

WO Sales v2.0

WideOrbit
WO Sales Training Guide



Editing Avails and Proposals

Edits Made in the Workspace

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Adding, Removing and Sorting Inventory

Within an existing Avail or Proposal there are several ways to edit inventory. Below is a collection of tips for simply and efficiently editing program Inventory.



1. Manage Views

- Select the **Manage Columns** menu option to open the **Edit Column View** window.
- Configure the workspace with columns of data and available options best suiting your needs.
For example: selecting **Delete** in the column view window, adds the icon in the workspace on the Inventory, Avail and Proposal tabs.

2. Inventory Pane

- Use the icon to add Inventory to the Programs panel on the right.
- Use the “Ctrl” or Shift keys to multiselect Inventory, then drag and drop the lines into the Programs panel.
- Once a Program is selected it will display in grey on the left panel.

Note: If Inventory is deleted from either the Avail or Proposal tabs, it can always be reselected from the Inventory screen.

3. Programs Pane

- Programs listed here are sorted in the order by which they were selected.
- Re-sorting these Programs may be done by simply dragging and dropping the Programs in this panel into any order you choose.

4. Tool Bar Options

- The Tool bar options in the Inventory Pane allow you to **Duplicate**, **Add** and **Remove** programs.
- To edit the programs in the list, select them using the checkboxes to their left. To select all programs in the list, click the select all box at the top of the column.
- Clicking **Adjust Weekdays** opens a drop down that then allows you to select the whole week, all weekdays, the weekend only or individual days to include with the selected inventory.



5. Program Properties

Save Program

Program Kind:

Station/Channel:

Name:

Active Dates:

Days/Times:

Dayparts:

Inventory Code:

- Click through on the title of any Program to edit that Program’s properties for this schedule.
- Change Name, Active Dates, Days/Times, Dayparts or the Inventory Code this Program is associated with in the Program Properties window.

Note: On the Avail and Proposal tabs, the system allows you to make these same changes to Program inventory. Click through on a title to open the Program Properties, or use the options in the Programs tool bar to make necessary changes.

Changing Spot Lengths and Units

On the Avail or Proposal tab click the Spots tool bar option to affect spot lengths. Unit edits are accessed similarly by either clicking in the Units field or using the Edit tool bar option.

Spot Lengths

Spot Lengths are assigned to an Avail or to a Proposal in Header properties when it is created.

- Adding lengths to and deleting lengths from existing Program Inventory lines must be done via the Workspace. Select one or multiple lines to edit using the checkboxes to the left of the lines.

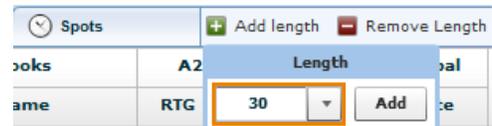
Note: This functionality is the same within Avails and Proposals.

Adding Spot Lengths



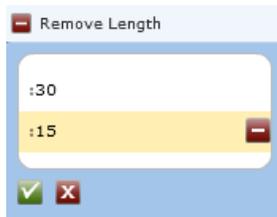
- From the **Spots** tool bar click **Add Length** to open the Length menu.

- In the Length field, type in the spot length and click **Add**.
- The pull down menu displays the lengths that were assigned in the Header. You may select a length from this list.

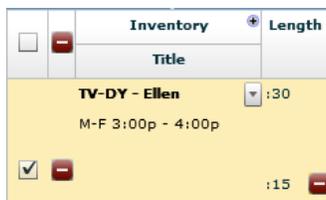


Note: Lengths must be entered in seconds.

Deleting Spot Lengths



- Click **Remove Length** from the Spots tool bar menu if you would like to remove a selected length assigned to multiple Programs.
- Select the length to be removed from the pull down list.
- Click the to remove the selected length from the list.
- Click the to confirm the selection.



- Hover over a length in the Avail or Proposal workspace to engage the icon.
- Click this icon to quickly remove the selected length from an individual line in the workspace.

Spot Lengths Filter

Lengths displayed in the body of the Proposal are controlled by the Spot Lengths filter above the body of the workspace.

- Spot Lengths selected in the Avail or Proposal header or added to Inventory lines, will be visible in the pull-down menu. One, multiple or all Lengths may be selected to display in the view.

