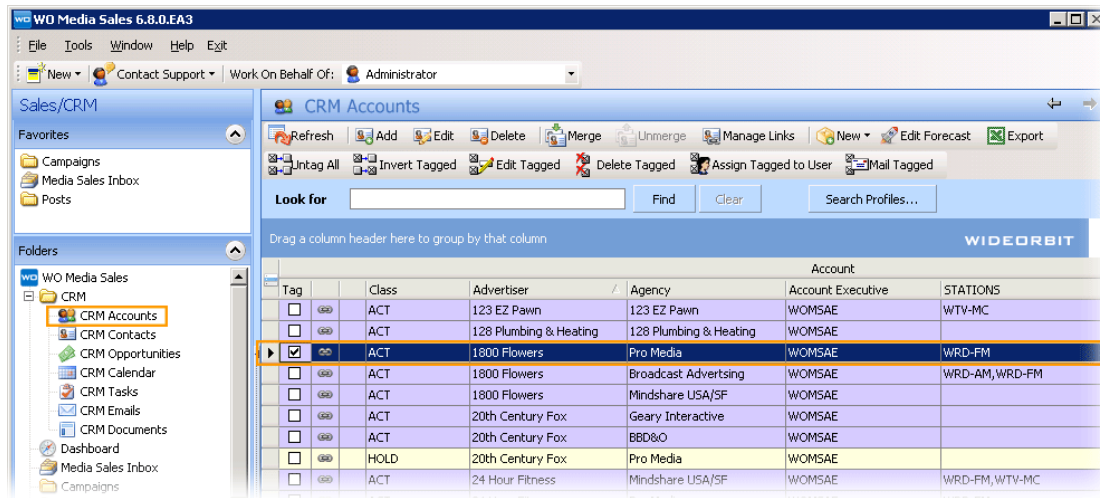
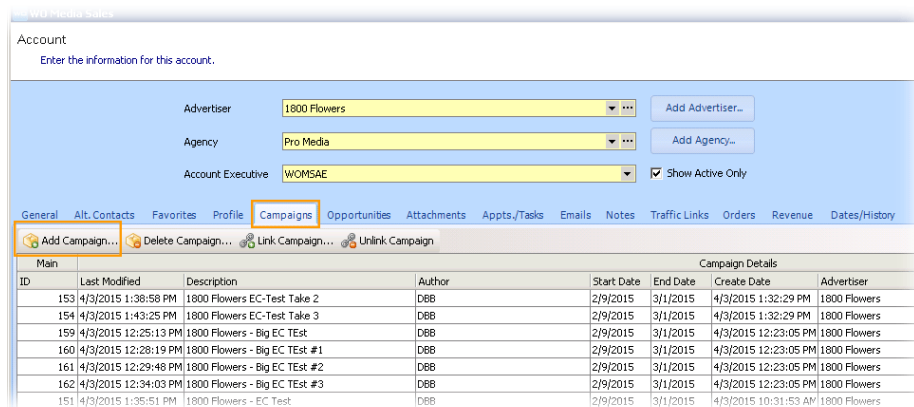


WO Media Sales Campaign, to Order, to WO Traffic Workflow

Open and log into *WO Media Sales*. Select **CRM Accounts** then double-click on a line to open an account.



Select the **Campaign** tab and then click the **Add Campaign** button.



WO Media Sales provides users with a **Radio Report Wizard** to create a campaign for this account. Select Market, Book, Station(s), Rate Cards, Dayparts, Dates, Flighting, Demo(s) and click Finished when complete.

Report Title

Enter the title of the report.

1800 Flowers

Report description:

1800 Flowers

Report Author

Enter your name as the author for this report.

WOMSAE

< Back

Finished

When the **Campaign** pulls up, go to the **Planner** tab and enter in your **Spots** and **Rates** (if not using a Rate Card).

