WO MEDIA SALES WIDEORBIT

Posting Guide for 6.8 and 6.9

- The **Posting Guide** for 6.9.1, 6.9.2, and 6.9.3 can be found in the **6.9.3 Help Set**.

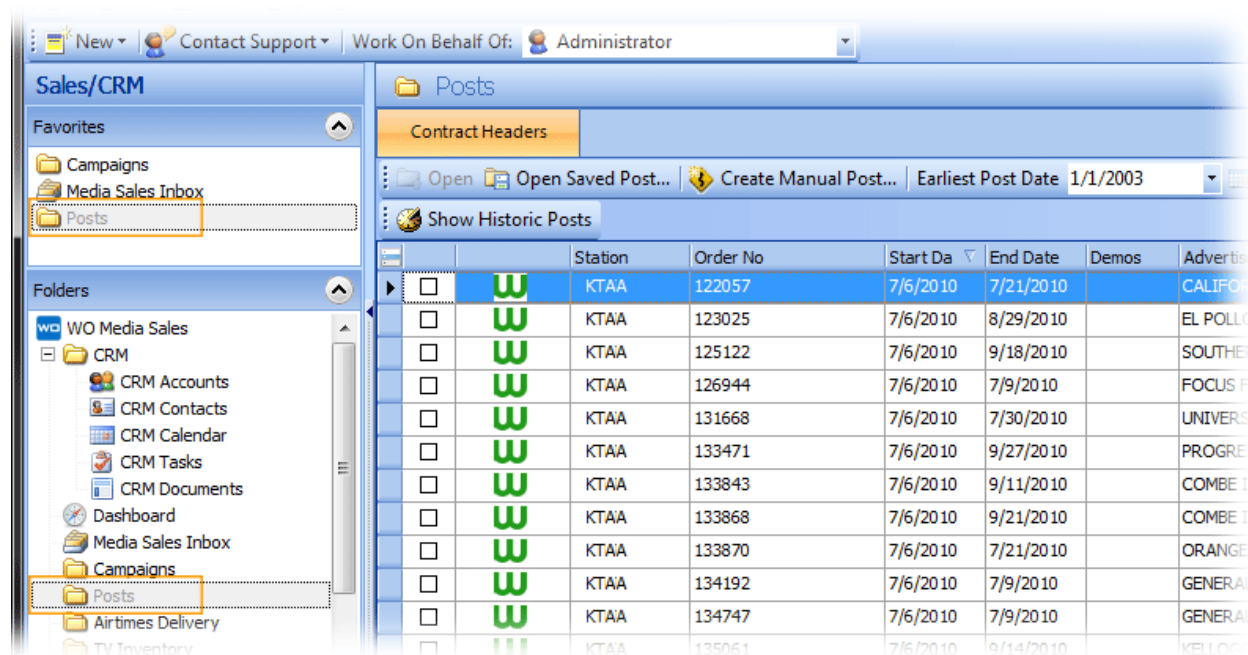- The **Posting Guide** for 2019.1.1 and beyond can be found in the **2019 Help Set**.

Overview

- *WO Media Sales* can post your spots directly from most traffic systems, including WideOrbit, Pilat, and OSI. Some features vary from traffic system to traffic system.

- *WO Media Sales* can post spots using Nielsen Local Monthlies or Overnights, using LiveOnly, Live +SD, Live +3 and Live +7 in any combination. You can also use Rentrak data if your station is a subscriber.

- You can use the PAV Analysis function to get the rating for the entire program instead of by the quarter hour (when using the survey book) or you can apply PAV to get more accurate demo skew from a specific program.

- Posted spots are available in *WO Media Sales* as soon as your traffic department has reconciled the log.

- You do not have to create your proposal in *WO Media Sales* in order to post.

- For most stations historical order information is imported from Traffic as part of the WO Media Sales install.

- You can combine several orders together into one post. For example, if you had 10 orders for Wendy's in a quarter, or 30 in a year, you can tag them all and click "Open". *WO Media Sales* will assign the correct overnight data to each program with the appropriate sweep as demo skew by quarter. If you are not an overnight market, *WO Media Sales* will assign the correct sweep for each spot by quarter. **Note: There is a limit on the number of posts that can be combined.** If your system is Multi-Market, you can **post** Multi-Market; spots from your various markets can be combined in one post.

- All time-shifted data streams can be selected.

- The Demo Skew Book can be changed by line (click on the book cell), by tagged lines, or for the entire post.

- Weekly posts are easily generated (Right Click to select a Tag **Date/Time Range**).

- Posts can be exported to Excel, and sent via eSend.

- In most cases, Expected Ratings will come into your post from traffic. If not, you can add them, or even import them from your campaign.

- Sort, Filter, or Rank by ratings, or by the column of your choice.

- Analyze Post Breaks to quickly view potentially higher ratings results.

- In Overnight markets, if a post is pulled and the overnights are missing, those spots are listed as **n/a**. This alerts users that their overnight is missing so they can select an alternate book of their choice.

- You can update Saved posts with more recent spots.

Find the Order, Open the Post

WO Media Sales Posting module is one of the default selections in your **Favorites** section at the top of the Navigation Pane. If it's not there, you'll find it a little further down in the same pane. Select "Posts", and you'll see a list of all orders available. The columns you see may not be exactly the same as pictured here; *that depends on the traffic system at your station*. For instance, some traffic systems do not show the number of lines in a post on this header page. But, the functions for this page will be the same for all traffic systems.

There are several ways to find the post you need. If you have the order number, click anywhere in that column and begin to type the number. This is a search function—you won't overwrite the order number in the cell; the system will "go to" the number you type.

- Start typing in any order number cell. Even if you are several lines below the desired order number, the location will change as you type and display the appropriate line. If 329602 is the order you want, double click to select this line, or check the box on the left to select it, and click **Open** at the top left, above the grid.

- You can **Sort** by any column by clicking on the column header (Order No., Proposal, Start Date, Advertiser, etc.) These will sort ascending or descending, so you may have to click twice to get the order you want.
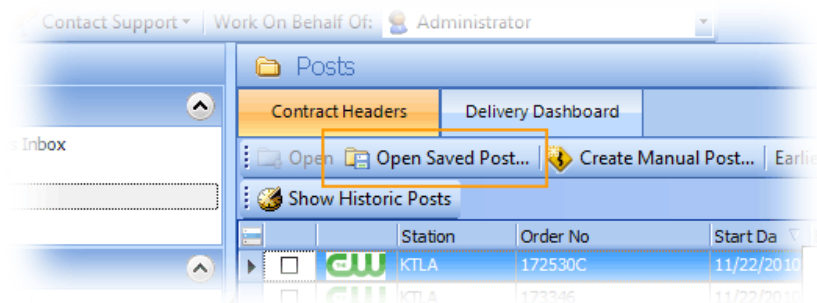
- You may want to **Filter** to find your order: For instance, if you want to see all posts for Southern Lexus Dealer, click the Advertiser column header. It sorts, but it also reveals a drop-down arrow. Here you can filter by advertiser. Click the arrow and scroll to your advertiser (you can select more than one if you need to). Click on it, and only orders for the advertiser(s) you chose will appear on the page. Check one advertiser, **or as many as you need to see.**
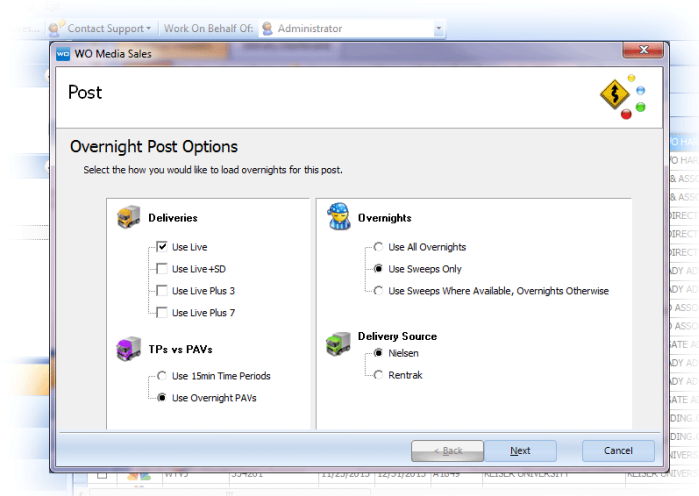

Saved Posts

Before leaving the Post Headers screen, notice the button labeled **Opened Saved Posts**. This is different from other modules, and for a good reason. When you open a post from the grid of Post Headers, as we have been learning to do, it pulls the most current information from your traffic system, every time. This is as it should be. But, in many cases, you will want to edit a post, preparing it for your buyer. When you edit a post, and save it, the edits will not be in the post when you open it again from the Post Headers screen. Instead, you'll find it in **Opened Saved Posts**. You can save the post as soon as it opens, and continue to save occasionally, as you would any other document, while you are editing and working with it.

Select Your Data— What's the Right Option?

As soon as you select Open, you'll see several options. Your selections will become the defaults until you change them.

Deliveries

- **Use Live**

  These ratings reflect viewing of the original broadcast only, and may not include viewing after pausing "live TV". Please note, if you are choosing Sweeps Only in LPM markets, the system will default to the appropriate month's Live Only book if it is available, then to the dominant book for the quarter, and then the previous year. In set meter markets, the system will go to the previous year (and keep going back until it finds a Live Only book; that can be a book from 2004 for some stations. If you are using Overnights, and the data is unavailable, you'll see n/a and are allowed to make your own choice. This means you'll need to replace that overnight with the most appropriate substitute.

