

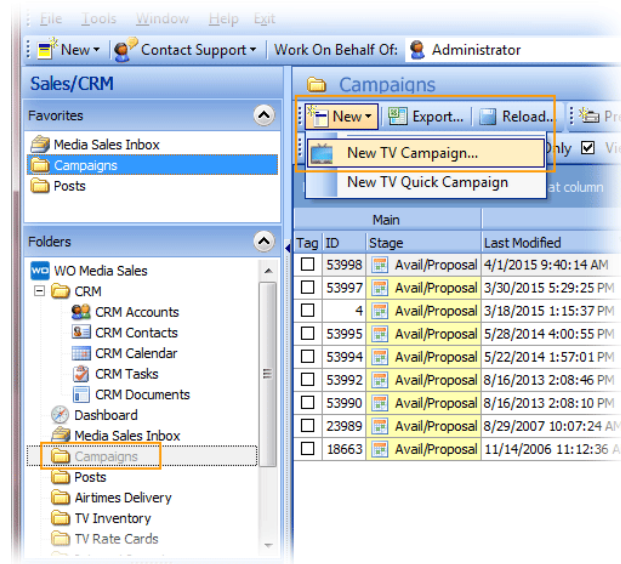
Avails and Packages

Create Campaigns with *WO Media Sales*

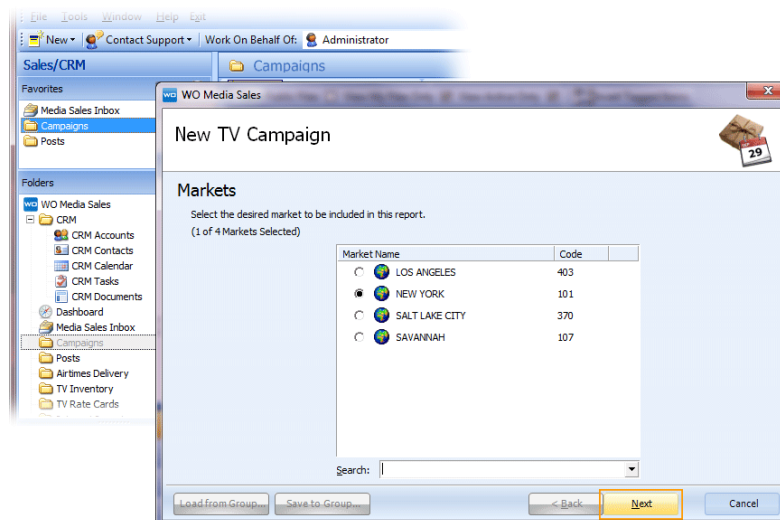
Avails and Packages

Why create an avail with *WO Media Sales TV Campaign* feature? This is where you make your money! Campaigns can help you create anything you need for your next client presentation. This guide will get you started, walking you through your first avail/package/order.

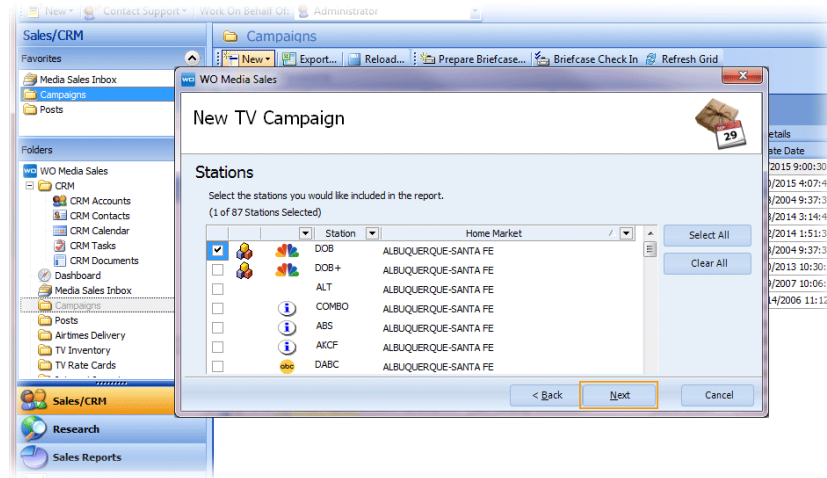
Click on **Campaigns** in the left navigation pane. Click the **New** button and select **New TV Campaign** from the drop-down menu.



