

Spot Buy Toolkit – Makegoods and Revisions

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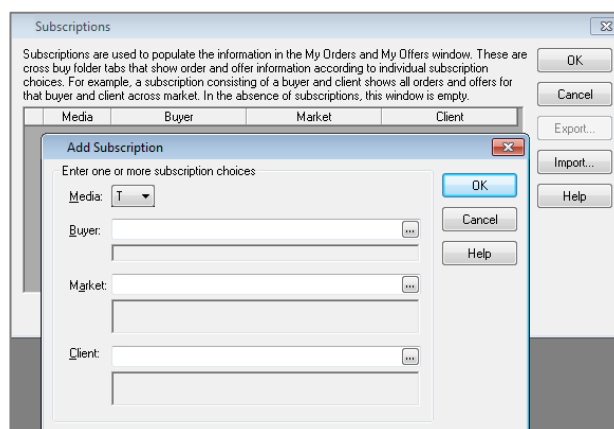
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1. Subscriptions and My Orders/My Offers

Spot Buy Toolkit lets you view orders and offers across buy folders and markets using subscriptions. By specifying the media, buyer, market, and clients of interest, you can generate a comprehensive listing of all orders and offers for buys you wish to access regularly.

Add subscriptions

1. On the **Tools** menu, click **Subscriptions**. The Subscriptions dialog appears.
2. On the **Subscriptions** dialog, click **Add**. The Add Subscriptions dialog appears.



3. Enter or select a value in one or more of the following details:
 - **Buyer**
 - **Market**
 - **Client**
4. Click **OK** to close the dialog. You are returned to the Subscriptions dialog.
5. Click **OK** to save the new subscription.

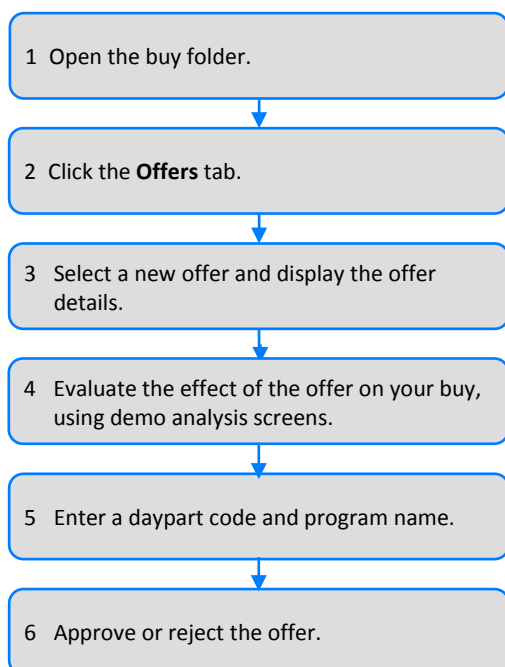
My Orders/My Offers

After you have set up subscriptions, you can use My Orders/My Offers to view a list of all orders or offers that fall under your subscriptions.

1. Click  on the toolbar.

Makegoods

Offers Workflow



The My Orders/My Offers window appears and displays orders and offers that match your subscriptions.

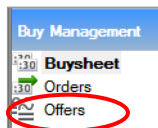
Orders												
Filter	Start	Status	#	Media	Station	Status	Market	Client	Product			
Date	Icon	Offers	Rev	Code	Name	Name	Number	Code	Code			
	N			T	0147	Unsent	NEW YORK	1521 BIN	STR	STRAWB		
	N			T	0147	Unsent	NEW YORK	1521 BSN	CHC	CHOCOL		
	N			T	0147	Unsent	NEW YORK	1521 BSN	DKC	DARK CH		
	N			T	0147	Unsent	NEW YORK	1521 BSN	PS	PISTACH		