- **Use Live +SD**

  Live Plus Same Day is used more than any other data stream for posting, as it is accepted by most buyers. It does include viewing after pausing "live TV".

- **Use Live +3**

  If you are using **All Overnights** this will give you Live Plus 3 overnight ratings, but will also pull Live Only or Live+SD overnights if no Live Plus 3 is yet available for the most recent lines. **Using Sweeps Only** with this choice will yield only Live Plus 3 sweeps books. If you are in an LPM market, "Use Live Plus 3/Use Sweeps Only" will cause the system to: Use the Live Plus 3 month most appropriate to the air dates for the spots. If that's not available, it will use the previous month. If that's not available, it will go back one year, or more if necessary.
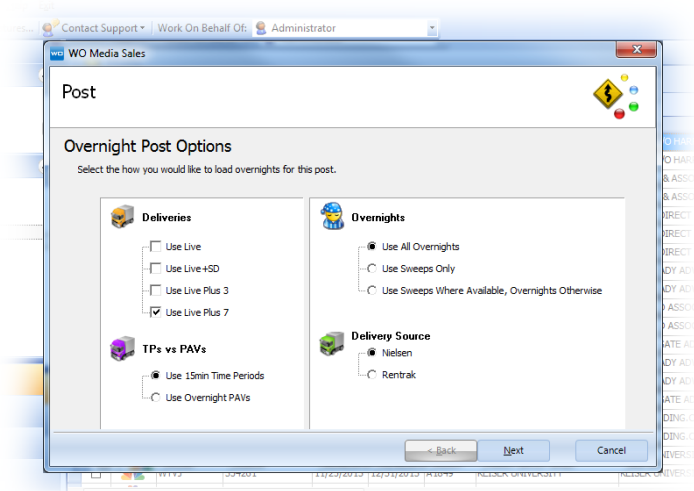
- **Use Live +7**

  If you Use All Overnights, spots 1-7 days back will use Live Only, Live+SD or Live Plus 3. More than 7 Days back from the current date will use Live Plus 7. The standard book is Live Plus, not Live Only, so this is a good place to start if your buyer has not specified data streams you can or cannot use. You can still edit your post line by line if you need to, or change the book for tagged lines, or for all lines.

Overnights

You can **Use All Overnights**, **Use Sweeps Only**, or:

Use Sweeps Where Available, Overnights Otherwise - If you are preparing a post report in which some spots ran on very recent days but want to use Sweeps where you can, you may need this option. You may also wish to use this option "between Sweeps" if you are in a Set Metered market.

TPs vs PAVs

Use 15min Time Periods means you will get the exact rating for the 15 minute time period in which your spot ran. For Overnights, that refers to the exact day the spot ran, and for Sweeps, it refers to that same 15 minute time period, but averaged over the weeks of the survey.

Use Overnight PAVs means exactly that– **If you are using overnights**, *WO Media Sales* will pull the Program Average rating for that Overnight. If you are using Sweeps books, this is not the option for you. Instead, choose **Analyze PAV** from the ribbon inside the post.

Nielsen or Rentrak

This (and all sections of this dialog) will default to your last selection, but you can choose to post using Rentrak data.

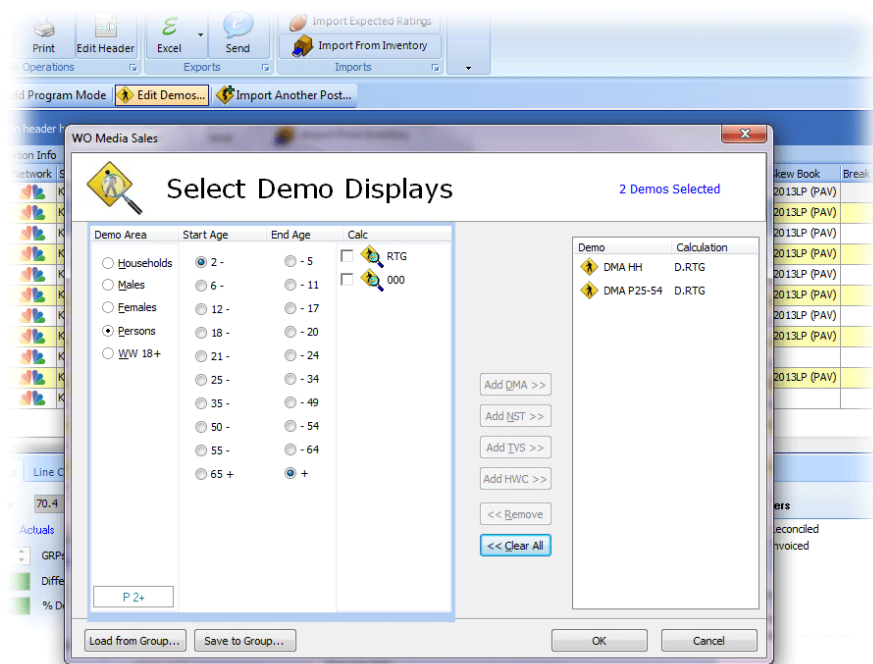Click **Next** when all options are selected.

> Note: Remember that nothing you do here is carved in stone. Getting the right numbers in a post sometimes calls for experimentation. And that's fine because no matter how you change a post, how many copies you save using different data/strategy, you can always open it again– it will come in straight from traffic every time, just as it was the first time you opened it. Saved Posts (those you've edited) open from a different list. Click the **Open Saved Posts** button at the top of the main post headers page and you'll see.
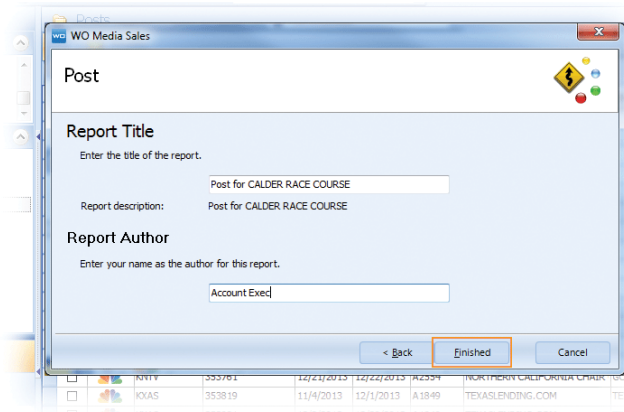
Choose Your Demos

Typically you'll use the demo specified by the buyer, and/or the demo used if ratings were entered into your traffic system software with the order. (That function- Entering expected ratings in traffic which will then come into your post as a separate column– is available for WideOrbit and OSI traffic systems.) Add any others for comparison, if you like. You can edit these inside the post if necessary.

With *WO Traffic* the demo comes in for you automatically unless you *don't* have expected ratings, and having them is more common.

Title Your Post

The title is going to display in a good size font at the top of the page when you print and/or send the report to your buyer. But, you can skip it now and take care of it when you save or print. Your name will print, too, so type it in as you want it to appear.

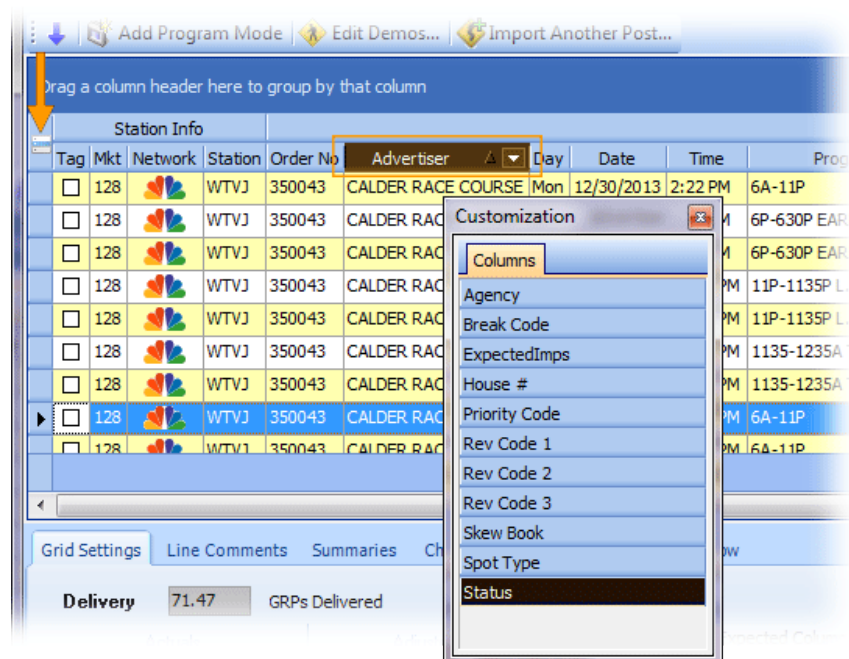When your post opens, it will look similar to this screen shot.

Note: A few "Excel-like" functions are available to help you work a little more efficiently. Right click in any of the column headers (where it says "Book" or "Dayparts" or "Rating", etc.) in a post, and you can sort by that column, group by the column, align it left, right, or center, change the width with Best Fit, or, better—Best Fit (all columns).

Customize Columns

Because there is so much information which can display in a post grid, we recommend that you customize your view, hiding anything you don't need to see.

Any columns can be removed or restored. Look closely for the two silver bars, and click. The resulting columns menu is floating- move it anywhere. Click and drag columns back and forth, on or off the grid.

Status Filters

Although *WO Traffic* labeling of the **Status Fliters** is used below (**Preempted, Displaced, Invoiced**, etc.), the functionality of **Status Filters** will be the same for OSI or Pilat traffic systems.

