

Delivery of *Katz Station Order Website* orders through Marketron EOI

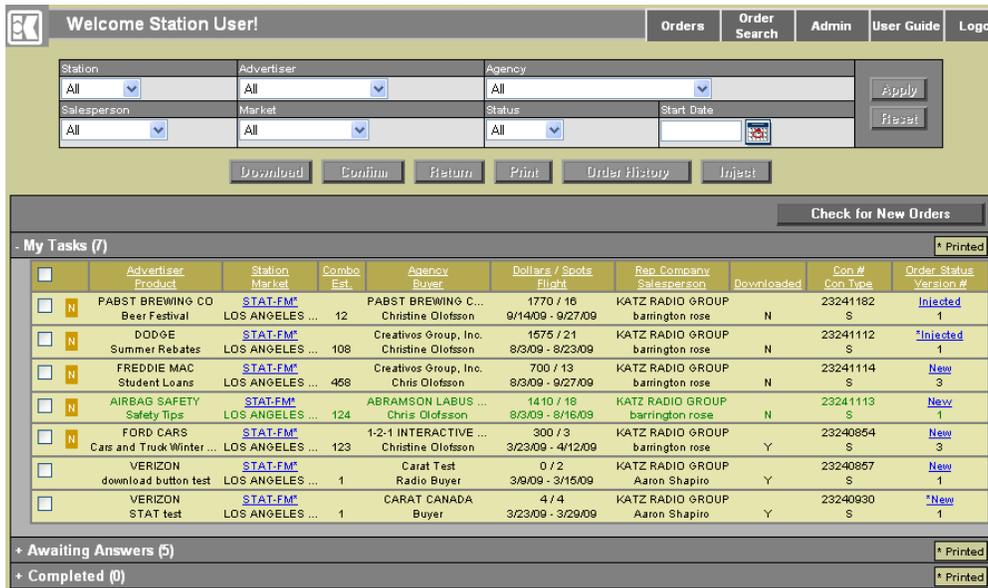
Radio stations that are represented by **Katz Radio Group** to regional and national media buyers, and receiving their orders using *Katz' Station Order Website (SOW)* can have those orders delivered through Marketron's Electronic Orders and Invoices (EOI) service. This eliminates the need to receive order faxes or download PDFs from the website, and re-key the order details into the station Traffic system.

If you are a Katz-represented station, but not yet using the Katz website to receive your orders, contact the Katz Help Desk at (212) 424-6715, or 6715helpdesk@katzmedia.com. Request an overview of their *Station Order Website*, and activation of e-orders capability, so that you can begin receiving orders through Marketron's EOI service. Learning the system takes very little time and eliminates order faxes and phone calls in the future.

If you are already using the Katz website to print or download PDFs of your orders, the website can also transmit the order data to the Marketron Exchange and directly to your Traffic system. This saves even more time, and potential re-keying errors. Contact Katz (see the contact details above) to have your Katz website account enabled for order transmission via Marketron's EOI service.

Working with an Order

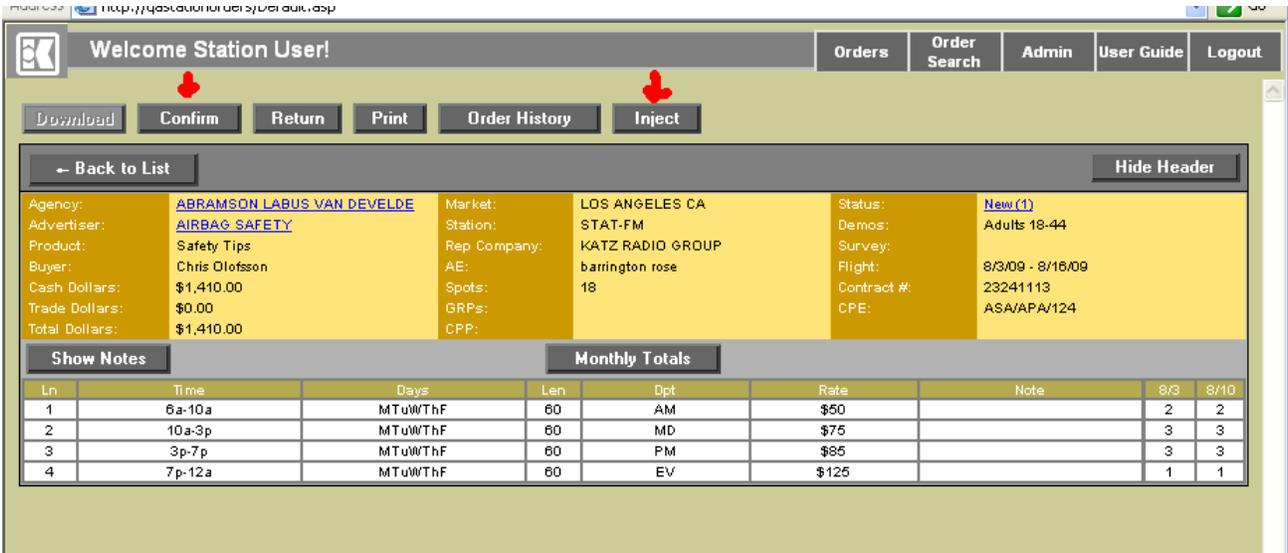
When logged into the Katz website, your orders are shown like the picture below. Click the station call letters to show more details and act on an individual order.



