

# 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

Pr	ogran	ns								New 🔻 📈 Actions 🔻
In Si	ventory t now All	type	Station I SPIKE,TNT,USA	Dayparts	Category	•	Active Dates	•	ото	Search V Clear More Filters
	Found 7	7	i USA	Afternoon Ro	tator					🔇 Manage views 🔹
			1		Air Time & Days	2	Active Days			
	Status	Туре	Broadcast Name	Station	Start - End	Days	Start - End Dates	Hiatus	Dayparts	
	P	R	USA Morning Rotator	USA	6:00a - 12:00p	M-Su	01/01/09 - TFN		ROS	
	P	R	USA Evening Rotator	USA	6:00p - 12:00a	M-Su	01/01/09 - TFN		ROS	
	Р	R	TNT Evening Rotator	TNT	6:00p - 12:00a	M-Su	01/01/09 - TFN		ROS	
	Р	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

valis and Prop	osals		1410	arket	
Header Add	Inventory Avail	Proposal Summary	Versions	ow All	Cable stations are not
1. Account*	ACCOU	NT	$\checkmark$	St. Louis	associated to a specific Market. In
2. Flight <sup>*</sup>	Account Execu	tive		None	the Market pull down
3. Demos*	Account Executive:	WIDEORBIT TEST AE WIDE	ORBIT TE	None	x select the Market titled <b>None</b> .
4. Dayparts*	Market:	St. Louis,None	- Sta	ation/Channels	
5. Goals	Station/Channels:	WTV-SC / 5,SPIKE / SPIK	E,T • SPI	KE / SPIKE,TNT / TNT,US 🔻	Check the
6. Rates	Office:	Show Competitive Stations		wtv-sc / 5	Show Competitive Stations box below the
7. Ratings		Include Into Sales Pipe	line	KAAA/ KAAA KBBB/ KBBB	pull down menu in order to be able to select
Summary	Region:	LOC	*	SPIKE / SPIKE	competitive or cable
				USA / USA	รเลแบกร.

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#### **Header Tab/Dayparts**

vails and Prop	osals				Sav	e Close	X Actions
Header Add	Inventory Avail P	roposal Summary Ve	ersions				
L. Account* 🖌	DAVDAD	TS/SDOT	LENG	тнс			
2. Flight* 🖌	Select Dayparts	IS/SPUT	LENG	1115			
. Demos * 🧹	Dayparts	Abbrev					1 Daypart(s)
	Late News	LN	<b>+</b> A	Dayparts	1 Abbrev	6	
. Dayparts 🍾	Late Fringe	LF		🗙 Run of Schedule	ROS		
	Overnight	ON	<b>•</b>				
i.Goals 🥪	Weekend	WK	<b>.</b>				
	Run of Schedule	ROS	<b>X</b>				

• 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

vails and I	Propos	als									Save Close	X Action			
Header	Add Inv	ventory Avail P	roposal Sun	nmary	Versions										
L. Account*	~	PATING	c												
· Flight*	*	Select Rating Bo	oks												
. Demos*	~	Books Projection	1						Station / Flight	Book		Primary			
		Filters: St. Louis, S				-			. wtv-sc						
. Dayparts	*		1	0.5					12/07/09-12/20/09						
		Book Name	Туре	Sample	Market	Start 1	End Date 2	· ·							
Goals	4	R 1W on M T	OVAverage	DMA	St. Louis	11/01/09	11/07/09			2/20/09					
		Q3-2009 EST	Estimate	DMA	St. Louis	06/28/09	09/26/09			Sep 2009 T L	7 🗙	•			
Rates	4	Sep 2009 T L7	Survey	HWC	St. Louis	08/26/09	09/22/09	<b>.</b>				U			
		Sep 2009 T L7	Survey	DMA	St. Louis	08/26/09	09/22/09	<b>E</b>	12/07/00-12	/20/00					
Ratings	~	Aug 2009 PA L	Survey	DMA	St. Louis	07/29/09	08/25/09		12/07/05-12	1/20/05					
		Aug 2009 T L	Survey	DMA	St. Louis	07/29/09	08/25/09		C USA	100/00					
Summary		Jul 2009 PA L7	Survey	DMA	St. Louis	07/01/09	07/28/09		12/07/09-12	2/20/09					

