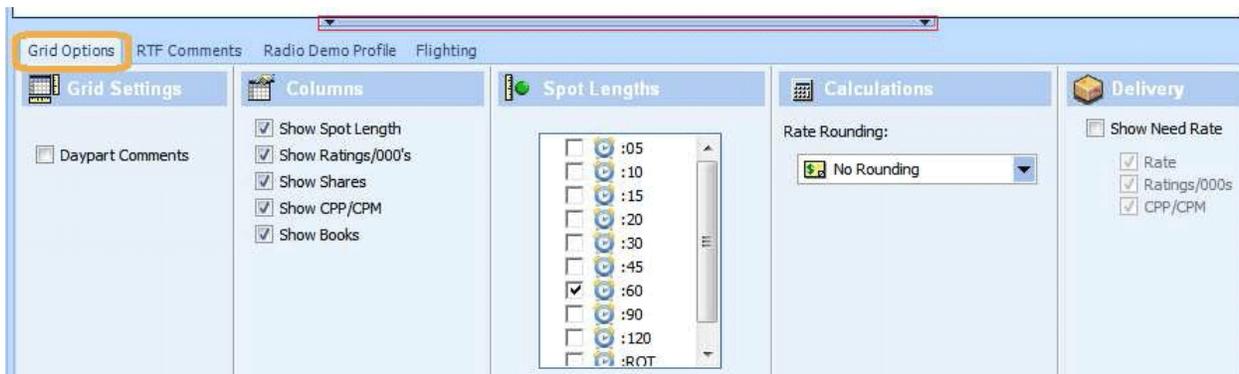


Tip: You can also hide this panel by clicking on the arrow bar to the left, highlighted above, if you need more real estate on your screen.

Grid Options

This tab appears at the bottom of the screen on the Avails tab.

- When the Daypart Comments option is selected, the system will add in an additional space in between each line in the grid so you can feel free to type in any comments you wish.
- **Columns:** You can show or hide estimates and options shown on the grid.
- **Spot Lengths:** This allows you to remove or add available spot lengths to your schedule.
- **Calculations:** You can select what type of Rate Rounding, if any, you would like to apply to your schedule.
- **Delivery:** By selecting Show Need Rate, it adds in additional columns to the Avails grid. You can add in different rates on the same each line to see how each affects the CPP or CPM.



Tip: Show Need Rate option is only available on the Avails tab.

- Again, you can click on the bar with arrows (highlighted above) to hide this section once you are familiar with the application.

RTF Comments Tab

If you need to add in a RTF (Rich Text Format) comments and/or picture into your schedule, you can do that by clicking on this tab and the Edit RTF Comment.

Radio Demo Profile Tab

Gives you a graphical view of other demos and their estimate.

Flighting Tab

If you need to Enable Flighting for Avail or edit the current flight in your Avail, you can click here. The schedule defaults to one flight.

Radio Schedule

Planner Tab

You add in spots on weeks you have scheduled on the Planner tab. You will notice that the WO Media Sales ribbon is still available and the screen layout is basically the same as on the Avails tab. If you see an option that is the same between the two tabs, the functionality is the same. Since we've already covered each of the options in the Avails Tab section, let's just go over what's different on the Planner tab.

Print Option

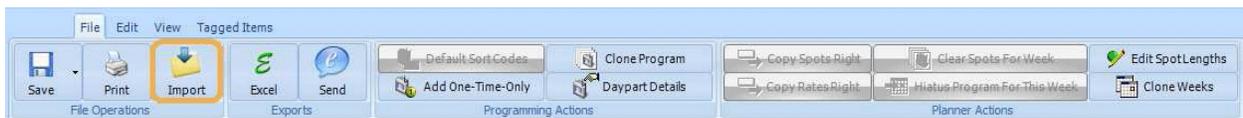
The Print button allows you to print your Planner to an Adobe PDF file format or as a hard copy to a local or network printer. There are 8 different types of Planner Reports.

