WO Sales v2.1

WideOrbit WO Sales Training Guide



Post Buy Analysis Creating, Exporting and Reporting

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Post Buy Analysis

The Post Buy Analysis report displays estimated ratings vs. actual delivery based on ratings being applied to spots' as-run times. Postings can be run against any *WO Traffic* order and can be run at any time throughout a schedule after log reconciliation. Information is real-time as Traffic information migrates automatically at pre-defined regular intervals into *WO Sales*.

Select the **Opportunities** tab to open the Post Buy Analysis screen.



Search Screen

- The Search Screen displays existing posts and can be customized; columns can be resized and data can be sorted by clicking column headers.
- Open any existing Post by double clicking on it or clicking the **Open** button on the Post line.
- Existing Posts can be opened to view the results in an Excel document, but it is important to note that the Post parameters cannot be edited.
- Posts can be reposted or edited to change the parameters by selecting the post and clicking the **Actions** button and selecting Repost or clicking the **Repost** button on the top right.

	Rece	nt 📃 🄍 Find	
New	Repost	X Actions	Ŧ
		New	
		Repost	vs 🔻
		Delete	
	Se	arch 🔻 Cl	ear

- Posts can be deleted by selecting the checkbox on the left and choosing **Delete** from the **Actions** menu.
- The Status column on the Search Screen contains the following icons:
 indicates **Posted**

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

Creating a Post Buy Analysis

- Click the **New** button on the top right of the Search screen to create a new post.
- There are five steps to creating a Post Buy Analysis three are mandatory and marked with a red asterisk. The asterisk will turn to a green check mark when the step is completed.

🗑 WO Sales - Training		👌 🔹 🔂 👻 📾 👼 🔹 Page 🔹 Safety 👻 Tools = 🔞 = 🦈
WO SALES Post Buy Analysis	ume Accents Opportunities Inventory Research Analytics Activities Other	Welsons admini (Japani) New / My Annual) Admini (Admini) Admini (Admini) Admini (Admini) Admini (Admini) Admin
1. Orders* 2. Dates * 3. Books* 4. Demos 5. Options	RDERS	Pigit Amount

Orders (required)

- 1. Use the filters to narrow the list of orders returned. You can filter on Station, Account, Order number, Flight Dates, and/or Account Executive. The drop down box under flight dates will give you a selection from last week to the past two years or you can use the calendars to enter specific dates.
- 2. Click the **Search** button to generate a list of orders.
- 3. Select the order you want to post by clicking the + sign. It will move the order to the right hand side. To remove an order, click the sign next to the order.

Note: You can post multiple orders at once, but they must all have the same Advertiser or the same Agency.

- 1. The Materials Tab allows you to post on materials instead of or in addition to an order.
- 2. First filter by station. You can filter further by advertiser, flight dates, AD ID, house number, length, description, title and material group.
- There are two checkboxes to select from Promo and Has Order. The Promo button will restrict your search to promos only and the Has Order button will restrict your search to materials that have an order associated with them. You can select one or both.
- 4. Click the **Search** button to generate the materials and click on the + sign to add.

SALLS	Home Accounts Opportunit	ies Inventory Research	Analytics A	divities	Other		lecent Q Fi
WO SALES Nome Accounty Opportunities Town Research Analytics Other Memory Research Analytics Other Post Buy Analysis I. Orders ¹		Action					
rders* 🗸	2222222						
22	ORDERS						
es."							
-	Select Items to Post On						
	Orders Materials			Onler	Assessed	Field	Amount
nos	Station Account	Deder Number Flight dates	Search Chan	2260	1000 Flowers + Pro Nedia	12/28/09 - 03/14/10	\$106,210
			Black Black	2263	1800 Plowers - Pro Media	02/01/10 - 03/07/10	\$372,340
lions	Frend 4			8	WTV-SC		
	Station Order Account	Flight	Amount		SC-1415 NHEWSTUEYDY13 NEC Nightly News Tue Tinday (15		
	WTV-SC 3263 1800 Flowers - Pro	Hedia 03/01/10 - 03/07/10	\$373,240.00				
	WTV-9C 3260 1900 Plowers - Pro	Media 12/26/09 - 03/14/10	\$106.210.00				
	WTV-SC 2566. 1800 Flowers - Pro	Media 01/03/11 - 01/30/11	\$294,800.00				
	WTV-SC 2533 1800 Flowers - Pro	Media 01/04/10 - 03/28/10	\$11.700.00				

