

*WO Sales v2.0*

## **WideOrbit** **WO Sales Training Guide**



# **Avails and Proposals**

## Managing Rate Views and Editing Rates

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## Rate Views

**Avails and Proposals allow you to view rates in various ways, from specific Weekly rates to a single overall Flight rate. Below is an overview of how to edit rates in each view during the Avail and Proposal process.**

The rates that populate an Avail and Proposal come from the Rate Card that is selected. The system defaults how rates will be displayed. Avails default to displaying a single Flight rate and Proposals will display Weekly rates. Both of these rates can be managed in either the Header or the Workspaces of the Avail and Proposal at different points during the process.

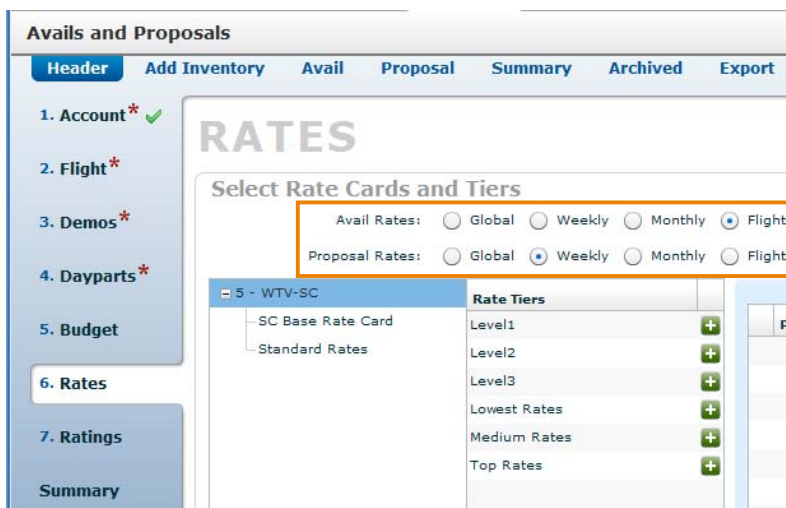
Monthly will display a single average rate for each month in a flight.  
Flight will display a single average rate for the scheduled flight.

### Header

During initial creation of the schedule, in the Header, you can change the system displayed rate defaults by selecting the appropriate "radio button".

This area of the Header is also where you would select the Rate Card(s) you would like to attach to the Avail or Proposal.

*\*Note: Once you move from the Header to the Workspace, any changes made to the Rates can only be done from the Workspace on the Avail or Proposal tab.*

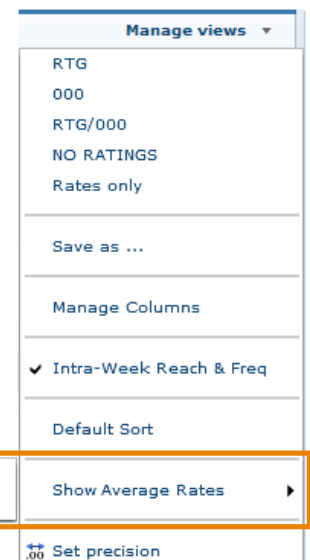


### Workspace

← In the Avail and Proposal Workspace, Rate Views may be selected via the **Flight View** menu.

- Set the view to Weekly, Monthly, Flight or Global.
- The Show All Rates option will place a Global rates column in the view in addition to another rate view. (Weekly, Monthly or Flight).
- In the body of the Workspace, hover over cells in Monthly or Flight view to see a pop-up with a rate break down for each week/month within.

The **Manage Views** menu → allows you to select Average or Highest rates for the selected time period when in Monthly or Flight view.

*\*Note: If there is a rate missing, then that rate has not yet been entered in the Rate Card.*

## Editing Rates

Rates may be edited directly in the body of the Workspace on Avails and Proposals. Only Rates on the designated Primary Rate Card may be edited. Primary Rate Cards are listed in bold above other Rate Cards for each Program Inventory line.

