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.

	He	ader 📃	Add Inve	nto <mark>ry</mark> Avail F	Proposal	Summary Ar	rchived	Export									
	Adv	anced Sear	rch					Found 27	01/	04/10-03/28/10	Add to	All Flight	ts	Mar	nage v	iews 🔻	-
	Statio	on/Channel	Dayp	arts Wee	kdays	Name			Ø	Programs 🚮	Duplicate	New	Remove	Adjus	t Week	days	1-
	wtv	-SC 5 (1	) • All	Dayparts v M-F		•	Sear	ch v Clear			Invento	γ	e	-	18+ (	Primary	
		Station	Da 1	Title	Days	2 Time	3 Active	Dates 4		Title		Days	Time	-	RTG	SHR	
	P	WTV-SC	TV-EM	TV-SC Today at 5am	M-F	5:00a - 6:00a	12/28/	09 - 06/27 🚹 🔺		TV-SC Today at 6a	n	M-F	6:00a - 7:00a		2.4	17.4	ľ
Г	Р	WTV-SC	TV-EM	TV-SC Today at 6am	M-F	6:00a - 7:00a	12/28/	09 - 06/27 💽		NBC Today Show		M-F	7:00a - 9:00a	Ξ	2.3	13.7	L
11	Р	WTV-SC	TV-EM	NBC Today Show	M-F	7:00a - 9:00a	12/28/	09 - 06/27 💽		NBC Today Show B	onus Spots	M-Tu	7:00a - 9:00a		2.5	14.5	Ľ
										ļ							

#### 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 sicon in the workspace on the Inventory, Avail and Proposal tabs.

#### 2. Inventory Pane

- Use the size 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.

В											
1	Select Days										
E											
L	All Week	Adjust									
ł.											
L	Mon-Fri	Sa-Su									
l	M Tu W Th F	Sa Su									

#### 5. Program Properties

Save Program		
Program Kind:*	Program	]
Station/Channel*	WTV-SC 5	]
Name*	TV-SC Local News at 4pm	]
Active Dates*	12/28/09 - 06/27/10	•• •
Days/Times*	4:00p-4:30p M-F	
Dayparts *	Primary: TV-EF	•••
Inventory Code:	Assigned: NBC First @ Four/M-F/4-5p	

- 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 similary 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.

Spots		÷	Add leng	th 🕻	Remove	Length	
ooks	A2		Length				
ame	RTG	IC	30	•	Add	:e	

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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 back to remove the selected length from the list.
- Click the V 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.

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#### 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 C	ell(s) 🖺	Paste 🧧	🕤 Undo 듣	Clear	Mass Edit
Inventory	• Length	Summa	ary (Wee	kly Rates)	02/01/1	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					Ø	<mark>▶</mark> 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**

Copy Cell(s)

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

Click the action you would like to execute from this drop down.

Note: Each option displays the appropriate keyboard strokes

Click the option you would like to execute from this drop down.

 Highlight where you would like to Paste the data. Clicking Paste then offers multiple options.

necessary to complete the edit.

 Highlight the cell you would like to clear. • Clicking Clear offers three options.



Paste Rates Only, Ctrl + \$ Paste Units Only, Ctrl + # Paste Need Rate



Clear Cell(s), Del Clear Rates Only Clear Units Only

#### Mass Edit

Clicking Mass Edit opens the Mass edit window.

Mass Edit

Adjust			
✓ Rates	Percent (%)	Increment +/-	New Rate
	Percent (%)	Increment +/-	New Unit
Units			
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.

## **Changing Rate Cards and Rates**

Rate Cards are selected in the Header of the Avail or Proposal. Once the Avail or Proposal tab is selected, all Rate Card and Rate changes must be done from the Workspace. Below you will find the various ways in which both can be manipulated as the Avail or Proposal is edited.

#### Rate Card Tool Bar

• Select one or multiple lines to edit using the checkboxes to the left of the lines.

Rate Cards		🗄 Add 🧧 Remove 🕑 Update Primary	Distrib	ute Global	Rates 😑 S	5how Current	Rates	
itory 🔹	Bo	Select Rate Card	Length	Rate 健	02/01/10	02/08/10	02/15/10	02/22/10
le	Na	\5 - WTV-SC\SC Base v Add		Tier	Rate	Rate	Rate	Rate
								Figure 1

- To Add a Rate Card, select from the pull down menu listing available Rate Cards and click Add.
- **Remove** Rate Cards from selected lines by selecting from the list provided.
- Update Primary allows you to choose a Rate card and designate it as the Primary for selected lines.
   The Primary Rate Card displays in bold and is positioned above other Rate Cards in the body of the Avail or Proposal.
- Show Current Rates will add a reference line in the body of the Workspace displaying current Rate Card rates. This could be useful if you have made multiple edits to rates and wish to view current rates. *Note: this line will appear in the Workspace only and will not print on exported versions.*

#### Editing individulal Rate Cards in the Workspace



• Hovering over any Rate Card in the workspace engages drop down arrows providing additional options for that Rate Card dependent upon its order in the Rate Card **Tier**. When three or more Rate Cards are present in a line the **Move Up** and **Move Down** become available options (*Figure 2*).

