## **WO MEDIA SALES**

## 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**.

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🚦 📑 New 🕶 🔔 Notifications 🛛 🔮 Con	tact Support 🔻 🛛 Work On Behalf Of: 🤮 Administrator 🔹	
System Setup	Primary Station(s)	
WO Media Sales	Add Station 🤣 Edit Station 🥡 Delete Station	
Primary Station(s)	Station Market	
Cation Mappings	WO Media Sales	
Users		
- User Entrustments	Select Station	
Agencies		
Time Blocks	• WP Primary Station	
	WK DV Stations	
Sales/CRM	ebc KSA	
Nesearch	Select the home market of the new station.	
Sales Reports		
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, d , System Setup	CHI Select the derived station from the list	
*	18 stations	
	SPRT V	
	OK	

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

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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**.

General Info	: Change Banner 🔄 Change Logo 🕞 Delete Banner 🕞 Delete Logo
Standard Comments	Select a banner for your station. This graphic is used in report cover sheets and web publishing. The banner must be smaller than \$00x100 and must be a JPG, GIF or BMP file.
🧭 Logos	
Addresses	
Phones	
Emails	Station Logo
Websites	Select the logo for your station. This graphic is used in report headers and web publishing. It is recommended that this graphic be generally square in shape and must be a JPG, GIF or BMP file.
Traffic	
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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.

General Info	🗄 🔚 Change Banner 🚰 Change Logo 🔤 Delete Banner 📑 Delete Logo
Generalitio	Station Banner
Standard Comments	Select a banner for your station. This graphic is used in report cover sheets and web publishing. The banner must be smaller than 500x100 and must be a JPG, GJF or BMP file.
🤔 Logos	
Addresses	
Phones	
K Emails	Station Logo
Websites	Select the logo for your station. This graphic is used in report headers and web publishing. It is recommended that this graphic be generally square in shape and must be a JPG, GJF or BMP file.
🚯 Traffic	122

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.

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Report Header	Station	KPRC V
Cover Page		
Report Options		
Comments		
	Depart Title	New Campaign
	Report Author	Administrator

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.

Research Export Wi Select the options for	zard your report.		
Report Header			
Report Title Report Author	New Trender Jane Smith	]	
Header Info		Station Logo	
Sales Person	Administrator	Station	KPRC -
Phone		Logo	
Fax		Load Image	4
Email	numero Divideorbit.com		
Web Site			

## 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.

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Save	Open       Organize ▼   New folder	>	
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	ConeDrive	🔒 dell 😑 🕦 DocDev_Publish	<b>11/25/</b> 20 9/28/20

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 it's 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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