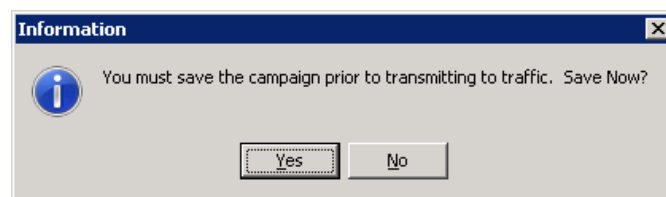
Station	Daypart Name	Rating	Share	Spots	Rate	Cost	Totals
WRD-FM	Mon-Fri Morning	2.2		4			6 13.2
WRD-FM	Mon-Fri 6AM-10AM	11.4		\$70	\$120	\$520	\$39.39
WRD-FM	Mon-Fri Midday	1.7		3			5 8.5
WRD-FM	Mon-Fri 10AM-3PM	10.6		\$60	\$115	\$410	\$48.24
				\$35.29	\$67.65		

(Persons 12+ MSA (RTG))	Spots	Cost	Grps	Impressions	Reach	Freq	CPM	CPM	3+ Reach	Net Reach	Population
WRD-FM	11	\$930.00	21.7	195,400	8.2	2.6	\$42.86	\$4.76	3.8	74,801	911,400

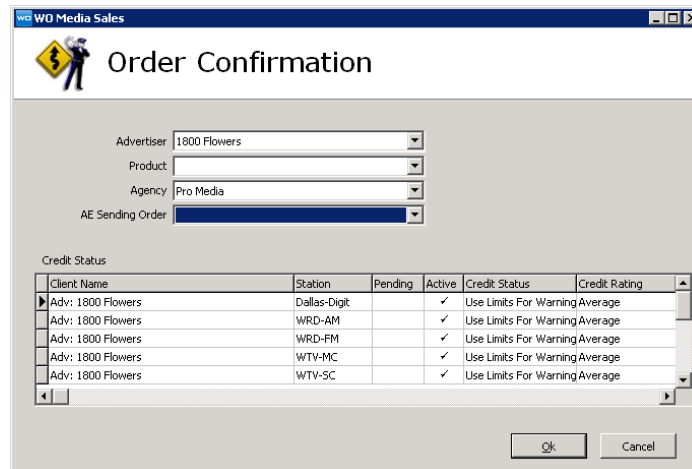
Go to the **Order** tab, click on **Import from Plan** and choose **Compressed** open the drop-down menu if the weeks are identical or **Uncompressed** if the weeks are different. When things are set the way you want them, click **Send to Traffic**.

Start Date	DP	Spot Type	Daypart Name	Count	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Rating	GRPs	CPM
2/9/2015	429	NM	Mon-Fri Morning	4	\$70.00	X	X	X	X	X			2.2	8.8	\$31.82
2/9/2015	498	NM	Mon-Fri 6AM-10AM	3	\$60.00	X	X	X	X	X			1.7	5.1	\$35.29
2/16/2015	429	NM	Mon-Fri Morning	2	\$120.00	X	X	X	X	X			2.2	4.4	\$54.55
2/16/2015	498	NM	Mon-Fri 6AM-10AM	2	\$115.00	X	X	X	X	X			1.7	3.4	\$67.65
2/16/2015	498	NM	Mon-Fri Midday	2	\$115.00	X	X	X	X	X			1.7	3.4	\$67.65
2/16/2015	498	NM	Mon-Fri 10AM-3PM	2	\$115.00	X	X	X	X	X			1.7	3.4	\$67.65

When you click **Send to Traffic**, a couple of things happen behind the scenes. The system verifies if the **Campaign/Order** has been saved. If it hasn't, this message will appear. Click **Yes** to save the campaign



An **Order Confirmation** dialog will appear.



The dialog box is titled "WO Media Sales" and "Order Confirmation". It contains the following fields:

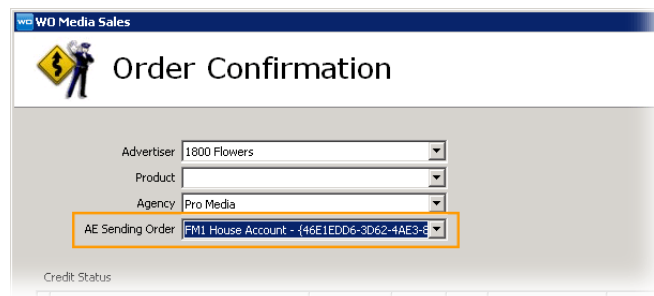
- Advertiser: 1800 Flowers
- Product: (empty)
- Agency: Pro Media
- AE Sending Order: (empty)

Below these fields is a table titled "Credit Status":

Client Name	Station	Pending	Active	Credit Status	Credit Rating
Adv: 1800 Flowers	Dallas-Digit		✓	Use Limits For Warning Average	
Adv: 1800 Flowers	WRD-AM		✓	Use Limits For Warning Average	
Adv: 1800 Flowers	WRD-FM		✓	Use Limits For Warning Average	
Adv: 1800 Flowers	WTV-MC		✓	Use Limits For Warning Average	
Adv: 1800 Flowers	WTV-SC		✓	Use Limits For Warning Average	

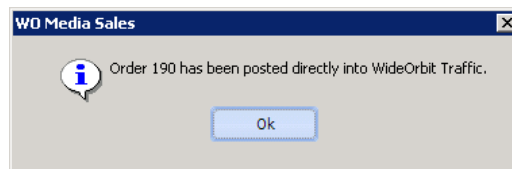
At the bottom right are "Ok" and "Cancel" buttons.