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Creating a Post Buy Analysis (continued)

Dates (required)

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WO SALES	Home Accounts Opportunities Inventory	Research Analytics Activities Other	Recent Q Fiel
Post Buy Analys	is		Preview Save / Expert Cless 2/ Artises +
L. Orders* 🗸	DATES		
2. Dates* 🖌	5 BATES		
	Select Period to Post On		
3. 00085 T	Start Date End Date	Order Account	Flight Amount
4. Demos	12/28/2009 🔄 03/14/2010 🔄 Flight Dates	2240 1800 Revers - Ino Media	12/28/09 - 03/14/10 \$186.210.00
		2263 1800 Rovers - Pro Madia	02/01/10 - 03/07/10 \$375.240.00
5. Options		Materials WTV-SC	

- 1. Select specific dates by using the calendars or...
- 2. The Flight Date button will automatically populate the date range of the orders selected.

Books (required)

2. Dates* ✓ 3. Books* Select I Select I Server	Ratings Books	
L Books* Server	Complete	
Benefite		
Demos NSI	Sample type Ethnic type Stream type + DBAA + GEN + Latent + Add Oversight	
. Options	hook	2

- 1. Select the book you want to post against Survey or Overnight.
- This tab defaults to **Overnight**. Chose the stream type and any other filter. Then click **Add Overnight**.
 If you are a household only market, check demo skew book and click the plus sign next to the book you want.

1. Orders*	*	BOOI	OOKS									
2. Dates*	~											
		Select Ra	tings	Books								
3, 800%5	~	Survey	0		-		_					
4. Demos	*	Data Type	Ter Dec	Time Period Descent Average			Book Type	Explicit Dynamia				
5. Options 🖌		Q His	hest Rating									
		Provider	Sample	type E	theic type	Stream type						
			+++			u •			Search	Barn Filters		
		Book Name		Sample ty	ype 3	• Ethnic type	4 + Stream type	3 A Time period	1* Harket	2.		
		A R ROAD BLA		-				E.1. 0.0	and the second second	-		

- 1. On the **Survey** tab select the **Data Type** from **Time Period**, **Program Average** or **Highest**. Highest allows the system to decide the best (highest) rating between Time Period and Program Average.
- 2. Choose the **Book Type** from **Explicit** or **Dynamic.** Explicit means you are only using that specific survey book that you select. Dynamic allows the system to select the closest survey to the spot date, either before or after the spot time.
- 3. If you are using **Explicit**, click **Search** and then click the + sign next to the survey you want to select.
- 4. If you are using **Dynamic**, select Stream Type, then click Add Dynamic Book.

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Creating a Post Buy Analysis (continued)

2. Dates* 🗸	DEMOS						
1. Books* v	Select Demos						
	Station Demos	Custom Denos	Add to	if Orders			
4. Demos 🖌	Payythes	HH -	Order	Account	Flight	Demo	Primary
	Man	A18-34	9 2243	1800 Flowers - Pro Media	02/03/20 - 03/07/30	A25-54	
5. Options 🗸	Wathern	425-49				M25-54	O
		435+	iii 2260	1800 Rovers - Pro Media	12/28/09 - 03/14/10	A29-54	
		M18-24	0			1423-54	
		M25-49	E Mataria	WTV-SC		A23-54	
		M25-54				H25-54	0
		M25+					
		W18-34	0				
		w22-45	0				
		W23-54	8				
		W35+					

Demos (not required)

You can post to more than one demo, but the demo that is associated with order will automatically populate and will be designated the primary demo.

