

MediaOcean Client Services
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1. Estimate Maintenance Overview

OX Spot Estimate Maintenance is used to create estimates for TV, Radio, and Unwired Network buys. Estimates contain flight dates, demographic info, short/long name of the estimate, the products associated with it, and billing override information related to the products.

Estimates can be created, maintained and deleted in this program. Additionally, the program is also used to create and attach estimate comments and hiatus dates to estimates.

2. Create an Estimate

1. On the **Estimate Maintenance** request screen, complete the following required fields:

- **Location:** Enter or select a location.
- **Client:** Enter or select the client code.
- **Media Type:** Enter or select the media type.
- **Estimate:** Enter a unique numeric code for the estimate, up to four characters, or click the down arrow to search for estimates. You can use the same numbers for TV and radio.

* You can click on **History** to automatically populate these fields based on your recent requests.

2. Click **Add** to enter a new estimate.

The **Estimate Header** window opens and the **General Details** tab displays. The **Location, Media, Client** and **Estimate Number** entered on the previous screen appear at the top of the screen. This information can not be edited.

Other information section

1. Complete the following required fields:

- **Full Name:** Enter a full name for the estimate. This may be up to 30 characters.
- **Short Name:** Enter a short name for the estimate. This may be up to 15 characters.
- **Flight Type:** Select either **Weekly** or **Daily**.
- **Flight Date (from-to):** Enter valid estimate dates. You can enter up to 53 weeks for weekly estimates and up to 53 days for daily estimates.
- **Override 1 Day of Week:** (Optional) If the estimate uses a non-standard start day and is not based on a broadcast or special calendar, select a day of the week from the drop-down list.

2. Complete the optional fields, including the following:

General Details tab

3. Complete/edit the **General Details** tab as desired. The system pre-populates most of these fields using information from the client profile.

4. Select a choice in the **Buy/Goal Edits** field:

- **No Edits:** Allows users to bypass goal entry and add/edit buys.
- **Warning for Daypart & Hiatus:** Requires goals are entered for a market, for add/edit buys. Displays a warning if spots are purchased outside the dayparts where goals exist, or in a hiatus period.
- **No Edits for Daypart & Hiatus:** Requires goals are entered for a market, for add/edit buys. Will not allow spots to be purchased outside the dayparts where goals exist, or in a hiatus period.

5. Select your **Cost Entry Type Goals** which is the manner in which costs will display in the Goal and Buy Maintenance programs. In Spot, we recommend you use Gross.
6. If you enter a date in the **Job Closed Date** field it will essentially lock down the estimate on that date. If you have access to this field it should only be used after the campaign has completely ended, there's nothing unresolved, everything is cleared and paid, and will only be needed for historical info.
7. In the **Budget** field you can put a numerical value if you are not using goals.
8. You can **Bypass this estimate on a cost per point** report if you do not want your cost per point tables being updated. If

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you are creating those with contents and the cost per point of this estimate you can have this excluded from that process by checking this box.

- If you would also not like this estimate or any of these buys to be trafficked you can check the **Bypass this estimate traffic** checkbox and it will hide the buys from traffic.

<input checked="" type="checkbox"/> Include Spill	<input checked="" type="checkbox"/> Allow Piggybacks
<input type="checkbox"/> Sponsorship Estimate	<input type="checkbox"/> Use Goal Spots in Summaries
<input type="checkbox"/> Show Two Decimals for Impressions	<input type="checkbox"/> Allow Net \$ Adjustments in Pre-Buy
<input type="checkbox"/> Show Two Decimals for Ratings	
<input type="checkbox"/> EJO Enabled	
<input type="checkbox"/> Track Order Rev's: by Buy Line	
<input checked="" type="checkbox"/> 'or' Each Time an Order is Submitted	
Daypart Menu: TV	
Report Mask:	
Class:	
Hiatus Date List (*NONE=No List):	

- The default settings for this checkbox section are controlled by the Client Profile. You may choose to override any of these setting per estimate by checking or unchecking the boxes.
- The **Daypart menu** is required. Select the appropriate day part menu for the life of this buy. The daypart menu holds all of the day parts that buyers and planners can use for this campaign.
- Enter a 4-character alpha-numeric user-defined code in the **Report Mask** field. This may be used as an option to include/exclude estimates when running reports.
- Select a **Hiatus date** from the drop-down list, as necessary. This prohibits buy and pre-buy inventory from being entered on the dates included on the list. Hiatus dates are created and modified in the Hiatus Table Maintenance program.

