WO MEDIA SALES

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.

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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.

ay som	ething to your tradi	ng partner using WO Central	Express				
Send	this avail using the following	ng options.					
	Recipient Name	M J Keenan					
	Recipient Email Address	Maynard.K@Spiral.com					
	Subject	H.J. HEINZ COMPANY					
The f	following features are only	available through WO Central Express					
	Expires On	4/24/2014 💌					
		Votify me when recipient views re	port.				
		🔲 Notify me when recipient downloa	ds report.				

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.

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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.

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	Fax	205-555-4455	
	Email	DSmith@wideorbit.com	
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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.

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Step by Step:

1. Prepare your avail or plan and click eSend.

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2. Fill the WO Central Agency form completely.

WO Media Sales			×						
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Recipient Name Recipient Email Address Subject	M J Keenan Maynard.K@Spiral.com H.J. HEINZ COMPANY								
The following features are only a Expires On	4/24/2014 Notify me when recipient	views report.							
Your client will be sent XML, SBX, and Me	Notify me when recipient downloads report. Your client will be sent XML, SBX, and MediaBank files by default. OK Cancel								
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3. Click OK, and set up "Configure Report" for your .pdf.

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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