

Icon Legend

Various icons exist throughout the **WO Sales** application. Many appear in all areas while others are specific to certain parts of the application. Below is a list of icons found in **WO Sales**.



Application

-  Indicates a pull down menu or a list of pre-existing options for the field.
 -  Delete an item. For example, delete a Daypart selected in an Avail  Prime .
 -  Add an item. For example, add a Demographic in a Proposal header **A25-54** .
 -  Radio button that is toggled on/off. For example, Publish a Program for Selling **Published for Selling** Yes No .
 -  Indicate a mandatory section or field. For example, areas on an Avail Header **Account*** .
 -  Collapse and Expand controls adjusting all items on a list at once. For example, expand/collapse all inventory items on a Rate Card Pricing Worksheet.
 -  Expand an item to view details below. For example, view all versions of a Proposal.
 -  Collapse detail levels.
 -  Calendar allowing drag highlighting functionality when selecting dates.
 -  Calendar allowing selection of a single date.
- | December 2009 | | | | | | |
|---------------|----|----|----|----|----|----|
| M | T | W | Th | F | Sa | Su |
| 30 | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |

Select Clear Drag vs. Single select
-  Information panel displays on search screens for any selected item.
 -  Search field.

Home Menu/Home and Dashboard dashlets

-  Edit. This includes title, selecting columns, filters, and row height.
-  Refresh. This allows users to pull the most recent activity directly from the server.
-  Export. Export dashlet information to an Excel worksheet.
-  Delete. Remove a dashlet from the screen. Note: this delete is not permanent, click the Add Dashlets  button at the top right side of page to recreate or add any dashlet.



Accounts Menu

Accounts

Account Type. T indicates Traffic. S indicates Sales. Located on the Search Screen.



Click to drill down to Station, Advertiser or Agency detail page. Located inside Account details.



Create New: Advertiser or Agency. Located inside Account details.

Advertisers/Agencies/Contacts

Edit details of item. Located on List screen.

Opportunities Menu

Avails and Proposals

Search Screen



New Opportunity



New Avail



New Proposal



Final Negotiation



Closed/Won:Submitted as Order



Closed/Lost



Error in Opportunity



Expired Avail



Expired Proposal



Archived Avail



Archived Proposal



Archived Order

Avails and Proposals – Header



Indicates a mandatory section or field.



Denotes the section is complete.



Indicates more information is needed to complete the section.



Indicates edits and modifications must be completed in the Workspace: Rates and Ratings.

Avails and Proposals - Inventory



Program Inventory



Time Period or Program Rotator



Non-Broadcast Inventory

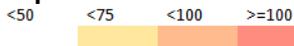


All Program types

Avails and Proposals – Avail or Proposal tab



Heat Map



The Heatmap can be activated by clicking the Heat Map icon on the Spots toolbar. The heat map color codes cells based on inventory sell out, various colors indicating different levels.



Post Buy Analysis

Search Screen



Indicates Posted



Indicates Not Posted; an error in returning results occurred – no actual ratings located.

Inventory Menu

Programs

Search Screen



Indicates a Status of Published for selling.



Indicates a Status of Unpublished, thus not available for selling.



Indicates the Type is Program.



Indicates the Type is Rotator, Time Period or Program.

Program details



Filter access. For example, click to establish or edit details for a selected field. **Days/Times**



Close. Click to close the filter details window.

Non-Broadcast

Search Screen



Published for selling.



Unpublished for selling.

Program Schedule



Edit Program details. Requires appropriate security rights.



View Program details.

Rate Card

Search Screen



Published; active for use in Avails and Proposals.



Unpublished; not available for use in Avails and Proposals.



Archived; can be referenced or Published in future. For example, Olympic or Political rates.

Card Properties



Filter access. For example, click to establish or edit details for a selected field.



Close. Click to close the filter details window.

Pricing Worksheet



Published; Inventory/Program Status.



Unpublished; Inventory/Program Status.



Expand inventory line to view comparison data.



Collapse inventory line.



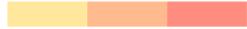
Edit Non-Broadcast, Rotator or Program details.



View Non-Broadcast, Rotator or Program details. N in symbol indicates Non-Broadcast, R=Rotator, P=Program



<50 <75 <100 >=100



The Heatmap can be activated by checking the Heat Map box on the Pricing Worksheet. The heat map color codes cells based on inventory sell out, various colors indicating different levels.

Research Menu

Ratings Management

Search Screen



New - Rating Book Status.



Published for Use.



Unpublished.



Archived.



Click to open a Rating Book.



Import Data – click to import a new rating book.



Reset sort to default column sorting.

Rating Book

- Demos can be selected inside a Rating Book or Overnight.

indicates a demo group has at least one demographic represented on the screen.

indicates a demographic or a demo detail has been selected to appear on screen.



Demo Precision found in Manage Views pull down. Control decimal place settings for demo details.

Mapping Icons



Station assigned Program name **Auto-Mapped** to Nielsen program name.



Manually mapped programs.



Error in mapping.



Confirmed mapping.

Note: Icon color denotes mapping status – roll mouse over icon to view mapping status details in a tool tip format.
Red – potential error
Yellow – multiple mapping options available
Green – system is confident of accurate



Delete selected item(s).

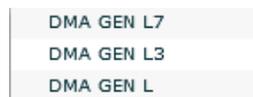


Close the Rating Book to return to the Search Screen.

Overnights



Click to view latest available overnight.



Click the menu arrow to view all available overnights for date selected.