Demos tab

- Click the **Demos** tab. You can enter up to 10 demos on the **Demos** tab.

General Details				Demos		Rating Service		Billing	
#	Demo Id	Demo Type	Require Manual Entry						
1	AD2554	R	N						
2	AD2554	I	N						
3									

- Complete the following required fields:

- Demo Id:** Enter the full name of the demo.
- Demo Type:** Select the data you wish to collect from the drop-down list. You can choose ratings, impressions, or shares.
- Require Manual Entry:** This field defaults to N. If Y, it requires buyers to confirm estimated ratings in Pre-buy or Buy Maintenance.

Rating Service tab

- Click the **Rating Service** tab.

General Details		Demos		Rating Service		Billing Options	
Rating Service:	Nielsen	<input type="checkbox"/> Use LPM Test Surveys					
Book:	LATEST (or "LATEST")	<input checked="" type="checkbox"/> Use NCC Adjustment for Cable					
HUT Book:		<input type="checkbox"/> Use AIUE file to set source of viewing estimates for NCC adjustment					
Nielsen Currency:	Live+SD	<input type="checkbox"/> Use latest NCC files when projecting NCC adjustment for Cable buys					
Net Rules:	(ie 3Q02 OR JAH02)	<input type="checkbox"/> Bypass Creating Cable Adjustment Factors					
Select Universe for Cable Rating:	USE DEFAULT	<input type="checkbox"/> Use Impact data when available					

- Complete the following fields:

- Rating Service:** Use the drop-down list to select a valid rating service. Valid rating services for television include **Nielsen, Hispanic, Black, and No Ratings Service**. Valid rating services for radio include **Standard, Black, and Hispanic**.
- Books:** Enter the book that will be used on the estimate when you buy. You may enter a specific book such as Jul10. Or, you can enter Latest to direct the system to use the latest Nielsen book available.
- HUT Books:** (Optional) Enter the book on which to base the HUT (households using television) information. This is used for posting purposes.
- Nielsen Currency:** (Optional) Select the data stream in which the ratings will be measured. TV options include

Live Only, Live + SD, Live +7 and Live +3 (Not available for radio.)

- The **Select universe for cable rating** field value defaults from the client profile but can be changed.
- The check box fields are optional and the default settings are controlled by the client profile.

Billing Options

- Click the **Billing Options** tab. Note that depending on your user security, you may not see this tab.

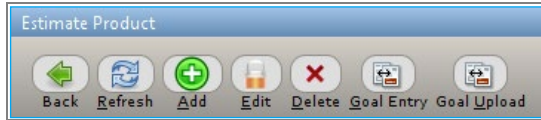
General Details		Demos		Rating Service		Billing Options	
Retail Billing -- Market Group Scheme:		<input type="checkbox"/> Manual Billing Only					
Allocation Table ID:		<input checked="" type="checkbox"/> Allow Dual Costs					
Billing Year:							
Client Authorized Amount:	0.00						
Job Code:							

- This tab contains fields that relate to buy cost details and are optional.
 - If there's a **Retail Billing- Market Group scheme** or **Allocation table ID** that you need you can enter it or use the drop-down to select it.
 - The check box choices are optional and the default settings are controlled by the client profile. You can choose to override the default setting by checking and unchecking the boxes.
 - The new **Job Code** field is displayed in the lower portion of the **Billing Options** tab. The free-form text field can support up to 50 alpha-numeric characters.
 - Click **Save** when you are finished and ready to add estimate to the OX System. Note that you can also click **Products** to add a product to the estimate. This will also save the estimate and add it to the OX system.
- * The Non-Standard Week Warning dialog may appear when you attempt to save your estimate which doesn't start on a Monday or end on a Sunday. Click **OK** to continue.*
- The **Estimate Added successfully** dialog appears. Click **OK** to continue.

