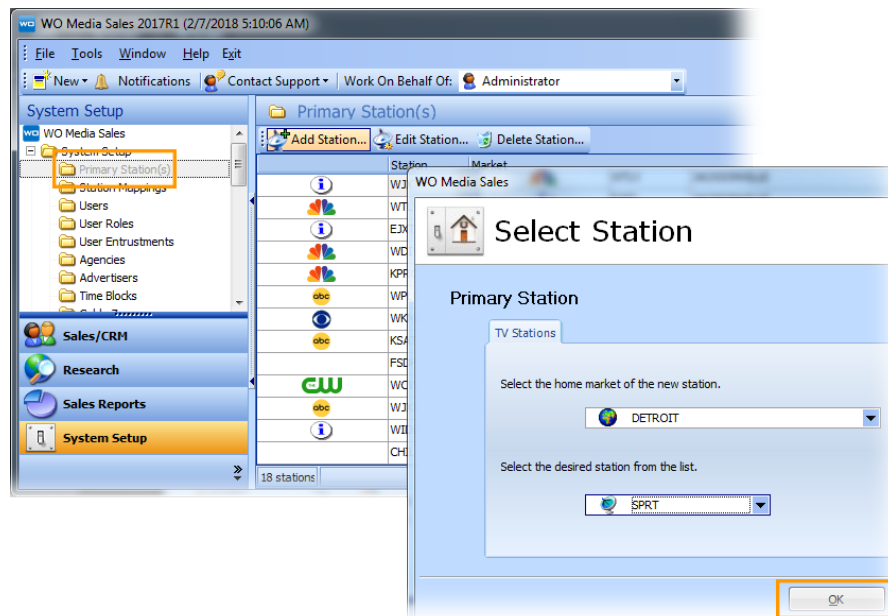


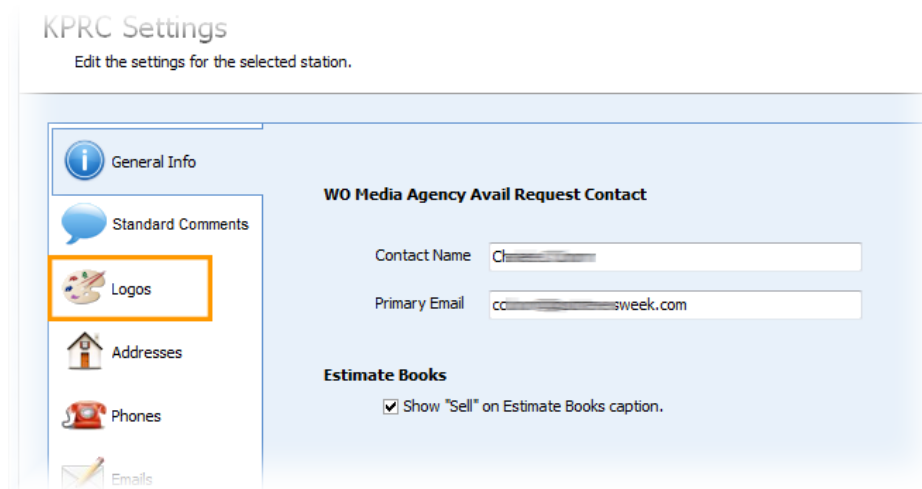
Adding a logo in the system

WO Media Sales reports can be customized in a variety of ways, including adding a station logo.

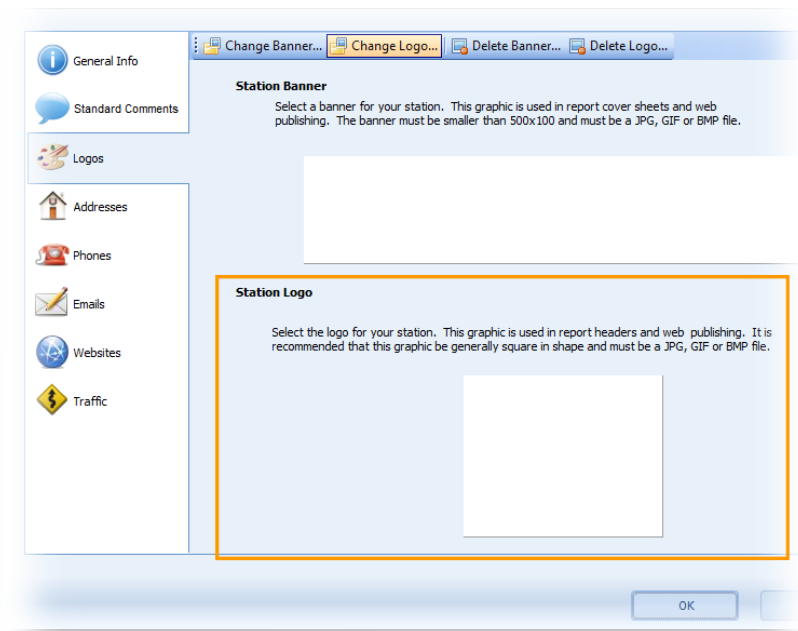
A logo can be added when setting up or editing a **Primary Station**. Click **System Setup** in the **Task Shortcut** pane, then click **Add Station** or **Edit Station**. If adding a new station, a dialog to choose the **Market** and select the **Station** is presented. Make selections and click **OK**.



