

Quick Reference Guide

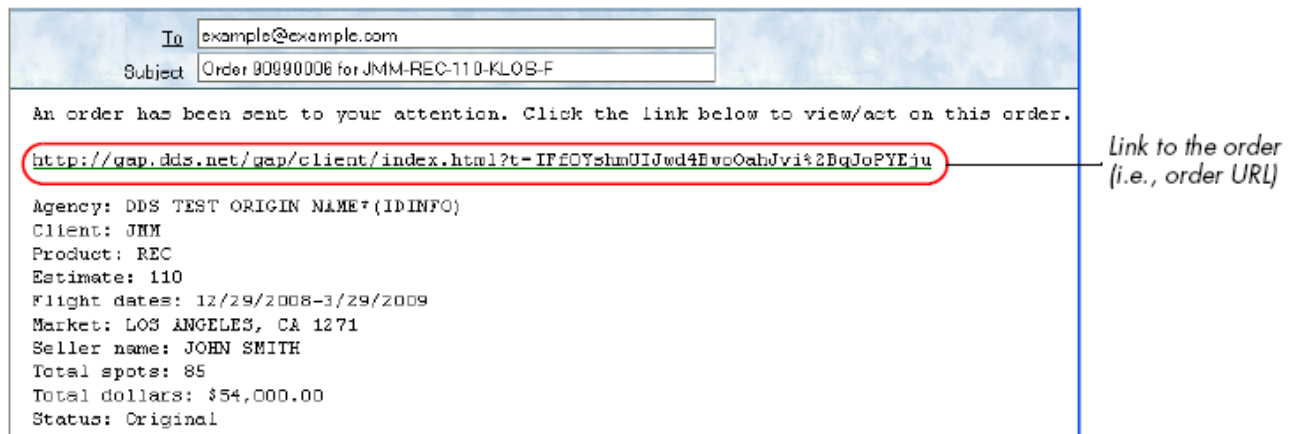
Delivery of MediaOcean Spectra DS orders via Electronic Orders

Media buyers using software from **MediaOcean** (formerly Donovan Data Systems, or DDS) typically alert stations of new orders via e-mail. Orders are then retrieved from the Spectra DS website.

For stations using Marketron Traffic, Visual Traffic or DeltaFlex traffic systems, download of these orders can be automated through Marketron Electronic Orders, eliminating the need to download PDFs from the Spectra site and re-key the order details into the station traffic system.

The Spectra DS Notification Email

When a media buyer prepares an order, one or more people at the station (usually a salesperson, sales manager, sales assistant or traffic operator) receive an e-mail notification from MediaOcean, alerting them that an order is ready to be retrieved from the MediaOcean *Spectra DS* website. The e-mail looks similar to this:



To: example@example.com
Subject: Order 80990006 for JMM-REC-110-KLOS-F

An order has been sent to your attention. Click the link below to view/act on this order.

http://gap.dds.net/gap/client/index.html?t=IF50YshuUIJwd4EvoOahJvi*2BqJoPYEju

Link to the order
(i.e., order URL)

Agency: DDS TEST ORIGIN NAME*(IDINFO)
Client: JMM
Product: REC
Estimate: 110
Flight dates: 12/29/2008-3/29/2009
Market: LOS ANGELES, CA 1271
Seller name: JOHN SMITH
Total spots: 85
Total dollars: \$54,000.00
Status: Original

The e-mail contains a web link (circled in the picture above) specifically for this order on the Spectra website.

