

WO Sales v2.1

WideOrbit **WO Sales Training Guide**



Avails and Proposals

Edits Made to the Header

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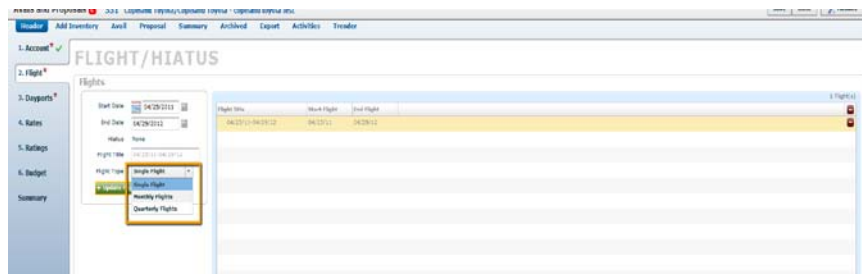
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Editing and Shifting Flights

Editing and shifting flights for an Avail or Proposal can be done in a few simple steps. This procedure allows Flight changes to be done quickly without rebuilding entire schedules. Below is the list of steps required to both edit and shift flights.




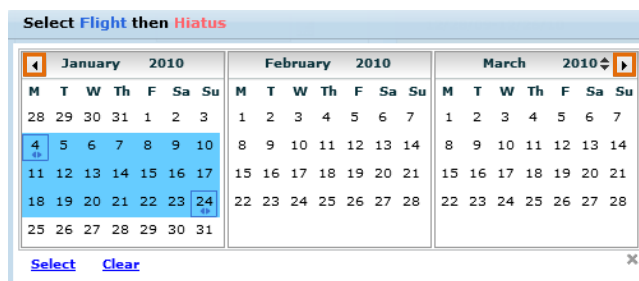
Flight Type – The displayed flight date in the right panel represent a year long flight.

- The Flight Type drop down allows you to split your contracts and invoices into separate flights. For instance, a yearly flight can be split into Quarterly or Monthly flights.
- The Flight Type also allows you to merge separate flights into a larger flight in the same way.
 - When selections are made, the button will change to display **+ Update Flight**, **+ Split Flight** or **+ Merge Flights**.

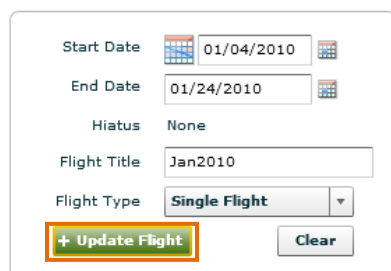
Note: When flights are Split or Merged all program inventory and associated rate and unit information is deleted. You must treat the avail or proposal as new and rebuild the schedule.

Shifting a Flight – To shift an existing flight, select the Flight in the right panel.

- Click the  icon to the left of the Start Date field to open the calendar.
- Click **Clear** to refresh the calendar or drag the arrows, found under the original start and end date, to the new flight dates.
- Click **Select** to close the calendar and the new flight dates will appear.



- Utilize arrows at the top of the window to navigate forward and backward in time.
- Resize the window to display more or fewer months by dragging a corner of the window.



- Click **Update Flight** to confirm the changes and a Shift Flight window appears with multiple options for handling rates and units.

Shift Flight X

Do you want to shift/clear Rates and Units for this flight?

Shift Clear Keep

Rates: ☐ ☐ ☒

Units: ☐ ☐ ☒

Ok Cancel

- Make the appropriate selections using the radio buttons in this window and click **OK**.

- **Clear** - Clears units to 0, rates are cleared and will reflect ratecard rates for the new dates.

01/04/10	01/11/10	01/18/10
Rate	Rate	Rate
\$100	\$200	\$300
1	2	3

03/01/10	03/08/10	03/15/10	03/22/10
Rate	Rate	Rate	Rate
\$100	\$200	\$300	\$475
1	2	3	0

- **Shift** – Moves original weeks' rates and units to corresponding new weeks based on number of weeks. Additional weeks will reflect 0 units and ratecard rates.

The illustration to the left displays an original 3 week flight in January. When shifted to a new 4 week flight, rates and units move week 1 to week 1, week 2 to week 2, etc. regardless of new dates. Added weeks contain 0 units and reflect rate card rates for the new dates.