Station details are entered with the resulting **Station Settings** wizard. Select the **Logos** tab.

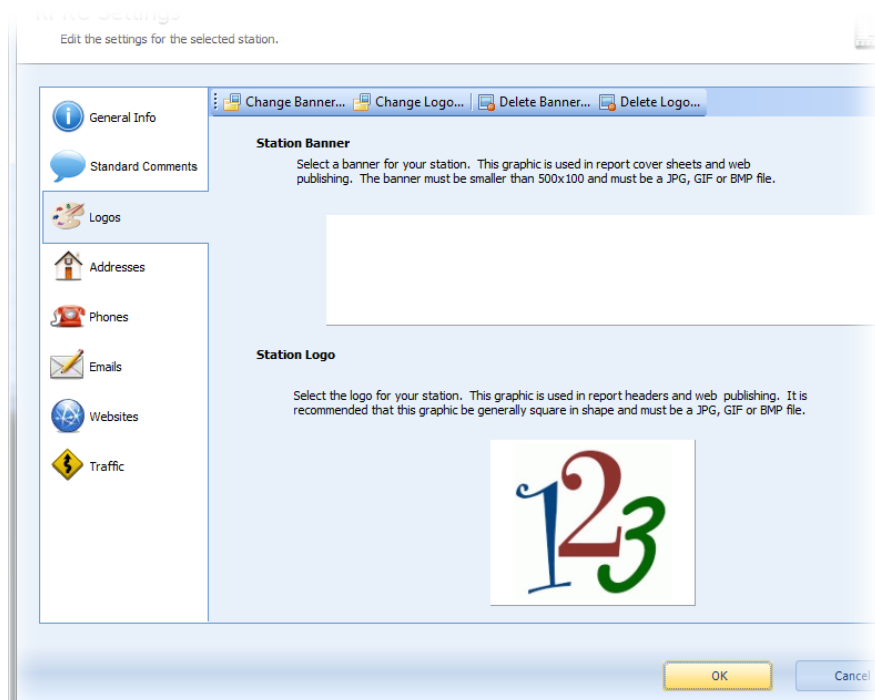


If a logo has already been submitted for the station, it will appear in the box under **Station Logo**. To upload a logo or change an existing one, click **Change Logo**.

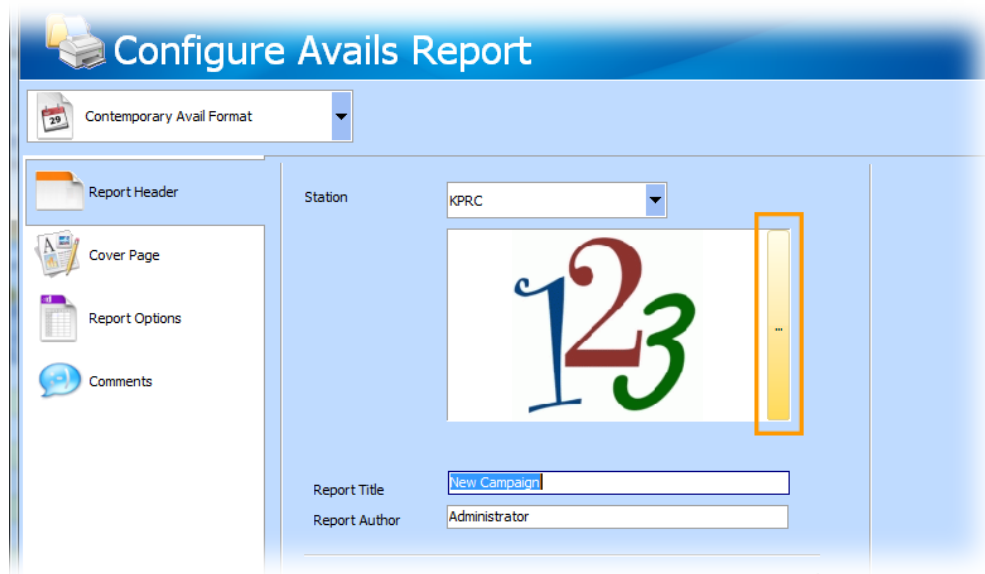


An **Open Image** dialog allows the image to be uploaded from a local or network drive. Navigate to the station logo location and select it. Click **Open**.