You must select an AE from the **AE Sending Order** drop-down list. After selecting the AE, click **OK**.



The dialog box is the same as the previous one, but the "AE Sending Order" dropdown is now populated with "FM1 House Account - {46E1EDD6-3D62-4AE3-8...}" and is highlighted with a red box.

You will receive a confirmation dialog. Click **OK**.



The dialog box is titled "WO Media Sales" and contains an information icon and the text: "Order 190 has been posted directly into WideOrbit Traffic." Below the text is an "Ok" button.

Now, open up *WO Traffic* and go to **Electronic Orders**.



The screenshot shows the "WO Traffic 7.5.0" application window. The "Electronic Orders" menu item is highlighted in the top navigation bar. Below the navigation bar, the "PM v75 WOMS" section is visible, containing links for "Sales", "Reporting", "Logs", and "Formats".



Tip: If you send over multiple stations in your Order from *WO Media Sales*, you will see multiple order lines on this screen (one for each station).

The **Electronic Order Search** screen will appear. If the stations you need are in the **Properties** field, click the **Search** button. Find the Order that was created in *WO Media Sales*. In this example it is Order #190. Double-click on it to open it up and view.

The **Electronic Order Search** window includes a menu bar (File, Help), a toolbar (Load File, Import, Delete, Print, Refresh), and a search section with fields for Properties, Rep Order #, Agency, Advertiser, AE Full Name, and Sales Office. A **Search** button is highlighted with an orange box. Below the search fields is a table of search results.

Station	Type	Rep Order #	Agency	Advertiser	Order Produc...	Estimate #	AE Full Name	Office	Start D...	End Date	Import ...	C/IT	Co...	Order(s)
WRD-FM	New Order	127	Pro Media	1800 Flowers	1800 Flowers		Account, FM1 ...	RD-FM Sacram...	02/09/15	02/22/15	06/08/...	Cash No	(WIDE...	
WRD-FM	New Order	190	Pro Media	1800 Flowers	1 800 Flowers		Account, FM1 ...	RD-FM Sacram...	02/09/15	02/22/15	06/09/...	Cash No	(WIDE...	

You will notice if you had created orders for the **Advertiser**, **Agency**, and **Dayparts** before and they were previously mapped, they will automatically be synched up. If not, you will need to find a match for them.

The **New EC Order Grid (WRD-FM)** window displays order details and a table of order lines. The header indicates 11 spots for \$930.00. The order details section includes fields for Advertiser, Agency, Account Exec, Sales Office, Buyer, and Demographic. The order lines table shows the following data:

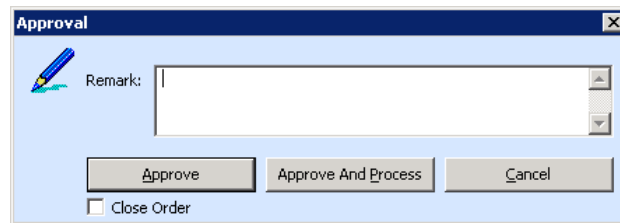
Status	Err	Import	Line #	Start/End Date	Start/End Times	Channels	Program Name	Inventory Codes	Inv Descr	Display Times	Weekdays	Res
New	0	✓	1	02/09/15-02/15/15	6:00 AM-10:00 AM	[1] 99.1	Mon-Fri Morning	06:00a - 10:00a M-F	M-F	6a-10a	XXXXXX--	
New	0	✓	2	02/09/15-02/15/15	10:00 AM-3:00 PM	[1] 99.1	Mon-Fri Midday	10:00a - 3:00p M-F	M-F	10a-3p	XXXXXX--	
New	0	✓	3	02/16/15-02/22/15	6:00 AM-10:00 AM	[1] 99.1	Mon-Fri Morning	06:00a - 10:00a M-F	M-F	6a-10a	XXXXXX--	
New	0	✓	4	02/16/15-02/22/15	10:00 AM-3:00 PM	[1] 99.1	Mon-Fri Midday	10:00a - 3:00p M-F	M-F	10a-3p	XXXXXX--	

Before clicking **OK**, fill out **Account Executive** (if not already mapped), **Sales Office**, and **Demographic** for the **WideOrbit Value**. Those are mandatory fields. Once those have been filled out, click **OK**.