To select another demo:

- 1. On the Station Demos tab click on the plus sign next to your selected demo to add it. You will note the checkbox on the top that will automatically associate any additional demo selected to all orders that will be posted.
- 2. On the Custom Demos tab select the demo group, then use the buttons to select the age range. Click

🚹 Add Demo

Options (not required)

1. Orders*	~	OPTIONS			
2. Dates*	×				
3. Books*	~	Post By	Ratings *	Formatting	
4. Demos	~			Display Rating Rating	2
		Generation		CPP	0
5. Options	Í	Split Bookends/Piggybacks		Display 000/GI	
		Exclude Billboard Spots		000/GI	0
		Combine orders		СРМ	0
		Include NSI Name		Rate	0
		Include Book Name	\checkmark	Jackuda Call Commonts	-
		Include Spots Not Posted	\checkmark	Include Cell Comments	v
		Calculate Reach/Frequency			
		Break Averaging			
		TP Break Average			
Select w	hethe	er you want to Post By	Ratings	or Impressions	.

Creating a Post Buy Analysis (continued)

Options (continued)

Generation

These selections allow you to determine the data makeup of the post report. Check the box next to each to add them to the post.

- **Split Bookends and Piggybacks** When used, the system will display on the post as individual spots with individual ratings for the specific air times as opposed to a single rating for the pair.
- Exclude Billboard Spots This will eliminate billboards from being posted.
- **Combine Orders** If checked, when multiple orders are being posted, the report will display them mixed together with the spots listed in chronological order. Leaving this box unchecked will produce a report with the orders in separate sections.
- Include NSI Name This displays what program ran vs. was ordered and will add a column to the report displaying the Nielsen name for that program this could be particularly helpful for overruns, sports or special programs that aired and were not included in the original schedule.
- Include Book Name This will list the survey that was used to post the spot. It will be found in a column on the same line as the spot. It's a good idea to check this box if you are using "Highest" book type.
- **Include Spots Not Posted** If un-aired spots occurred, a second page is generated in the excel report with line/spot id and spot status information.
- **Calculate Reach/Frequency** This adds a sum total Reach and Frequency in the Post Parameters and Order Summary sections at the top of the report.

Break Averaging	
TP Break Average	\checkmark
Length	3
	Most Efficient 🔹
	Pure Average
	Most Efficient

Break Averaging

If selected you can enter a length in minutes and choose to display the **Pure Average** or **Most Efficient** rating of the two quarter hours used.

Pure Average will display the average of the two breaks.

Most Efficient will display whichever is higher – the Pure Average rating or the rating of the quarter hour the spot aired in.

Formatting

On the right side of the screen you can set decimal precision for Rating, CPP, GRP, Rate and Thousands if Thousands are selected to be displayed.

Include Cell Comments – when selected will appear as pop up bubbles seen when viewing the report. These display information for certain cells, such as makegood spots and date, or break averaging values.

Once all parameters and options have been established for the post, click the save/export button at the top of

Save / Export

The system will generate a post id number, and once you click the ok button, the post report will present in an excel format.

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the screen.