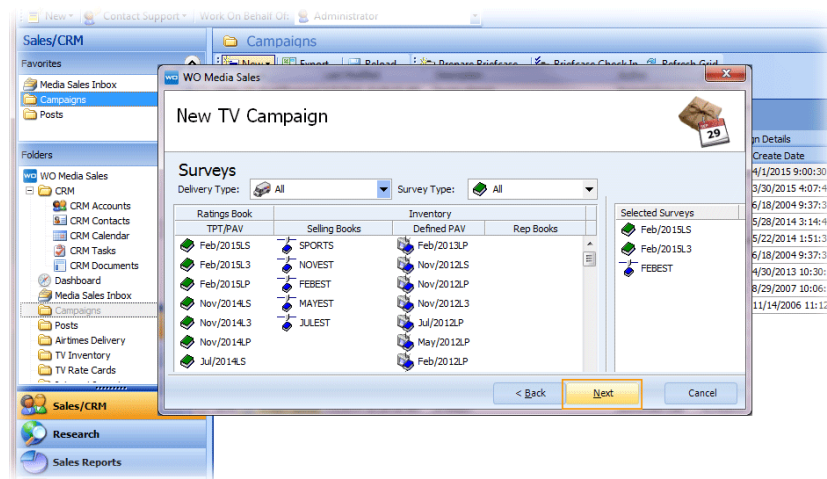
If you have multiple markets or a Rentrak market you'll have more than one market to choose from. Click **Next** when you are satisfied with your selection.



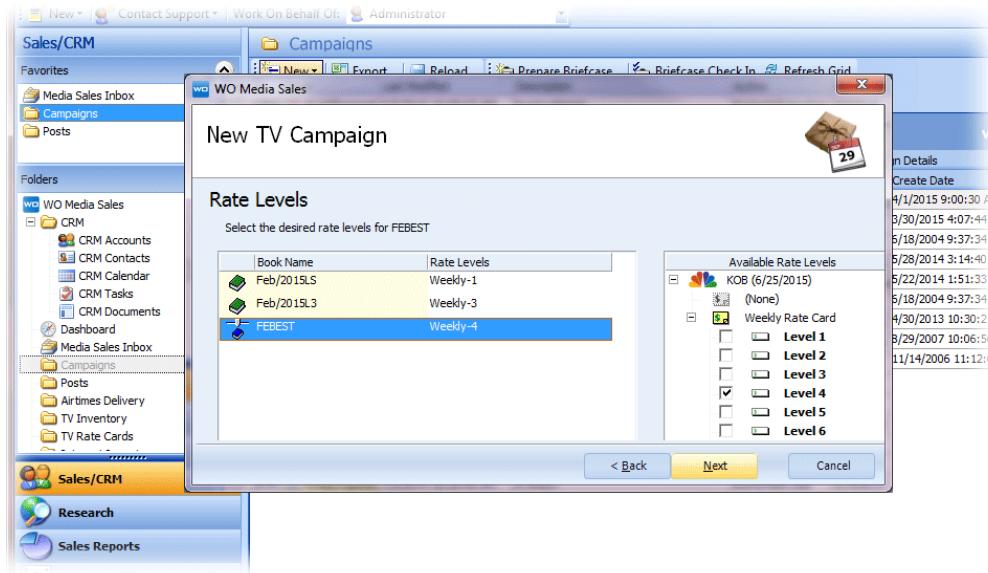
Typically, the stations at the top of the list are yours. You can use as many of these as necessary, but for this introduction, choose just one and click **Next**.



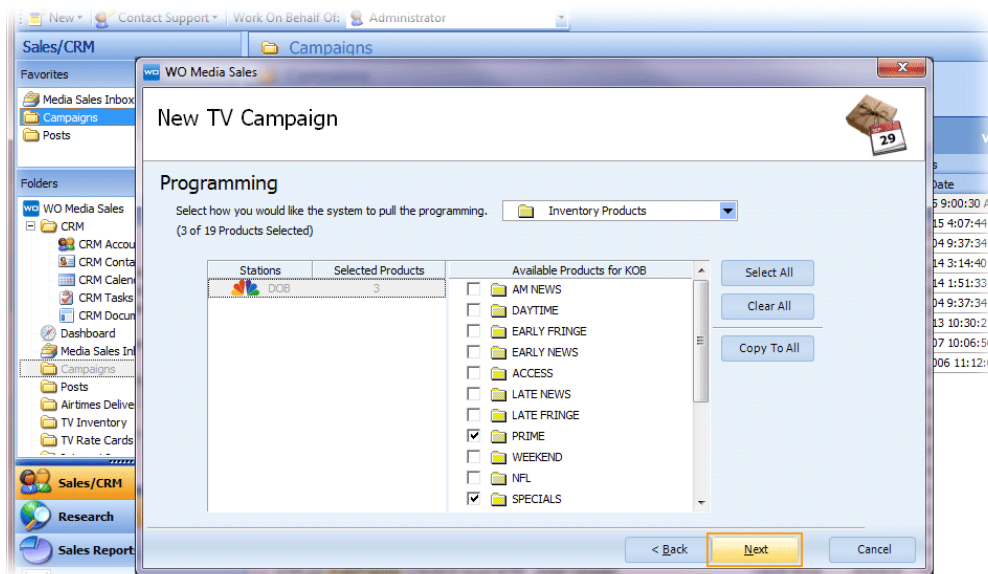
You can choose one survey from the left column (Nielsen books, referred to as Actuals or Time Period books, even though they do contain a PAV side as well), or as many books as you'd like. You might need **Selling Books** for Sports or Prime, and **Defined PAV** Books for Daytime. The number and type of books initially selected can be edited in any way after your avail is open, so feel free to experiment. Click **Next** when you are finished with your selections.