- **Keep** – Rates and units are kept in weeks they were originally scheduled in based solely on date. Weeks that did not have rates/units specified in original flight will reflect 0 units and ratecard rates.

The illustration to the right displays an original 3 week flight in January. The new flight starts one week later. Rates and units have remained in their original weeks and the new third week reflects 0 units and ratecard rates for that week.

01/04/10	01/11/10	01/18/10
Rate	Rate	Rate
\$100	\$200	\$300
1	2	3

01/11/10	01/18/10	01/25/10
Rate	Rate	Rate
\$200	\$300	\$475
2	3	0

Changing a Flight

- Deleting a flight by clicking the **X** will remove all inventory associated with the flight, hence all rates and units as well.
- If you chose to change the Flight dates rather than shift weeks, open the calendar, click **Clear** to remove the existing flight dates, then select the new date range, including any hiatus dates. Click **Select** to accept the new date range, then click **Update Flight** to confirm the changes.

Note: Remember to click **Save** located at the top right hand side of the Avail and Proposal window to confirm your changes.

Changing Demos

Demos are added to the Avail and Proposal from the Header tab. Multiple Demos may be added to a new or existing Avail or Proposal, but an additional step must be completed within the workspace for the additional demos to become visible. Below is a reference to guide you through how this is done.

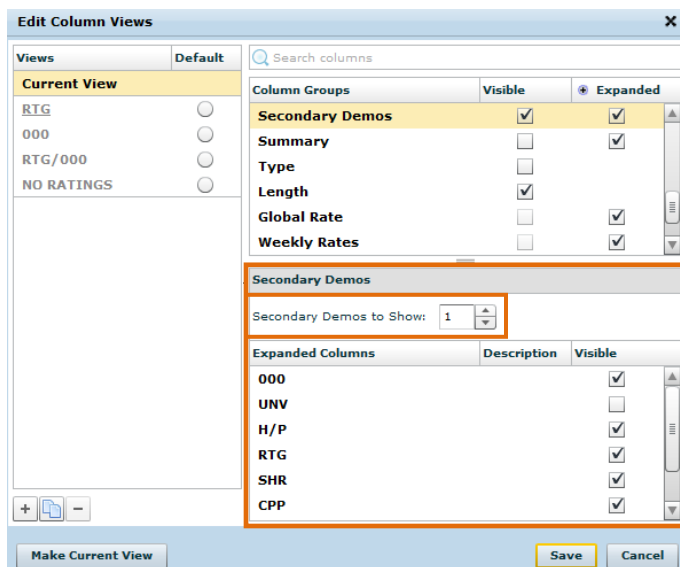
Avail/Proposal Header – From the Header **Account** window click the plus sign to add any Demo. As Demos are selected they will populate in the demo line. Once the selections are made, click the **Avail** or **Proposal** tab.

Avail/Proposal Tab – To view the newly added Demo, access the **Manage Views** menu (Figure 1), and select the **Manage Columns** option which will open the **Edit Column Views** window (Figure 2).



Header									
Add Inventory									
Avail									
Proposal									
Summary									
Archived									
Export									
Filters WTV-SC 5, All Dayparts, All Spots Unfiltered : 4 items 01/04/10-03/28/10 : Flight Manage views									
<div> <div>Programs</div> <div>Rate Cards</div> <div>Rating Books</div> <div>Add</div> <div>Remove</div> <div>Sort</div> <div>Add Competitive Stations</div> </div>									
<div> <div>Inventory</div> <div>Books</div> <div>A18+ (Primary)</div> <div>Length</div> <div>Flight</div> </div>									
<div> <div>Daypart</div> <div>Title</div> <div>Name</div> <div>Type</div> <div>RTG</div> <div>SHR</div> <div>CPP</div> <div>Rate</div> </div>									
<div> <div>TV-EM</div> <div>TV-SC Today at 6am</div> <div>Nov 2009 PA L7</div> <div>P</div> <div>2.4</div> <div>17.4</div> <div>\$956.25</div> <div>:30</div> <div>\$2,295.00</div> </div>									
<div> <div>Dec 2009 PA L7</div> <div>P</div> <div>2.0</div> <div>15.3</div> <div>\$1,147.50</div> </div>									