If you open your post and it appears to be missing lines, or you are seeing more lines than it seems you should be seeing, you may want to look at **Status Filters** first. This is much more likely when the post is ongoing, with spots still airing, and more to air in the future. When that's the case, common **Status Filters** will be similar to those shown, plus another for **Invoiced** spots. For an older post (one in which, for instance, the last spot aired months ago), you may see only **Invoiced** and **Preempted** as available status filters. That's because the **Status Filters** available are determined by what type spots are contained in the post.

In our example, four types of spot lines exist in the post, but only one **Status Filter** is selected, so only Reconciled lines are visible to the user. If a large campaign is only a few days old, it may have 15 lines of Reconciled spots in the post, but 200 lines which have been Placed to run. If you don't need to work with the Placed spots, just clear that checkbox. But if the buyer asks for a "Pre-post", the Placed lines will be exactly what you need.

> Note: If there are **Preempted** or **Displaced** spots, you will see the filters, but those boxes will not be checked when the post opens; it is not the default. You will have to check the **Preempted** or **Displaced** checkbox to see those lines. **Invoiced**, **Reconciled** or **Placed** spot lines will be visible (the checkboxes selected) when the post opens.

> Note: You can display your post in a **Two Line Grid** (under **Grid Options**). This is very helpful if you must display most of the columns. With all columns displayed in a single line grid, you'll have to do a good bit of horizontal scrolling.

Your post will open with the lines (spots) sorted by date, but you can sort on any column (ascending or descending) by clicking on the column header.

If you selected **Overnight Data**, you'll see ratings for the exact day, and depending on your choice, either the exact quarter hour or PAV. In set meter markets, the demo skew is either a 4 week average demo for the quarter hour based on the skew book you selected, or program average from the book. When you select **No Overnights**, you'll get the quarter hour time period average across the weeks of the survey you selected.

For example, in this instance the spot ran at 12:11a on 12/27. Using Overnight Books, you'll get the average rating for 12:00a– 12:15a on 12/27. With No Overnights, you'll get an average of that time period rating for all Fridays in the survey you selected.

You can change the survey for any line, any group of lines, or all lines– see

Program Names

Another step you may want to take (again, this will depend on your traffic system, and the sell patterns specified there):

If, in the Program Name column, you see only days and times, you may want to right-click and change the Program Name Source.

You can choose to **Use Default Traffic Names, Use Nielsen Program Names** or **Use Traffic Display Times**. Try them to see which you prefer.

Delivery

Delivery is shown at the bottom of the screen as the first item in the Grid Settings tab. (You may also want to check **Show Totals On Grid** to see the total of each column directly beneath that column) The **Delivery** is the total of Gross Rating Points your schedule delivered. The figures are split in this section, showing Actuals on the left and Adjusted on the right. The **GRPs Goal** is the total of your Expected Ratings. The Difference is the Delivery minus the Goal, so it might be positive (Over-delivery: shows a plus before the number in a green field) or negative (Under-delivery: shows a minus before the number and a red field).

The **% Delivered** is the delivery expressed as a percent of the GRPs Goal, but this is true ONLY if **Show Actual % Delivered** is checked. If that is not checked, the **% Delivered** is the percent of the Difference between GRPs Delivered and the GRPs Goal (**GRPs Goal** is also equal to the Expected Ratings total.) So, if you want to see the over or under delivery based on the totals and expressed as a percentage (and this would be more typical), be sure *Show **Actual % Delivered** is checked.* This is the case whether you are looking at Actuals or Adjusted.

In these two examples we see the difference when **Show Actual % Delivered** is checked. The **% Delivered** is the delivery expressed as a percent of the **GRPs Goal**, but this is true ONLY if **Show Actual % Delivered** is checked, as is the case in our first example. If that is not checked, as in the second example, the **% Delivered** *is the percent of the **Difference*** between **GRPs Delivered** and the **GRPs Goal** (GRPs Goal is also equal to the Expected Ratings total.)

Multi-Market Posts

So far, we have referenced single market posts as they are more common by far, but posts containing spots from two or more markets will function identically.
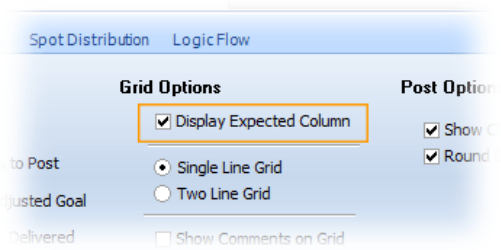
You can group Markets by dragging the column header for **Market Number**, or for **Station** if there is only one station per market, into the dark blue strip directly above the grid. Check **Show Totals on Grid** and you will see a subtotal for each market, and a grand total at the bottom of the grid. This grand total is also displayed in the **Delivery**, **GRPs Delivered**, which is the first item under the Grid Settings tab.
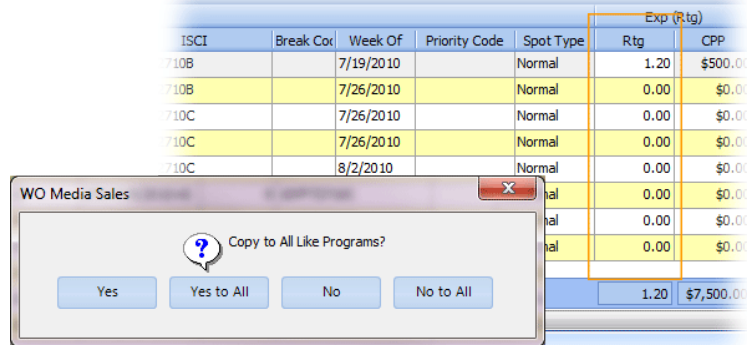

You have options of how ratings will be displayed depending on your buyer's preference. With the **Show Actual % Delivered** box checked, both GRPs/IMPs Delivered and Expected RTGs/IMPs columnns show the totals as expected. Posts containing spots from two or more markets behave the same way. When the **Display Expected Column** is checked, it is easy to see how the post performed against the **Expected Totals** for all Markets.

Expected Ratings

In many cases, your ratings goal for each spot will be entered into your Traffic order, and will then be automatically displayed in the *WO Media Sales* post for that order. The Expected Ratings column should be selected as the default. If it is not, you'll see **Display Expected Column** under the **Grid Options** tab. If that column shows only zeros, no ratings were entered in your traffic software for that order. You still have several methods by which to add Expected Ratings for your post:

You can enter ratings directly into the Expected Ratings Column.
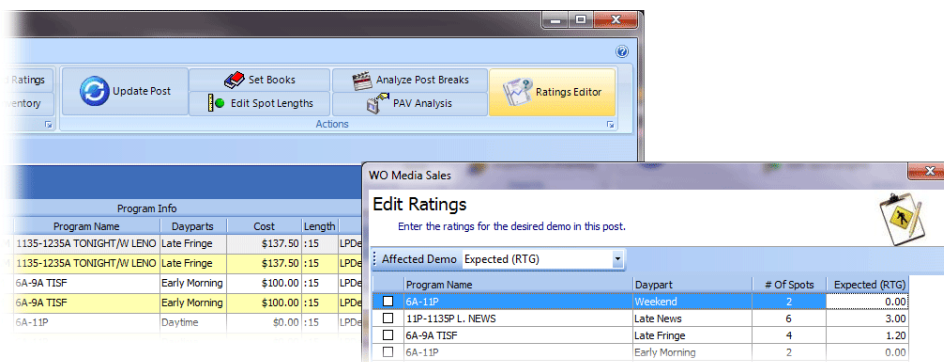

As soon as you type the first rating in, you'll get the prompt shown here. (You'll rarely want to choose **Yes to All** or **No to All** because the system will copy to all like programs every time you type a rating in, and will no longer show you the prompt. If you do, however, there is an option to **Reset Prompts** at the bottom of your right-click menu.)
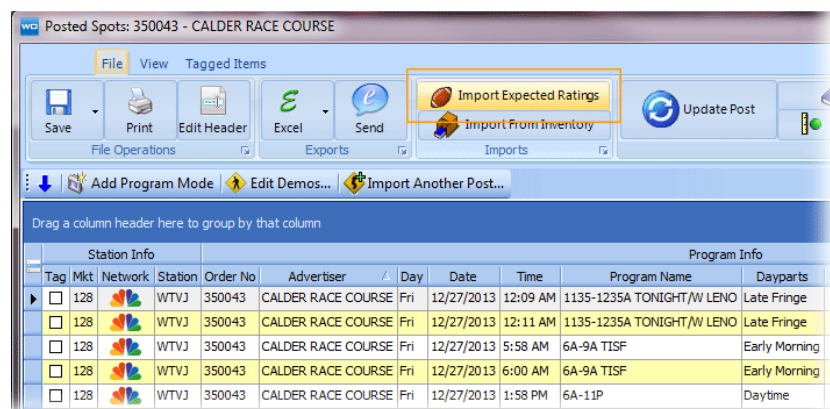
Click **Yes** and the rating will copy to all lines for that program.

As you fill in the ratings, you'll notice that the **GRPs Goal** (at the bottom left of the screen) will grow, totaling all you've added.

Another way is to use the **Ratings Editor**. Here you can enter ratings for all spots which ran in one program at one time.

