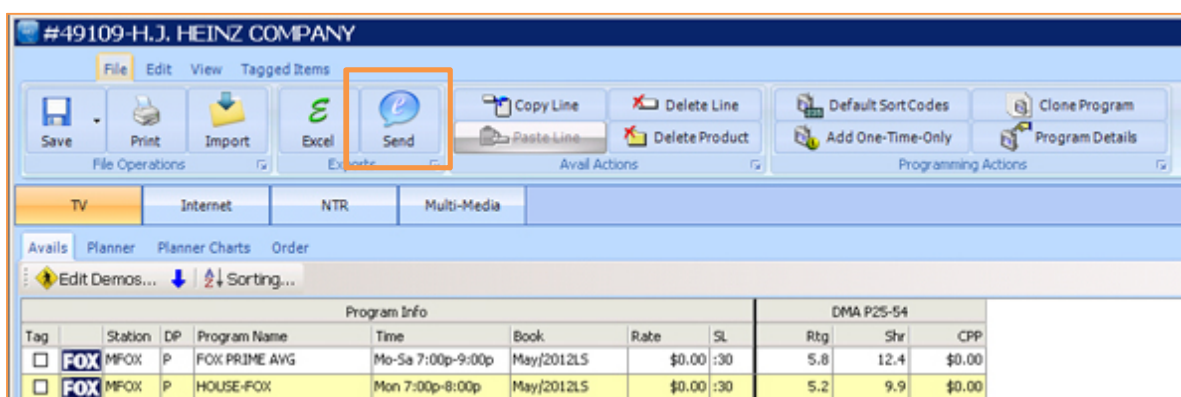


Sending with WO Media Agency

WO Media Agency Exports

WO Media Agency allows you to participate in the electronic super-highway connecting buyers and sellers through a standard set of Internet protocols and formats without ever leaving the system. This is the method by which you'll send reports to buyers in the **Proposal XML** format. When you click **eSend** in Avails, Planner, or a Post, *WO Media Sales* will send your document to the *WO Media Agency* web portal. If your client isn't registered there, they'll get a standard email asking that they register in order to retrieve the document they requested. You don't have to worry— *WO Media Sales* does the heavy lifting and your documents are delivered.



The screenshot shows the WO Media Sales software interface for user #49109-H.J. HEINZ COMPANY. The 'Avails' tab is selected, and the 'Send' button is highlighted with an orange box. The interface includes a menu bar (File, Edit, View, Tagged Items), a toolbar with buttons like Save, Print, Import, Excel, and Send, and a main workspace with tabs for TV, Internet, NTR, and Multi-Media. Below the tabs, there are buttons for Avails, Planner, Planner Charts, and Order. A table of program information is displayed at the bottom.

Program Info								DMA P25-54		
Tag	Station	DP	Program Name	Time	Book	Rate	SL	Rtg	Shr	CPP
<input type="checkbox"/>	FOX MFOX	P	FOX PRIME AVG	Mo-Sa 7:00p-9:00p	May/2012LS	\$0.00	:30	5.8	12.4	\$0.00
<input type="checkbox"/>	FOX MFOX	P	HOUSE-FOX	Mon 7:00p-8:00p	May/2012LS	\$0.00	:30	5.2	9.9	\$0.00

If it hasn't happened yet, a buyer will soon ask that you transmit your avail or plan electronically, that they receive it in **ProposalXML** format. When you've built that Avail or Plan and you're ready to send it, just click **eSend** in the Ribbon (under the File tab). The name of your report will be the default subject line. You'll need to fill in the buyer's name and email address, and choose how you want to be notified.

What is ProposalXML?

It is a file format your buyer's software can read. So, whether your buyer uses the Arbitron, Strata, Donovan, MediaBank, Harris or WideOrbit software system, they are able to download your report into their own software. This saves them time and money. Why? Because they don't have to re-key your campaign into their software— they can import it with a click. This is good for you, too, as there are no "human error" mistakes that come with re-keying.

Click **OK**, and you'll see the Configure Report dialog. Go through **Configure Report** just as you would if you were printing. You are setting up the report for the PDF which will be sent with the ProposalXML.

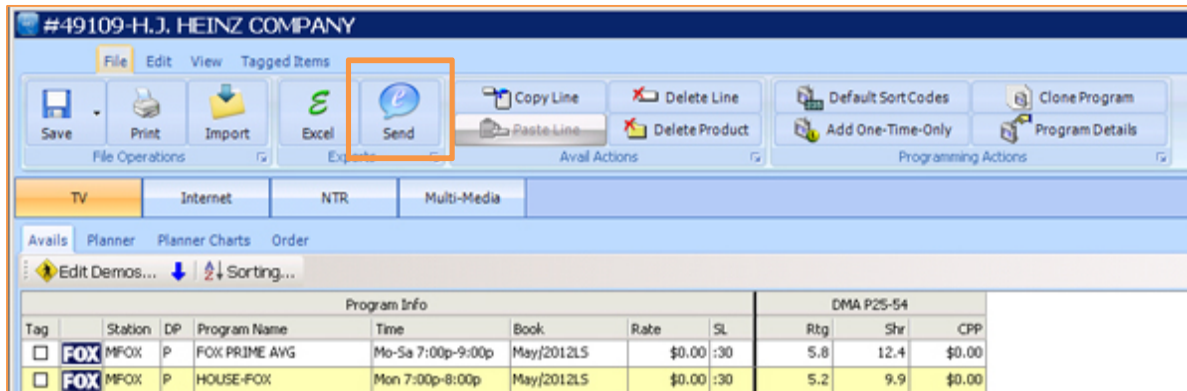
Go through setting this up just as if you were going to send the report in .pdf form attached to a regular email, because you *are* setting up the .pdf. A .pdf will be always be sent with ProposalXML. If you're happy with the result, hit **eSend** one more time. You'll get a message saying your report has been sent successfully.