- Standard Planner
- Standard Scheduler
- Calendar
- Monthly Calendar
- Tiered Avail
- Single-Demo Tiered Avail
- Single-Demo Multi-Book Tiered Avail
- Current Grid View

Campaign Summaries are the 'Totals' views of your schedule. It is an option on the **Planner tab > Print** button and allows you to select any of the available Summaries to print out on your report.

Import Option

The Import button allows you to combine your current schedule with another saved schedule. The system will walk you through a wizard each step of the way, showing your current (Importing Into) and saved schedule (Importing From) specifications side by side and show your result campaign (New Campaign). You click the Accept button to move forward. Be sure to save your current schedule before choosing this option so you can always go back to your original campaign.



Tip: If you need more help, click on the **Import Tutorial** button on the Import Campaign screen.



Excel Options

The Excel button allows you to export the current schedule into an Excel format. You have 2 options on the Planner tab.

- **Planner** will show all information on screen with the header information, in a Landscape format
- **Tiered Avail** will show what is displayed on screen with header information but in a Portrait layout instead

Send Option

The **eSend** button allows you to electronically send the schedule to your trading partner using *WO Central Express*. When sending a Radio Planner to *WO Central Express*, it is sent as an XML, a SBX (Spot Broadcast XML), and a MediaBank file by default.

The screenshot shows the software interface with the 'Planner' ribbon selected. A yellow box highlights the 'Planner Actions' group, which includes buttons for 'Copy Spots Right', 'Clear Spots For Week', 'Edit Spot Lengths', 'Copy Rates Right', 'Hiatus Daypart For Week', and 'Clone Weeks'. Below the ribbon, a table displays station information and scheduling data for 'GAAT-FM'.

Station Information			01/07	01/14	01/21	01/28	Totals		
Station	Daypart Name	Rating	Spots	Spots	Spots	Spots	Spots	GRPs	
	Daypart	Share	Rate	Rate	Rate	Rate	Cost	CPP	
			CPP	CPP	CPP	CPP	Avg Rate		
<input type="checkbox"/>	GAAT-FM	Mo-Fr Morning Drive	2.2	3	3	3	3	12	26.4
		Mo-Fr 6:00a-10:00a	11.6	\$95	\$95	\$95	\$95	\$1,140	\$43.18
				\$43.18	\$43.18	\$43.18	\$43.18	\$95	

Planner Actions Options

When you click on the **Spots** section below the weeks, the **Planner Actions** buttons will become active in the ribbon.



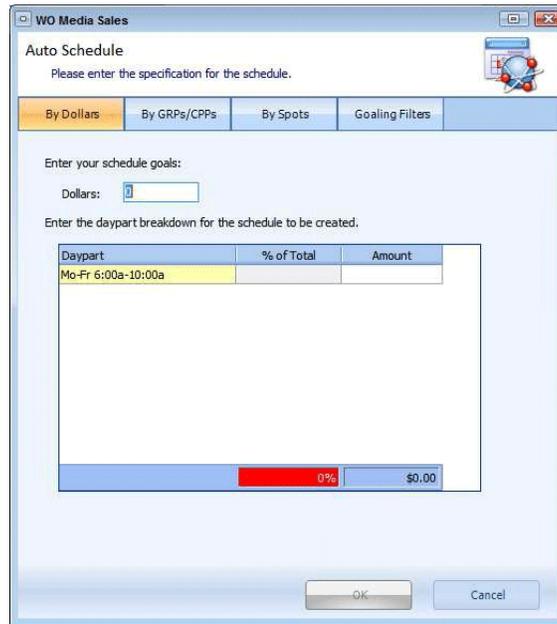
Tip: You can see these options when you right-click on the **Planner** grid as well.

- **Copy Spots Right** will take whatever number you typed in the week and copy that number to the weeks to the right from that week forward. You can do this anywhere in the Spots field on the grid.
- **Clear Spots For Week** will take that week's spots back to 0.
- **Hiatus Daypart For Week** will put that week in gray with a hiatus label, and the option will change to **UnHiatus Daypart For Week** so you can change it back.
- **Edit Spot Lengths** allows you to change the available spot lengths for that particular daypart.
- **Clone Weeks** allows you to copy rates and spots, copy spots or copy rates from a week to other weeks in the schedule.
- You also have the option to **Alternate** rates and/or spots and you can also **Clone Tagged Items Only**.