There are two additional ways to bring in Expected Ratings, each of which you may need to use depending on your station and particular circumstances. You can click on the **Import Expected Ratings** button in the ribbon under the **File** tab at the top of the screen.
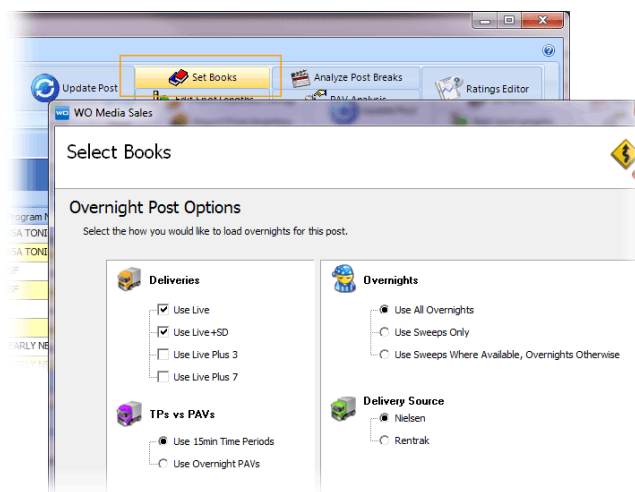

A list of your Campaigns is imported and displayed in a new window. Was a campaign prepared for this buyer? Did it run, and is it now reflected in the post with which you are working? If your traffic system doesn't have automatic expected ratings, this is a way to see what ratings you sold, versus the ratings you got, side by side.

Choose the campaign you originally prepared, and the ratings for the primary demo in the campaign will populate the expected ratings column in your post. Check to be SURE the primary demo in the post matches that in the campaign.

The second way is for the VEA clients of *WO Media Sales* ONLY. Click on the **Import From Inventory** button to bring in Expected Ratings from a special Estimate book.

Change Books

You can change books, and by a wide variety of methods. You can change ALL of the books: Click **Set Books** in the **File** tab if you need a complete "do-over". This brings you to the same screen you used when opening your post.

Or, you can change ONE of the books:

The other extreme is that you may want to change the book for one line only, and you can do that, too. LEFT click on the book you want to change. You'll see a drop down arrow in the field. Click the arrow and a list of all appropriate books to use for that line will display.
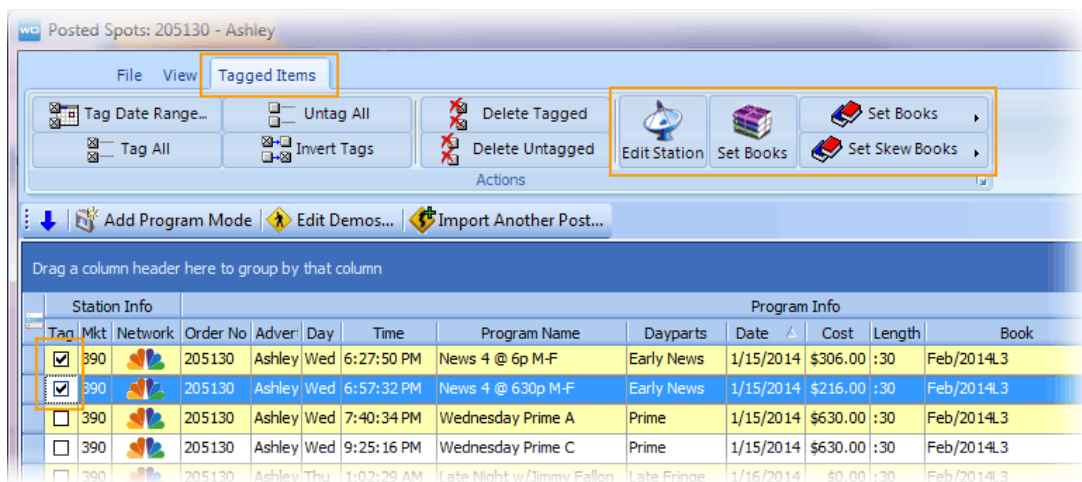

> **Note**: The last book in the list will be the Overnight for the spot.
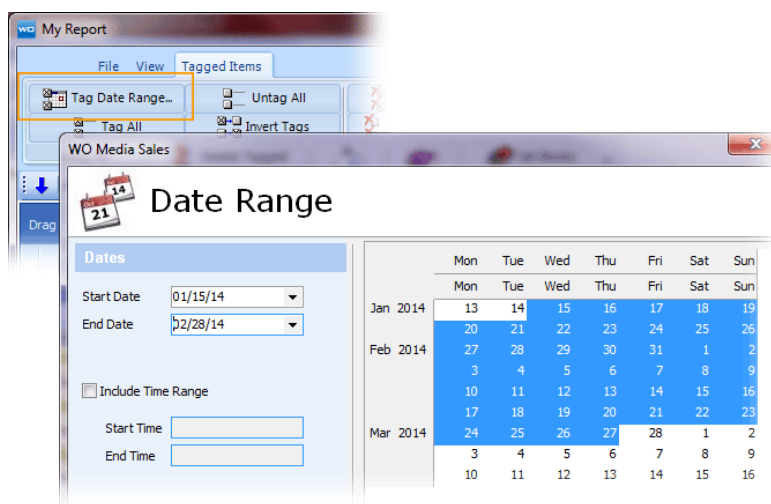
Change Tagged Books

When you change from the **File** tab to **Tagged Items** tab in a Post, you'll see there is more to "tagging" than elsewhere in the system.

You can cherry pick a variety of lines and perform actions on only those lines by clicking in the box on the left side of the post grid under the **Tag** column. The **Set Books, Set Skew Books**, and **Edit Station** buttons become accessible and offer editing options as soon as one or more lines are tagged.
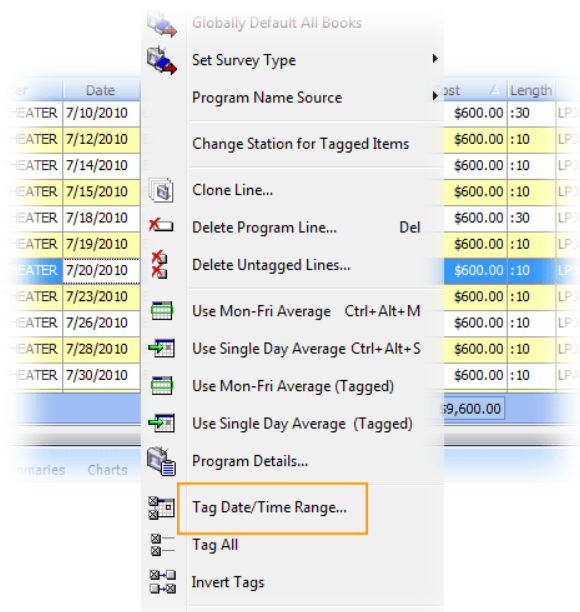

While it's true there are times when you'll want to tag a variety of lines, often, the lines you need to tag when changing books are defined by date. **Tag Date Range** is a great shortcut for this (although, you'll identify many uses for this feature). Click on the **Tag Date Range** from the ribbon under the **Tagged Items** tab to access the Date Range dialog. From here you can enter the start and end dates or click and drag to choose a range from the calendar.

You can modify even further by specifying a start and end time.

Tip: You can also right click in the grid and select **Tag Date Range** or other "tagged" functions.

Type or click the dates you need, hit **OK**, and edit the lines you've tagged, or **Invert Tags** and edit all the lines you did NOT tag, or **Delete Tagged, Delete Untagged**, etc. So, in this way you can change books for particular months, or quarters, in any way you like.

Tip: To turn in a Weekly or Monthly Post: Open the entire order and **Tag a Date Range**, then **Delete Untagged** lines.

Globally Change Books

If you **Right-Click** in the grid area, the menu shown here will be displayed.

Like many other areas of the system, posts have a rich right-click menu. Access it from anywhere in the main grid of the post. Click or mouse over the first item, **Globally Set All Books**, and a list of all available Nielsen Books will display. Choose one (or create a projection) and all lines of the post will be updated with ratings from that book.

With **Globally Set All Skew Books**, those in Set Meter markets can change the book on which the demos are based (if using HH Overnights). Again, this changes the skew book for *all* lines in a post.

Globally Default All Books means "set books back to the way they were when the post was opened".

Set Survey Type is helpful when the market has changed from a Set Meter to an LPM market recently. Which data set is used depends on how old the order is. It may also be necessary to use this option when you are in the transition period for LPM surveys: You have the preliminary data for LPM on your server, but can't use it until your official "LPM date".
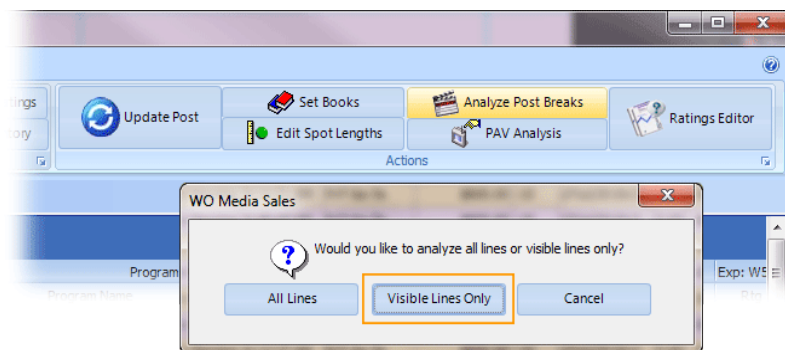
Analyze Post Breaks