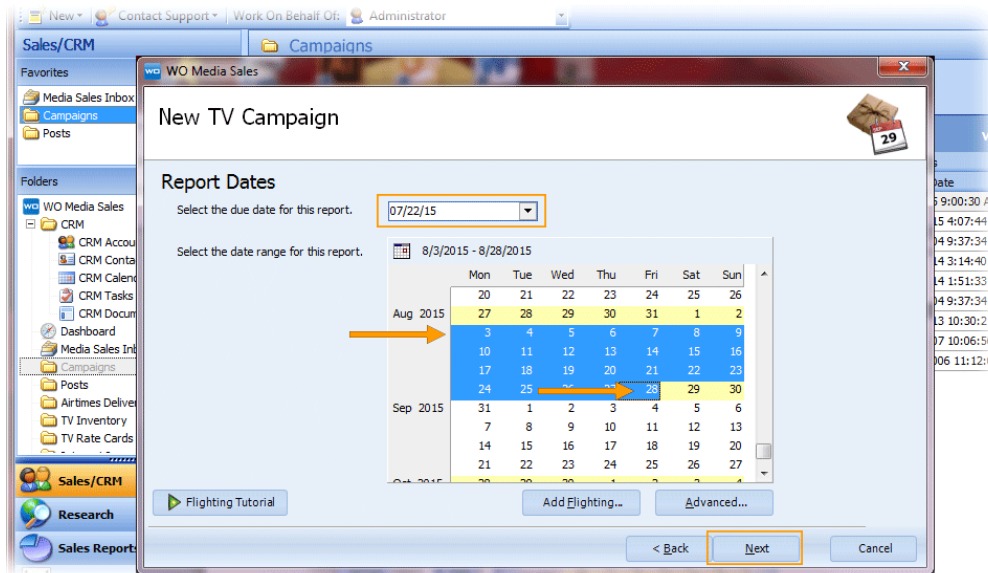
You'll attach a Rate Card/Rate Level to each book, or one to all books- again, customize any way you like. You may or may not have rates assigned to each program. Be sure to choose a rate card in any case, as It will make manually entering rates easier for any program which shows \$0.



Choose the programming you think you may want. You can add or delete programs or folders later, if you wish. Click **Next** when you are finished.

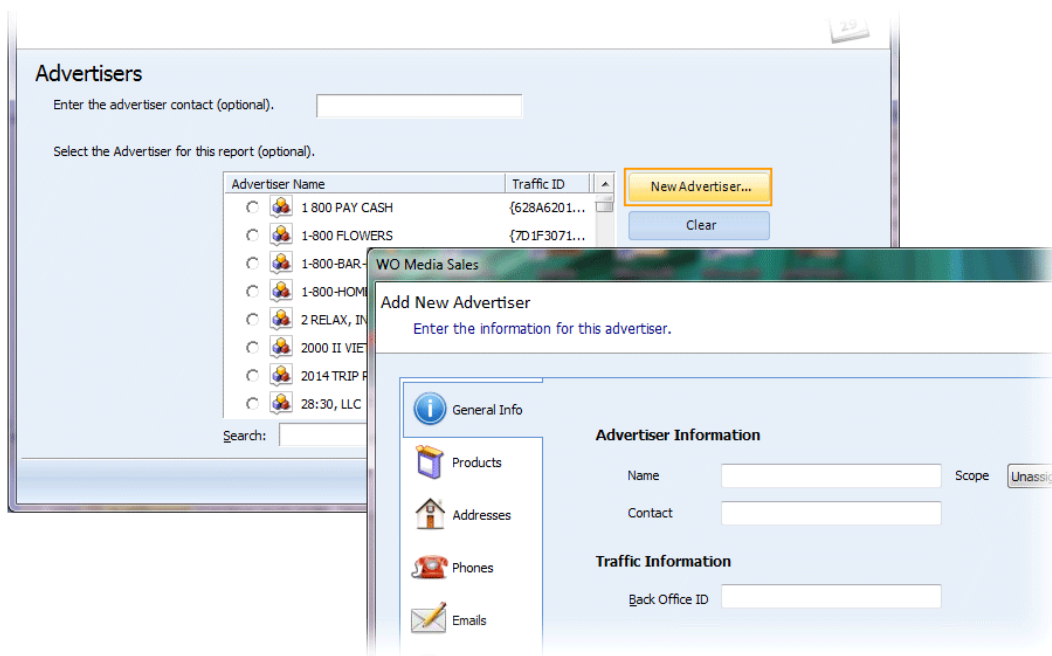


In the **Report Dates** dialog, you can select dates for the campaign with “click and drag” from the start date to the end date in the calendar. But if the campaign is a long one, it will be easier to choose dates under the **Advanced** button.



Notice that you can also pre-set hiatus dates here, if you like.

You can select an advertiser, or add a new one if the advertiser is not in the system. Or you might skip **Advertisers** altogether. Click **Next**.