- An asterisk in a rate cell indicates varying rates in the represented time period. (Monthly or Flight view)
- To edit a rate in any view, double-click on the rate and type over the existing rate.
- To quickly carry the new rate to subsequent dates click the arrow icon.
- Once you click enter the CPP and CPM will adjust accordingly.

A18+ (Primary)				Length	Jan, 2010	Feb, 2010
RTG	SHR	CPP	CPM		Rate	Rate
4.9	10.2	\$2,414.97	\$47.43	:30	\$11,565.00 *	13000
					1	1
					\$10,125.00	\$10,125.00
Edit All						

Mar, 2010	March, 2010	
Rate	Spot	Length :30
\$2,400.00	03/01	\$2,400.00
	03/08	\$2,400.00
	03/15	\$2,400.00
4	03/22	\$2,400.00

- Editing a rate in Monthly view will change the rate of all weeks contained in the month to the entered amount. The same functionality applies to Flight view; the amount entered in the rate cell will change the rate for all months within the selected flight.

*Note: Hovering above an edited **Weekly** cell engages a pop up displaying the original rate.*

## Tool Bar options

### Rate Card

- Change the **Primary** Rate Card designation to work with and edit Rates from a different Rate Card.
- Toggle **Show Current Rates** on to add a reference line in the body of the Workspace displaying the most current Rate Card rates to compare edited or outdated rates to current rates.

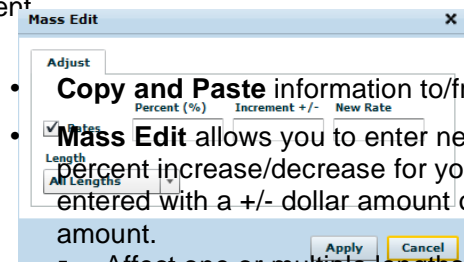
### Spots

- Auto-Adjust Rates** will adjust the rate for each spot length based on the Rate Card's offset percentage from the default length.

*Note: if you adjust a rate prior to adding a new spot length, the rate will not automatically adjust on the new spot length.*

### Edit

- Highlight cells you wish to affect by clicking on them. Blue indicates the cell has been selected.
- Select an entire column by clicking in the column header or multi-select individual cells using click and drag, Ctrl+click for non-adjacent cells and Shift+click to select a range of cells.