Offers												
Station	Name	Icon	Type	Number	Market	Name	Code	Client	Name	Code	Product	Name
YYYY	New	N	Bonus	1521 NEW YORK	BSN	BASKIN ROBBINS	BNB	BANANA BREAD				
YYYY	New	N	Bonus	1521 NEW YORK	BSN	BASKIN ROBBINS	BP	BUTTER PECAN				
YYYY	New	N	Bonus	1521 NEW YORK	BSN	BASKIN ROBBINS	BP	BUTTER PECAN				
YYYY	New	N	Bonus	1521 NEW YORK	BSN	BASKIN ROBBINS	COC	COCOA				
YYYY	New	N	Bonus	1521 NEW YORK	BSN	BASKIN ROBBINS	CHC	CHOCOLATE				
YYYY	New	N	Bonus	1521 NEW YORK	BSN	BASKIN ROBBINS	FFV	FUDGE FRENCH VANILL				
YYYY	New	N	Bonus	1521 NEW YORK	BSN	BASKIN ROBBINS	FFV	FUDGE FRENCH VANILL				
YYYY	New	N	Bonus	1521 NEW YORK	BSN	BASKIN ROBBINS	FUG	FUDGE				

- To view a full order, right-click it in the Orders pane and select **Open Buy Folder for this Order**.
- To view the details of an offer, right-click it in the Offers pane and select **Offer Details**.
 - Click the **My Offers** tab.
 - Right-click an offer line and select **Offer Details**.

2. Process Makegood Offers

- Click the **Offers** link on the sidebar, under the **Buy Management** link.



- Review the Schedule Preview panel to determine how the offer will affect your schedule.

Station	Period	Days	Time	Program Name	Dpt	Len	Rate	Spots	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
YYYY	Dec27-Jan28	M-F	7-8a	NOTICIAS	M	30	0.39	\$1,500.00	8	2	1	1	2	2								
YYYY	Dec27-Jan28	M-F	8-10p	FIESTA DE PELICUL	P	15	2.94	\$650.00	7	6	1	1	2	1	1							
YYYY	Jan01-Jan29	Sa	9-11p	SAT CINE DE LAS E	W	30	0.90	\$2,000.00	5	2	1	1	1	1	1							
YYYY	Jan16-Jan	Su	10-11a	TP		30	0.82	\$0.00	1	1	1	1	1	1	1							
YYYY	Jan17-Jan	M-F	7-8a	NOTICIAS	M	30	0.39	\$1,500.00	1	1	1	1	1	1	1							
Makegood	*All*							\$0.00	0	-1	-1	-1	-1	-1	-1							

Schedule Preview pane

- Select an offer from the Offer List pane in the upper portion of the window and click on the toolbar. The Offer Details dialog appears.

Makegood	Status	Line	Days	Time	Program Name	Dpt	Len	Rate	Total Cost	Purch Rating	Spots	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Missed		19	M-F	7-8a	NOTICIAS	M	30	\$1,500.00	(\$1,500.00)	0.39	-1	-1											
Makegood			M-F	7-8a	NOTICIAS	M	30	\$1,500.00	\$1,500.00	0.39	1	1											
All								\$0.00	\$0.00	0	-1	-1											

- (Optional) Click **Demo Analysis** to view historical demos for the selected offer, and then click **OK** to return to the Offer Details dialog.
- To take action on the offer, select either the **Approve** or **Reject** option at the top of the dialog.
- If you choose to approve the offer, you must enter a valid daypart in the Dpt column on this dialog.
- (Optional) If necessary, select the makegood and click **Edit Makegood Buyline** to edit the new buyline, then click **OK** to return to the Offer Details dialog.
- (Optional) If necessary, enter comments in the **Buyer** Comment pane at the bottom of the dialog.
- Click **OK** to save your changes.

Filter Offers in the Schedule Preview Pane

To display only weeks/buylines that are affected by the makegood offer, select the **Affected buylines** and/or the **Affected weeks** check boxes in the **Schedule Preview**.

Station	Period	Days	Time	Program Name
0505/TNT	Dec27-Mar25	M-F	9-10p	NBAPLA/TNT BIG
WABC	Dec29-Mar23	W	9-930p	MODRN FMLY-A(3)
WABC	Dec29-Mar23	W	930-10p	COUGAR TWN-A(3)
WABC	Dec30-Mar24	Th	9-10p	GREYS-THU9-ABC

Demo Analysis

To quickly view the demographic analysis for any offer line, follow the steps below:

- Right-click the offer line you wish to view and select **Offer Details**.
- On the Offer Details dialog, click **Demo Analysis**. The Demo Analysis dialog appears.
- Review demo data as necessary.
- Click **OK** to close the Demo Analysis dialog.
- Click **OK** to close the Offer Details dialog.

