

Spot Prebuy – Introduction to Prebuy and Avails

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1. Upload Electronic Avails

The Prebuy Spot Avails program allows you to import the avails you receive from your rep via email into the OX system. Files can be saved to a location on your local or network drive before completing the following steps.

* Close the Spot Prebuy Research program before uploading avails.

Load avail file

In the Navigation panel, search for and select **Prebuy Spot Avails**. The **Avail File Upload** screen displays.

1. Click **Browse** to search for the avail file. Locate the file you wish to load and select it. Alternatively, click and drag the file into the **File** field.
2. Click **Load File**. The Avails File Header Info screen is displayed. If any required fields do not populate, fill them in.

Enter avail file header information

1. All fields with bold text are required.
 - In the **Media** field, enter or use the dropdown list to select media. **TV**, **Radio**, and **Unwired** are the options available.
 - In the **Day of Week** field, enter or select the day on which to base the avails calendar. The option you select must agree with the start date on the prebuy worksheet.
 - In the **Bucket Type** field, select either **Weekly** or **Daily**. If **Daily** is selected, there cannot be more than 53 days between the start date and the end date.
 - In the **Start Date** field, enter or use the down arrow to select an alternative start date option. Please note the date must be within the time period assigned to the XML file header and may not be prior to the assigned start date.
 - In the **End Date** field, enter or use the down arrow to select an alternative end date option. Please note the date must be within the time period assigned to the XML file header and may not be after the assigned end date.
2. All other fields on the screen are optional.
 - Enter a value in the Rep Code field to enable this file to be more easily found in the system. The Rep code is a 6 character identifier that tags the avail for retrieval in Spot Prebuy Research.
 - Enter any additional information in this screen, as appropriate. For example, if you want ratings to be imported to the worksheet, select Demos here.
 - Enter a value in the **Client ID** field to attach a client ID to the avails. Selecting a client ID will assist in locating this avail file in Spot Prebuy Research.

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- (Optional) You can include information in the **Seller Info**, **Rep Info**, and **Advertiser Info** fields.
- Click **Next**. The **File Detail Info** screen is displayed.

Select Avails to Upload

Header information appears at the top of the screen. The **Avail Lines** portion of the screen displays all of the avails included in the upload file. If necessary, you can edit the avail information in the grid with the exception of the **Station** field.

In the Rating/Schedule section, the **Rating** tab displays ratings information (if you selected demos in the previous screen). The **Schedule** tab displays each week and the number spots included for the selected time period if applicable.

- If missing, enter **Daypart** and any other columns with absent information.
- * All fields except for the **Comments** field must be filled out for each avail you wish to upload.*
- (Optional) Makes changes to the avails lines' **Start** and **End Dates** manually or by selecting one or more avails lines and right-clicking to modify. The options menu is displayed.
- (Optional) Select **Apply Avail Header Dates to Selected Lines** option to assign the revised header dates to all of the selected avails lines at the same time. The selected avails lines are now automatically updated to reflect the header dates in the upper portion of the screen.
- * Scheduled spots that fall in weeks outside of an adjusted time period are removed and will not transfer to Spot Prebuy Research.*
- Select the avails you wish to upload by clicking the checkbox associated with each line. If you wish to upload all avails, right click in the grid and select **Select all Rows**.

- (Optional) At the bottom of the screen select the **Upload Spots** and/or the **Upload Ratings** checkboxes as appropriate.
- Click **Save**.
- A confirmation message appears. Click **OK**. The uploaded avails are now available in the Spot Prebuy Research program.

** For network radio, the avail file can contain an adjacency code to identify the assigned rating source for the network proposal. This information can appear in the worksheet.*

2. Create a New Worksheet

- In the Spot Prebuy Research program, select the **New Worksheet** radio button on the **Set up** tab.
- Complete the Worksheet:

Worksheet fields

Media Type Enter or select **TV** or **Radio**.

Worksheet# In the text field next to this field, enter a description for the worksheet. You may use up to 30 alpha-numeric characters. The worksheet number is

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	automatically generated by the system.
Market	Enter or select a market for the worksheet.
Location	Enter or search for a location.
Client	Enter or search for a client code.
Product	Enter or select a product for this worksheet. A product code is required when uploading to the live buy, but may be left blank and entered later.
Piggyback (Optional)	Enter or select an additional product in this field if you are working with a piggyback buy.
Venue	Enter or select Local or NetLite .
Flight Type	Enter or select Weekly or Daily . This must be in agreement with the option selected on the assigned estimate record.
Day of Week	This field defaults to Monday , but may be updated as necessary. This must be in agreement with the option selected on the assigned estimate record.
Date Range	Enter or select the start and end dates for the worksheet. If you selected an estimate, these fields will default with the estimate dates. Once the worksheet is saved, the date range cannot be changed. Worksheets can span up to 53 weeks. Daily worksheets can span up to 53 days.
Cost Entry	Enter or select either Gross or Net .
Daypart menu	Enter or select a daypart menu based on your agency needs. If an estimate was selected, this will default with the daypart menu selected on the estimate.