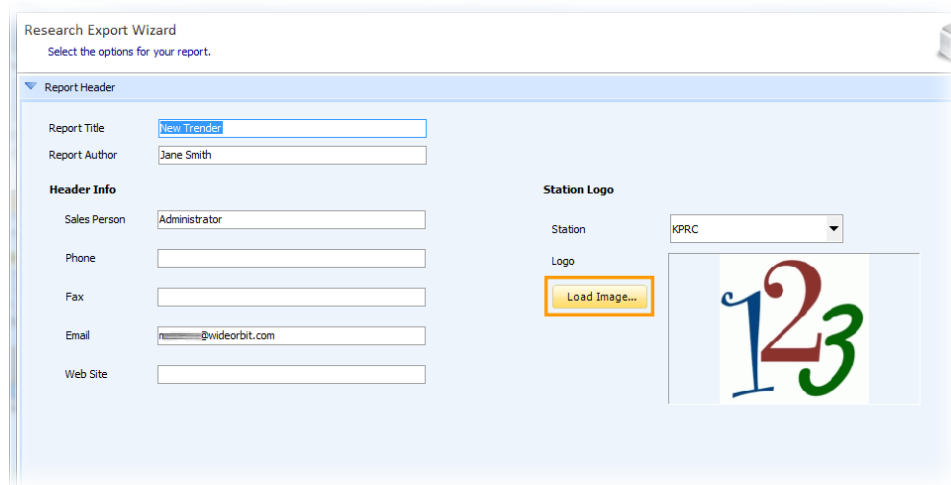
The logo now appears in the **Station Logos** box.



To add or update a station logo for a print report in **Campaigns**, click **Print** and then click the **Elipsis** bar next to the logo. A file finder dialog is presented from which the logo can be selected from a local or network drive.



To add or update a station logo for a print report in **Research**, click **Print** and then click **Load Image** to the left of the logo display. A file finder dialog is presented from which a logo can be selected from a local or network drive.

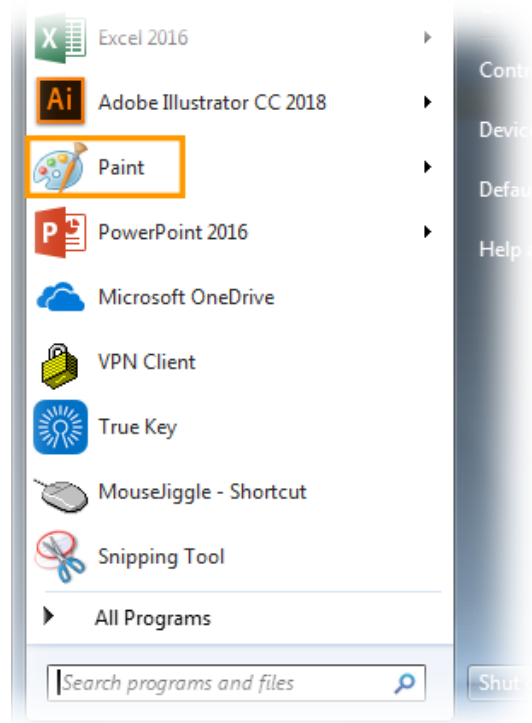


Logo display issues

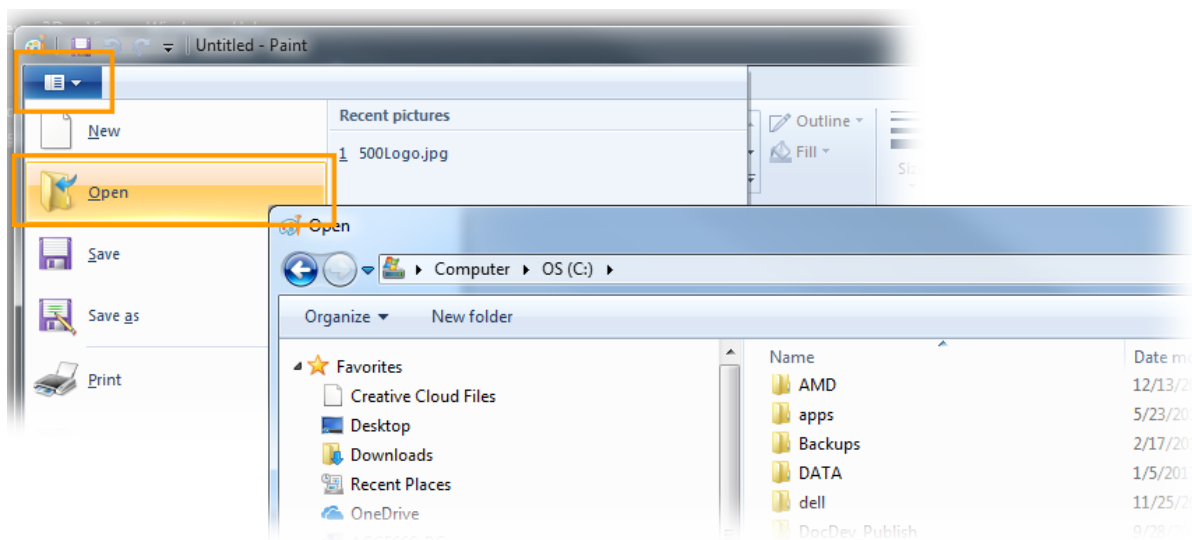
If the logo appears blurry or has ragged edges when printed, the resolution is likely to blame. Ensure the station logo meets adequate specifications. The largest dimension, whether in width or height, should be close to 300 pixels. The system will expand the logo to fit if the image is smaller, but it is best NOT to enlarge any image for display online. Ask your graphics department for a logo of higher resolution.

