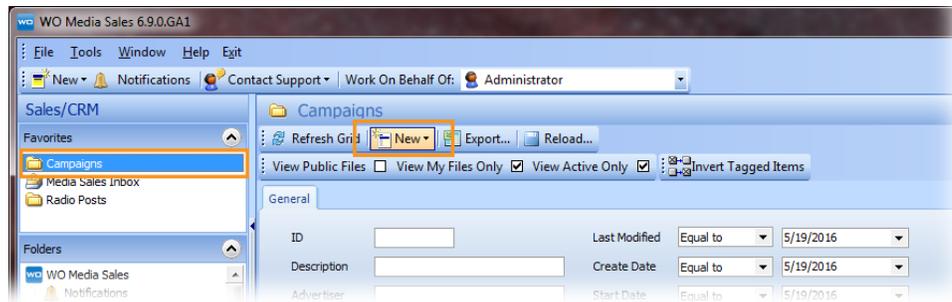


## Enhanced EC Orders

### Creating an Enhanced Electronic Order

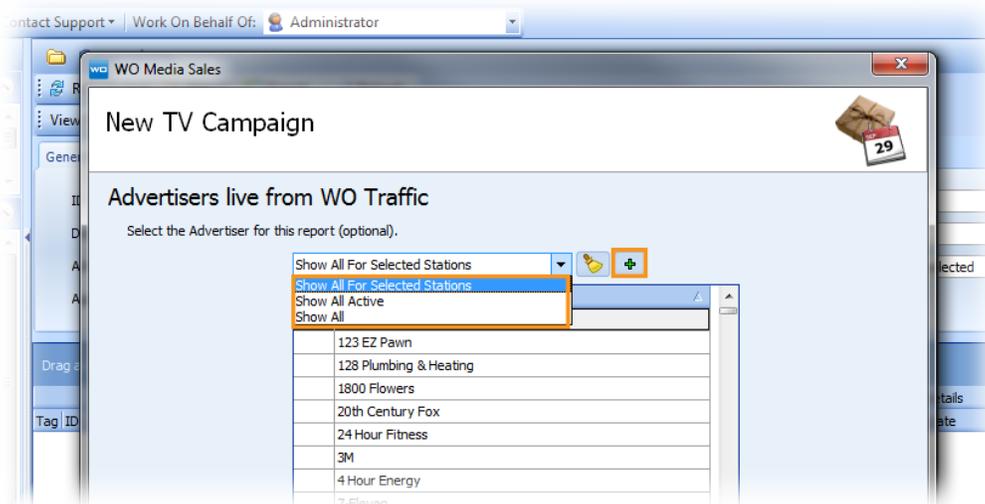
The process for creating an **Enhanced EC** is essentially the same as in the previous versions of *WO Media Sales*. Click on **Campaigns** then click **New** and choose **TV** or **Radio Campaign**.



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*.



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.

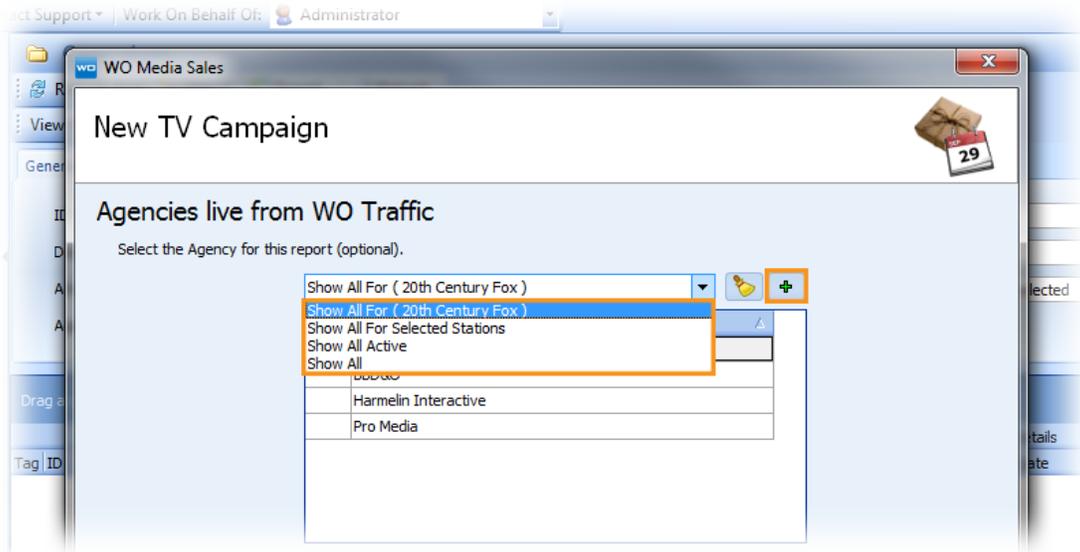


**Tip:** The default product code is listed first and is the code used for revenue reporting in *WO Traffic*.

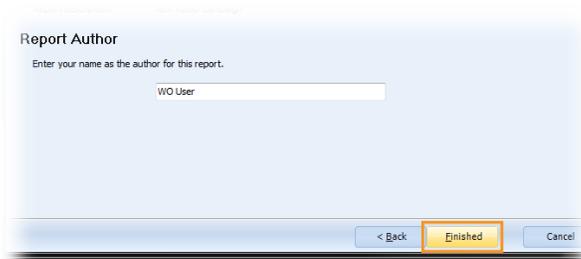
After a product is selected, users will have the option to select an agency from the **Agency** selection screen. If a *WO Traffic* advertiser is chosen, the **Agency** selection screen will display only those agencies that are associated with the advertiser in *WO Traffic*.