- 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

Avai He	ils and P eader	roposals Add Inver	tory Avail Pro	bit Test / posal	Advertiser/Wide Summary V	Orbit Test Advertiser - D ersions	emo				Save	Close 🕺 Acti	ons v
▲ Fo	ound 7						+ Filters	0	items Added			Manage	e views
Statio	on/Channel	Dayp	arts Weekda	ys	Name		Prog	grams	🚮 Duplicate 🚹 New	Remove	Adjust Weekd	ays	
SPI	ке / SPIK	All E	Dayparts 🔻			Search   Clear  More Eilten	Station			Inventor	Y		
	Station	Daypart	Title	Days 1 Time		Active Dates	Station	Daypart	Title	Days	Time	Active Dates	-
R	USA	ROS	USA Morning Rotator	M-Su	6:00a - 12:00p	01/01/09 - TFN	+						
R	USA	ROS	USA Daytime Rotator	M-Su	9:00a - 3:00p	01/01/09 - TFN	+						
R	USA	ROS	USA Evening Rotator	M-Su	6:00p - 12:00a	01/01/09 - TFN	+						
R	USA	ROS	USA Afternoon Rotator	M-Su	12:00p - 6:00p	01/01/09 - TFN	Ŧ						
R	SPIKE	ROS	SPIKE Morning Rotator	M-Su	6:00a - 12:00p	01/01/09 - TFN	+						
R	SPIKE	ROS	Spike Evening Rotator	M-Su	6:00p - 12:00a	01/01/09 - TFN	÷						
R	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.

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# WIDE

# Workspace

Heade	r Add Inventory	Avail	Proposal	Summa	ary Ver	sions												
Filters S	elect Stations, Select Marl	cets, All Days	parts, All	Spots, 12/0	7/09-12/20	/09	Unfiltere	d Viewing	All : 3 iten	15			Rate	Mode: W	eekly			Manage v
Progra	ms Rate Cards	Ra	ting Books	🚹 Add	Remove	Sort									1	Spots		S Edit
	Inventory *	Books		oks				A25-54 (Primary)			Summary (Weekly Rates)					Length	12/07/09	12/14/09
0	Title	Name	Туре	Start Date	End Date	H/P	RTG	SHR	СРР	СРМ	Freque	Reach	GRP	Units	Total \$		Rate	Rate
<b>Z D</b>	ROS - USA Evening R. • M M-Su 6:00p - 12:00a	lanual				n/a	n/a	n/a	n/a					8	\$3,000.00	:30	\$375 4	\$375 4
v 🖻	ROS - Spike Evening M M-Su 6:00p - 12:00a	lanual				n/a	n/a	n/a	n/a					4	\$1,800.00	:30	\$450 2	\$450 2
v 🖻	ROS - TNT Evening R M	lanual				n/a	n/a	n/a	n/a					6	\$3,000.00	:30	\$500 3	\$500 3

 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.

Header	Add Inventory Ava	il Proposal	Sur	nmary	eOrbit Test Versions	Adver	rtiser - De	mo						l	Jave	close	Actions
Filters Se	elect Stations, Select Markets, I	ROS,Others, Sel	ect Spots	, Unfilte	red Viewing /	All : 3 it	ems			_	Ra	ate Mode: \	Neekly				Manage views
Program	ns Rate Cards	Rating Books	E A	dd 🧧 Remo	ve 🕑 Sort										Spots		N Edit
- •	Inventory	•		A25-54 (Primary)					-	12/07/0	9	· 12/14/09			•		
0	Title	Name	Туре	Start Date	End Date	H/P	RTG	SHR	СРР		Rate	CPP	СРМ	Rate	СРР	CPM	
	ROS - USA Evening Rotator M-Su 6:00p - 12:00a	Sep 2009 T L7	т	08/26/09	09/22/09	34	1.1	3	\$341	:30	\$375 4	\$341	\$27	\$375 4	\$341	\$27	
	ROS - TNT Evening Rotator M-F 6:00p - 12:00a	Sep 2009 T L7	т	08/26/09	09/22/09	34	0.5	2	\$1,000	:30	\$500 3	\$1,000	\$71	\$500 3	\$1,000	\$71	
	ROS - Spike Evening Rotator M-Su 6:00p - 12:00a	Sep 2009 T L7	T	08/26/09	09/22/09	34	0.4	1	\$1,125	:30	\$450 2	\$1,125	\$75	\$450 2	\$1,125	\$75	
4																	
Summary t	ype Flights ummary ¥ 12/07/0	9-12/20/09	T A	emos 25-54		Ŧ											Refresh *
Station(s)	Unit	s	Total \$		GR	р	GI		Reach		Freque	ency M	let Reach	СРР	CP	M	Universe
🕀 All Static	ons 18		\$7,800.0	0	13	.4	178		2.8		4.8	4	7.6	\$582	\$4	4	1,285.7
SPIKE	E 4		\$1,800.0	0	1.6	6	24		0.6		2.9	7	.7	\$1,125	\$7	5	1,285.7
USA	8		\$3,000.0	0	8.8		112		2.3		3.8	2	29.6	\$341	\$2	7	1,285.7
TNT	6		\$3,000.0	0	3.0		42		0.8		3.7	3	0.3	\$1,000	\$7	1	1,285.7

• 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



• 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.

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