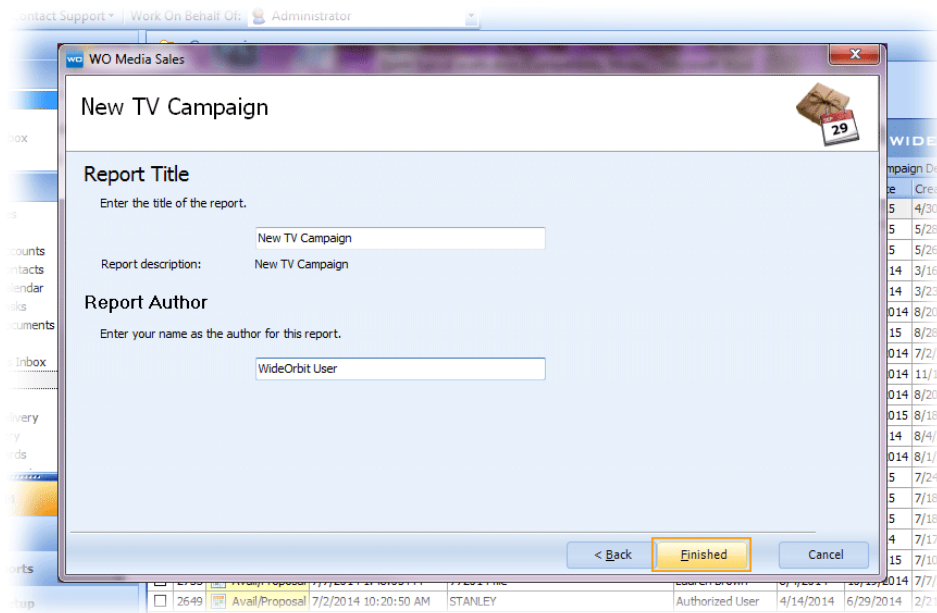
The same is true for Agencies. Or skip it by clicking **Next**.

The image shows two overlapping windows from the WO Media Sales application. The background window is titled "Agencies" and contains fields for "Enter the agency estimate number.", "Enter the agency contact.", "Enter the agency commission (%)", and a "Select the Agency:" section with radio buttons for "COMPLETE", "MEGEL & O'CONNELL", "MOETIV8 MARKETING", and "THE WILSON GROUP". There is also a "Search:" field and a "New Agency..." button. The foreground window is titled "Add New Agency" and has a tabbed interface with "General Info" selected. It contains sections for "Agency Information" (Name, Contact, Scope) and "Traffic Information" (Back Office ID, Commission). A "New Agency..." button is also present in the top right of this window.

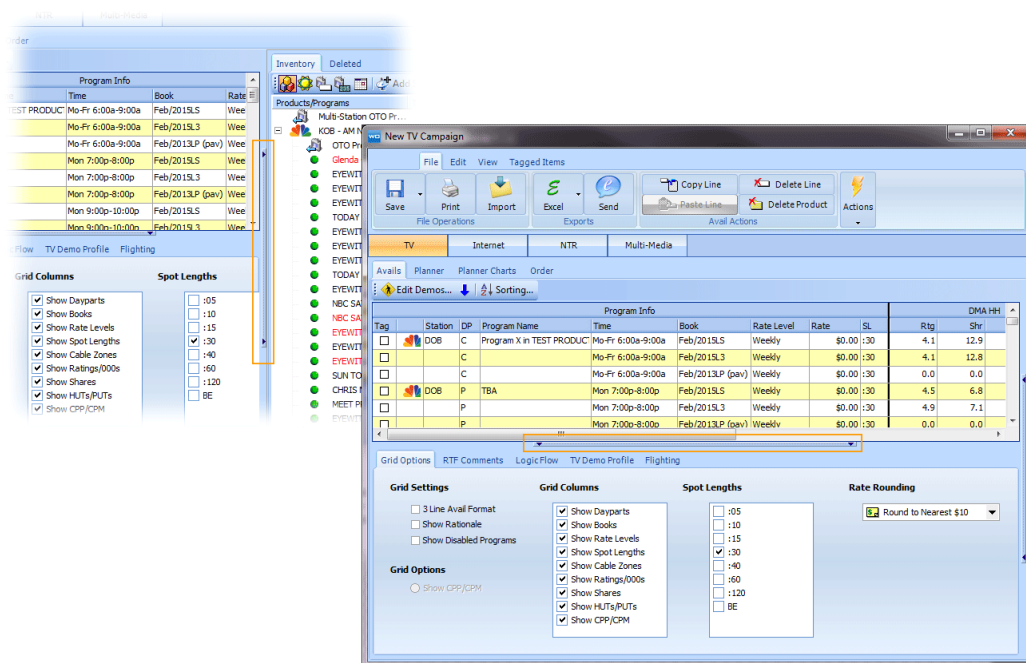
You must select a demo. Most of the time you'll only choose 1 or 2, but you can choose as many as needed to accommodate your client or prospect. Click **Edit Demo List** to add or change demos, moving left to right across the field. Then click the **Add DMA** button to add each demo to the **Selected** column. Click **OK** when you are finished adding demos, then click **OK** again.