Advertiser	Station	Agency	Dollars / Spots	Rep. Company	Order Status
PABST BREWING CO Beer Festival	STAT-FM* LOS ANGELES ...	PABST BREWING C... Christine Olofsson	1770 / 16 9/14/09 - 9/27/09	KATZ RADIO GROUP barrington rose	23241182 S 1 Injected
DODGE Summer Rebates	STAT-FM* LOS ANGELES ...	Creativos Group, Inc. Christine Olofsson	1575 / 21 8/3/09 - 8/23/09	KATZ RADIO GROUP barrington rose	23241112 S 1 *Injected
FREDDIE MAC Student Loans	STAT-FM* LOS ANGELES ...	Creativos Group, Inc. Chris Olofsson	700 / 13 8/3/09 - 9/27/09	KATZ RADIO GROUP barrington rose	23241114 S 3 New
AIRBAG SAFETY Safety Tips	STAT-FM* LOS ANGELES ...	ABRAMSON LABUS ... Chris Olofsson	1410 / 18 8/3/09 - 8/16/09	KATZ RADIO GROUP barrington rose	23241113 S 1 New
FORD CARS Cars and Truck Winter ...	STAT-FM* LOS ANGELES ...	1-2-1 INTERACTIVE ... Christine Olofsson	300 / 3 3/23/09 - 4/12/09	KATZ RADIO GROUP barrington rose	23240854 S 3 New
VERIZON download button test	STAT-FM* LOS ANGELES ...	Carat Test Radio Buyer	0 / 2 3/9/09 - 3/15/09	KATZ RADIO GROUP Aaron Shapiro	23240857 S 1 New
VERIZON STAT test	STAT-FM* LOS ANGELES ...	CARAT CANADA Buyer	4 / 4 3/23/09 - 3/29/09	KATZ RADIO GROUP Aaron Shapiro	23240930 S 1 *New

Inject and Confirm the Order

When viewing an order, click "Inject" to transmit the order to Marketron's EOI service. Then click "Confirm" to confirm the order back to Katz. (These buttons are marked with red arrows in the picture below.)



The screenshot shows a web application interface for a station user. At the top, there's a navigation bar with 'Orders', 'Order Search', 'Admin', 'User Guide', and 'Logout'. Below this is a toolbar with buttons for 'Download', 'Confirm', 'Return', 'Print', 'Order History', and 'Inject'. Red arrows point to the 'Confirm' and 'Inject' buttons. The main content area displays order details for 'ABRAMSON LABUS VAN DEVELDE' (Advertiser: AIRBAG SAFETY) on 'STAT-FM' (Station) in 'LOS ANGELES CA'. It includes a table of line items with columns for Ln, Time, Days, Len, Dpt, Rate, Note, 8/3, and 8/10. A 'Monthly Totals' section is also visible.

Within a few minutes, Marketron's EOI service will receive the order, and the order will be processed in one of the following ways:

Order management platform in use at site:	How the eOrder is further processed:
Marketron NXT Orders	The order will appear under Orders > Third Party Orders , where it can be reviewed, modified (if necessary) and then published to traffic.
Marketron Exchange Client Application	The Exchange Client app will place the order into a designated folder, from which your traffic system can import it.