Note: Deselecting Spot Lengths in the filter menu hides lengths from the view. Deleting lengths from an inventory line removes them from the line.

Units

Units can be edited in the same way as they are entered.

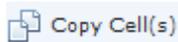
- Double-click into a cell and enter the number of units for a particular week.
- Units can be copied to all subsequent weeks by clicking the **Copy to Weeks** arrow.

| Edit | | | | | | |
|---|--------|------------------------|-------|-------------|----------|------------|
| Copy Cell(s) Paste Undo Clear Mass Edit | | | | | | |
| Inventory | Length | Summary (Weekly Rates) | | | 02/01/10 | 02/08/10 |
| Title | | GRP | Units | Total \$ | Rate | Rate |
| TV-DY - Ellen | :30 | 6.4 | 10 | \$10,000... | 1250 | \$1,250.00 |
| M-F 3:00p - 4:00p | | | | | | 2 |

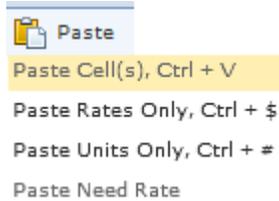
Units can also be entered by clicking in the **Units** column under **Summary**

- Enter a number of units to be allocated across all weeks in a flight.
- Any number entered in the Units column will override units manually entered for each week.

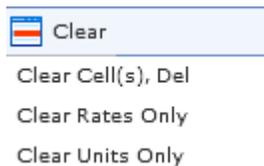
Edit Tool Bar Options



- Highlight a cell you would like to copy and click **Copy Cell(s)**.



- Highlight where you would like to Paste the data.
- Clicking **Paste** then offers multiple options.
- Click the action you would like to execute from this drop down.
Note: Each option displays the appropriate keyboard strokes necessary to complete the edit.



- Highlight the cell you would like to clear.
- Clicking **Clear** offers three options.
- Click the option you would like to execute from this drop down.



- Clicking **Mass Edit** opens the Mass edit window.

Mass Edit

Adjust

Rates

| | | |
|----------------------|----------------------|----------------------|
| Percent (%) | Increment +/- | New Rate |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

Units

| | | |
|----------------------|----------------------|----------------------|
| Percent (%) | Increment +/- | New Unit |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

Length

30

- Mass Edit offers the ability to populate both Rates and Units.
- Changes may be applied by percent, +/- Increment or New Rate.
- Choose a spot length to apply changes to via the Lengths pull down menu.



Flight View menu – Rate Options

02/01/10-02/28/10 : Weekly ▾

- 02/01/10-02/28/10

- Weekly Rates
- Monthly Rates
- Flight Rates
- Hide Flight Hiatus

- Global Rate (legacy)
- Show All Rates(legacy)

- Show External Updates
- ✓ Show Summary

Rate View

- Select to view Weekly, Monthly or Flight Rates

Global Rate (legacy)

- Select to view **Global Rates** instead of Weekly, Monthly or Flight

Show All Rates (legacy)

- Selecting this check box will display a Global rates column in addition to the Weekly, Monthly or Flight rates within the Avail or Proposal workspace.

Manage Views - Rate Options

Manage views ▾

- Proposal RC Tiers
- Expanded Proposal
- Proposal RTG/000
- Proposal 000
- Proposal RTG

- Save as ...

- Manage Columns

- ✓ Intra-Week Reach & Freq

- Default Sort

- Show Average Rates ▶

- ✓ Average Rates
- Highest Rates

Intra-Week Reach & Frequency

- Intra-Week Reach & Frequency adjusts the displayed Reach and Frequency values based on the specific weekdays of the Program Inventory line. For example, if a user adjusts weekdays on a Program line to air only W-F, the reach/frequency will adjust accordingly instead of using the entire program week.

Show Average/Highest Rates

- You may choose to toggle between Average and Highest Rates to be displayed.