The image shows two overlapping windows from the WO Media Sales application. The background window is titled "Demographics" and contains a table with "Demo Name" and "Calculation" columns, listing "DMA HH" and "DMA P". There is an "Edit Demo List..." button. The foreground window is titled "Select Demo Displays" and shows a table with "Demo Area", "Start Age", "End Age", and "Calc" columns. It lists various demographic areas like "Households", "Males", "Females", "Persons", and "WW 18+", along with age ranges. There are checkboxes for "RTG" and "000". On the right side of the foreground window, there is a "2 Demos Selected" status and a list of selected demos: "DMA HH" and "DMA P18-49". Below this list are buttons for "Add DMA >>", "Add NST >>", "Add IYS >>", "Add HWC >>", "<< Remove", and "<< Clear All".

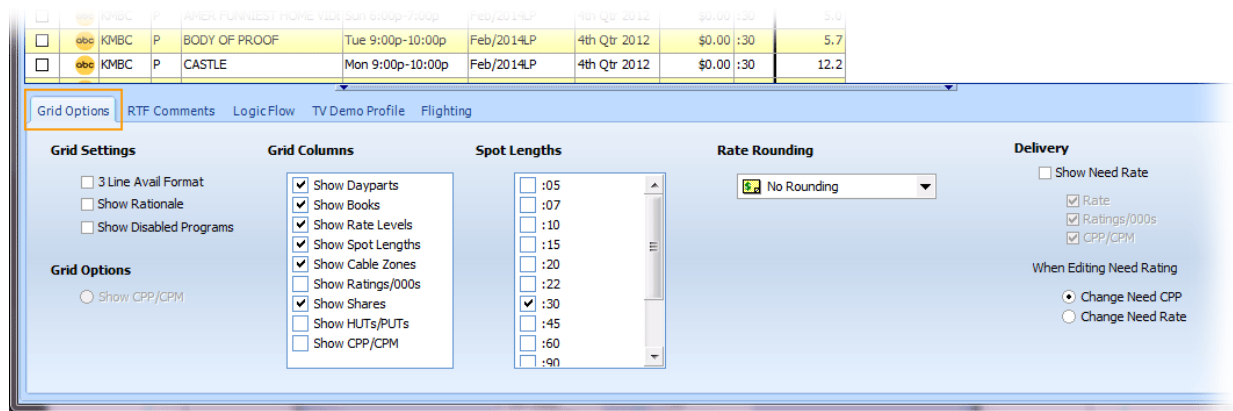
The title defaults to the name of the **Advertiser** or to **New TV Campaign** if no advertiser was selected. This is also the “Description” for saved Campaigns, so edit to make the file name one you can identify easily. Add your name as the **Report Author** and click **Finished** to open your avail.



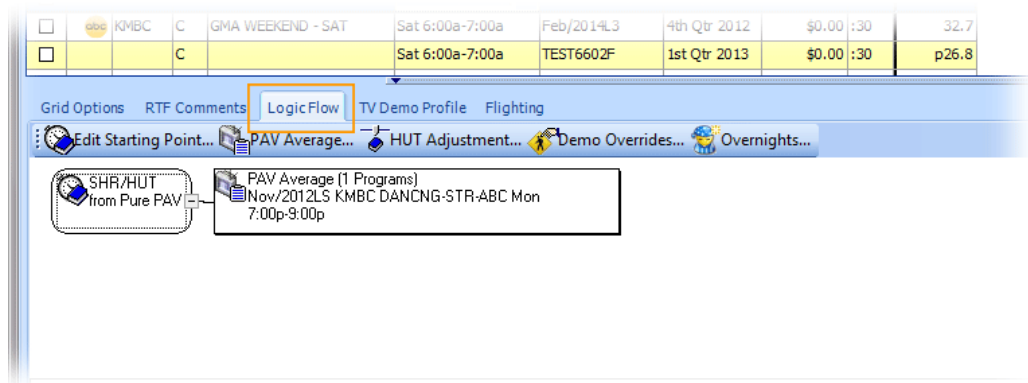
To display more grid columns in your new **Avail**, click to the right of the avails grid on the thin bar with two arrows pointing right. This will close the Inventory Preview Panel. Click again to re-open it. Click the thin bar below the grid to close the summary panel and provide more “real estate” for your programs, demos, and ratings.