* If your agency subscribes to comScore data and comScore demo categories exist on the line, you can view comScore demos by selecting the **Retrieve comScore demos** check box along with the **Refresh** button.

3. Add a Makegood

- To manually add a makegood, in the Schedule pane in the Buysheet, select the buyline containing the missed spot.
- In the Spots pane, right-click the row with the missed spot and select **Add to Makegood**. The Makegood Details dialog appears.
- Click **Add Makegood Buyline**. The Add Buyline from Current dialog appears.

- Change the data on this dialog to reflect the makegood spot you received.
- Click **OK**. You are returned to the Makegood Details dialog.
- (Optional) If appropriate, click **Demo Analysis** to analyze demos on the missed and makegood spots.

* If your agency subscribes to comScore data and comScore demo categories exist on the line, you can view comScore demos by selecting the **Retrieve comScore demos** check box along with the **Refresh** button.

- Click **OK**.

* The original spot displays a status of **Missed** in the **Status** column in the **Spots** pane. The new spot appears on a new buyline with the associated makegood code.

- Click to save your work.

4. Maintaining Schedules in the Buysheet

Add a Spot (+OTO)

- Perform one of the following:
 - Select a buyline in the Schedule pane.
 - Select a row in the Spots pane.
- Click on the toolbar or right-click the highlighted line and select **+OTO**.

- Modify or accept the following details, as necessary.

- Date
- Number of spots
- Cost override

* If you selected a line in the **Spots** pane, the information at the bottom of the **Plus OTO** dialog is automatically populated, but can be changed as necessary.

* Status update

The spot appears in the **Schedule** pane and the **Spots** pane, based on the information you entered. The **Status** column in the **Spots** pane displays status of **+OTO**.

- (Optional) If necessary, enter comments in the **Buyer Comment** pane at the bottom of the dialog.

- Click **OK**.

- Click to save your work. When you save, the **+OTO** status is removed from the **Spots** pane.

* Status update

The original spot displays a status of **Missed** in the **Status** column in the **Spots** pane. The new spot appears on a new buyline with the associated makegood code.

Preempt a Spot (-OTO)

- Select a buyline in the **Schedule** pane.
- Select a spot in the **Spots** pane.
- Click on the toolbar or right-click and select **Preempt Spots**.
- On the **Preempt Spots** dialog, click **OK**.
- Status update

The original spot displays a status of **Preempt** in the **Status** column in the **Spots** pane.

5. View Spot Status

You can view the status of individual spots on a selected buyline in the **Spots** pane.

Buyline Details		Goals vs. Purchased by Week			Goals vs. Purchased		
Date	Ref	Prod	Cost	Affid	Traffic	Status	MG
	Num		Override	Date	Time	Comml Code	
Jun27	1	PC					Preempt
Jun27	2	PC					
Jul04	1	PC					
Jul04	2	PC				Missed	A0
Jul11	1	PC					
Jul11	2	PC					
Jul18	1	PC					
Jul18	2	PC					
Aug01	1	PC					+OTO

The following is a list of valid spot statuses:

- **Paid:** The spot has been paid.
- **Matched:** The spot has been matched to a spot on the affidavit, but has not been paid.
- **Missed:** The spot was missed and a makegood was added. The adjacent MG Code column contains the corresponding makegood code.
- **+OTO:** A spot was added as a bonus. This status appears only when you are in the process of adding the spot. Once you save, the status for a bonus spot returns to the default (blank).
- **Preempt:** The spot was preempted
- **Pending:** There is an electronic offer pending on the spot.

6. Buysheet Reporting

The following reports are available on the Report menu in the Buysheet.

Report	Tools	Service	Window	Help
Goals Flowchart				Ctrl+1
Goals vs. Purchased Daypart				Ctrl+2
Goals vs. Purchased Weekly				Ctrl+3
Station Schedule				Ctrl+4
Station Share				Ctrl+5
Purchased Demo				Ctrl+6
Makegood Analysis				Ctrl+7
Payment Details				Ctrl+8
Daypart Mix				Ctrl+9

Payment Details

On the **Report** menu, click **Payment Details**. The Payment Details report appears, and a link to it is added to the sidebar.