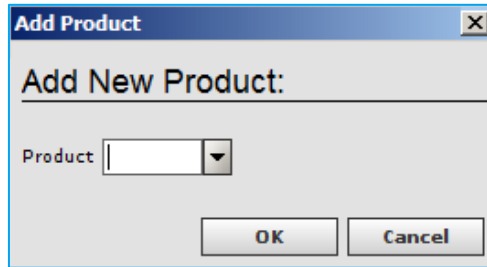
OX Spot Estimate Maintenance

3. Add Products to the Estimate

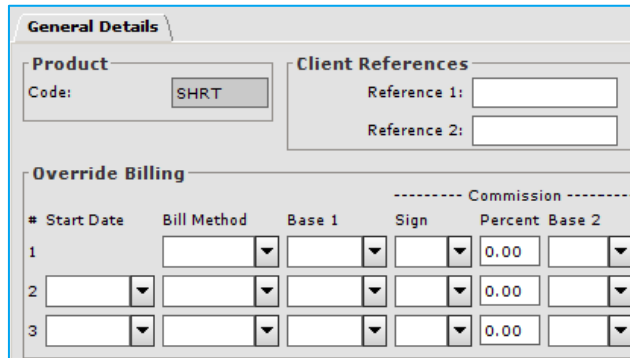
1. On the **Estimate Header** window, click **Products** on the Function bar.
2. The **Estimate Product** window opens. Click **Add** on the Function bar to add a new product.



3. The **Add Product** window opens.
4. In the **Product** field, enter or select a new product.
5. Click **OK** to continue.



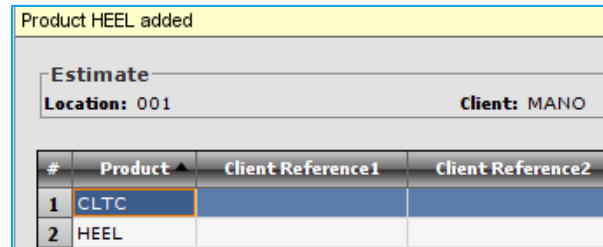
The **Product Maintenance** window opens.



6. Complete the following fields, as necessary:
 - **Client References:** (Optional) Enter a number in this field to be included on client bills. If the product has a different billing structure from the one set on the

Client Billing Profile, enter it in the Override Billing formula section

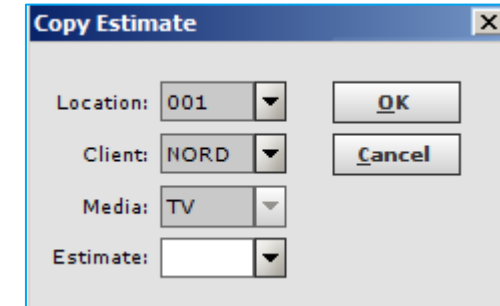
- **Bill Method:** (Optional) Select the type of dollars you wish to bill from the drop-down list. Options include: **Ordered, Cleared, or Last-signed Estimate.**
 - **Daypart Menu:** (Optional) Select the cost type on which to base billings from the drop-down list. Options include **Gross, Net** and **Zero.**
 - **Sign:** (Optional) Select the operator to use in order to calculate commission. Options include **+ or -.**
 - **Percent:** (Optional) Enter the commission percentage
7. Click **Save** in the function bar to continue.
 8. The **Estimate Product** window opens and the product you added appears in the list. A message appears at the top of the window indicating the product was added.



4. Copy an Estimate

1. In the **Estimate Maintenance** request window, complete the following required fields:
 - **Location**
 - **Client**
 - **Media Type**
 - **Estimate:** This is a numeric field that may contain up to four characters.
- * You can copy any estimate for the client and media type that you are working in when in the Add mode.
2. Click **Add** to enter a new estimate. The **Estimate Header** window opens and the **General Details** tab displays.

3. Click **Copy** to copy data from an existing estimate. The **Copy Estimate** window opens.



4. Enter the **Estimate** number of the estimate you wish to copy and click **OK.**
5. Fields will auto populate with estimate data. You may choose to modify any of the fields within the tabs.
6. Click **Save** to enter the estimate into the system.

5. Delete an Estimate

Estimates can be deleted IF there is no goal or buy activity.

1. To delete an estimate from the **Estimate Maintenance** request screen, enter **Location** and select **Search.**
2. Select the estimate and click **Delete.**