If, after finding your best book options, there's a negative discrepancy between your expected ratings total and GRPs delivered, this is often a fast way to close the gap. In a post, you may have spots that ran in a critical break, i.e., the last break of your late news, and those spots may bring in the lead out program's rating instead of your late news. Or, you may have a spot that ran in the break going into Prime, but giving you the Access rating instead of the Prime rating.
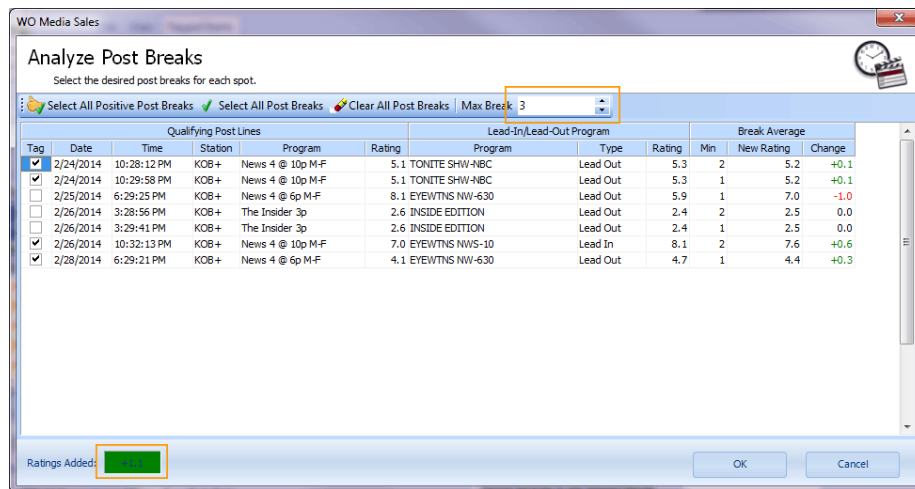
To solve this, and gain the points you deserve, Analyze your Post Breaks:

Go to the **File** tab in the ribbon, and click **Analyze Post Breaks**. You will be prompted to show **Visible Lines** or **All lines**. If you have filtered any lines/programs, you can choose to apply break averages to all programs, or only to those currently visible in your post. It is recommended that you always choose **Visible Lines**. Selecting **All Lines** can cause unexpected results; for example, you may be working in a post that has many placed spots, and usually would not want to work with those in this way.
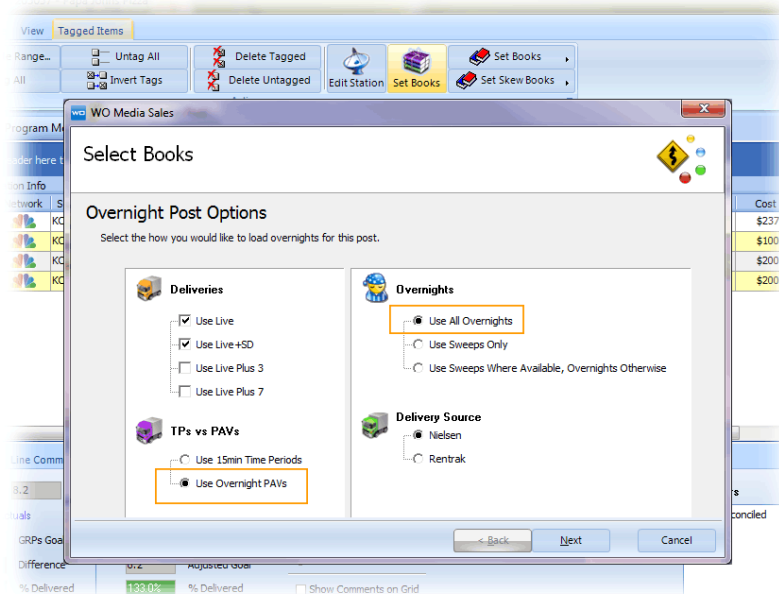

Caution: If you're using PAVs, break averaging won't work. Post breaks help you with quarter hour time period numbers.

This dialog has been generated to show which ratings have a positive or negative effect from the Lead In or Lead Out Break Average. The default is 3 minutes on either side of the Break and, typically, a buyer will accept only two or three minutes. **To edit the number of minutes, move the arrow next to the Max Break box up or down.** *WO Media Sales* defaults to applying only the Positive Post Breaks. (Notice the Ratings Added at the bottom of this dialog box.) If you want to show all break averaging, both positive and negative, **Select All Post Breaks**. Or, you can check or uncheck any line. If you do not want to apply any break averaging, just click **Cancel**.

Using Program Average

If there's nothing prohibiting it, you may want to look at program average ratings in your post. A buyer will usually give you specs for the ratings you can use, but if they do not, and you need to increase delivery, PAV is often a good (and a fair) choice. The options for using program average in *WO Media Sales* posts are different depending on the type surveys you're using.

You can try selecting **Use Overnight PAVs** with your choice of Overnight data stream. It will give you the rating for the full program in which each spot ran. (You are using overnights, so just that one day) If your market gets HH overnights only, remember that the demos will be based on the skew book selected.

PAV Analysis is quite different, as it refers ONLY to sweeps books. Again, select the lines to which PAV Analysis will apply. You'll see the PAV Analyzer as soon as you choose **Visible Lines Only** or **All Lines**.

There's no typical result, but look at the Ratings Added. It's not unusual for a relatively high total to be added when the change is from overnight quarter hour time period ratings to program average from sweeps books. This function uses the PAV from the sweeps book most appropriate to the spot date. So, the rating represents an average of all instances of the program which aired (in the same time slot) during that sweep. If the post is opened using (quarter hour time period) sweeps books rather than overnights, the change may not be so dramatic.

> Note: A sweep book defaults to ratings for the quarter-hour time period in which the spot ran, but over the date range of the book. For instance, a spot which ran Thu, 5:24a, the original rating in a post, using tp and a sweeps book, would be an average of the 5:15-5:30a quarter hour on each Thursday of the sweep.
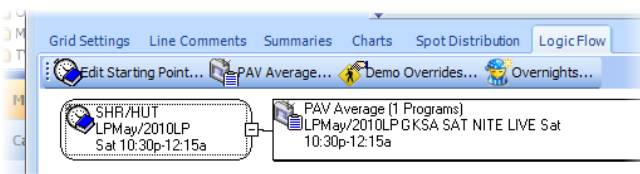
PAV Analyzer Columns:

1. *WO Media Sales* tags all positive lines for you. Check or clear any line.
2. The actual run time for each spot
3. The spot's program name
4. The original rating is shown here
5. The time period the NEW rating represents
6. The program name from the appropriate sweeps book
7. The new rating the spot will have
8. The difference between old and new rating (which will be added to your delivery)
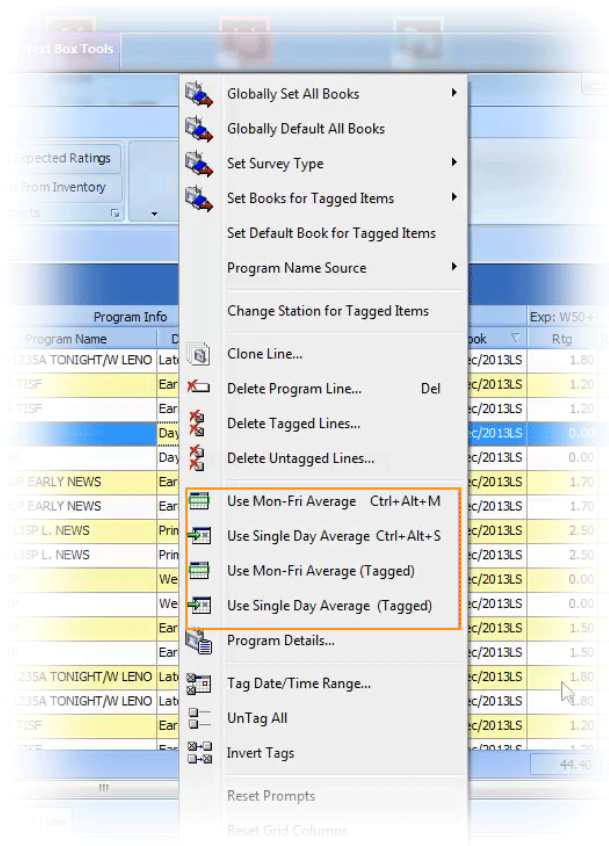
The PAV Analyzer defaults to selecting All Positive PAV Breaks, but, as with Post Breaks, you can choose which you want. Click **OK** when you've made your selections.

PAV for One Line

If you need to analyze just one line on the main grid, highlight the line and click **Logic Flow** at the bottom of the post grid. Here you can not only add PAV, but possibly combine that with other adjustments you may need.

Monday - Friday Average

Another way to increase delivery totals is to use a Monday-Friday average for those spots which ran in strip programming. Again, this is an experiment! Ratings may increase for some programs, and decrease for others. Print, create a PDF, or save the post before you begin this process in order to make the quickest comparisons possible. Right click anywhere in the post grid.

You can use this feature one line at a time, but you don't have to. Tag all the lines which might be improved with a M-F average (any of your News programs are good candidates). Click **Use Mon-Fri Average (Tagged)**, and compare to your original ratings. You may find some better and some worse. That's to be expected. Tag the lines that need to go back to one day, and click **Use Single Day Average (Tagged)**.

