

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

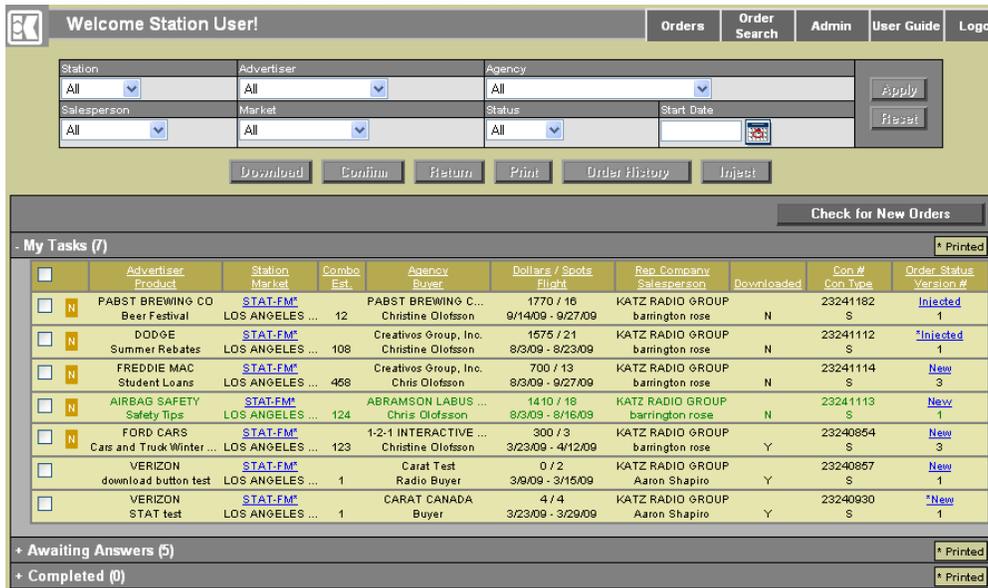
Radio stations that are represented by **Katz Radio Group** to regional and national media buyers, and receiving their orders using *Katz' Station Order Website (SOW)* can have those orders delivered through Marketron's Electronic Orders and Invoices (EOI) service. This eliminates the need to receive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