You will see this dialog. Click **Ready** if you are done, or **Not Ready**, if you need to make changes.

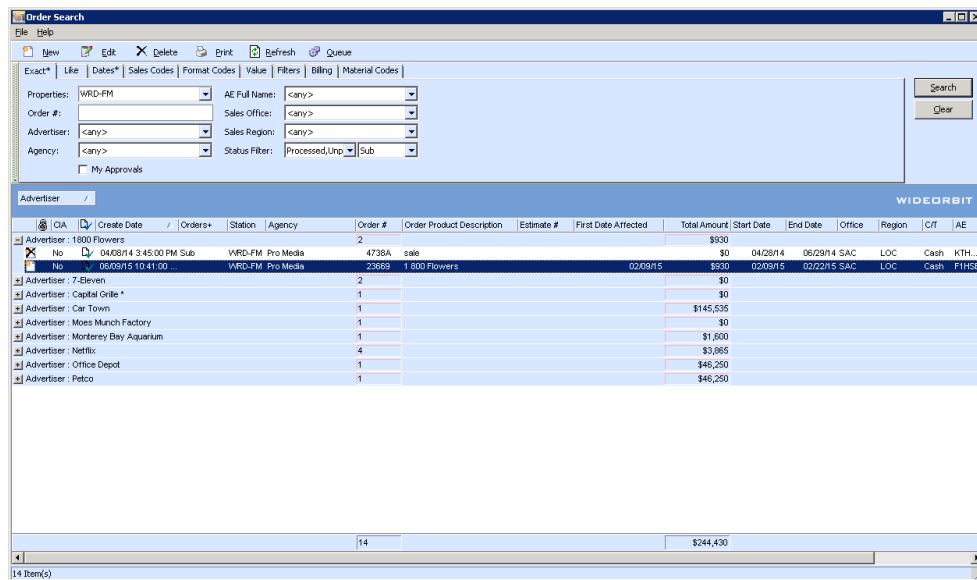
The Order will now be marked **Ready** for approval and will display this screen. When ready, click **Approved**.

You will see this dialog. Click **Approve**, **Approve and Process**, or **Cancel** to go back. When you click **Approve and Process**, it will remove Order # 45 from the Search list.



The dialog box is titled "Approval" and contains a "Remark:" text area. Below the text area are three buttons: "Approve", "Approve And Process", and "Cancel". At the bottom left, there is a checkbox labeled "Close Order".

The Order can now be found in the **Orders** module of *WO Traffic*.



The "Order Search" window displays a table of orders. The table has columns for Advertiser, Order #, Order Product Description, Estimate #, First Date Affected, Total Amount, Start Date, End Date, Office, Region, C/T, and AE. The table shows 14 items, with a total amount of \$244,430.

Advertiser	Order #	Order Product Description	Estimate #	First Date Affected	Total Amount	Start Date	End Date	Office	Region	C/T	AE
Advertiser : 1800 Flowers	2				\$930						
No	04/28/14 3:45:00 PM Sub	WRD-FM Pro Media	4735A	sale	\$0	04/28/14	05/28/14	SAC	LOC	Cash	KTH
No	05/08/15 10:41:00	WRD-FM Pro Media	2865S	1 800 Flowers	\$930	02/09/15	02/22/15	SAC	LOC	Cash	FIHSE
Advertiser : 7-Eleven	2				\$0						
Advertiser : Capital Grille *	1				\$0						
Advertiser : Car Town	1				\$145,535						
Advertiser : Moes Munch Factory	1				\$0						
Advertiser : Monterey Bay Aquarium	1				\$1,600						
Advertiser : Nattico	4				\$3,085						
Advertiser : Office Depot	1				\$46,250						
Advertiser : Petco	1				\$46,250						
	14				\$244,430						



Tip: In the current versions, only the original order can go over from *WO Media Sales*. Any changes to that original order may only be made in *WO Traffic*. *WO Media Sales* can send over a new order but it does not affect or update any previously sent orders.

If you have questions or concerns, call or email support.

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