Delivery of *Katz Station Order Website* orders through Marketron EOI
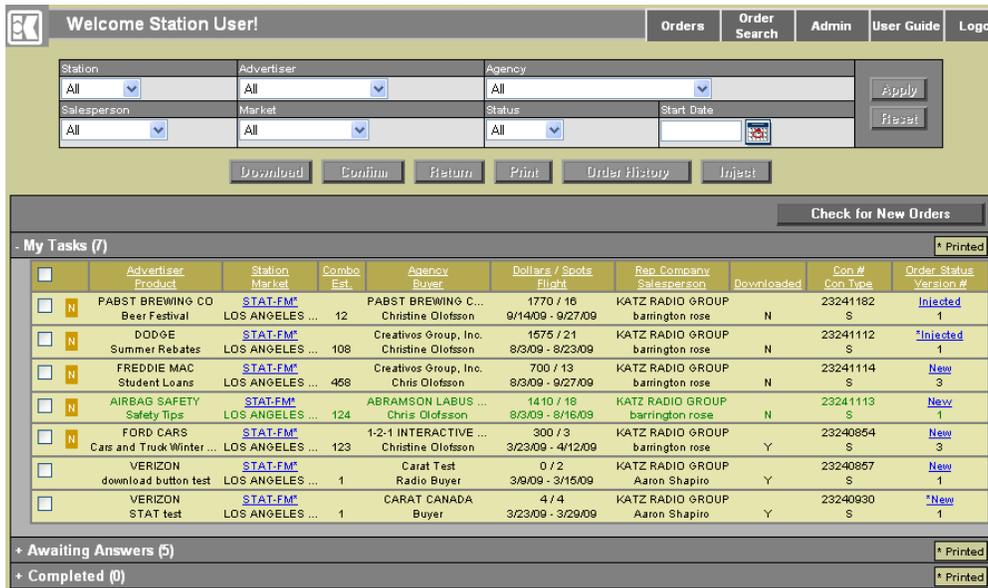
Radio stations that are represented by **Katz Radio Group** to regional and national media buyers, and receiving their orders using Katz' *Station Order Website (SOW)* can have those orders delivered through Marketron's Electronic Orders and Invoices (EOI) service. This eliminates the need to receive 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.
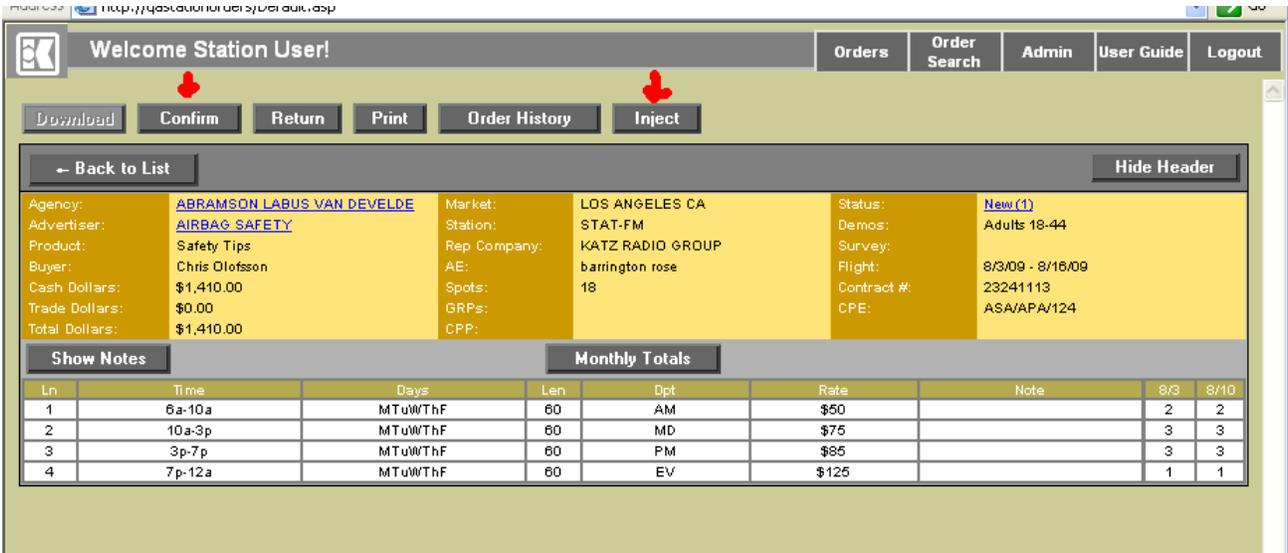
Working with an Order

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.

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.)

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.