#### **Editing Rates**



- Edit Rates by double-clicking in any cell and entering a rate.
- When either the Rate or Unit field is selected to be edited, both fields will open and are then available to be edited (*Figure 3*).

Note: Only the Primary Rate card can be edited.

- After an adjustment is made, the **Copy to Weeks** arrows next to the edited fields provide a quick way to copy changes across subsequent weeks for the remainder of the Avail or Proposal.
- Edited rates display in blue. Changes will not be displayed in the exported version of the Avail or Proposal.
- In Monthly or Quarterly rate view clicking the **Edit all** button opens the Edit Rates & Units window where you can quickly apply Rate and/or Unit changes to multiple weeks/months.



#### 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



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# 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.

Programs Rate Cards			Rating	Books	🛨 A	dd 🧧 Remo	ove 🖸 S	Sort Add Competitive Stations			
	Inventory 🔮	Bo	ooks 🔮	A2	5-54 (P	rimary) 😑	Length	Rate 🕻	02/01/10	02/08/10	
	Title	Na	ame	RTG	SHR	СРР		Tier	Rate	Rate	
	TV-DY - Ellen	Dec 2009	PA L7 GE	0.8	4.8	\$1,703.13	:30	Level1	\$1,500.00	\$1,250.00	
	M-F 3:00p - 4:00p	Jan 2010	PA L7 GE	1.0	5.4	\$1,362.50			3	3	
				Add Ne	ew Book	:		Level3	\$900.00	\$900.00	
	TV-DY - The Martha	Manual		Edit Bo	ook For	Item	_	Level1	\$1,350.00	\$1,350.00	
	M-F 12:00p - 1:00p		_	Make	Primary	Book			1	1	
					Remove Book From Item				\$970.00	\$970.00	
				Move	Up						
				Move	Down						

#### **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 additonal 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.

Rating Bo	ooks	🚹 Add 🧧 Remove	
Boo	ks	Select Books to Remove	Clicking <b>Remove</b> from the tool bar opens a pull down
Nan Dec 2009 PA	ne L7 GEN	RTC Dec 2009 PA L7 GEN	<ul> <li>menu.</li> <li>Select the appropriate Book and click <b>Remove</b>.</li> </ul>
Jan 2010 PA	L7 GEN	▼ 1.0 Remove	
🖬 Add 🗖 Rei	move 🕑	Sort	Clicking Sort from the tool bar opens a pull down menu
Books	A	_	<ul> <li>Hovering over a Book initiates the sort options</li> </ul>
Vame	RTG	Jan 2008 PA L7	Selecting I will move the selected book to the Primary
PA L7 🔻	5.8	Jan 2009 T L7 🛛 🔀 🗖	position.
T L7 🗾	6.1		<ul> <li>Click to Remove the book from selected programs.</li> </ul>

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.

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### **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.

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#### **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	Pro	posal Summary	Versi	ons				
Filters Select Stations, Select Markets, EM, EN, PR, All Spots, 12/29/08-01/25/09 Filtered : 2 items										
Programs	Programs Rate Cards Rating Books Add Remove O 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 Pr	oposal	Summary	Versi	ons		
Filters Select Stations, Select Markets, EM,EN,PR, All Spots, 12/29/08-01/25/09 Filtered : 2 items								
👰 Programs 👔 Rate Cards F Rating Books 🖬 Add 🥃 Remove 😰 Sort								
🔄 💽 🖪 Inventory 🍨 Le		Length	Books		A25-54 (Primary) 😑 Global			
	Title	2	Name		RTG	SHR	H/P	Rate
	EN - NBC Nightly Ne	:30 🔎	Jan 2008	PAL7	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 <sup>the Set precision</sup> option from the **Manage Views** menu opens the Demo Precision window. Here you determine decimal precision on the workspace.

Demo Precision X							
Rating * 1							
Share <mark>*</mark> O							
H/P * 0							
000 * 0							
CPP * 0							
CPM * 0							
GRP * 0							
GI \star 0							
Rate * 0							
Save Apply Cancel							