WIDE



Post Buy Analysis Report Results

	15 (0	31	1. 1.	G	:H		1 6		100	IN .	0	P	.u.	.0	1.4		0
Post.	Buy Analys	sis								TV NEWS	CHANNEL							
Svertiser.		1800 Flo	wers			WTV-SC			1.0									
ency		Pro Med	lia			John Murphy	r .			0								
uyer						(617)748-68-	46			1000								
osting De	ides:	12/28/09	03/14/10			wodemogw	ideorbit.com											
isting Re	eport ID:	21								U U								
mes		A25-54	M25-54							with Tramic	Relevision							
ta/Book	(d):	Dec 200	PALT.Dec 2	009 T L7, Jan 2	2010 PA L7.J	in 2010 T L7	Feb 2010 PA L7.	Feb 2010 T L7, Mar 2010 PA L7, Mar 21	010 T L 7									
ta Type?	/Stream:																	
mo Ske	test (
reak Aver	raging	2 mn																
rder Sur	mmary						P	ost Summary									1	
						Tota	l Order		Primary	Exp	octed		Deliver	red		Secondary		
rder #	Description	Entl		Flight Dates		Total S	# Spots	# Spots Total \$	Demo	GRP	CPP	GRP	CPP	+l-	Index	Demo	GRP	
60	Gift Baskets			12/28/09-03/1	14/10	\$186,210	162	162	\$186,210.00 A25-54	217,10	\$858	195.83	\$946	-20.27	90.66% 8	125-54	150.73	
:63	Gift Baskets			62/01/10-03/0	07/10	\$373,240	132	102	\$306,700.00 A25-54	152.40	\$2,012	219.17	\$1,399	66.77	143.81%	125-54	187.40	
TV-SC	Promo							8	\$0.00 A25-54	0.00	E	8.27	\$0	8.27	٨	125-54	5.55	
_																		
aypart S	summary, order 2260																	
osting de	ates: 12/28/09-03/14/1	0		Expe	icted			Delivered										
	CONTRACT.	# Spots	Total 5	GRP	CPP	GRP	CPP	+/- Index	20130-034									
	Task History	65	100 x 200 00	101.50	2032	109.20	6581	7.70	107 6896									
V-EM	carry woming	60	\$63,400.00					1.10	101.0076									
V-EM V-PR	Prime	7	\$64,500.0	32.60	\$1,979	14.72	\$4,382	-17.88	45.15%									
V-EM V-PR V-DY	Prime Daytime	7 90	\$64,500.00 \$58,310.00	32.60 83.00	\$1,979 \$703	14.72 72.91	\$4,382 \$800	-17.88 -10.09	45.15% 87.85%									
V-EM V-PR V-DY II Daypa	Prime Daytime	7 90 162	\$64,500.0 \$58,310.0 \$186,210.0	32.60 83.00 217.10	\$1,979 \$703 \$858	14.72 72.91 196.83	\$4,382 \$800 \$946	-17.68 -10.09 -20.27	45 15% 87 85% 90.66%									
v-EM V-PR V-DY II Daypa	Daytime	90 162	\$63,400 0 \$64,500 0 \$58,310 0 \$186,210 0	32.60 63.00 217.10	\$1,979 \$703 \$858	14.72 72.91 196.83	\$4,382 \$800 \$946	-17.88 -10.09 -20.27	45.15% 87.85% 90.66%									
v-EM v-PR V-DY II Daypar pot Deta	Daytime Daytime	90 162	\$63,400 0 \$64,500.0 \$58,310.0 \$186,210.0	32 60 63 00 217 10	\$1,979 \$703 \$858	14,72 72,91 196,83	\$4,382 \$800 \$946	-17.88 -10.09 -20.27	45.15% 87.85% 90.66%			ş	Expected			Delivere	đ	