Worksheet checkboxes:

Use NCC Adjustment for Cable	If selected, use Fusion Ratings for Cable.
Use Cable Universe for Cable Ratings	Default uses the option selected on the estimate. Other options are DMA or CDMA universe.
Bypass Creating Cable Adjustment Factors	Check the checkbox to set local cable ratings at zero and allow for manual overrides in Buy Maintenance.

Use Impact data when available	Select to use impact data when available.
Use LPM Test Surveys	Select to use Local People Meter test surveys in applicable markets. The default setting is controlled by the Client Profile.
Use AIUE File to Set Source of Viewing Estimates for NCC Adjustment	<p>This field will auto-populate based on the assigned Estimate or Global-level record.</p> <p>If the checked, the research survey selected will be adjusted based on AIUE data when creating local Cable projections. This option will use the full DMA for satellite provider viewing estimates and the CDMA for traditional local Cable (interconnects, wired zones, Cable systems, etc.) viewing estimates.</p> <p>If the checkbox is unselected, the research survey selected will be used to create local Cable projections per existing functionality. The carriage file linked to the research survey selected rather than the most recently received file available will be used to create adjustments.</p>
Use Latest NCC File when Projecting NCC Cable Adjustments for Cable Buys	<p>This field will auto-populate based on the assigned Estimate or Global-level record.</p> <p>If the checked, the most recently received carriage file from NCC will be used to create local Cable projections. The research survey selected by the user will be used for ratings information and the most recently received carriage file will be used for carriage adjustments.</p> <p>If the checkbox is unselected, the research survey selected will be used to create local Cable projections per existing functionality. The carriage file linked to the research survey selected rather than the most recently received file available will be used to create adjustments.</p>
Master Worksheet for Allocations	If this functionality is available to you, select this checkbox to identify the worksheet as a master worksheet. Worksheets designated as master worksheets are used to store spots in a central location prior to allocating them across multiple worksheets. Master worksheets include an Allocate tab in place of the Transfer tab.
Estimated Book	Enter a name for the Share and H/PT books you will use for this worksheet.
Share	Enter or select a share book.
H/PT:	Enter or select up to four HUT/PUT books. Multiple books can be selected to create an average before ratings and impressions are calculated.

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- * You can use the **Copy** button in this section to copy the estimated books from another worksheet into this one. The only books that will copy over are the ones available in the target's market.
- * Note: a warning message will display when the Nielsen Share/HUT/PUT options selected do not match the options defined on the corresponding Estimate. This warning will appear once and can be overridden if needed.

• **Demo 1-Demo 10:** If you selected an estimate, demographic information will default based on the estimate record. If no estimate is selected, enter demos in the field provided. You must, at a minimum, enter a value for Demo1.

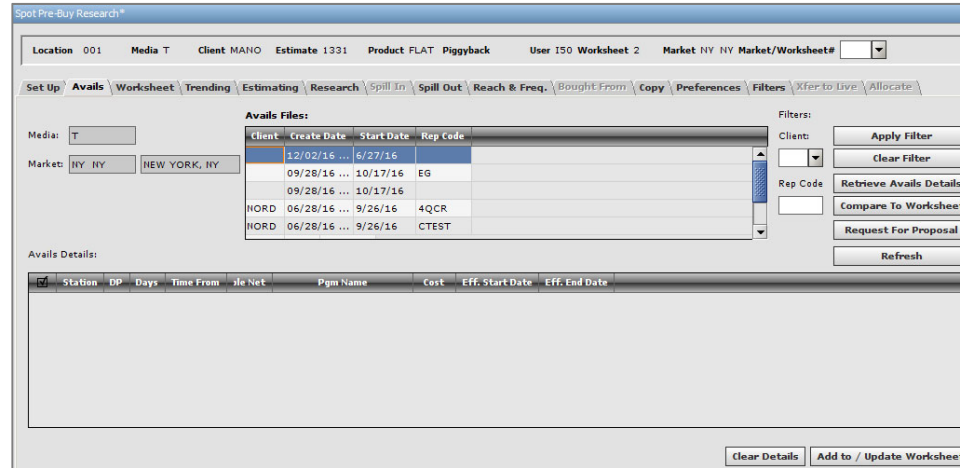
1. Click **Add Worksheet** to save the new worksheet header information.

3. Add Electronic Avails to the Worksheet

If you have already electronic avails to the OX system, you can retrieve them and add them to your worksheet on the **Avails** tab.