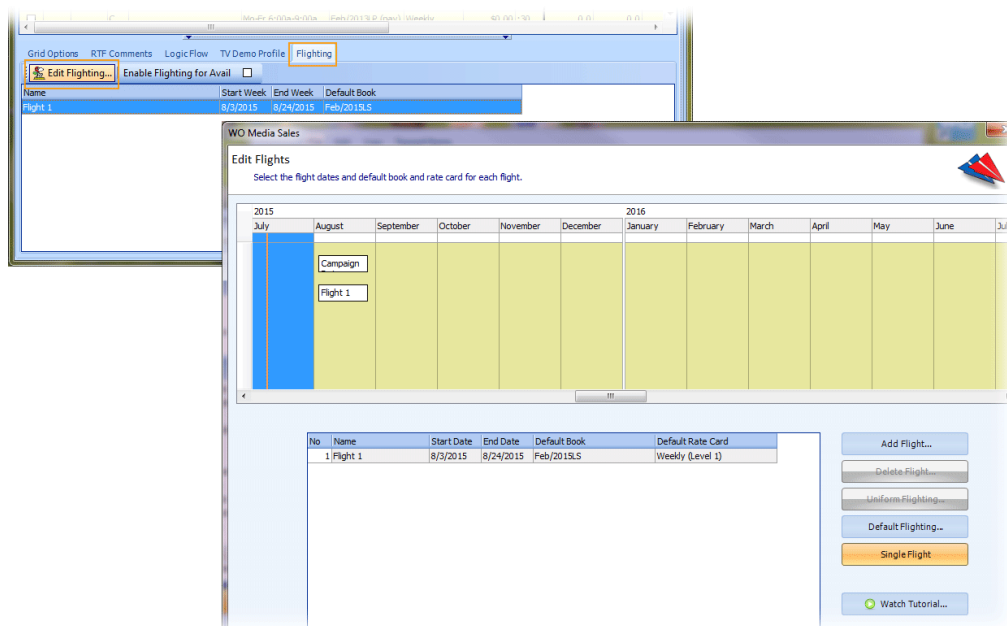
Click the lower bar again to reveal the tabs in the summary panel. The **Grid Options** tab allows the grid data and display to be modified. You can choose to display or hide **Grid Columns**, add or delete **Spot Lengths**, and choose your **Rate Rounding**. You can choose to **Show Need Rate** or not under **Delivery**.



Click on the **Logic Flow** tab to see where your ratings are coming from. And, you can make adjustments here if you need to.

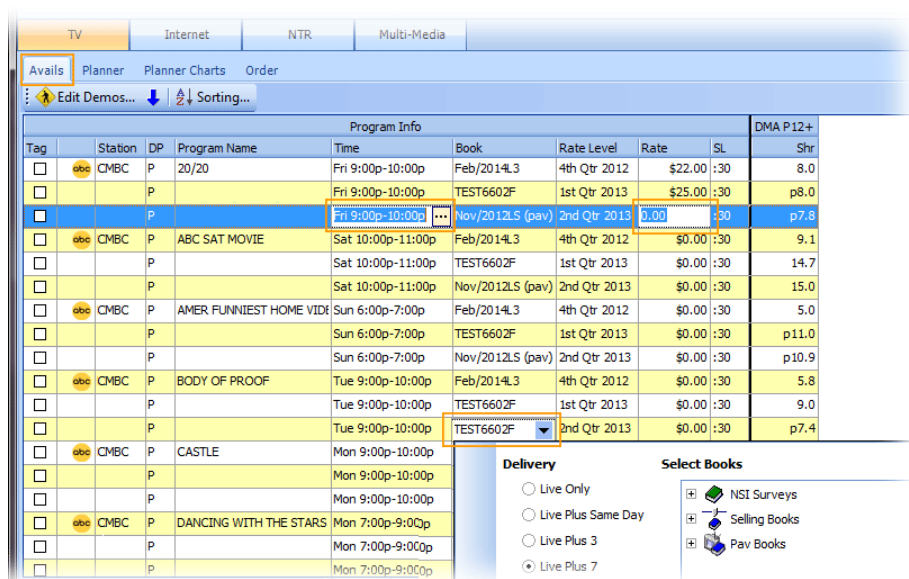


From the **Flighting** tab you can enable or edit flights.

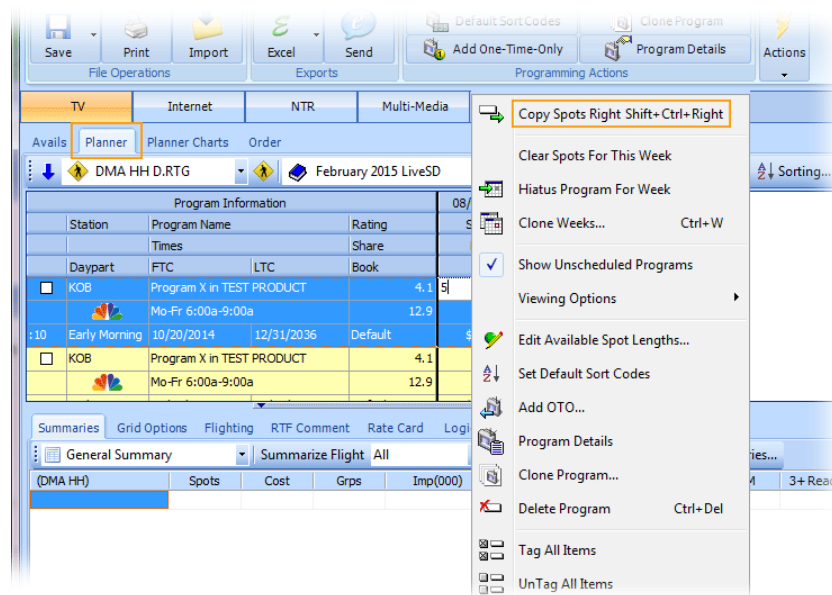


Note: To learn more about **Flighting**, click on **Video Tutorials** in the left navigation pane of *WO Media Sales* and select **Flighting** from the list of available videos.