Edit Menu

Auto-Schedule Option

When you click on the **Edit, Auto-Schedule**, you will see this dialog. You have the option to goal your campaign based on **Dollars, GRPs/CPPs** and/or **Spots**. You can also choose Stations and/or Weeks to include in your goaling scheme.



Planner Book Drop-Down and Copy Rates from Avail

These options appear on the Planner tab.

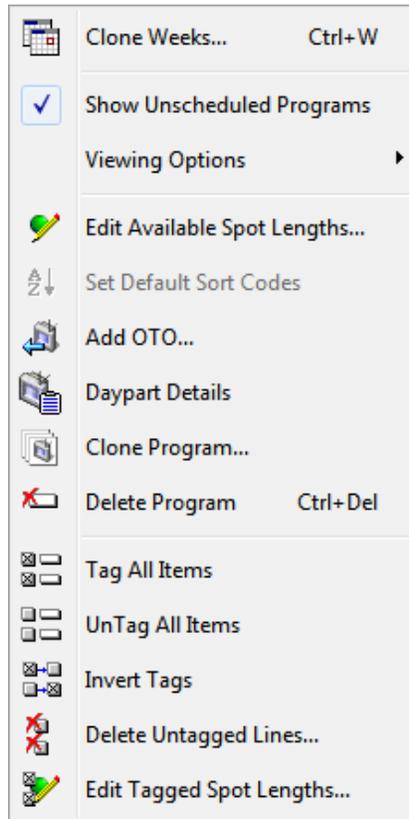
Book Drop-Down Option

If you have multiple books applied to your schedule, you can easily switch between each by clicking on the drop-down and selecting a different book to view. If you want to add in additional books to your schedule, then click Edit and choose the Edit Books button at the top in the ribbon section.

Copy Rates from Avail Option

If you have spent the time ahead of time and entered in your approved rates on the Avails tab, you can easily copy them over by choosing the Copy Rates from Avail button. You can choose to copy the rates to All Flights or just the Flights you have set up.

Right-Click Menu on Planner tab



Goaling Spots, Rates, and CPP on the Planner tab

You can click on the corresponding column headers on the **Planner** tab to goal by **Spots**, **Rates** and/or **CPP**. After clicking on the column headers highlighted here, the system will prompt you with a dialog asking you the value you would like to goal by. You can goal by one, all or none. This is a nice feature if you have a multi-station, multi-daypart buy and have the same numbers across each of the stations and dayparts.

Station Information				01/07	01/14	01/21	01/28	Totals	
Station	Daypart Name	Rating		Spots	Spots	Spots	Spots	Spots	GRPs
Daypart		Share		Rate	Rate	Rate	Rate	Cost	CPP
				CPP	CPP	CPP	CPP	Avg Rate	

Caution: If you have multiple spot lengths applied to your schedule, the goaling feature will only update one spot length at a time. Be sure to highlight the spot length you want to update and then repeat the process if you are updating more than one spot length.

Summaries

This tab appears at the bottom of the screen on the **Planner** tab.

Name (MSA P12+)	Spots	Cost	Avg Rate	Grps	Impressions(000)	Reach	Freq	CPP	CPM	3+ Reach	Net Reach	Population
GAAL-FM	12	\$1,140.00	\$95.00	26.4	237.6	8.8	3.0	\$43.18	\$4.80	4.4	79,301	901,400

Summaries Tab

The Planner tab defaults to showing the Summaries at the bottom of the screen. This gives you a quick view of your schedule's totals based on the selection. You have many different options to view:

- **General Summary** – Shows Spots, Cost, Grps/Imps, Reach and Frequency, CPP/CPM, Net Reach and Population.
- **Daypart Summary** – If you have multiple dayparts applied to your schedule, then this Summary will show the percentage breakdown of each with appropriate estimates.
- **Week Summary** – If you have multiple weeks applied to your schedule, then this Summary will show the percentage breakdown of each with appropriate estimates.
- **Station Summary** – Shows the General Summary and the percentage breakdown across all stations.
- **Multi-Demo Summary** – If you have multiple demos applied to your schedule, this shows the General Summary for each demo.
- **Spot Length Summary** – If you have multiple spot lengths applied to your schedule, then this Summary will show the percentage breakdown of each with appropriate estimates.
- **Multi-Market Summary** – If you have multiple markets applied to your schedule, then this Summary will show the percentage breakdown of each with appropriate estimates.
- **Monthly Summary** – If your schedule spans across months, then this Summary will show the percentage breakdown of each month with appropriate estimates, and is based on the Broadcast Calendar.
- **Flight Summary** – If you have multiple flights applied to your schedule, then this Summary will show the percentage breakdown of each with appropriate estimates.
- **Frequency Distribution** – This Summary shows the Reach and Net Reach of 1+ Listenership through 11+ Listenership with a bar graph.
- **Multi-Media Summary** – If you have multiple media applied to your schedule, this will show the Average Rate and Reach of each.
- **Gregorian Summary** – This Summary is similar to the Monthly Summary but based on the Standard Calendar.

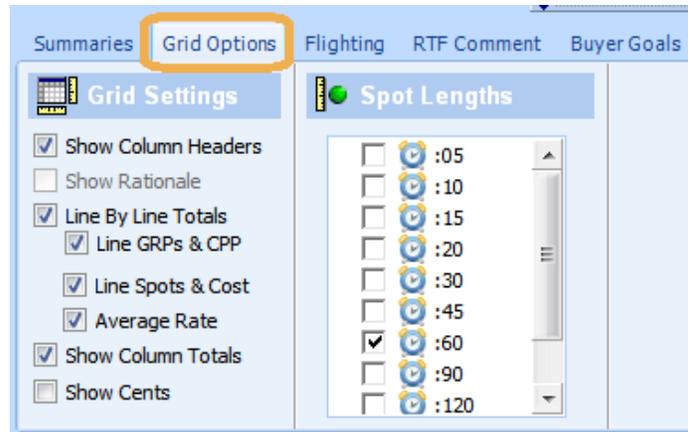
You also have the option to Summarize All Flights or one Flight, choose an Effective Reach goal, and Print just the Summaries in this section.



Tip: You can also hide this panel by clicking on the arrow bar above the section, highlighted in the red box in the screenshot, if you need more real estate on your screen.

Grid Options

This tab appears at the bottom of the screen on the Planner tab.



Grid Settings allows you to hide sections of the Planner grid and Show Cents. Spot Lengths allows you to add in any additional spots lengths or remove spot lengths. You can add and/or remove from specific dayparts as well.

Buyer Goals

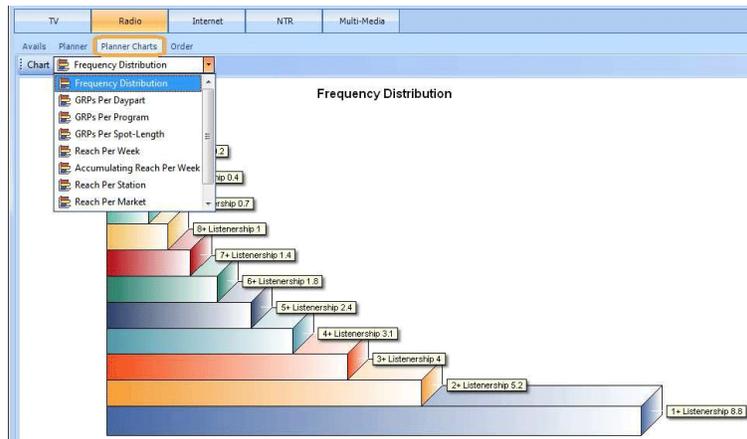
This tab appears at the bottom of the screen on the **Planner** tab.