1. Click the **Avails** tab. All available avails files appear in the Avails files grid.
 - * The latest avails appear at the bottom of the list. If the dates fall outside of the worksheet dates, the avails will not appear in the avails tab.
 - * You can click the **Refresh** button at any time to display the most current listing of proposals available.
 - * (Optional) You can filter the available files by either client or rep code. In the **Client** and/or **Rep Code** fields (case-sensitive), enter or select a value and click **Apply Filter**. The list is filtered based on the criteria you selected.
2. Select a file from the avails list and click **Retrieve Avails Details**. The avails in the file display in the **Avails Details** grid in the lower portion of the screen. Changes to avails cannot be made in this tab.
3. Select the checkboxes next to the avail lines you wish to add to your worksheet. If you wish to add all avails, right click in the grid and select **Select all Rows**.
4. Click **Add to Worksheet** at the bottom of the screen to add the selected avails to your worksheet.

5. The **Avail Options** dialog displays. Select the appropriate checkboxes to indicate what information you want transferred to the worksheet and click **OK**.
6. Click the **Worksheet** tab. The avail lines you added appear in the worksheet. If the worksheet details contain more than one estimated book, one line is created for each book.



4. Update Worksheet with Updated Avails File

After receiving revised avails, Spot Pre-buy Research enables you to compare selected avail files to what exists on the **Worksheet** tab and to select specific data elements to be uploaded.

1. Click **Compare to Worksheet**. The **Avails Matching Selection** dialog displays, listing the available criteria that can be used to match new avails lines to existing avails lines on the **Worksheet** tab.
2. Select the check box next to the criteria you want to match on.

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- After matching criteria options are selected, click **OK**. The **Avails Details** grid displays.
- Please note the following:
 - Existing worksheet lines highlighted in **orange** and include the label **Worksheet Line**.
 - Matched avail lines are not highlighted.
 - A single worksheet line can be matched to one or more avail lines. Multiple avail lines are grouped beneath the matching worksheet line based on the selected matching criteria.
 - Updateable elements are boxed in black and include a check box.
 - New avail lines that could not be matched to existing worksheet lines are listed in their own section, **New Avail Lines**.

Avails Details:

Station	DP	Days	Time From	Time To	Pgm Name	Cost	Eff. Start Date	Eff. End Date	
Updateable Worksheet Lines									
WNBC	PR	M-Su	0800P	1100P	Prime Progr...	10500.00	3/28/16	6/26/16	Worksheet Line
WNBC	EM	M-Su	0600A	0700A	Morning News	1000.00	3/28/16	6/26/16	
WNBC	EM	M-Su	0700A	0900A	Morning News	1200.00	3/28/16	6/26/16	
WNBC	PR	Tu	1000P	1030P	Prime Program	6500.00	3/28/16	6/26/16	Worksheet Line
New ...									
WNBC	PR	Th	0800P	0830P	Prime Pr...	70...	3/28/16	6/26/16	
WNBC	EM	M-Su	0600A	0700A	Morning ...	10...	3/28/16	6/26/16	
WNBC	EM	M-Su	0700A	0900A	Morning ...	12...	3/28/16	6/26/16	

- Select the check box next to the field you want to update the worksheet line with.
- Select the new avail lines you want to upload to the worksheet.
- After fields/avail lines are selected, click **Add to / Update Worksheet**. The worksheet is updated.

5. Request Avails Using Request for Proposal

If the **Estimate** and **Product** field options are completed on the **Setup** tab, you can use the **Request for Proposal** function to assemble and electronically distribute requests.

The proposal header area is displayed in the upper left side of the dialog and is automatically populated based on the values entered on the **Setup** tab.

Request for Proposal

Location ID: 001 Flight Type: WEEKLY Seller: Videal

Media Type: TV Day of Week: MONDAY

Client: MAHO Start Date: 9/1/14

Estimate: 1331 End Date: 12/31/14

Product: FLAT Piggyback:

Market	Budget	Total GRP	Stations
1 NY NY	\$0.00	0.00	

- On the **Avails** tab, click **Request for Proposal**. The **Request for Proposal** dialog is displayed.
- Select the seller/vendor to send the RFP in the **Seller** field.

- Assign a budget amount to the electronic RFP using the **Budget** field.
- Assign a GRP/impression goal to the electronic RFP in the **Total GRP** field.
- Assign a station to the electronic RFP in the **Stations** field. The station entered must correspond to the market code in the **Market** field.