v-EM v-PR v-DY II Daypar pot Deta	Early Montang Prime Daytime Ints	65 7 90 162	\$63,400,0 \$64,600,0 \$58,310,0 \$186,210,0	32,60 63,00 217,10	\$1,979 \$703 \$858	14.72 72.91 196.83	\$4,382 \$800 \$546	-17.88 -10.09 -20.27	45.15% 87.85% 90.66%	100			Expected A25-54	- 222	-	Delivers A25.54	d	1000
-EM -PR -DY I Daypar of Deta Order	Earry Montang Prime Daytime rts Line ID Spo	90 90 162	563,400,0 564,500,0 558,310,0 5186,210,0	0 32.60 83.00 217.10 Day	\$1,979 \$703 \$858 Date	14.72 72.91 196.83	\$4,382 \$800 \$546 Program	-17.88 -10.09 -20.27 Book Mame	45 15% 87 85% 90 66%	Length	Spot Type	Rate	Expected A25-54 Rtg	СРР	Rtg	Delivere A25.54 CPP	d +1.	Inde
-EM -PR -DY Daypar of Deta Order 2260	Earry Monting Prime Daytime rts Line ID Spo 1	60 7 90 162 410 2	563,400,0 564,500,0 558,310,0 \$186,210,0 Daypart TV-EM	0 32 60 63.00 217.10 Day Mon	\$1,979 \$703 \$858 Date 12/28/09	14 72 72 91 196 83 Timo 5 06 AM	S4.382 S800 S946 Program Today @ Sam	- 17.88 -10.09 -20.27 Book Hame Dec 2009 T L7	45.15% 67.85% 90.66% Ad IO PMPL 1134	Length	Spot Type CM	Rate \$1,220	Expected A25-54 Rtg 1.20	CPP \$1,017	Rog 0.93	Delivere A25.54 CPP \$1,313	d +/. -0.27	Inde 17
A-EM A-PR A-DY II Daypar pot Deta Order 2260 2260	Carry Monting Prime Daytime Trts Line ID Spo 1 2	410 2 1	563,400,00 564,500,00 558,310,00 \$186,210,00 S186,20 S18	0 32 60 83 00 217 10 Day Mon Mon	\$1,979 \$703 \$858 Date 12/28/09 12/28/09	14.72 72.51 196.83 Time 5.06 AM 6.52 AM	S4.382 S800 S946 Program Today @ Sam Today @ Sam	- 17.88 -10.09 -20.27 Book Hame Dec 2009 T L7 Oec 2009 T L7	45.15% 87.85% 90.66% Ad-10 PMPL 1134 PMPL 2892	Length 30 30	Spot Type CM CM	Rate \$1,220 \$550	Expected A25-54 Rtg 1.20 2.30	CPP \$1,017 \$239	Rig 0.97 2.44	Deliver A25.54 CPP \$1,313 \$225	4 +/. 0.14	Inder 77. 105.
V-EM V-PR V-DY II Daypar pot Deta Detar 2260 2260 2260	Carry informing Prime Daytime Line ID Spo 1 2 3	4 ID 2 1	563,400,00 564,500,00 550,310,00 5105,210,00 TV-EM TV-EM TV-EM TV-EM	0 32 60 0 83 00 0 217 10 ⁴ Day Mon Mon Mon	\$1.979 \$703 \$858 0ato 12/28/09 12/28/09 12/28/09 12/28/09	14.72 72.51 196.83 Time 5.06 AM 6.52 AM 8.48 AM	S4.382 5800 SS46 Program Today @ Sam Today @ Sam NBC Today Shou	-17.86 -10.09 -20.27 -20.27 -20.27 -20.2007 L7 - Dec 2009 T L7 - Dec 2009 T L7	46.15% 87.85% 90.66% PMFL 1134 PMFL 2092 PMFL 8063	Length 30 30 15	Spot Type CM CM CM	Rate \$1,220 \$550 \$1,350	Expected A25.54 Rtg 1.20 2.30 2.20	CPP \$1,017 \$239 \$614	Rtg 0.97 2.44 1.76	Dellverr A25.54 CPP \$1.313 \$225 \$767	4 •/. 0.14 -0.44	Inde 77 105 79