Caution: If you have a mix of overnights and sweeps, and if you have edited any of the lines and you are now changing them again, **Single Day** may not take you back to a Sweeps book, but rather to the overnight which originally supported the line. Click the book field in that line. Click the dropdown arrow which appears on the right of the book field. This will contain a list of every possible appropriate book for that line, and you can choose what you wish to use.
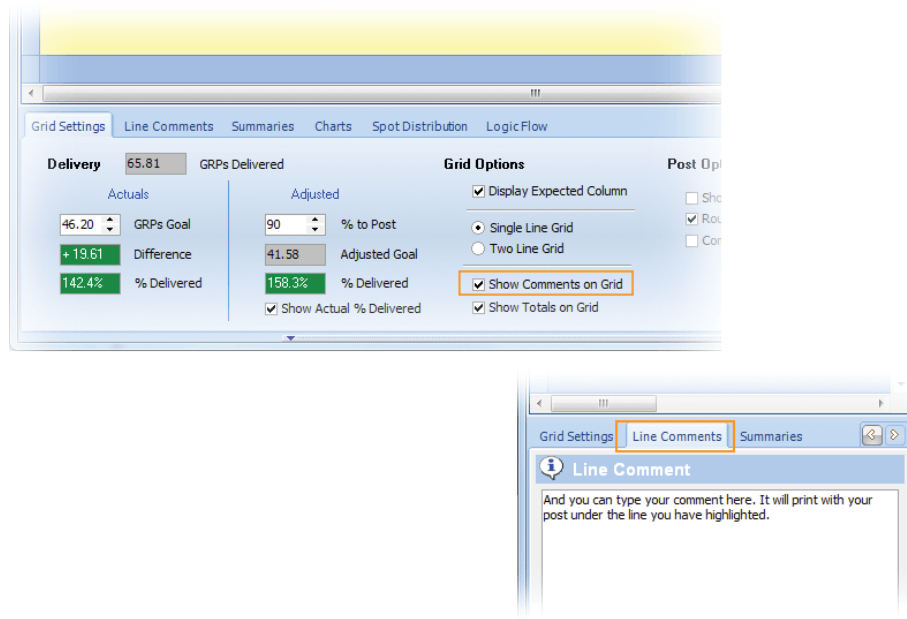

Note: The Overnight for the spot is always at the bottom of the list.
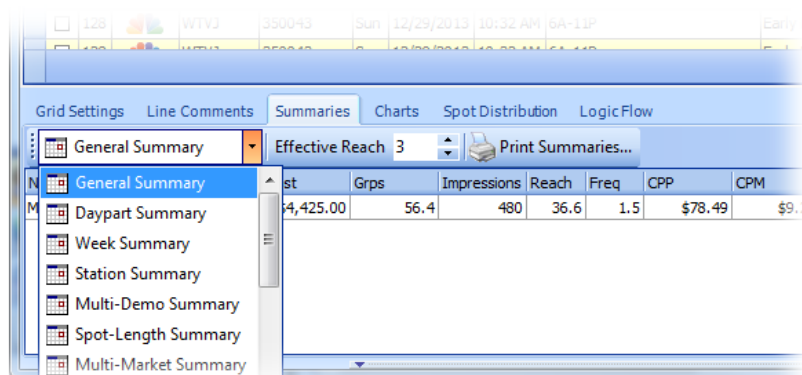
Comments for Any Post Line

If you need to comment on your post lines, you can accomplish that two ways. Notice **Show Comments on Grid** under **Grid Options**. When you check this option you can type directly under the post line. Alternately, you can click **Line Comments** (to the left of Grid Settings in the summary panel) and type the comment in the space provided.
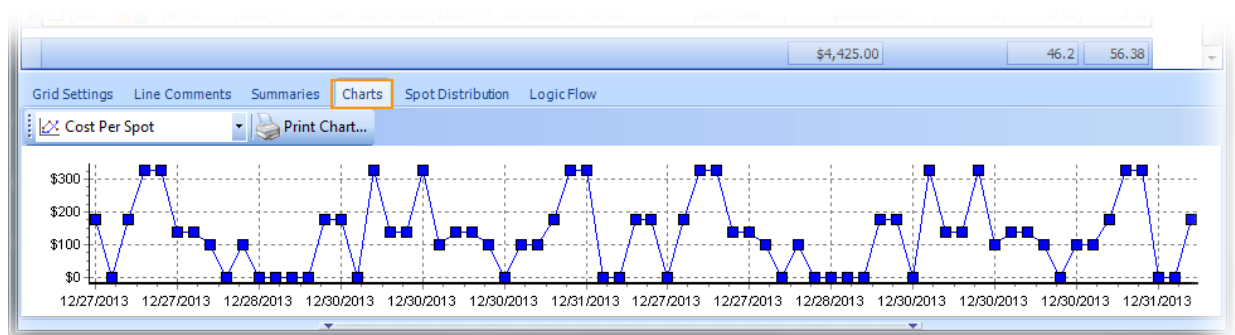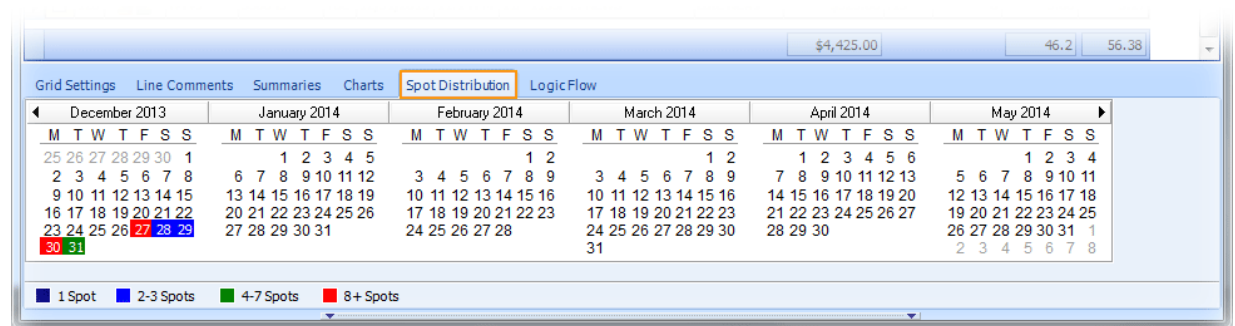
More in the Summary Panel

Just like you do in your Planner /Campaign page, you also have many summaries to choose from. Display what you need to see at the moment; when you print, you'll be able to choose which summaries, if any, you want the buyer to see.

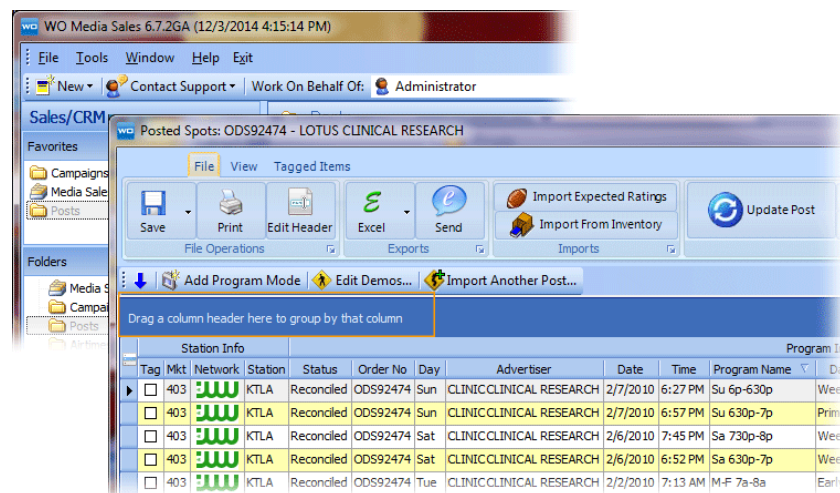You'll also find **Charts** as a tab in your summary panel:

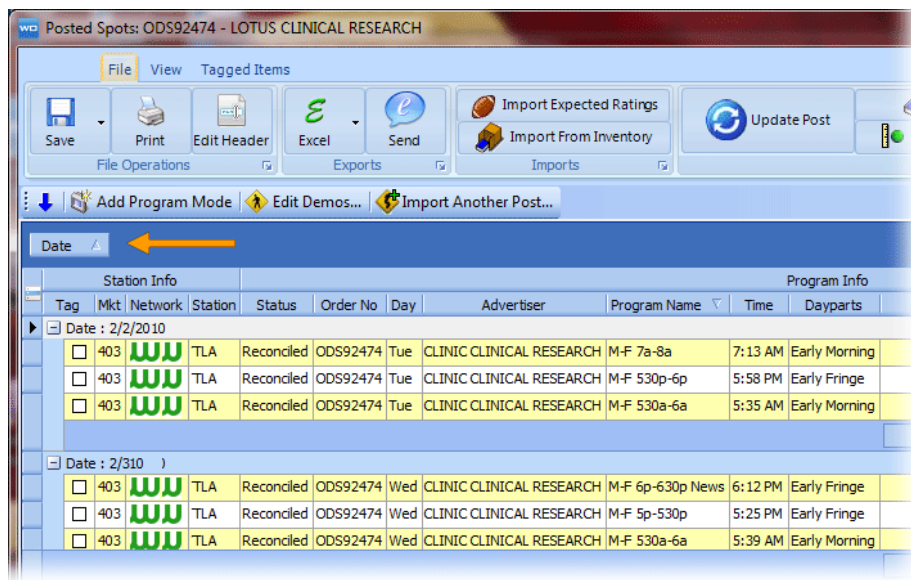And **Spot Distribution** over the dates of your post:

Grouping

If you would like to see your posts grouped by a column you can. Click and drag one of the column-headers to the dark blue area just above the grid. This will group all lines in the post by that column header.
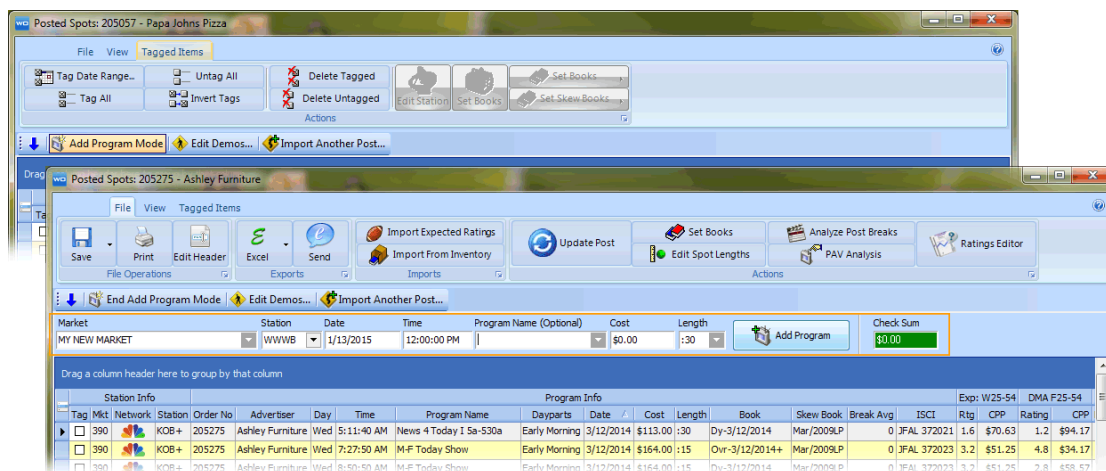
For instance, this screenshot shows spots grouped by date.

You can drag the column header back into place with the rest of the column headers to return to the default view, or group by another column header.
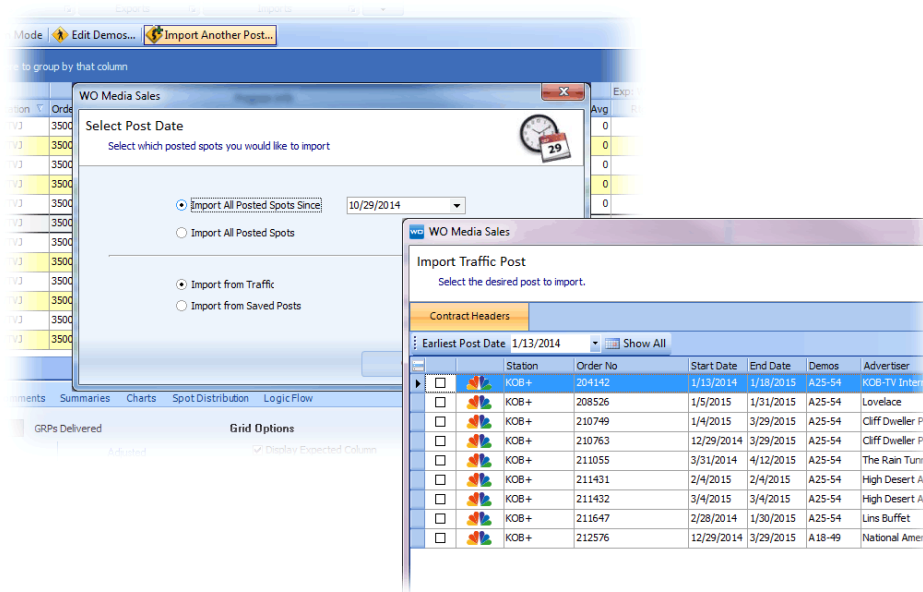
Add Program Mode

Look above the post grid, and you'll see the **Add Program Mode**. This allows you to manually add a spot to your post. Click it, and you'll see a form above the post grid where you can enter all necessary information. Then click **Add Program**, and this will become another line in your post.
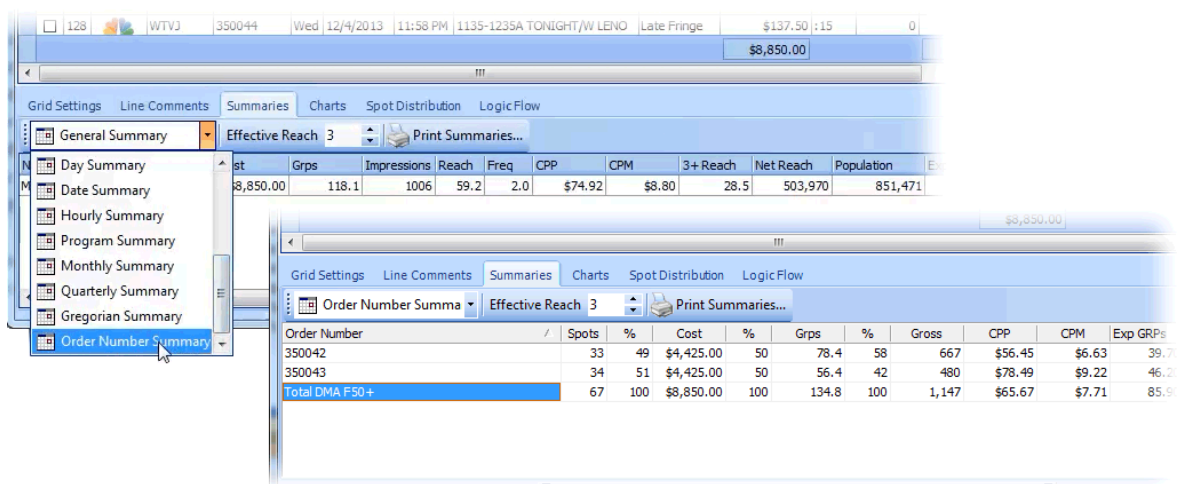
Import Another Post

You may decide you want to add another post (another order) to the one with which you are currently working. Click **Import Another Post** (to the right of **Add Program Mode** and **Edit Demos**).

You can specify a date, click **OK**, and the Post Headers page will display. Just choose the post you want to combine with your current post, ensure that the demo is the same for both and click **Open**.

If you import another post or if you opened multiple contracts at the same time, there is an Order Number Summary available. Notice that each order displays in a separate line, with the totals beneath.

Piggybacks, Donuts, and Bookends

Notice the column in a post labeled "Spot Type". Most spot types are "Normal" but if there are spots labeled **Donut**, **Piggyback** or **Bookend**, you can combine those pairs for agencies requesting it. When these spot types are present in a post, the option **Combine Piggybacks or Bookends** is displayed in the Grid Settings Tab.

When selected, the two lines combine into one line. The pair(s) of 15 second spots will change into a single 30 second spot (or spots). The time used will be from the most recent of the pair of :15s.

Not combined

		Station Info					Program Info							Exp: A18+	DMA P18+
Tag	Mkt	Network	Station	Advertiser	Day	Date	Time	Program Name	Cost	Length	Book	Spot Type	Break Avg	Rtg	Rating
☐	997		WOMN	Bank of America	Mon	12/31/12	5:12:59 AM	Today at 5am	$550.00	:30	Ovr-12/31/12+	Normal	0	1.000	0.576
☐	997		WOMN	Bank of America	Mon	12/31/12	10:29:11 AM	Today at 10am	$525.00	:30	Ovr-12/31/12+	Normal	0	0.400	1.969
☐	997		WOMN	Bank of America	Mon	12/31/12	11:13:12 AM	NBC 5 Today	$550.00	:30	Ovr-12/31/12+	Normal	0	0.600	1.984
☐	997		WOMN	Bank of America	Mon	12/31/12	12:28:21 PM	The Jeff Probst Show	$350.00	:15	Ovr-12/31/12+	Donut	0	0.200	1.214
☐	997		WOMN	Bank of America	Mon	12/31/12	12:30:06 PM	The Jeff Probst Show	$350.00	:15	Ovr-12/31/12+	Donut	0	0.200	0.880
									$47,875.00					55.0	83.106

Combined

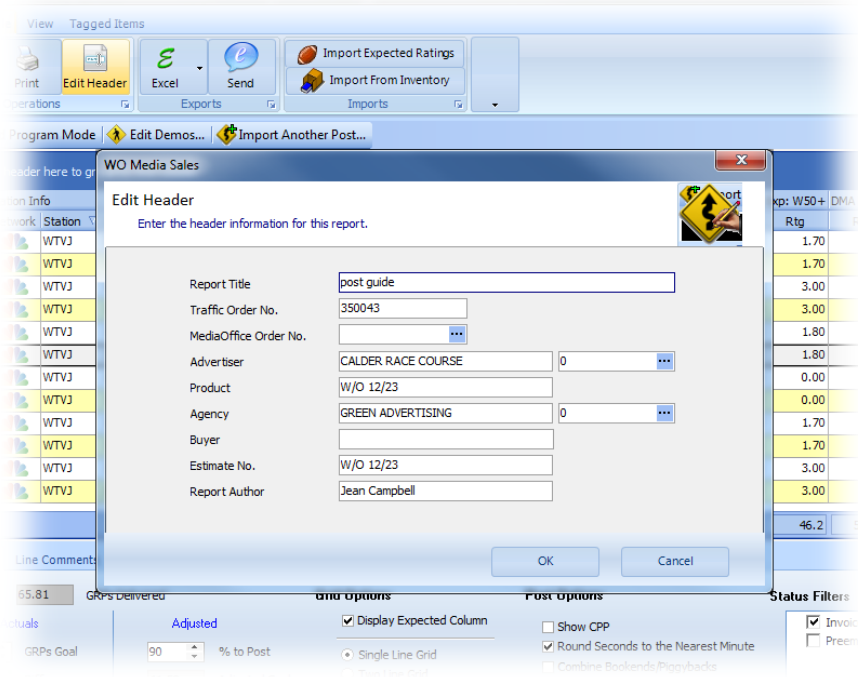|		Station Info					Program Info							Exp: A18+	DMA P18+
Tag	Mkt	Network	Station	Advertiser	Day	Date	Time	Program Name	Cost	Length	Book	Spot Type	Break Avg	Rtg	Rating
☐	997		WOMN	Bank of America	Mon	12/31/12	5:12:59 AM	Today at 5am	$550.00	:30	Ovr-12/31/12+	Normal	0	1.000	0.576
☐	997		WOMN	Bank of America	Mon	12/31/12	10:29:11 AM	Today at 10am	$525.00	:30	Ovr-12/31/12+	Normal	0	0.400	1.969
☐	997		WOMN	Bank of America	Mon	12/31/12	11:13:12 AM	NBC 5 Today	$550.00	:30	Ovr-12/31/12+	Normal	0	0.600	1.984
☐	997		WOMN	Bank of America	Mon	12/31/12	12:28:21 PM	The Jeff Probst Show	$700.00	:30	Ovr-12/31/12+	Donut	n/a	0.400	2.095