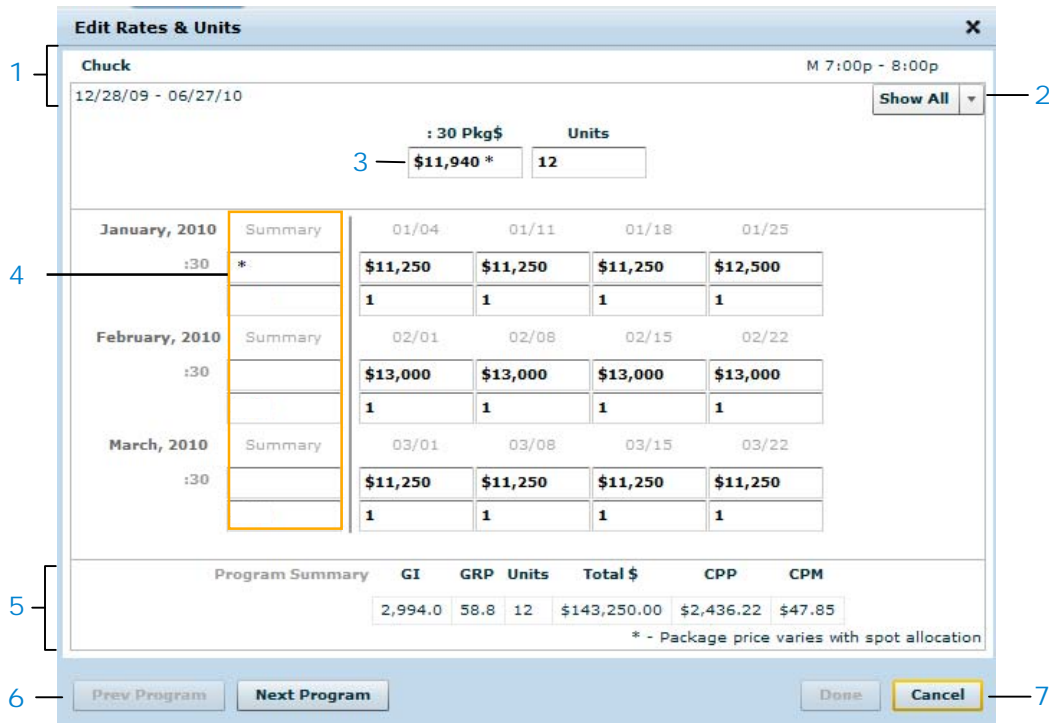


- Copy and Paste** information to/from selected cells.
- Mass Edit** allows you to enter new rates and percent increase/decrease for you. It will also allow you to enter a +/- dollar amount or by typing an amount.
- Affect one or multiple lengths at once by using the Lengths pull down menu in the Mass Edit dialog.

## Edit all

As an alternative to entering rates in individual weeks or using the Mass Edit option, double-click in a rate cell in Monthly or Flight view to enable an **Edit all** button. Clicking Edit all opens the **Edit Rates** window where you may edit all Rates and/or Units for a line at once but maintains the ability to also edit individual weeks if needed.

Utilizing the Edit Rates & Units window allows you to edit weekly or monthly rates without having to be in the corresponding view in the Avail or Proposal.



The screenshot shows the 'Edit Rates & Units' window for a program named 'Chuck'. The window displays a schedule from 12/28/09 to 06/27/10. At the top, there are fields for 'Air Days' (M 7:00p - 8:00p) and a 'Show All' button. Below this, there are fields for 'Pkg\$' (\$11,940 \*) and 'Units' (12). The main area is a table with columns for months (January, February, March 2010) and specific dates. The table contains rate and unit data for each week. At the bottom, there is a 'Program Summary' section with fields for GI, GRP, Units, Total \$, CPP, and CPM. The window also includes 'Prev Program', 'Next Program', 'Done', and 'Cancel' buttons.

Month	Summary	01/04	01/11	01/18	01/25
January, 2010	:30 *	\$11,250	\$11,250	\$11,250	\$12,500
		1	1	1	1
February, 2010	:30	\$13,000	\$13,000	\$13,000	\$13,000
		1	1	1	1
March, 2010	:30	\$11,250	\$11,250	\$11,250	\$11,250
		1	1	1	1

Program Summary	GI	GRP	Units	Total \$	CPP	CPM
	2,994.0	58.8	12	\$143,250.00	\$2,436.22	\$47.85

\* - Package price varies with spot allocation

1. Program Name, schedule dates, Air Days and Times are displayed across the top.
2. Length pull down menu allows you to view and edit rates for one or multiple lengths for the selected line.
3. The **Pkg\$** field displays the weighted average rate from all weeks in the schedule. An asterisk in the field indicates varying rates exist for the line's represented time period. Notice the associated asterisked message at the bottom of the window.
4. Entering Rates or Units in the **Summary** cells will change all rates/units to the right for that time period.
5. A **Program Summary** calculates GI, GRP, etc. as you make adjustments to Units and Rates above.
6. Use these buttons to quickly move to the Previous or Next Program and remain in this window.
7. Click **Done** to confirm changes and exit the window or click **Cancel** to leave the window and discard changes.

### Notes:

- Rates in this window will display as the Average or Highest rate dependent upon the option selected in the Avail or Proposal tab's Manage Views Menu.
- Rates for secondary lengths will automatically adjust when new Rates are entered.
- Units entered in the Units field at the top of the screen will act as a total number of Units for the selected line. The Units will be allocated evenly across all weeks in the schedule.

*All rates that have been manually edited through the various methods explained in this document will display in blue on the screen in the body of the Workspace, which serves as a visual clue that rates differ from the Rate Card. Clients will not see that you have edited any rates in a printed or emailed version.*