Station	Month	Date	Ref Num	Prod	Line	Clearance Date	Check Number	Total Cost
WABC								\$51,500.00
WCBS	Oct2007	Oct05	1	OEC	4			\$1,000.00
WCBS	Oct2007	Oct23	1	OEC	5	8/19/2008	10/8/2008 004969	\$1,000.00
WCBS	Oct2007							\$2,000.00
WCBS	Nov2007	Nov05	1	OEC	3	2/18/2009		\$1,000.00
WCBS	Nov2007	Nov05	2	OEC	3	2/18/2009		\$1,000.00
WCBS	Nov2007	Nov09	1	OEC	1			\$1,000.00
WCBS	Nov2007	Nov12	1	OEC	6			\$5,000.00
WCBS	Nov2007	Nov12	2	OEC	6			\$5,000.00
WCBS	Nov2007	Nov12	3	OEC	6			\$5,000.00
WCBS	Nov2007	Nov12	4	OEC	6			\$5,000.00
WCBS	Nov2007	Nov12	5	OEC	6			\$5,000.00
WCBS	Nov2007							\$28,000.00
WCBS	Dec2007	Dec07	1	OEC	2	2/18/2009		\$1,000.00
WCBS	Dec2007							\$1,000.00
WCBS								\$31,000.00
WNBC								\$30,000.00
All								\$112,500.00

This report displays accounting information that has seeded to the buy; it is updated each time you refresh the Buysheet. The report includes individual spot information, as well as station-level cost totals. If you expand one of the stations, you can also see the clearance date and check numbers for the paid lines.

Makegood Analysis

On the Report menu, click **Makegood Analysis**. The Makegood Analysis report appears, and a link to it is added to the sidebar.

Station	MG Code	Makegood Status	Days	Time	Program Name	Date	Prod	Book
WABC	A0	Missed	M-F	5-6p	5.00 EYEWTV NWS	Mar29	OEC	UPT=PUT/FEBO9,BK=MA
WABC	A0	Missed						
WABC	A0	Makegood	Sa	5-6p	5.00 EYEWTV NWS	Jun05	OEC	UPT=PUT/FEBO9,BK=MA
WABC	A0	Makegood						
WABC	NC	No Charge	Th	8-9p	UGLY BETTY-A(3)	Apr15	OEC	UPT=PUT/FEBO9,BK=MA
WABC	NC	No Charge						
WABC	PR	Preempt	M-F	5-6p	5.00 EYEWTV NWS	Apr05	OEC	UPT=PUT/FEBO9,BK=MA
WABC	PR	Preempt						
WABC	All	Preempt						
WABC	All	No Charge						
WABC	All	Missed						
WABC	All	Makegood						
WCBS								
All	All	Preempt						

This report displays missed and no-charge spots, as well as makegoods.

7. Working with Report Templates

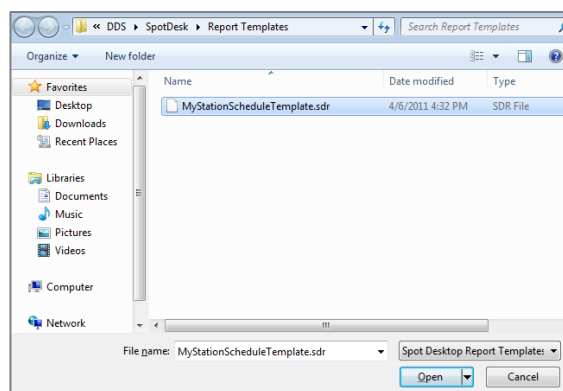
You can create custom report templates from any report in Spot Buy Toolkit. You can then use these report layouts for future analysis.

Save a Report Template

1. Set up the report based on your unique specifications.
2. On the Report menu, click **Save Report Template**.
3. The Spot Buy Toolkit templates directory appears. In **File name**, enter a name for the template.
4. Click **Save** to save your template.

Apply a Saved Report Template

1. Open the report to which you want to apply the template.
2. On the Report menu, click **Open Report Template**.
3. The Spot Buy Toolkit templates directory is displayed. Select the template you wish to apply.

