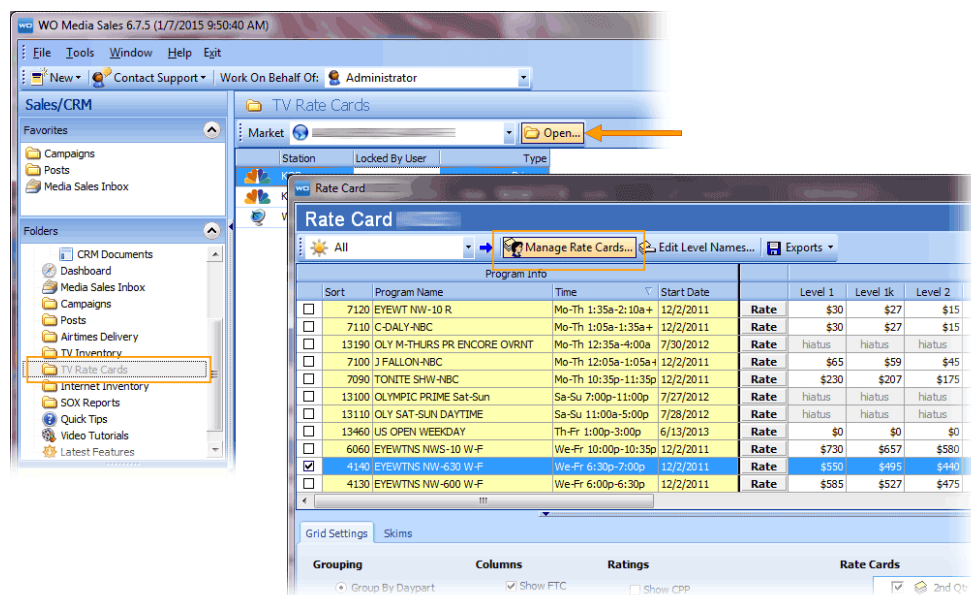


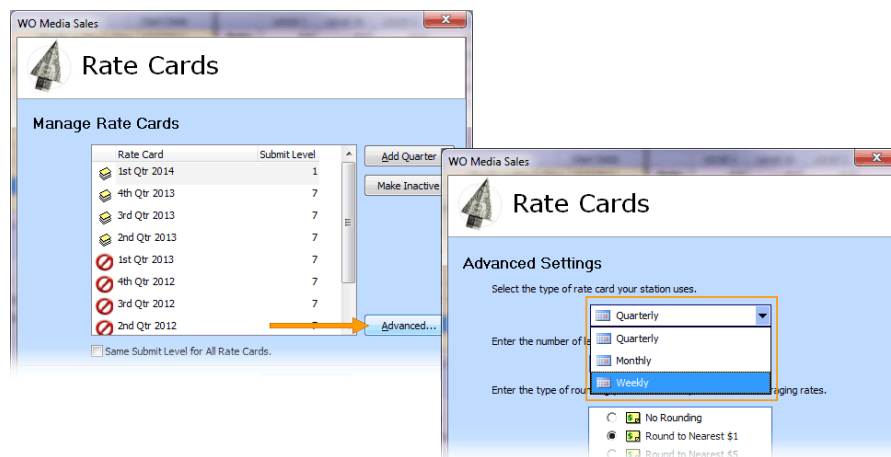
## ShareBuilder

WO Media Sales and ShareBuilder have combined to create an interface between their products. If you subscribe to ShareBuilder, use weekly rates and this interface can eliminate entering rates in the WO Media Sales rate card, yet still provide rates which will automatically populate programming in campaigns and certain research reports. Here we'll describe the current process for exporting program names from the WO Media Sales product and subsequently importing the ShareBuilder rates.

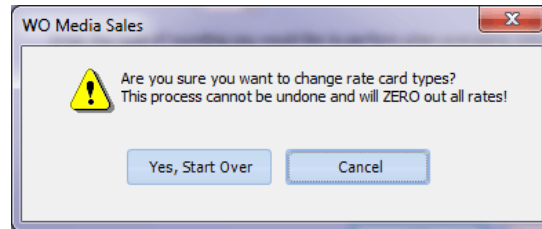
In order to access the ShareBuilder button, select **TV Rate Cards** in the left navigation pane, choose a station and click the **Open...** button. Select **Manage Rate Cards**.



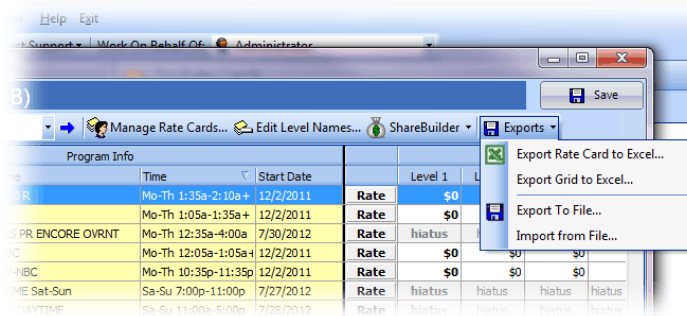
Click the **Advanced** button in the **Manage Rate Cards** dialog, then complete the **Advanced Settings** selections.