Both the rates and the ratings are combined; the individual rates and ratings from the two original :15s will be added together. Look at the Cost, Expected Rating, and Actual Rating columns in the following screenshots, comparing "Not Combined" to "Combined". For example, the rate is $350 for each of the two donut :15s, but when they are combined, it is $700 for the resulting :30.

Another difference is that the Break Average column will now show **n/a** for these combined spots.
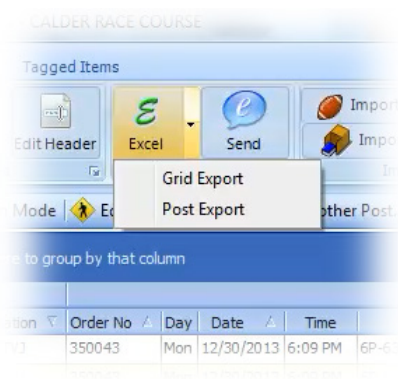
Other Features in the Ribbon

Edit Header

Here you can edit many details associated with the post before you export, send or print it.
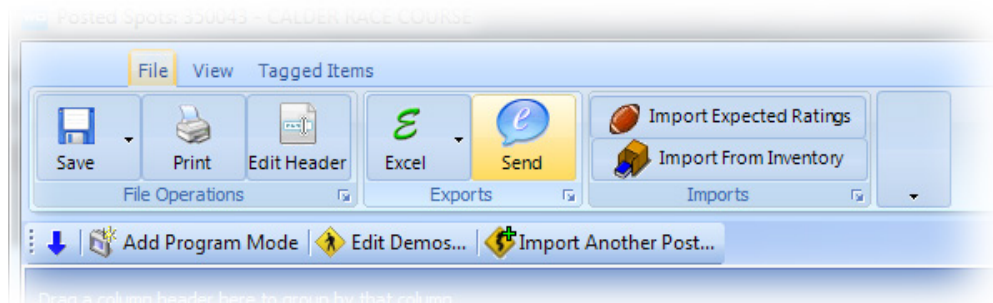

Export to Excel

Click the drop-down arrow in the right of the Excel button, and you'll see two choices, **Grid Export** and **Post Export**. **Post Export** is more of a presentation style, and **Grid Export** is more WYSIWYG. Try both to determine your preference.
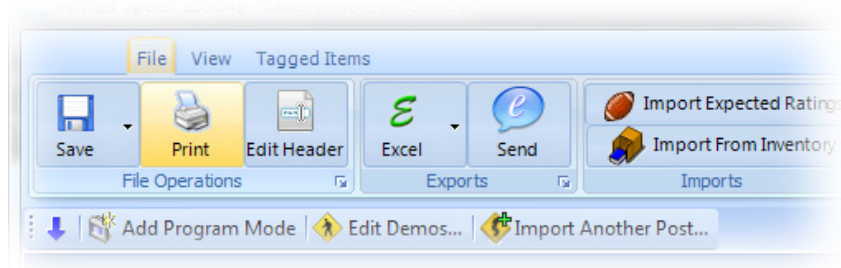
Send Electronically

Notice that the **eSend** button is available for your posts just as it is for your campaigns. Send your post to *WO Central – Media Agency* where the buyer can retrieve it. Just as with campaigns, you can specify what you want shown in the .pdf which will be sent with the file.
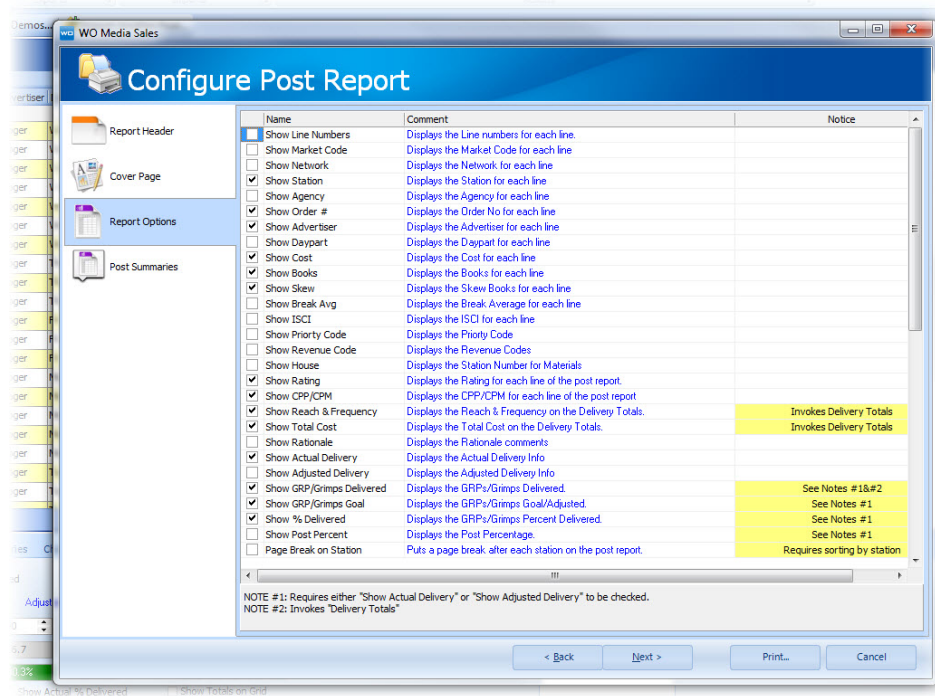
Print, or Attach to Email:

Click the **Print** button whether you want to print your post or want to send via email. Configure your report for your buyer, much as you would an avail or package:

- In your Report Header, title the post with a good identifier, and add or edit contact information if you need to.
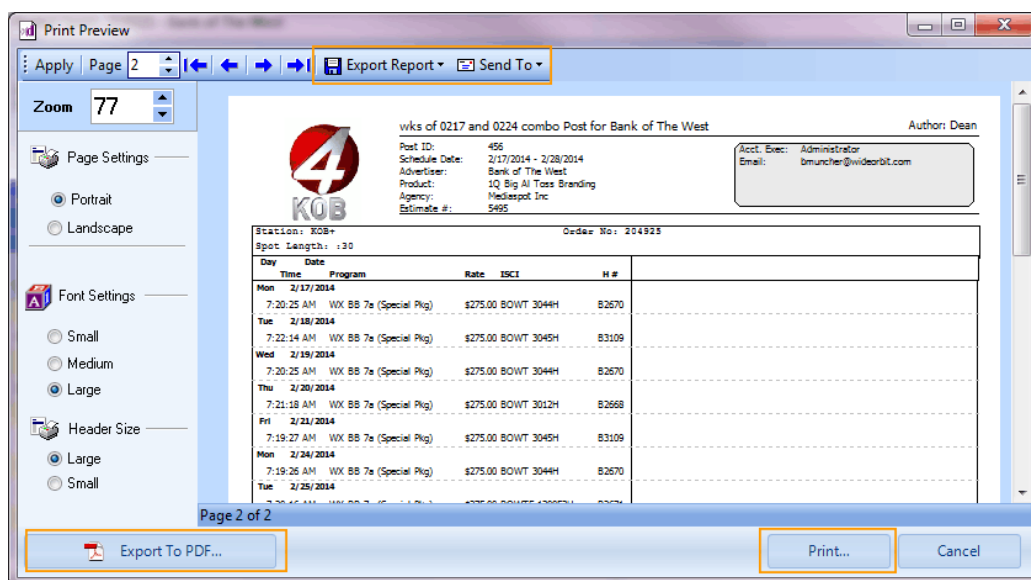- Create a Cover Page if you like

- Choose **Report Options**: You have many choices, but your selections will remain until you change them. When you open a new post, the selections will be the same. Of course, you can make adjustments for individual posts.
- The same is true for summaries: Select what you need and your choices will remain until you change them.

Click **Print** (at the bottom of the print dialog) and you'll find more options in **Print Preview.**

- **Print** (button at the bottom right)

- **Export To PDF...** (button at the bottom left)

- At the top of your screen, you'll see an **Export Report** button (export in several formats), and a **Send To** button (for most stations, this will bring up your own email, with your report attached).

- **Zoom**, **Page**, **Font** and **Header** are the same as in a campaign.

Please contact us with any questions or concerns regarding your own posts.

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