This will work exactly the same way in Avails or Plan/Package. You can also **Save as Proposal XML**, and attach the file to email to send to your buyer. Just click the drop-down next to the **Save** button.

Step by Step:

1. Prepare your avail or plan and click **eSend**.



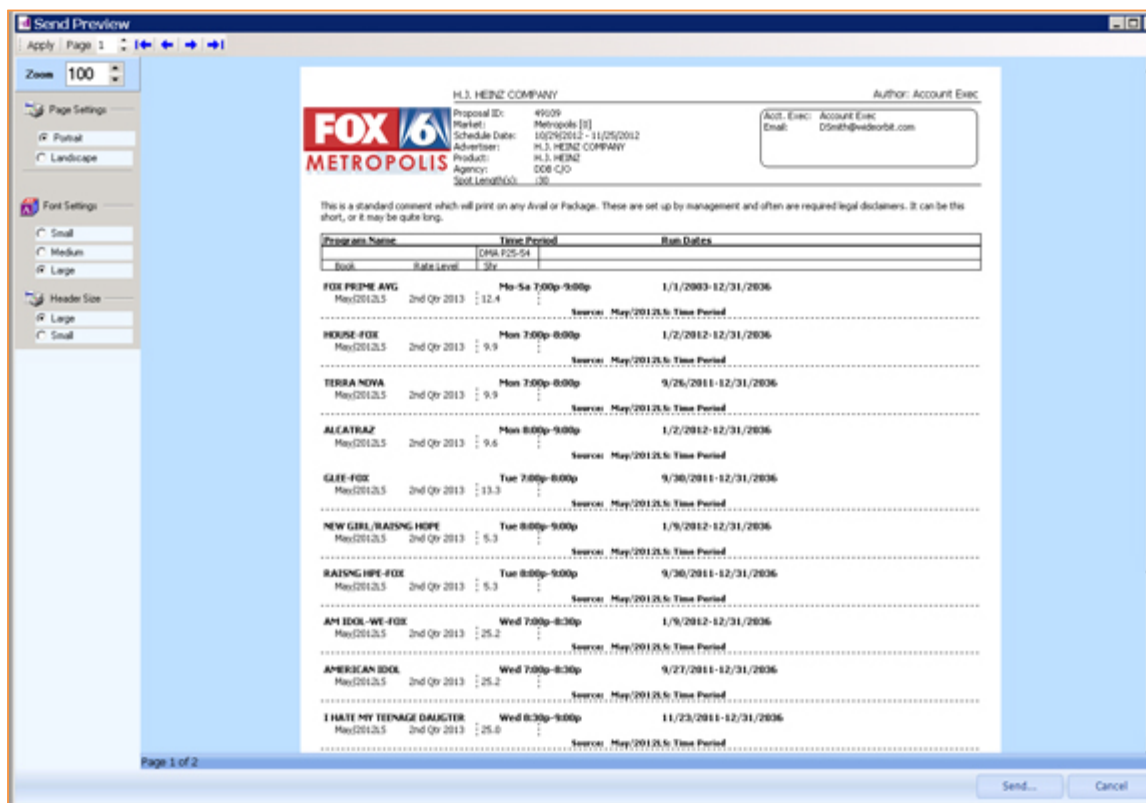
2. Fill the *WO Central Agency* form completely.

The screenshot shows the 'WO Media Sales' window with the 'WO CENTRAL Express' form. The form is titled 'Say something to your trading partner using WO Central Express' and includes a 'We ePort.' button. The form contains the following fields and options:

- Recipient Name:
- Recipient Email Address:
- Subject:
- The following features are only available through WO Central Express:
 - Expires On:
 - ☒ Notify me when recipient views report.
 - ☐ Notify me when recipient downloads report.

A yellow banner at the bottom states: 'Your client will be sent XML, SBX, and MediaBank files by default.' The form has 'OK' and 'Cancel' buttons at the bottom right.

3. Click OK, and set up “Configure Report” for your .pdf.



4. To receive your avail, your client must be registered at *WO Media Agency*. If they are not, they'll receive an email similar to the one below:

WO Media Agency avail from MFOX

Dear maynard.k@spiral.com,

You have been sent an WO Media Agency avail from MFOX.

Our records show that you are not registered as a user.

To view this avail please follow the link below and register. When you register, be sure to use the exact email address as above.

<http://www.womediaagency.com>

If you have any questions about this process, please contact WO Media Sales Support: 415.675.6775 Option 2, 1, or sales-support@wideorbit.com