## **WO MEDIA SALES**

## Enhanced EC Orders

## Creating an Enhanced Electronic Order

The process for creating an **Enhanced EC** is essentially the same as in the previous versions of *WO Media Sales*. Click on **Campaigns** then click **New** and choose **TV** or **Radio Campaign**.

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The **New Campaign Wizard** provides guidance for creating a proposal. New in *WO Media Sales* 6.9 is the ability to filter the **Advertiser** and **Agency** lists. The user now has the freedom to add entries on the fly, while also allowing a user to quickly drill down to entities that have active profiles in *WO Traffic*.

In the Advertiser selection screen of the New Campaign Wizard, the three filters are as follows:

- Show All for Selected Station Filters the list to show only active advertisers that exist in *WO Traffic* and are associated with the station(s) currently selected.
- Show All Active Expands the list to include all active advertisers that originate in either WO Media Sales or WO Traffic.
- Show All Further expands the list to include all active and inactive advertisers that originate either in *WO Media Sales* or *WO Traffic.*

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Once an advertiser is chosen, the **Product** selection screen is presented. If a *WO Traffic* advertiser is chosen, this screen will display all product codes associated with the advertiser according to the *WO Traffic* advertiser profile. If multiple products are associated with the advertiser, a user may choose which product code to send with an electronic order.



**Tip**: The default product code is listed first and is the code used for revenue reporting in *WO Traffic*.

After a product is selected, users will have the option to select an agency from the **Agency** selection screen. If a *WO Traffic* advertiser is chosen, the **Agency** selection screen will display only those agencies that are associated with the advertiser in *WO Traffic*.

Four filters exist for the agency list:

- Show All for (chosen *WO Traffic* advertiser) Filters the agency list to show only agencies associated with the *WO Traffic* advertiser. If an advertiser is chosen that is not in *WO Traffic*, this list is blank.
- Show All Selected Stations Filters the list to show only active agencies that exist in *WO Traffic* and are associated with the station(s) currently selected.
- Show All Active Expands the list to include all active agencies that originate either in WO Media Sales or WO Traffic.
- Show All Further expands the list to include all active and inactive agencies that originate either in *WO Media Sales* or *WO Traffic.*

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Finish the **New Campaign Wizard** by choosing demographics and a title for the campaign and clicking **Finish**.

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Enter your name as the	author for this report.	
	WO User	

*WO Media Sales* presents the **Avails** tab and shows the inventory that was chosen via the **New Campaign Wizard**. Users with *WO Media Sales* version 6.9 and beyond will have the ability to choose *WO Traffic* inventory on the fly in **TV Campaigns**. Click the **Traffic** tab in the right pane to display the inventory tree from the station's *WO Traffic* system. Drag or double-click the desired *WO Traffic* inventory daypart(s) into the campaign to instantly add inventory directly from your *WO Traffic* system!

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Once all inventory is added to the **Campaign**, create a proposal from the **Planner** tab (be sure to add spots and rates!), then move to the **Order** tab and click **Import from Plan**. From the **Order** tab , users have the chance to define spots per day in addition to choosing all the other order elements necessary to send the order to *WO Traffic*.



Once all order lines are completed and the **Header Details/Line Details** have been selected, users simply click the **Send to Traffic** button.

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*WO Media Sales* will do a pre-validation of the order and alert users of any choices that might prevent the order from being auto-validated in the *WO Traffic* EC Grid. Users then have the chance to ignore the warnings and submit the order, or make any changes in order to clear any warnings.

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**Caution**: Additional work may be required to process electronic orders in *WO Traffic* if warnings are ignored when submitting an order.

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

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