V-EM V-PR V-DY II Daypar pot Deta pot Deta 2260 2260 2260 2260 2260	Carry working Prime Daytime Daytime Daytime Daytime Daytime Table Spo 1 2 3 13	4 ID 2 1 1	563,400,00 564,500,00 550,310,00 5105,210,00 TV-EM TV-EM TV-EM TV-EM TV-EM TV-EM	0 32 60 83 00 9 217 10 Mon Mon Mon Mon	\$1,979 \$703 \$858 0ate 12/28/09 12/28/09 12/28/09 12/28/09 12/28/09	14 72 72 91 196 83 Timo 5 06 AM 6 52 AM 8 48 AM 10 59 AM	S4.382 5800 S546 Today @ Sam Today @ Sam NBC Today Shex Regis and Kelly	- 17.88 -10.09 -20.27 -20.27 	45 15% 87 85% 90 66% Ad 10 PMPL 1134 PMPL 1932 PMPL 8653 PMPL 8654	Length 30 30 15 30	Spot Type CM CM CM CM	Rate \$1,220 \$550 \$1,350 \$790	Expected A25.54 Rhg 2.30 2.20 0.00	CPP \$1,017 \$239 \$614	Rog 0.93 2.44 1.76 1.03	Deilkvere A25 54 CPP \$1.313 \$225 \$767 \$764	4 4. 0.14 0.14 1.03	Inde 77 106 79
V-EM V-DY II Daypa pot Dota 2260 2260 2260 2260 2260 2260	Carry Monting Prime Daytime Line ID Spo 1 2 3 13 6	4 ID 2 1 1 1 1 3	553,400,0 564,500,0 559,310,0 5186,20 5186,20	0 32 60 83 00 217 10 Mon Mon Mon Mon Mon	0ate 12/28/09 12/28/09 12/28/09 12/28/09 12/28/09 12/28/09 12/28/09	14 72 72 51 196 83 5 06 AM 6 52 AM 8 48 AM 10 59 AM 11 59 AM	S4,382 5800 5946 Today @ Sam Today @ Sam NBC Today Shok Regs and Kelly Bionnie Hunt	- 17.88 -10.09 -20.27 Dec 2007 L/ Dec 2007 L/ Dec 2007 L/ Dec 2007 L/ Dec 2007 L/ Dec 2007 L/ Dec 2007 PA L/	45 15% 87 85% 90 66% 44 10 PMFL 1134 PMFL 2892 PMFL 2892 PMFL 2893 PMFL 2893 PMFL 3634 PMFL 3453	Length 30 30 15 30 30	Spot Type CM CM CM CM CM CM	Rate \$1,220 \$550 \$1,350 \$1,350 \$790 \$540	Expected A25.54 Rtg 2.30 2.20 0.00 1.20	CPP \$1,017 \$239 \$614 \$450	Roy 0.93 2.44 1.75 1.03 1.03 1.03	Delivers A25.54 CPP \$1.313 \$225 \$767 \$764 \$541	-/. -0.27 0.14 -0.44 1.03 -0.20	Inde 77 105 79 83
V-EM V-PR V-DY II Daypa Order 2260 2260 2260 2260 2260 2260 2260	Lang ndoning Prime Daytime Its Line ID Spo 1 2 3 13 6 7	410 2 1 1 1 1 3 1	553,400,0 553,310,0 5186,20 5186,20	0 32 60 83 00 9 217 10 Day Mon Mon Mon Mon Mon	0000 12/28/09 12/28/09 12/28/09 12/28/09 12/28/09 12/28/09 12/28/09 12/28/09	14 72 72 91 196 83 5 06 AM 6 52 AM 8 48 AM 10 59 AM 11 59 AM 11 59 AM	S4.382 S800 S946 Today @ Sam Today @ Sam NBC Today She Rogis and Kelly Sonrie Hunt Matha Stewart	-17.88 -10.09 -20.07 -20.07 -20.07 L7 Dec 2009 T L7 Dec 2009 T L7 Dec 2009 T L7 Dec 2009 P L L7 Dec 2009 P A L7	45 15% 87 85% 90 66% PMPL 1134 PMPL 2022 PMPL 8653 PMPL 8653 PMPL 8654 PMPL 8654 PMPL 8654	Length 30 30 15 30 30 30 30	Spot Type CM CM CM CM CM CM CM	Rate \$1,220 \$550 \$1,350 \$790 \$540 \$750	Expected A25-54 Rig 2.30 2.20 0.00 1.20 1.10	CPP \$1,017 \$239 \$614 \$450 \$682	Rug 0.57 2.44 1.76 1.07 1.07 0.61	Deliver A25.54 CPP \$1.313 \$225 \$767 \$764 \$541 \$1.229	4 4 4 4 4 4 4 4 4 4 4 4 4 4	1m3co 777 106 79 83 55