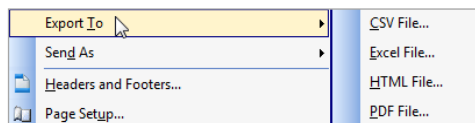


4. Click **Open**. The template is applied to the report.

Export a Report

You can export a report to Excel and other applications. To export a report:

1. Select **Export** from the File menu.



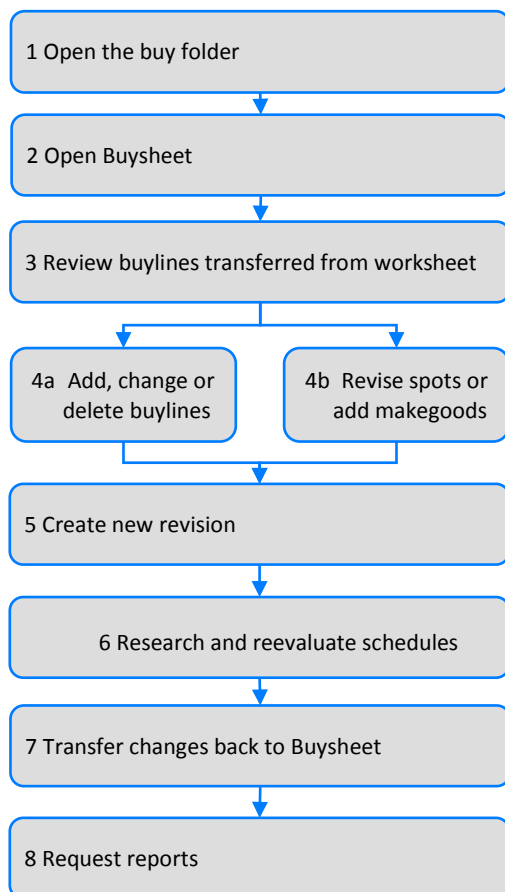
2. Select the format you want to export to.
3. Choose the file location where you want to store the exported file.
4. Click **Save**.

Revisions

8. Create a Revision

A revision is a copy of your Buysheet where you can create scenarios to reevaluate your schedule, points, and dollars.

Revision Workflow



To create a revision:

1. Click the **Revisions** link on the sidebar.
2. A dialog appears asking you to confirm your decision to create a revision. Click **Yes**. The New Revision wizard appears.

Revision Properties
Enter a revision name and at least one projection or book. You can specify different projections by period and station type. You can also mark the schedule as daily (note that this selection cannot be reversed).

Name:

Buyer:

This is a daily revision

Projections/books for new revisions

Define Projections/books by: By station type

Station Type	Effective Dates	Projection/Book
All	9/30/2013 - 12/29/2013	

Buttons: Help, < Back, Next >, Finish, Cancel

3. On the first page of the New Revision wizard, complete the following details:
 - **Name**
 - **Buyer**
 - Type a projection or book name in **Projection/Book** or select **Browse Projections** or **Browse Books** from the drop-down list.
- * If necessary, manually enter a share/PUT projection formula in the following format: UPT=PUT/NOV06, BK=JUL07*
4. Perform one of the following steps:
 - Click **Next** to enter historical books and demographic options.
 - Click **Finish** to complete the revision setup.

9. Edit a Revline

There are two ways to edit a revision.

Edit in the Schedule Pane

1. In an open revision, in the Schedule pane, click in the column you wish to edit and type a new value.

PP	Station	Available Dates	Days	Time	Program Name	Dpt	Len	Icon	Rate
1	0505/TNT	Dec27-Mar25	M-F	9-10p	NBAPLA/TNT BIG	P	30		\$1,000.00
	0505/TNT								
	WABC	Dec29-Mar23	W	9-930p	MODRN FMY-A(3)	P	30	→	\$2,200.00
	WABC	Dec29-Mar23	W	930-10p	COUGAR TWIN-A(3)	P	30		\$2,600.00
	WABC	Dec30-Mar24	Th	9-10p	GREYS-THU9-ABC	P	30		\$2,500.00
	WABC	Dec31-Mar25	F	9-10p	PRITIME-DO-A(3)	P	30		\$2,200.00
	WABC								
	WNBC	Dec28-Mar22	Tu	10-11p	PARENTHOOD-NBC	P	30		\$2,500.00
	WNBC								
	All								

* You cannot edit the values in the Station column or any of the calculated columns in this window.