An image larger than 300 pixels in any dimension can be used without display issues. The logo will be reduced to fit by the system and will not result in quality loss, but large images create large file sizes and will add unnecessary time in producing reports and documents.

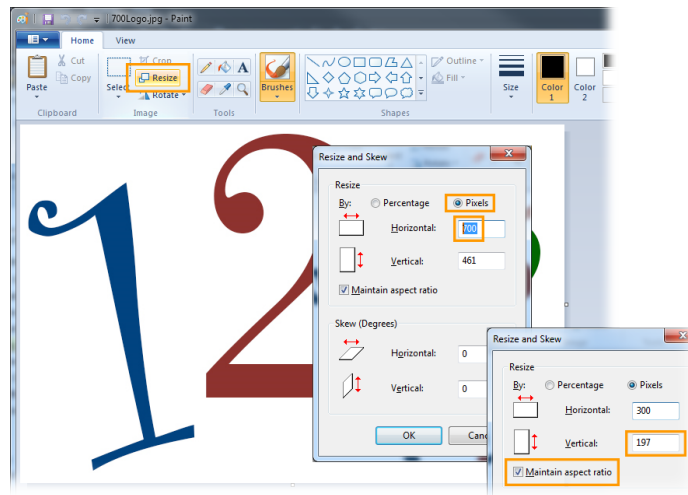
The image can be reduced in size with **Paint**, an application packaged with Windows which can be found on most PCs. Go to the **Windows** start menu and select **Paint**.



Click the **File Options** icon and navigate to the location of the logo. Select it and click **Open**.

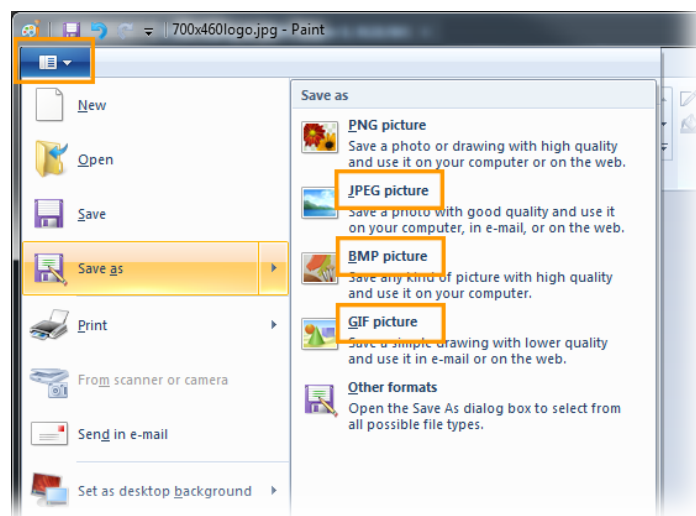


Find the **Resize** feature in the application's top ribbon and click it. The **Resize and Skew** dialog is presented. Under **Resize**, select **Pixels** for the **By** selection. Find the greater of the two dimensions. In this example, the **Horizontal** dimension is greater than the **Vertical** dimension. 300 has been entered in the **Horizontal** field. Because **Maintain aspect ratio** is tagged by default, the **Vertical** dimension automatically updates to maintain the logo's proportions.



The logo's width is reduced from 700 to 300 in resolution and file size is reduced by half.

Please note: When saving, be sure to maintain a copy of the logo in its original size for possible future uses. Choose the **Save As** option from the **File Options** feature and select **JPEG picture**, **BMP picture**, or **GIF picture**. Give the image a new name and close **Paint**. The logo is now ready to be uploaded into the system.



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