Adding, Removing and Sorting Ratings Books

There are a number of ways to edit Books within the WO Sales Avail and Proposal system. Below is a collection of tips to guide you through available functionality.

| Inventory | | Books | | A25-54 (Primary) | | | Length | Rate C [†] | 02/01/10 | 02/08/10 |
|-------------------------------------|-------------------------------|-------------------|-----|------------------|------------|-----|--------|---------------------|------------|----------|
| Title | Name | RTG | SHR | CPP | | | Tier | Rate | Rate | |
| <input type="checkbox"/> | TV-DY - Ellen | Dec 2009 PA L7 GE | 0.8 | 4.8 | \$1,703.13 | :30 | Level1 | \$1,500.00 | \$1,250.00 | |
| <input checked="" type="checkbox"/> | M-F 3:00p - 4:00p | Jan 2010 PA L7 GE | 1.0 | 5.4 | \$1,362.50 | | 3 | 3 | | |
| <input type="checkbox"/> | TV-DY - The Martha ... Manual | | | | | | Level1 | \$1,350.00 | \$1,350.00 | |
| <input type="checkbox"/> | M-F 12:00p - 1:00p | | | | | | 1 | 1 | | |
| | | | | | | | Level3 | \$970.00 | \$970.00 | |

Drop Down Options

The drop down options next to each book provides you with a variety of different editing and sorting options. These include:

- Add additional books
- Edit the selected book
- Make the selected book the Primary book
- Remove the book from the selected inventory line
- Sort the books for the selected line in a user defined order

Rating Books Tool Bar Options

- Clicking Add opens the Select Books window. From there add books from the Books, Projection and Overnights tabs.



- Clicking **Remove** from the tool bar opens a pull down menu.
- Select the appropriate Book and click **Remove**.



- Clicking Sort from the tool bar opens a pull down menu.
- Hovering over a Book initiates the sort options
- Selecting **P** will move the selected book to the Primary position.
- Click **Remove** to Remove the book from selected programs.

Note: Users have the ability to click into and edit the Rtg, Shr, H/P, and Global Rate fields. Adjustments made to the Demo fields will be displayed in blue.



Editing Ratings

Ratings information can be easily adjusted on an Avail or Proposal. Below you will find some of the ways that Ratings can be managed.

Editing Ratings information

- Ratings may be edited from an Avail or Proposal by clicking into the ratings field and entering the rating you wish to use. This type of edit may be done in the **RTG**, **SHR** and **H/P** fields for any selected demos. Changes made in one field will update other ratings related information on the same line.

| Header | | Add Inventory | Avail | Proposal | Summary | Versions | |
|---|--------|---|------------------|---|---------|--------------------|-----------------------|
| Filters Select Stations, Select Markets, EM,EN,PR, All Spots, 12/29/08-01/25/09 | | | | | | Filtered : 2 items | |
| Programs <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Rate Cards <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Rating Books <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | | + Add - Remove P Sort |
| Inventory | Length | Books | A25-54 (Primary) | | | Global | |
| Title | | Name | RTG | SHR | H/P | Rate | |
| EN - NBC Nightly Net | :30 | Jan 2008 PA L7 | 5.8 | 21 | 28 | \$2,500.00 | |
| M-F 5:28p - 6:00p | | Jan 2009 T L7 | 6.1 | 19 | 32 | \$2,125.00 | |
| | | | | | | \$1,625.00 | |

- Edited ratings display in blue which serves as a visual indicator that the rating has been changed from the Ratings Book data. This adjusted display is solely for your reference and will not appear to clients in printed or email form.

| Header | | Add Inventory | Avail | Proposal | Summary | Versions | |
|---|--------|---|------------------|---|---------|--------------------|-----------------------|
| Filters Select Stations, Select Markets, EM,EN,PR, All Spots, 12/29/08-01/25/09 | | | | | | Filtered : 2 items | |
| Programs <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Rate Cards <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Rating Books <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | | + Add - Remove P Sort |
| Inventory | Length | Books | A25-54 (Primary) | | | Global | |
| Title | | Name | RTG | SHR | H/P | Rate | |
| EN - NBC Nightly Ne... | :30 | Jan 2008 PA L7 | 6.0 | 21 | 28 | \$2,500.00 | |
| M-F 5:28p - 6:00p | | Jan 2009 T L7 | 6.1 | 19 | 32 | \$2,125.00 | |
| | | | | | | \$1,625.00 | |

Set Precision

Using the Set precision option from the **Manage Views** menu opens the Demo Precision window. Here you determine decimal precision on the workspace.

Demo Precision X

Rating *

Share *

H/P *

OOO *

CPP *

CPM *

GRP *

GI *

Rate *