

Enter XM times in a WO Media Sales manual post

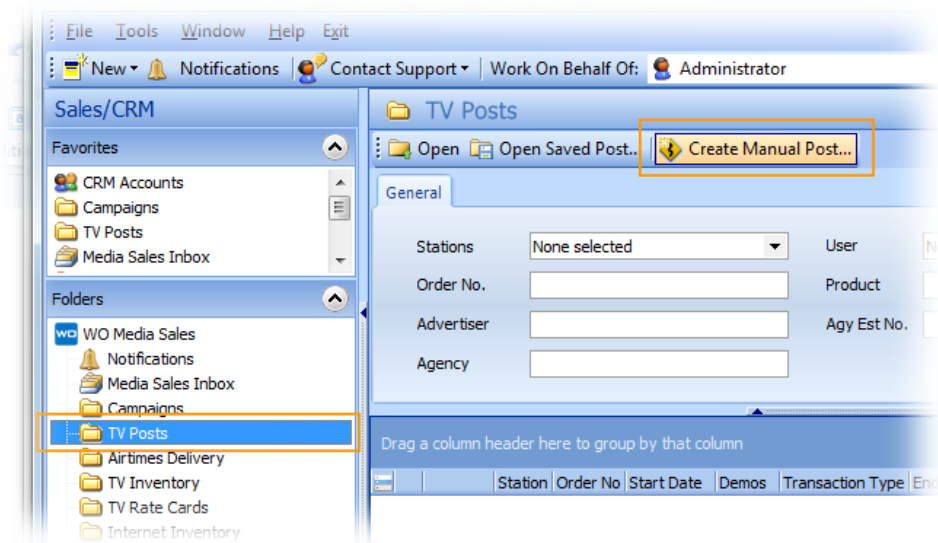
Start of Day in *WO Traffic* usually differs from that of a normal calendar. *WO Media Sales* has added the option to report **Time of Day** as **XM** for programs that fall after midnight but before a station's customary **Start of Day**.

Why is this important? Reporting **Time of Day** as **AM** for spots running between midnight and *WO Traffic's Start of Day* can inadvertently lead to inaccurate ratings when the posted date is different than the date needed to pull the corresponding book that supplies the ratings.

For example, a commercial spot that runs during *Saturday Night Live* at 12:53 AM is Sunday on a normal calendar day. A commercial spot that runs during *Saturday Night Live* at 12:53 XM is Saturday on a traffic calendar where traffic's day is defined as 4a-4a.

Or, say a spot runs during a very early morning news program at 4:15 AM Monday. That same spot may report as a Sunday Traffic day if the station's **Start of Day** is 5a-5a. In order for the ratings to come from Monday, the time should be entered as 4:15 XM on Sunday.

To use this feature: Find **TV Posts** in the **Navigation** pane under **Folders**. Click it and then click the **Create Manual Post** button.



In this example, program details have been entered manually in the **Create Manual Post** entry section and **XM** was applied in the **Time** field. Once **Add Program** is clicked, *WO Media Sales* will pull the book needed for the correct ratings and **1:00 XM** time will show as **1:00 AM** in the resulting **Post** grid.

The screenshot shows the 'Create Manual Post' ribbon dialog with the following fields: Station (WNNN), Date (12/12/2015), Time (3:02:00 XM), Program Name (Optional), Cost (\$0.00), Length (:30), and a Check Sum (\$0.00). The 'Add Program' button is highlighted. Below the dialog, a 'Program Info' table shows the resulting 'Time' as '3:02 AM'.

Dayparts	Order No	Advertiser	Day	Date	Time	Cost	Skew Book	Length	Break Avg	Book
Weekend			Sat	12/12/2015	3:02 AM	\$0.00	N/A	:30	0 LPM-12/13/2015+S	OPB



Tip: The **Create Manual Post** ribbon dialog will translate each of the following as 1 AM: 1 XM, 1 X, 100 X, and 100 XM.

Air date and times vs. Nielsen quarter-hour day and time

Posted Spot Date and Time	Nielsen Start of Day	Nielsen Day and Time Quarter-Hour for Ratings
Sat 5:00 XM	5:00 AM	Sun 5:00 AM
Sat 5:02 XM	5:00 AM	Sun 5:00 AM
Sat 1:00 XM	3:00 AM	Sat 1:00 AM
Sat 2:59 XM	3:00 AM	Sat 2:45 AM
Sat 3:00 XM	3:00 AM	Sun 3:00 AM
Sat 3:02 XM	3:00 AM	Sun 3:00 AM
Sat 5:00 XM	3:00 AM	Sun 5:00 AM
Sat 1:00 XM	2:00 AM	Sat 1:00 AM
Sat 1:59 XM	2:00 AM	Sat 1:45 AM
Sat 2:00 XM	2:00 AM	Sun 2:00 AM
Sat 2:02 XM	2:00 AM	Sun 2:00 AM
Sat 3:00 XM	3:00 AM	Sun 3:00 AM
Sat 3:02 XM	3:00 AM	Sun 3:00 AM
Sat 5:00 XM	3:00 AM	Sun 5:00 AM

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

WO Media Sales Support:

415.675.6775 Option 2, 1

sales-support@wideorbit.com