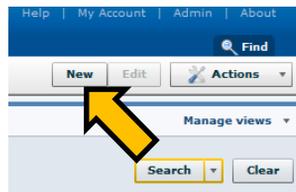


WO Sales Quick Guide: *Creating a Post Buy Analysis*

Step One: Sign in using your *WO Traffic* username / password and select the Post Buy Analysis application task from the Opportunities tab



Step Two: Click "New" to create a new Post Buy Analysis



Step Three A: Select the order you want to post by clicking + sign next to order. Use filters and search button to help narrow your choices. **If you are posting on materials or promos only, go to Step Three B.**

1. Orders* ✔

ORDERS

Select Items to Post On

Station	Account	Order Number	Flight dates	
...			Last 18 Months	Search <input type="button" value="Clear"/>

Account Executive

Found 100+

Station	Order	Account	Flight	Amount	
WTV-SC	2316	Old Navy - PHD USA/Pittsburg	03/29/10 - 04/25/10	\$50,400.00	+ -
WRD-FM	2527	Cost Plus World Market - FCB...	02/01/10 - 02/14/10	\$29,520.00	+ -
WTV-SC	2275	MA Insurance Federation - M...	01/18/10 - 04/11/10	\$704,400.00	+ -

Order	Account
2316	Old Navy - PHD USA/Pittsburg

Tip:
The ✔ next to the Order tab is your visual clue that all Required fields have been completed.

Select Items to Post On

Orders
Materials

Station
Advertiser

Step Three B: Click the Materials tab and select any materials you want to post, using filters and search button in the same way you did for orders by clicking the + sign next to the item.

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Step Four: Next Select Dates tab. Use the calendars if you want specific dates or click the Flight Dates button to automatically populate the date range of the orders selected.

Make sure the is next the Dates before you continue.

Step Five: Using search filters to select the books you want to post the order and/or materials against. Check Data Type and Book Type. Click the + next to the book you select.

Book Name	Sample type	Ethnic type	Stream type	Time period	Market
Jan 2011 T L7 BLK	DMA	BLK	L7	Jan 2011	Dallas-Ft. Worth
Jan 2011 T L7	DMA	GEN	L7	Jan 2011	Dallas-Ft. Worth
Dec 2010 T L7 BLK	DMA	BLK	L7	Dec 2010	Dallas-Ft. Worth

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Step Six: If you are using the overnight books, use the Overnight Tab. Chose the filters and Add Overnight.

BOOKS

Select Ratings Books

Survey	Overnight			
Provider	Sample type	Ethnic type	Stream type	Add Overnight
NSI	DMA	GEN	Latest	
Demo skew book				
<input type="checkbox"/>				

Make sure the  is next the Books Tab before you continue.

Step Seven: The demo that is associated with the order will autopopulate, but you can add an additional demo if you want by clicking the + next the demo.

Select Demos

Station Demos	Custom Demos
Favorites	HH 
Men	A25-49 
Women	A25-54 
Children	A35+ 
WTC-SC Main Demos	M18-34 
	A18-49 
	M25-49 
	M25-54 
	M35+ 
	W18-34  
	W25-49 
	W25-54 
	W35+ 

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Step Eight: Select your posting, formatting, generation and break average options by checking the box next to the selection on the Options Tab.

OPTIONS

Post By **Ratings** ▼

Generation

- Split Bookends/Piggybacks
- Exclude Billboard Spots
- Combine orders
- Include NSI Name
- Include Book Name
- Include Spots Not Posted
- Calculate Reach/Frequency

Break Averaging

- TP Break Average
- Length
- Most Efficient** ▼

Formatting

- Display Rating
- Rating
- COP
- Display 000/GI
- 000/GI
- CPM
- Rate
- Include Cell Comment

Step Nine: Click Save/Export in the upper right corner.