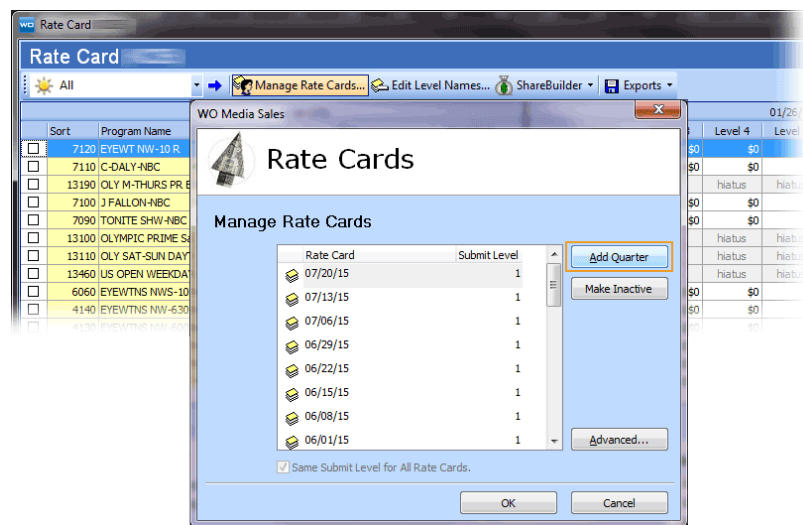
To import rates from Sharebuilder, you must use a Weekly rate card. You can select up to ten rate levels, and your choice of rounding. If you change from quarterly or monthly to weekly, you will be warned as soon as you click OK:



This warning is accurate. If you need to save the current rates, cancel and **Export to Excel**, and/or **Export to File**. **Export to File** is a backup file which you can use to restore your rate card when necessary. These are in the drop down under the **Exports** button.

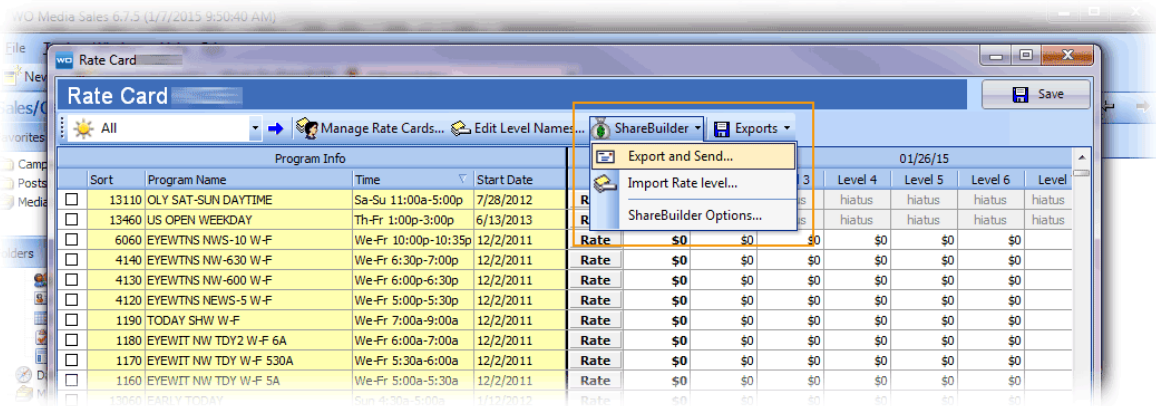


You must also add sufficient weeks for the rate cards you wish to import from Sharebuilder. To accomplish this, click the **Manage Rate Cards...** button then click the **Add Quarter** button. This will add 3 months of weeks with each click.



## Exporting Program Names

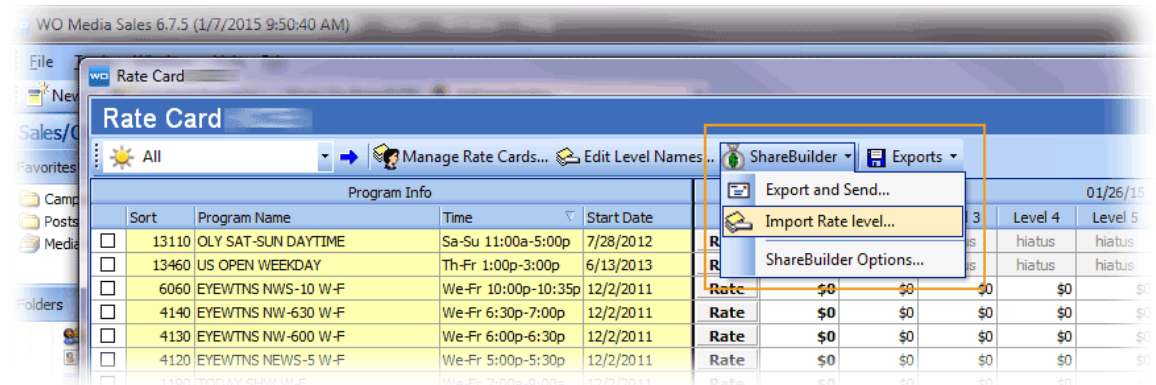
For ShareBuilder to create a rate card which matches the Inventory in *WO Media Sales*, the station must send an export file to ShareBuilder. Select the **ShareBuilder** button, then **Export and Send**. This will create an **.xml** file and prompt you to save it onto your hard drive or network. You must then email this file to [skim@share-builders.com](mailto:skim@share-builders.com).