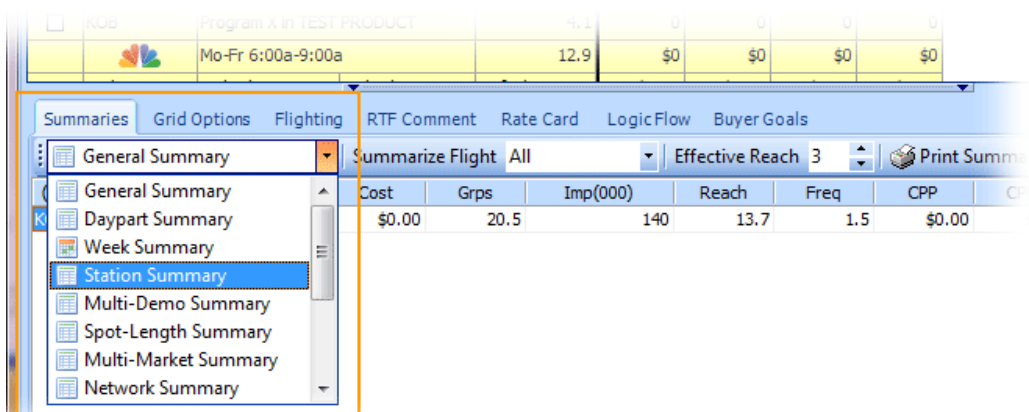
You can edit almost any field in an avail. Work with programming and rates here, and your edits will automatically go with you to Planner, or other tabs. Anywhere you can click in a field and see an ellipsis, click it and you'll see an editing dialog for that field. Clicking in any **Book** or **Rate Level** field will reveal a drop-down menu for choosing a different value for that one line. Look to the Ribbon in the File and Edit tabs for many more editing options.



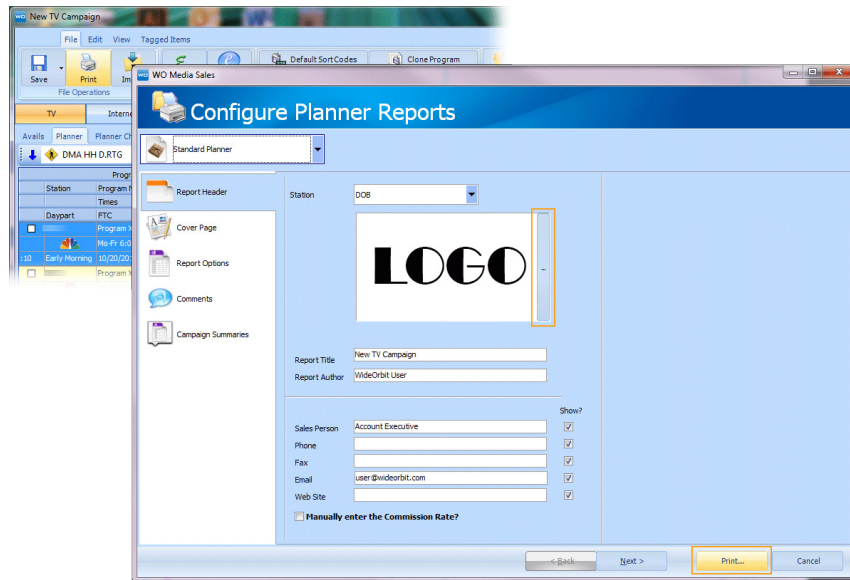
Select the **Planner** tab above the grid area to work with your spots and tweak the budget. You can enter each spot manually, but you can also enter the spots for the first week, then **Copy Spots Right** (right click on the program line, and select **Copy Spots Right**, or select it in the Ribbon). This will populate all the weeks for the program with the number of spots for the first week. (The same is true for rates) Or, double click on the rates or spots header and enter a number. Click **OK** and all programs for that week will have the same rate or spots. When you have mastered these methods, check out **Clone Weeks** in the ribbon to add spots even faster.



