



Adding Competitive Stations to an Avail or Proposal

It is possible to create an Avail with inventory and ratings for competitive and cable stations in **WO Sales**. Utilize this feature to create a buy sheet or to demonstrate competitors' performance.

Inventory/Programs

Status	Type	Broadcast Name	Station	Air Time & Days	Active Days	Hiatus	Dayparts
<input type="checkbox"/>	P	R	USA Morning Rotator	USA	6:00a - 12:00p M-Su	01/01/09 - TFN	ROS
<input type="checkbox"/>	P	R	USA Evening Rotator	USA	6:00p - 12:00a M-Su	01/01/09 - TFN	ROS
<input type="checkbox"/>	P	R	TNT Evening Rotator	TNT	6:00p - 12:00a M-Su	01/01/09 - TFN	ROS
<input type="checkbox"/>	P	R	SPIKE Morning Rotator	SPIKE	6:00a - 12:00p M-Su	01/01/09 - TFN	ROS

- Program Inventory must be built for any stations that will be added to a competitive avail or cable buy. It is built in the same manner as standard Inventory and can be as detailed as the info you have at hand. Our example uses broad rotators, but specific Programs may be entered.
- Inventory must be Published for Selling in order for it to be selected in an Avail.

Note: System Administrators must create all stations that will be added to an Avail, defining their properties and associating them to appropriate dayparts in Other/Stations and Other/Station Settings before Inventory can be built.

Opportunities/Avails and Proposals

- Click the **New** button at the top right of the search screen.

Header Tab/Account

Avails and Proposals

Header | Add Inventory | Avail | Proposal | Summary | Versions

1. Account*

ACCOUNT

Account Executive: WIDEORBIT TEST AE WIDEORBIT TE

Market: St. Louis, None

Station/Channels: WTV-SC / 5, SPIKE / SPIKE, T...

Show Competitive Stations

Office: TV-SC St. Louis

Include Into Sales Pipeline

Region: LOC

Market

Show All

- St. Louis
- None

All None

Cable stations are not associated to a specific Market. In the Market pull down select the Market titled **None**.

Station/Channels

SPIKE / SPIKE, TNT / TNT, US...

- WTV-SC / 5
- X-AUTO / X
- KAAA / KAAA
- KBBB / KBBB
- SPIKE / SPIKE
- TNT / TNT
- USA / USA

Check the **Show Competitive Stations** box below the pull down menu in order to be able to select competitive or cable stations.



Header Tab/Dayparts

Dayparts	Abbrev
Late News	LN
Late Fringe	LF
Overnight	ON
Weekend	WK
Run of Schedule	ROS

- Dayparts added to an Avail must be associated to competitors' inventory. For example, if the Avail will reflect a Prime time period, it may be a broader daypart that houses the correct inventory, such as Sign-On/Sign-Off or ROS (Run of Schedule).

Header Tab/Ratings

Book Name	Type	Sample	Market	Start	End Date
R 1W on M T	OVAverage	DMA	St. Louis	11/01/09	11/07/09
Q3-2009 EST	Estimate	DMA	St. Louis	06/28/09	09/26/09
Sep 2009 T L7	Survey	HWC	St. Louis	08/26/09	09/22/09
Sep 2009 T L7	Survey	DMA	St. Louis	08/26/09	09/22/09
Aug 2009 PA L	Survey	DMA	St. Louis	07/29/09	08/25/09
Aug 2009 T L	Survey	DMA	St. Louis	07/29/09	08/25/09
Jul 2009 PA L7	Survey	DMA	St. Louis	07/01/09	07/28/09

- Rating books added Avail should be Time Period books if the Avail contains Cable stations, or if competitors' inventory is not built out as specific Programs that can be mapped to a Program Average book.
- Rating books can be added on this tab by selecting each station individually and adding the appropriate book.

Note: Rating books can be added quickly in the Workspace to all stations at once, if multiple stations have been added to the Avail.

Add Inventory tab

Station	Daypart	Title	Days	Time	Active Dates
USA	ROS	USA Morning Rotator	M-Su	6:00a - 12:00p	01/01/09 - TFN
USA	ROS	USA Daytime Rotator	M-Su	9:00a - 3:00p	01/01/09 - TFN
USA	ROS	USA Evening Rotator	M-Su	6:00p - 12:00a	01/01/09 - TFN
USA	ROS	USA Afternoon Rotator	M-Su	12:00p - 6:00p	01/01/09 - TFN
SPIKE	ROS	SPIKE Morning Rotator	M-Su	6:00a - 12:00p	01/01/09 - TFN
SPIKE	ROS	Spike Evening Rotator	M-Su	6:00p - 12:00a	01/01/09 - TFN
TNT	ROS	TNT Evening Rotator	M-Su	6:00p - 12:00a	01/01/09 - TFN

- Inventory associated to competitive or cable stations will appear italicized and gold in color on the Add Inventory tab.

Note: Filters for Station/Channel and Dayparts must include appropriate selections for competitive or cable inventory.



Workspace

The screenshot shows the 'Avails and Proposals' window for 'WideOrbit Test Advertiser'. The 'Rating Books' toolbar is visible, with the 'Add' button highlighted in orange. Below the toolbar, a table lists inventory items with columns for Title, Name, Type, Start Date, End Date, H/P, RTG, SHR, CPP, CPM, Freque, Reach, GRP, Units, Total \$, and Rate. Three items are listed: ROS - USA Evening R..., ROS - Spike Evening..., and ROS - TNT Evening R... Each item has a 'Manual' rating book assigned.

- Add a rating book to all inventory lines at once by selecting all lines, then clicking **Add** on the Rating Books toolbar, selecting the correct book and clicking **Done**.

Note: Utilize this method as opposed to adding books to each individual station on the Header tab.

The screenshot shows the 'Summary' section of the 'Avails and Proposals' window. It includes a 'General Summary' table with columns for Station(s), Units, Total \$, GRP, GI, Reach, Frequency, Net Reach, CPP, CPM, and Universe. The data is broken down by station: SPIKE, USA, and TNT. Below the summary table, there are dropdown menus for 'Summary type', 'Flights', and 'Demos'.

- Standard Avail and Proposal functionality applies.

Note: The Summary section in the lower portion of the screen displays totals broken out by Station, Weeks, etc.

Export

The screenshot shows an Excel export document with columns for Daypart, Program, Time, Dates, Length, 12/07, 12/14, Total, and Books(s). It lists flights for ROS - Spike Evening Rotator, ROS - TNT Evening Rotator, and ROS - USA Evening Rotator. A 'PROPOSAL SUMMARY' section at the bottom provides totals for Units, Total \$, GRPs, Reach, and Frequency.

- Export the Avail as an Excel document to be emailed or printed.

Note: Standard export formatting options apply.

- Competitive and Cable stations appear highlighted in gold in the export results.