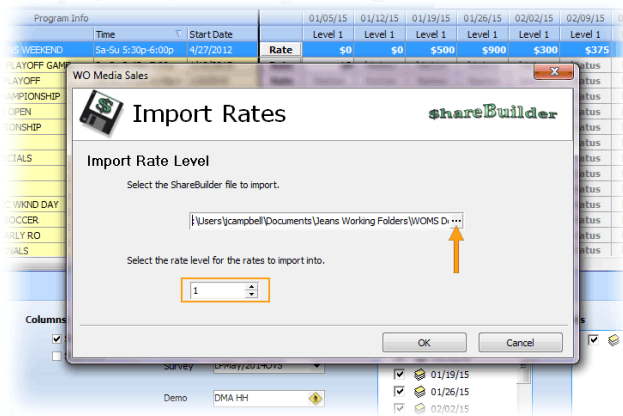
Look for the new **ShareBuilder** button above the grid. If you do not see the ShareBuilder button, close and then reopen the **Rate Card** Screen.

## Import From ShareBuilder File

You will need to send an updated **.xml** file to ShareBuilder when your inventory changes. ShareBuilder will add the current rates and send a file containing the data for your station to import into *WO Media Sales*. Each file will represent a “Level” within your *WO Media Sales* rate card. To import a ShareBuilder rate card file, select **ShareBuilder**, then select **Import Rate Level**.



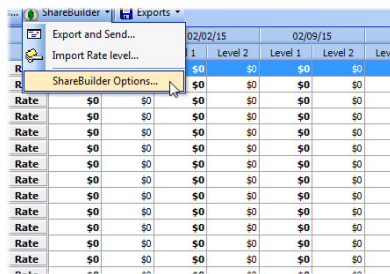
In the **Import Rates** dialog, click on the **...(ellipsis)** to navigate to the location of the ShareBuilder .xml file and select it. Then choose the Rate Level you'd like to import and click **OK**.



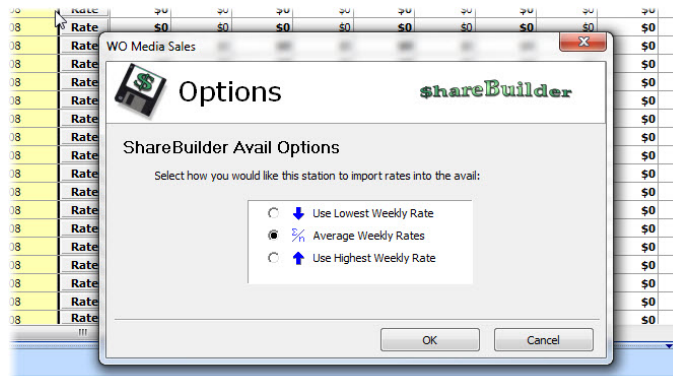
Repeat this process for additional Rate levels.

## Set Calculation for Avails

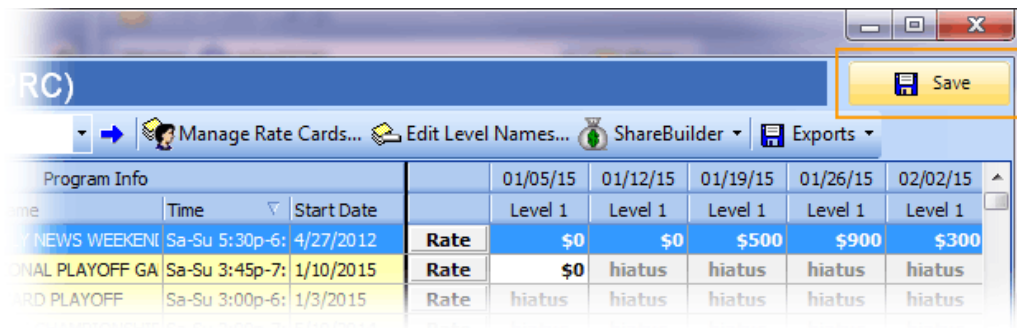
Under the ShareBuilder button, click **ShareBuilder Options**.



Here you can set how Sharebuilder displays rates in Avails. In an Avail, you will usually see only one rate per program (or per flight per program. You might also display different Rate Levels, but neither flights nor levels typically represent rate changes by week.) This dialog allows you to choose to show the Average of the weekly rate over the dates of the campaign. Alternately, you can select to display the highest weekly rate, or lowest weekly rate for each program over the length of the campaign.



When you're finished, remember to click on the **Save** button in the top right of the Rate Card screen so that the new rates will be available for selection in Avails and Plans/Packages.



If you have any questions or concerns, please call or email:

**WO Media Sales Support:**  
 415.675.6775 Option 2, 1  
[sales-support@wideorbit.com](mailto:sales-support@wideorbit.com)