Figure 1



Views

Default

Search columns

Current View

RTG

000

RTG/000

NO RATINGS

Column Groups

Visible

Expanded

Secondary Demos

Summary

Type

Length

Global Rate

Weekly Rates

Secondary Demos

Secondary Demos to Show: 1

Expanded Columns

Description

Visible

000

UNV

H/P

RTG

SHR

CPP

Make Current View

Save

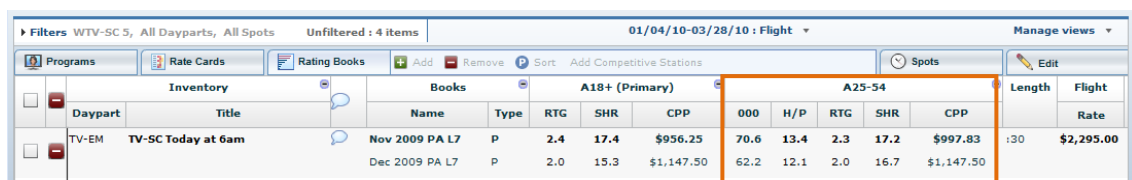
Cancel

Figure 2

Edit Column Views

- Mark the Secondary Demos Column Groups
- In the lower panel, choose the number of Secondary Demos you would like to display.
- Select at least one Expanded Column for the **Secondary Demo**.
- Click **Save**
- The Secondary Demo appears in the Workspace.

- The Secondary Demo appears in the Workspace (Figure 3).



Header									
Add Inventory									
Avail									
Proposal									
Summary									
Archived									
Export									
Filters WTV-SC 5, All Dayparts, All Spots Unfiltered : 4 items 01/04/10-03/28/10 : Flight Manage views									
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

Figure 3



Changing Dayparts

Dayparts and Spot lengths for a new or existing Avail or Proposal are selected in the Header. Below you will find an overview of how Dayparts and Spot lengths can be adjusted from an existing Avail or Proposal.

Header

Select Dayparts

Dayparts	Abbrev		2 Daypart(s)	
Early Morning	TV-EM		 Dayparts	1  Abbrev
Daytime	TV-DY		 Early Morning	TV-EM
Early Fringe	TV-EF		 Daytime	TV-DY
Early News	TV-EN			

- **Adding a Daypart** – To add a Daypart click the  next to any available Daypart in the left-side panel that then adds the selected Daypart to the box in the Right panel.
- **Removing a Daypart** – To remove a Daypart, click the  from either panel of the Dayparts window to remove the selected Daypart from the available list.

Add Inventory tab

Header		Add Inventory	Avail	Proposal	Summary	Archived	Export
Advanced Search						Found 39	
Station/Channel		Dayparts	Weekdays	Name		Search Clear	
WTV-SC 3 (1)		All Dayparts					
Station		Daypart	Title	Days	Time	Active Dates	
P	WTV-SC	TV-EM	TV-SC Today at 5am	M-F	5:00a - 6:00a	12/28/09 - 06/27/10	
P	WTV-SC	TV-EM	TV-SC Today at 6am	M-F	6:00a - 7:00a	12/28/09 - 06/27/10	
P	WTV-SC	TV-EM	TV-SC Wknd Today @ 6am Sa		6:00a - 7:00a	12/28/09 - 06/27/10	

01/04/10-03/28/10

Add to All Flights

Manage views

Programs		Duplicate	New	Remove	Adjust Weekdays
Inventory		A18+ (Primary)			
Title	Days	Time	RTG	SHR	
TV-SC Today at 6am	M-F	6:00a - 7:00a	2.4	17.4	
NBC Today Show	M-F	7:00a - 9:00a	2.3	13.7	

- The Dayparts selected in the **Header** determine the Inventory that is available for the new or existing Avail or Proposal.
- Available inventory is listed in the left-side panel of the Add Inventory tab.
- When a Daypart is added to an existing Avail or Proposal, you can check the “Add All Eligible Inventory” box on the top of the Daypart tab in the Header or go to Add Inventory tab.




☒ Add all eligible inventory

Spot Lengths

- Spot Lengths must be added in the Workspace of the Avail or Proposal tab of any existing Opportunity.

Select media types

 Please edit Opportunities with inventory in the Workspace.

Media Types		Custom spot	1 Media type(s)	
Name			Media Types	
Broadcast			 Broadcast:30	
Spot: 05				
Spot: 10		