Target			Scheduled			Goals		
Station	Daypart	SL	Cost	CPP	GRPs	Cost	CPP	GRPs
GAAG-FM	Mo-Fr Morning Drive	:60	\$0.00	\$0.00	0	\$0.00	\$0.00	0.0
GAAH-AM		:60	\$0.00	\$0.00	0	\$0.00	\$0.00	0.0
GAAI-FM		:60	\$1,140.00	\$43.18	26.4	\$1,140.00	\$43.18	26.4

You can also apply goals to your schedule by clicking on the **Buyer Goals** tab and input your desired goals for Dollars or GRPs/CPPs.

Radio Schedule: Planner Charts Tab

You have access to many different charts on this tab. You can print these out and easily copy these into a PowerPoint presentation if you wish.



Radio Schedule: Order Tab

This tab allows you to build an order to Send To Traffic. When you click the option, you will notice it defaults to <No data to display>. That is because you must Import From Plan first.

Broadcast Info		Spots		Broadcast Pattern							Rate & Ratings			
Start Date	Daypart Name	Count	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Rating	GRPs	CPP	LineComment
# Of Weeks	Book	Daypart	Length	Notation							(000)	Grimps	CPM	
1/7/2013	1 Default	Mo-Fr Morning Drive	3	\$95.00	X	X	X	X			2.2	6.6	\$43.18	
1	1 Default	Mo-Fr 6:00a-10:00a	60								19.8	59.4	\$4.80	
1/14/2013	2	1 Default	Mo-Fr Morning Drive	3	\$95.00	X	X	X	X		2.2	6.6	\$43.18	
2	1 Default	Mo-Fr 6:00a-10:00a	60								19.8	59.4	\$4.80	
1/21/2013	3	1 Default	Mo-Fr Morning Drive	3	\$95.00	X	X	X	X		2.2	6.6	\$43.18	
3	1 Default	Mo-Fr 6:00a-10:00a	60								19.8	59.4	\$4.80	
1/28/2013	4	1 Default	Mo-Fr Morning Drive	3	\$95.00	X	X	X	X		2.2	6.6	\$43.18	
4	1 Default	Mo-Fr 6:00a-10:00a	60								19.8	59.4	\$4.80	

Caution: If you do not have any spots applied on the Planner tab, no lines will import into the Order tab.

- Import From Plan: Compressed** – choosing this option will collapse any consecutive weeks that are identical. You can change the import layout by clicking the other button in the ribbon.
- Import From Plan: Uncompressed** – choosing this option will show every individual week. You can change the import layout by clicking the other button in the ribbon.
- The system defaults to showing X's for each spot. Click on the **Spread** button in the ribbon section to see these options.

Spread Option

This option appears in the ribbon on the **Order** tab.



1. Spread X's for scheduled days is the default
2. Spread 1's for scheduled days will place 1's in place of the current X's
3. Spread MAX for scheduled days will spread the actual spot number you entered in Planner across EACH of the days (Example: You add in 3 spots for week 1 for a Mon-Fridaypart. The system will add in 3 spots for Monday, Tuesday, Wednesday, Thursday and Friday).
4. Spread Literal for absolute days will place the spots you added in for the week and will place them evenly across the week (Same example above: The system will place 1 spot in Monday, Wednesday, and Friday).



Tip: You can always manually enter spots in the Order grid and place them in the available days.

Send Option

The **eSend** button allows you to electronically send the order to *WO Central Express*. When sending a Radio Order to *WO Central Express*, it is sent as an RAB (Radio Advertising Bureau) by default.

Send to Traffic Option

The Send To Traffic button allows you to send the order to your current traffic system. We currently support the WideOrbit traffic system for sending WO Media Sales orders.

Summaries Tab at the bottom of the Order screen

The Summaries options are similar to the ones you see on the Planner tab. They allow you to view the Order totals in the different layouts.

Comments Tab at the bottom of the Order screen

The Comments tab allows you to enter in External and Internal Comments and send a Note to Traffic.

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

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