2. Click to save your changes.

Edit on the Revline Details Dialog

1. Click on the toolbar to open the Revline Details dialog.

1 revline selected.

Properties | Options

Required revline details

Station: WABC Days: M-F Times: 6-7a

Daypart: E Spot length: 30 Piggyback length:

Program: EARLY EYEWITNESS Rating: 400 Rate type: F

Available dates: Dec28-Nov22 Product code: FE Adjacency code:

Prevent scheduling outside available dates

Line comments

1
2
3
4
5

Demos

Book/projection: UPT+PUT/NOV12.8K-MAV13 Bgok type:

	Purch Rtg		
Demo	NEW YORK (1521)	BINGHAMTON, N.Y. (271)	HRTFRD-NEW HAVEN,CONN. (1011)
RW1M2554	*3.00	*1.00	0.00
RW1M1849	*2.00	*0.00	0.00
RH0MES	*4.00	*0.00	0.03

2. Modify any of the details on this dialog, as necessary.
3. Click **OK**.
4. Click to save your changes.

10. Work with Revline Demographics

The Spot Buy Toolkit Demos pane displays purchased demographic information for the revline selected in the **Schedule** pane.

Demographic values on new lines are calculated using the book or projection from the revision details.

* If your agency subscribes to comScore, note that the system does not automatically retrieve comScore demographic values. To retrieve demos, select the line(s) and click the **Retrieve Demos** button on the Revisions toolbar to look up comScore demographic values for any demo category that has a [Lookup] value.

11. Add a Revline

Add a Revline

1. In an open revision, click to open the Add Revline dialog.
2. Complete the following details.
 - Station
 - Days
 - Times
 - Spot Length
 - Program
 - Rate
3. Click **OK**.

Duplicate a Revline

You can also add a revline by duplicating an existing revline.

1. In an open revision, select a revline and click on the toolbar.
2. Modify the revline details as appropriate.
3. Click to save your changes.

12. Revline Status and Active Compare

You can view the differences between your revisions and the Buysheet in a variety of ways.

Status Icons

Below is a list of common status icons that indicate how the revline compares to the information in the Buysheet.



Unchanged

This status indicates that there is no difference between the revline and the buyline.



Changed

This status indicates that a change has been made to the revline. This change is not reflected in the Buysheet until you transfer the revline. After the transfer, this status may revert to Unchanged if the revline matches the buyline.



New

This status indicates that this is a new revline. There is no corresponding buyline in the Buysheet.

* *These status icons only indicate changes that have been made in a revision. The revision is always up to date with the latest buyline details, so there is no status to indicate changes made in the Buysheet.*

Flag and Tooltip Indicators

Changed	+>	\$1,300.00	*1.07
Unchanged	↔	\$1,200.00	1.07
New	N		

Change flag
Tooltip

Change flag

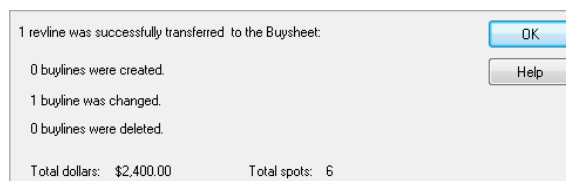
While the status icons indicate that a particular revline has changed, Spot Buy Toolkit also provides flags to indicate the details in the revline that differ from the buyline.

Tooltip

Position the mouse over a cell with a green change flag to reveal the tooltip. The tooltip displays the current value on the corresponding buyline, which you can compare with the value on the changed revline.

13. Transfer Revlines to the Buysheet

1. Click on the toolbar.
2. The Transfer Summary dialog appears summarizing the lines that were transferred to the Buysheet.



3. Click **OK**. When the transfer is complete, the revlines match the Buysheet and appears in the Status column on all successfully transferred lines.

* *You cannot transfer to the Buysheet if the comScore demo value displayed is N/A.*