Report Results

- The Excel document is broken into sections including a Client Summary, Posting Parameters, Surveys used for the post, Order Summary recap, Daypart Summary and Spot Details for the post.
- The bulk of the report consists of a Spot Details section listing spots in chronological order and providing Line and Spot ID, Daypart, Date and Aired Time.
- The Spot Rate, negotiated rating and CPP (expected) are listed along with the actual rating and actual CPP (delivered).
- Columns displayed list the difference between expected and delivered rating and an index of those two numbers.

									4	Expected			Delivered		
										A25.54			A25-54		W25-49
Daypart	Day	Date	Time	Program	Book	k Name Ad ID	Length	Spot Type	Rate	Rtg	CPP	Rtg	con.	an indexe	- the
TV-EM	Mon	12/28/09	6:37 AM	Today @ 6am	Dec 2009 PA L7	RDKM 2222	15	CM	\$1,285	0.00		2.16	PAV Used, TI	P Rating: 2.06	
TV-EM	Mon	12/28/09	8:26 AM	NBC Today Show	Dec 2009 T L7	RDKN 2225	15	CM	\$1,325	0.00		2.14	NBC5 TODA	6AM M-F 06:00	00-07:00:00
TV-EM	Mon	12/28/09	8:49 AM	NBC Today Show	Dec 2009 T L7	RDHM 2222	15	CM	\$640	0.00		1.76	1724		199300000000
TV-DY	Mon	12/28/09	2:29 PM	1p-4p	Dec 2009 PA L7	RDKN 2225	15	CM	\$725	0.00		0.42	12.34-		
TV-PR	Man	12/28/09	8.13 PM	M-Sun Prime Ros	Dec 2009 T L7	RDKM 2222	15	CM	\$2,750	0.00		2.22			
OVER	Mon	12/28/09	1.28 AM	Overnight	Dec 2009 T L7	LNCM 9324	30	CM	50	0.00		0.21			
OVER	Mon	12/28/09	1.39 AM	Overnight	Dec 2009 PA L7	GRNR 3434	30	CM	\$0	0.00		0.20	\$0	0.20	0.10
CU/ED	Man	10/00/00	2-27 AM	Comminted	Der 2000 DA 17	110/14 10/06	10	C14	64	0.00		0.12	60	0.14	0.46

If cell comments were included in the options section of the post parameters, cells that contain comments will appear with a red arrow in the corner – they would show makegood information, and if you chose to use the dynamic option, which survey was used and if break averaging was used, it would show the rating options.

-/								
8			Expe	cted			Deliv	ered
9	# Spots	Total \$	GRP	СРР	GRP	СРР	+/-	
0	3	\$0.00	0.00		0.68	\$0	0.68	
1	5	\$0.00	0.00		7.59	\$0	7.59	
2	8	\$0.00	0.00		8.27	\$0	8.27	

Posting information for any material or promos that you selected will show at the bottom of the details page. Again, you will see a daypart summary as well as spot details. Since these are not part of the original order, there will be no "expected" information, only delivered information.

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Post Buy Analysis Report Results (continued)

31	Spot Details								
33	Order	Line ID	Spot ID	Daypart	Day	Date	Time	Program	Book Name
34	2301	2	27	TV-EM	Mon	12/28/09	6:37 AM	Today @ 6am	Dec 2009 PA L7
35	2301	1	14	TV-EM	Mon	12/28/09	8.26 AM	NBC Today Show	Dec 2009 T L7
36	2301	1	9	TV-EM	* m	12/28/09	8.49 AM	NBC Today Show	Dec 2009 T L7
37	2301	4	9	OVER	m	12/28/09	2.29 PM	1p-4p	Dec 2009 PA L7
38	2301	7	9	TV-EM	in the	12/28/09	8:13 PM	M-Sun Prime Ros	Dec 2009 T L7
39	2301	3	20	TV-PR	2m	12/28/09	1.28 AM	Overnight	Dec 2009 T L7
40	2301	9	786	TV-IN	- In	12/28/09	1:39 AM	Overnight	Dec 2009 PA L7
41	2301	9	19	OVER	Mon	12/28/09	2:37 AM	Overnight	Dec 2009 PA L7
42	2301	5	11	OVER	Mon	12/28/09	3.39 AM	Overnight	Dec 2009 T L7
43	2301		28	TVEM	True	12/29/09	6-36 AM	Today (R Eam	Dar 2009 PA 17

Since the Post Buy Analysis is generated using Excel, the formulas are embedded in the document. As a result, any edits made to the report portion will update the summaries. For example, if multiple dayparts were ordered it is possible to change the daypart of a spot that may have aired in a swing break to affect the Delivered ratings column.