Four filters exist for the agency list:

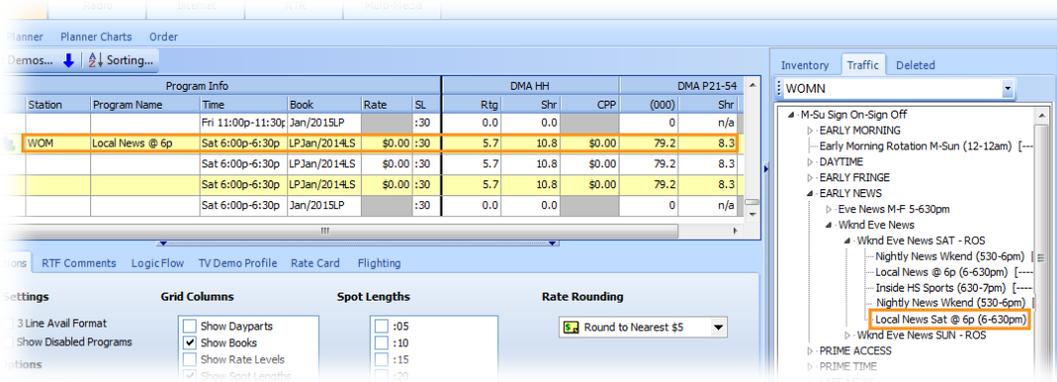
- **Show All for** (chosen *WO Traffic* advertiser) – Filters the agency list to show only agencies associated with the *WO Traffic* advertiser. If an advertiser is chosen that is not in *WO Traffic*, this list is blank.
- **Show All Selected Stations** – Filters the list to show only active agencies 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*.



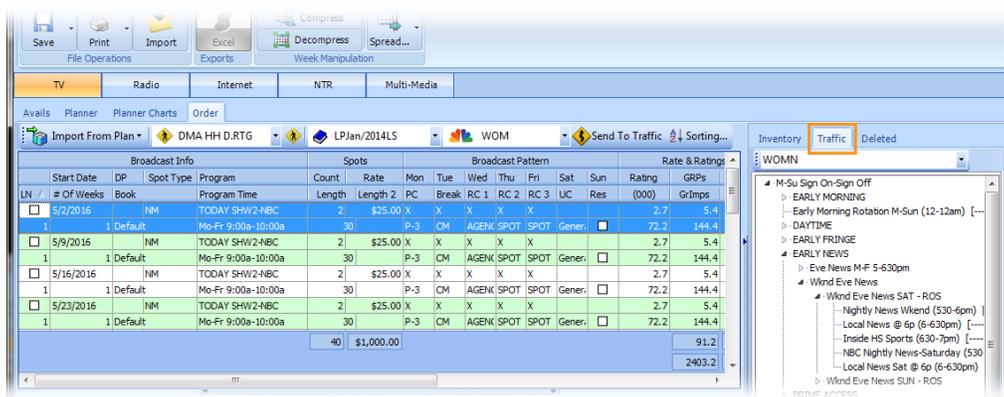
Finish the **New Campaign Wizard** by choosing demographics and a title for the campaign and clicking **Finish**.



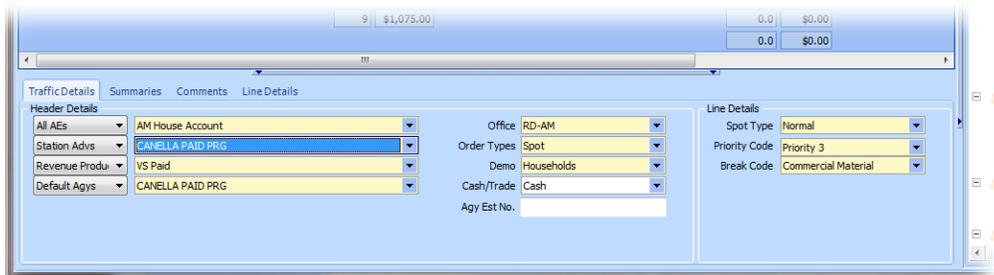
WO Media Sales presents the **Avails** tab and shows the inventory that was chosen via the **New Campaign Wizard**. Users with WO Media Sales version 6.9 and beyond will have the ability to choose WO Traffic inventory on the fly in **TV Campaigns**. Click the **Traffic** tab in the right pane to display 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!



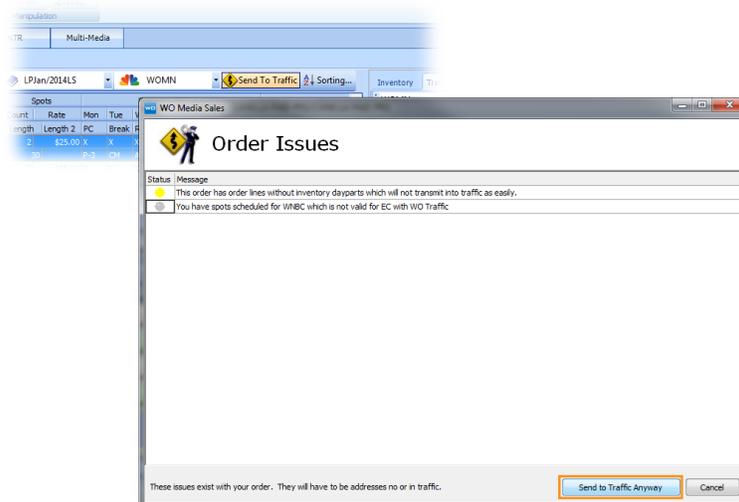
Once all inventory is added to the **Campaign**, create a proposal from the **Planner** tab (be sure to add spots and rates!), then move to the **Order** tab and click **Import from Plan**. From the **Order** tab, users have the chance to define spots per day in addition to choosing all the other order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



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.



 **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