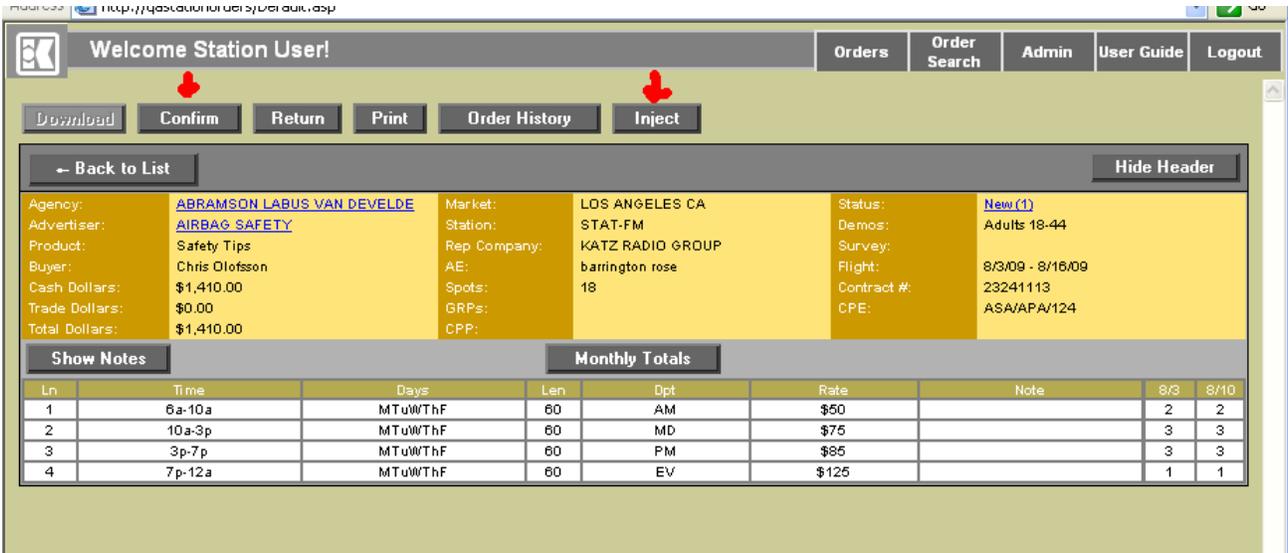
	Advertiser Product	Station Market	Combo Est.	Agency Buyer	Dollars / Spots Flight	Rep. Company Salesperson	Downloaded	Con # Con Type	Order Status Version #
<input type="checkbox"/>	PABST BREWING CO Beer Festival	STAT-FM* LOS ANGELES ...	12	PABST BREWING C... Christine Olofsson	1770 / 16 9/14/09 - 9/27/09	KATZ RADIO GROUP barrington rose	N	23241182 S	Injected 1
<input type="checkbox"/>	DODGE Summer Rebates	STAT-FM* LOS ANGELES ...	108	Creativos Group, Inc. Christine Olofsson	1575 / 21 8/3/09 - 8/23/09	KATZ RADIO GROUP barrington rose	N	23241112 S	*Injected 1
<input type="checkbox"/>	FREDDIE MAC Student Loans	STAT-FM* LOS ANGELES ...	468	Creativos Group, Inc. Chris Olofsson	700 / 13 8/3/09 - 9/27/09	KATZ RADIO GROUP barrington rose	N	23241114 S	New 3
<input type="checkbox"/>	AIRBAG SAFETY Safety Tips	STAT-FM* LOS ANGELES ...	124	ABRAMSON LABUS ... Chris Olofsson	1410 / 18 8/3/09 - 8/16/09	KATZ RADIO GROUP barrington rose	N	23241113 S	New 1
<input type="checkbox"/>	FORD CARS Cars and Truck Winter ...	STAT-FM* LOS ANGELES ...	123	1-2-1 INTERACTIVE ... Christine Olofsson	300 / 3 3/23/09 - 4/12/09	KATZ RADIO GROUP barrington rose	Y	23240854 S	New 3
<input type="checkbox"/>	VERIZON download button test	STAT-FM* LOS ANGELES ...	1	Carat Test Radio Buyer	0 / 2 3/9/09 - 3/15/09	KATZ RADIO GROUP Aaron Shapiro	Y	23240857 S	New 1
<input type="checkbox"/>	VERIZON STAT test	STAT-FM* LOS ANGELES ...	1	CARAT CANADA Buyer	4 / 4 3/23/09 - 3/29/09	KATZ RADIO GROUP Aaron Shapiro	Y	23240930 S	*New 1

+ Awaiting Answers (5) + Printed

+ Completed (0) + Printed

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.)



Welcome Station User! | Orders | Order Search | Admin | User Guide | Logout

Download | **Confirm** | Return | Print | Order History | **Inject**

← Back to List | Hide Header

Agency:	ABRAMSON LABUS VAN DEVELDE	Market:	LOS ANGELES CA	Status:	New (1)
Advertiser:	AIRBAG SAFETY	Station:	STAT-FM	Demos:	Adults 18-44
Product:	Safety Tips	Rep Company:	KATZ RADIO GROUP	Survey:	
Buyer:	Chris Olofsson	AE:	barrington rose	Flight:	8/3/09 - 8/16/09
Cash Dollars:	\$1,410.00	Spots:	18	Contract #:	23241113
Trade Dollars:	\$0.00	GRPs:		CPE:	ASA/APA/124
Total Dollars:	\$1,410.00	CPP:			

Show Notes | Monthly Totals

Ln	Time	Days	Len	Dpt	Rate	Note	8/3	8/10
1	6a-10a	MTuWThF	60	AM	\$50		2	2
2	10a-3p	MTuWThF	60	MD	\$75		3	3
3	3p-7p	MTuWThF	60	PM	\$85		3	3
4	7p-12a	MTuWThF	60	EV	\$125		1	1

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.