L	Post Bi	uy Analy	ysis									TV NEWSCH
2	Advertiser:		1800 Flow	ers			WTV-SC					
3	Agency:		Pro Media	I III			John Murph	У				
Ł	Buyer:						(617)748-68	46				
	Posting Dates: 12/28/09-03/14/10 wodemo@wideorbit.com											
1	Posting Report	osting Report ID: 25										V
	Demos:		A25-54, M2	25-54								WU Traffic Tel
	Data/Books:		Dec 2009 F	PA L7,Dec	2009 T L7,Ja	n 2010 PA L7	,Jan 2010 T	L7,Feb 2010 PA	L7,Feb 2010 T L7	,Mar 2010 P		
)	Data Type/Stre	am:										
L	Demo Skew:											
2	Break Averagin	g:	2 min									
ŧ												
5	Not Posted Sp	oot Details							Expected			
5	Order	Line ID S	pot ID Daypart	Day	Date	Time	Length	Spot Type	Rate	Rtg	СРР	Status
7	2260	15	2 TV-EM	Fri	01/22/10	12:00 AM	:00	BB	\$0	0.00		Credited
3												
)	2263	2	1 TV-EM	Mon	02/01/10	12:00 AM	:00	CM	\$2,500	2.30	\$1.087	Displaced
	2263	12	1 TV-PR	Mon	02/01/10	12:00 AM	:00	CM	\$8,300	4.20	\$1,976	Displaced
_	2263	6	3 TV-DY	Mon	02/01/10	12:00 AM	:00	CM	\$800	1.20	\$667	Displaced
	2263	11	1 TV-DY	Tue	02/02/10	12:00 AM	:00	CM	\$680	1.30	\$523	Displaced
	2263	13	2 TV-DY	Tue	02/02/10	12:00 AM	:00	CM	\$0	0.00		Displaced
	2263	11	2 TV-DY	Fri	02/05/10	12:00 AM	:00	СМ	\$680	1.30	\$523	Displaced
;	2263	6	4 TV-DY	Fri	02/05/10	12:00 AM	:00	CM	\$800	1.20	\$667	Displaced
	2263	12	2 TV-PR	Mon	02/08/10	12:00 AM	:00	CM	\$8,300	4.20	\$1,976	Displaced
	2263	13	7 TV-DY	Mon	02/08/10	12:00 AM	:00	CM	\$0	0.00		Displaced
3	2263	1	6 TV-EM	Tue	02/09/10	12:00 AM	:00	СМ	\$1,200	1.20	\$1.000	Displaced
)	2263	13	6 TV-DY	Tue	02/09/10	12:00 AM	:00	CM	\$0	0.00		Displaced
	2263	12	3 TV-PR	Mon	02/15/10	12:00 AM	:00	CM	\$8,300	4.20	\$1,976	Displaced
	2263	13	12 TV-DY	Tue	02/16/10	12:00 AM	:00	CM	\$0	0.00		Displaced
2	2263	8	3 TV-DY	Wed	02/17/10	12:00 AM	:00	CM	\$1,100	0.90	\$1,222	Displaced
;	2263	13	14 TV-DY	Wed	02/17/10	12:00 AM	:00	CM	\$0	0.00		Displaced
Ļ	2263	1	8 TV-EM	Thu	02/18/10	12:00 AM	:00	CM	\$1,200	1.20	\$1,000	Displaced
5	2263	6	11 TV-DY	Thu	02/18/10	12:00 AM	:00	CM	\$800	1.20	\$667	Displaced
5	2263	11	10 TV-DY	Fri	02/19/10	12:00 AM	:00	CM	\$680	1.30	\$523	Displaced
7	2263	13	16 TV-DY	Mon	02/22/10	12:00 AM	:00	CM	\$0	0.00		Displaced
3	2263	14	4 TV-PR	Tue	02/23/10	12:00 AM	:00	CM	\$12,000	5.00	\$2,400	Displaced
)	2263	2	7 TV-EM	Wed	02/24/10	12:00 AM	:00	CM	\$2,500	2.30	\$1,087	Displaced
_		1										

A second Excel sheet with **Spots Not Posted** will generate if un-aired spots occur – this sheet contains a status column listing reasons for non-aired spots. *Note:* this second sheet will only appear in the report if the Include Spots Not Posted option was selected in the Options step during report creation.

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