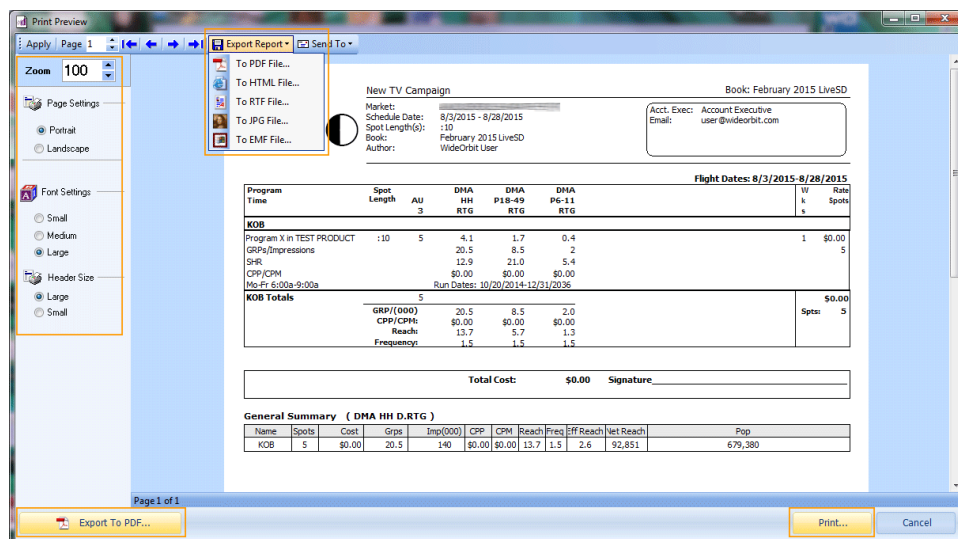
Below the grid, you'll find the **Lower Tabbed Panel** defaulted to the **Summaries** tab. You can select which type of summary you wish to display by choosing from the **Summary** drop-down menu. You can also choose to "Show totals on the Grid" (see Grid Options), but Summaries really help when building to a budget, to reach and frequency, or any goal.



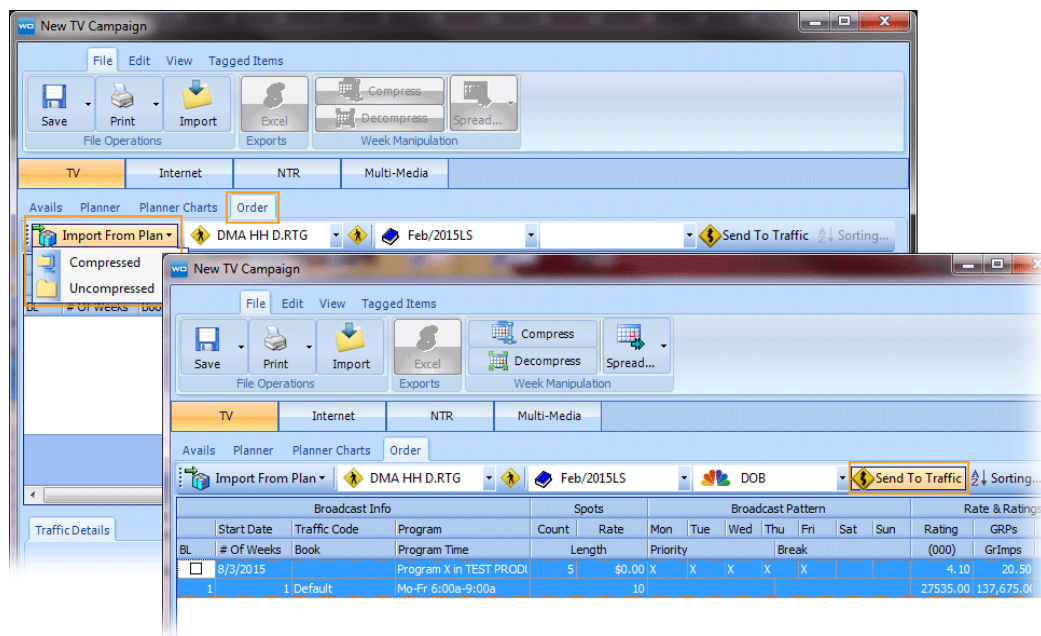
Click **Print** in the File Ribbon. (Print and print features are available from all tabs, not just Planner.) The **Configure Planner Reports** window offers many options for preparing your printed report. Change the station logo by clicking the (...)ellipsis button and navigating to the image file. Add your contact info in the fields below. Click the **Cover Page** tab to add a cover page. Select **Report Options** to hide or display info in the printed (or emailed) report. When you are ready, click **Print**.



In **Print Preview**, you can change the orientation of the page under **Page Settings**. Select small, medium, or large font from **Font Settings**, or change the **Header Size**. Export and save to your choice of file type by clicking the **Export Report** drop-down menu and selecting one. There is another **Export To PDF** button in the lower left. To print, click **Print**. But **Send To** will likely be your go-to. This brings up your email with a pdf of your report already attached. Just type a message and send to your buyer or manager.



When your client is ready to buy, send in the order straight to traffic. Select the **Order** tab, click the **Import From Plan** drop-down, and select **Compressed** or **Uncompressed**. Your campaign will populate in the order tab. Click **Send to Traffic** and your order is on its way.



As indicated on page one, this is really an overview. Many AEs say they “live in Avails”. And they can, because an avail can become a Research Report with two clicks, can accommodate competitive stations, eSend Proposal XML, create projection books, check the overnights, rank the market, facilitate accurate estimates, meet a client’s budget, then clone and change to the next quarter. And, no, that is NOT all.

Another way to get going is to attend AE 101 on any Thursday at noon Central Time. Look in Quick Tips for AE101 (Main page, left Navigation Pane, scroll down to the end of the list), call 205-533-8640, or email sales-support@wideorbit.com.

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

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