

**Perfecting your settings for Posting with spots airing 2am- 5am**

Recently we have had several questions from our Media Sales clients that integrate with *WO Traffic*, and it pertains to spots that aired on the log between the 3x-5x Eastern\Pacific Time and 2x-5x Central\Mountain Time when using Nielsen Local Dailies as the data source. The spots could be showing one calendar day prior to the actual date of airing and the rating source could be one Nielsen day prior to the Nielsen day of airing.

There are Traffic System Start of Day settings within the application that can be adjusted to correct the issue and the examples given will be used to confirm the results are as desired.

Please check a few posts where you know spots ran during these hours and verify the days and subsequent ratings are accurate. If they are NOT, please contact *WO Media Sales* Product Support with the following information:

- Order number (example: 456789)
- Specific day and time that is incorrect (example: Spot aired calendar day Monday 2:50am, but is reflected as Sunday 2:50am in WO Media Sales and the rating is for Sunday 2:50am).

Product Support can be reached by calling 415.675.6775 Option 2, 1 or emailing [sales-support@wideorbit.com](mailto:sales-support@wideorbit.com).