Spot Length

Spot Len	
1 5	<input checked="" type="checkbox"/>
2 10	<input type="checkbox"/>
3 15	<input type="checkbox"/>
4 20	<input type="checkbox"/>
5 30	<input checked="" type="checkbox"/>

Include Demos

Demo	
1 R-AD1854	<input checked="" type="checkbox"/>
2 I-AD1854	<input type="checkbox"/>
3 R-AD1224	<input type="checkbox"/>

Daypart Name Days Time from Time to Target GRP% Target CPP

1 Early Morning	M-F	0500A	0900A	0	0.00
2 Daytime	M-F	0900A	0300P	0	0.00
3 Early Fringe	M-F	0300P	0500P	0	0.00
4 Early News	M-Su	0500P	0700P	0	0.00
5 Prime Access	M-F	0700P	0800P	0	0.00
6 Prime 1	M-Sa	0800P	1100P	0	0.00
7 Prime 2	Su	0700P	1100P	0	0.00
8 Late News	M-Su	1100P	1130P	0	0.00
9 Late Fringe	M-F	1130P	0200A	0	0.00
10 Overnight	M-F	0200A	0500A	0	0.00
11 Weekend AM	Sa-Su	0600A	1200P	0	0.00
12 Weekend PM	Sa-Su	1200P	0600P	0	0.00

Include Sports and Specials

Email:

Submit RFP Cancel

- In the **Spot Length** area, select the unit lengths to include on the electronic RFP. Select the check box for each unit length option to include. 30 is checked by default.
- The **Include Demo** area is used to select the demographic categories to include on the electronic RFP. Each demo included on the corresponding estimate is displayed in the listing grid. Select the check box for each demographic category to include. A minimum of one demographic category must be selected. The primary demographic category from the estimate is selected as the default value for this option.
- The daypart area is used to select pre-defined and create custom dayparts to include on the electronic RFP. Select the check box for each daypart to include.
- Create custom dayparts by clicking the **+** button. The listing grid updates and an additional line item is displayed. **Custom** appears in the **Daypart Name** column.
 - Type directly in the **Daypart Name**, **Start Date**, **End Date**, **Days**, **Time from**, **Time to**, **Target GRP**, and **Target CPP** cells to create the custom daypart. The check box for the newly created custom daypart is automatically selected when the new line item is added to the grid.
- Check **Include Sports and Specials** to request that the seller include sports and other special programming within the electronic RFP or clear the check box to bypass this option.

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8. Select the email check box to receive the RFP response via email or clear the check box to receive the RFP response electronically within 60 seconds of the request.
 - If the check box is selected, the setting auto-populates to display the email address assigned to the current user on their user security record. Additional email addresses may be added to the field and copied on the RFP response by typing the email addresses within the field. Multiple email addresses must be separated by a semi-colon. Up to 200 characters are supported by the field.
 - If the check box is cleared, the RFP response is transmitted electronically immediately and appears on the **Avails** tab. If the RFP response cannot be sent within 60 seconds of the request, the response is sent via email to the user and any additional email addresses included in the **Email** field. Cleared acts as the default for the **Email** field.
9. Click the **Submit RFP** button in the lower left side of the dialog. Spectra OX validates all of the fields included in the dialog. If all of the fields are validated, the request is sent to the selected seller/vendor and a confirmation message is displayed.

6. Daypart Area Information

The table below defines each of the pre-defined dayparts available:

Daypart Name	Days	Time from	Time to
Early morning	M – F	5a	9a
Daytime	M – F	9a	3p
Early fringe	M – F	9p	5p
Early news	M – Su	5p	7p
Prime access	M – F	7p	8p
Prime	M – Sa	8p	11p
Prime	Su	7p	11p
Late news	M – Su	11p	1130p
Late fringe	M – F	1130p	2a
Overnight	M – F	2a	5a
Weekend AM	Sa – Su	6a	12p
Weekend PM	Sa – Su	12p	6p

The table below defines the information included in the daypart area:

Option	Description
#	Use the checkbox to select the dayparts to include with the electronic RFP. This field is editable and selected acts as the default option.
Daypart Name	This field displays the name of the pre-defined daypart.
Days	This field displays the day or days of the week assigned to the daypart. Please note non-standard day rotations are supported based on the Day of Week value assigned to the worksheet/estimate. Example: if the daypart has a pre-defined Days value of M-F and the worksheet/estimate has a Day of Week value of W , the rotation is displayed as W-F, M, Tu in the Days column.
Time from	This field displays the start time for the daypart. Please note the time range cannot cross broadcast start of day.
Time to	This field displays the end time for the daypart. Please note the time range cannot cross broadcast start of day.
Target GRP %	This field is used to enter the percentage of GRPs planned for the daypart. Please note that the header displays Target IMP % for requests that include impressions for the primary demo.
Target CPP	This field is used to enter the planned CPP to meet for the daypart. Please note that the header displays Target CPM for requests that include impressions for the primary demo.