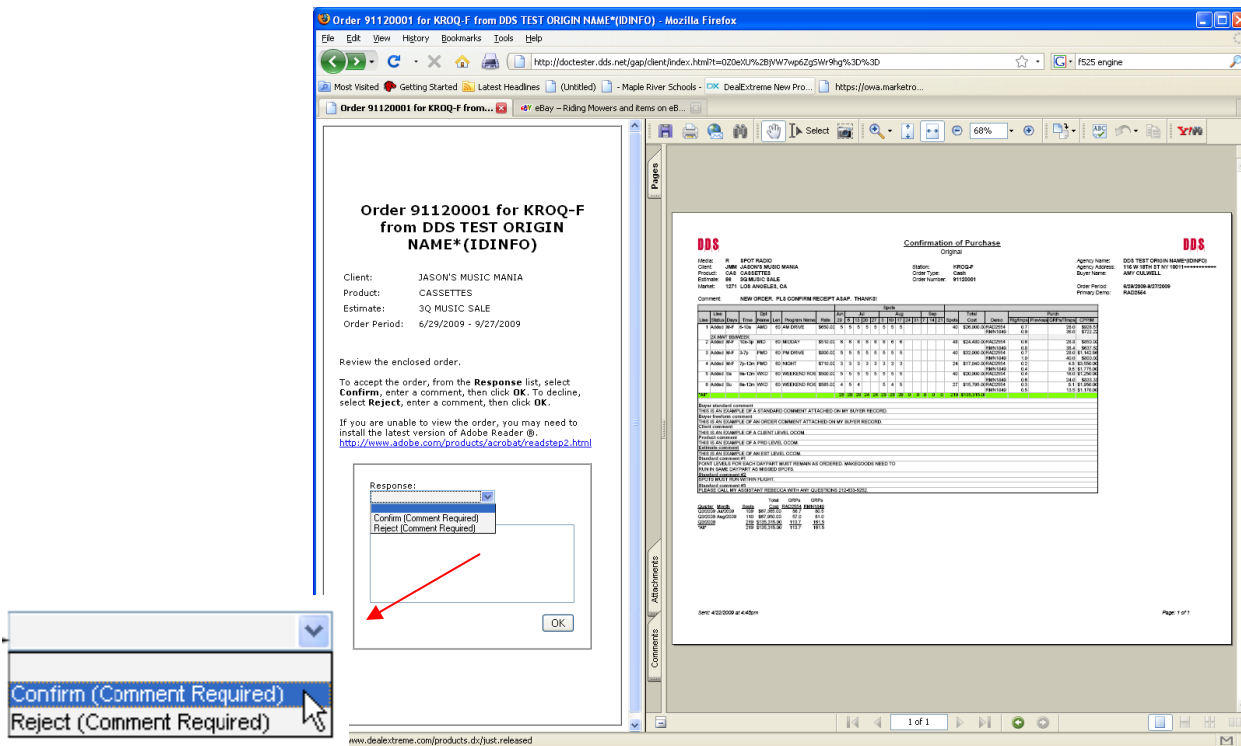
IMPORTANT – MediaOcean offers multiple platforms for order retrieval. All of them carry the “Spectra” name, but with a different two-letter suffix: Spectra OX, Spectra AV and Spectra DS. At this time, **only orders coming through Spectra DS** (formerly the Donovan/DDS “Order Express” site) are compatible with Marketron Electronic Orders. The notification emails will have a direct link to the order, and that link always contains “gap.dds.net”.

Opening the Order

Click the web link contained in the email message to see the order. The buyer will be notified electronically that the order has been opened.

Acting on the Order

The order details are shown in the right-hand side of the browser window. After reviewing the order information, station personnel may choose to accept or reject the order. On the left-hand side of the browser window from the **Response** drop-down list, select **Confirm** or **Reject**, enter a comment, and then click OK.



Order 91120001 for KROQ-F from DDS TEST ORIGIN NAME* (IDINFO)

Client: JASON'S MUSIC MANIA
Product: CASSETTES
Estimate: 3Q MUSIC SALE
Order Period: 6/29/2009 - 9/27/2009

Review the enclosed order.

To accept the order, from the **Response** list, select **Confirm**, enter a comment, then click **OK**. To decline, select **Reject**, enter a comment, then click **OK**.

If you are unable to view the order, you may need to install the latest version of Adobe Reader @ <http://www.adobe.com/products/acrobat/readstep2.html>

Response:

Response Options:
 Confirm (Comment Required)
 Reject (Comment Required)

Confirmation of Purchase

Order # 91120001
 Order Type: Cash
 Order Number: 91120001
 Order Period: 6/29/2009 - 9/27/2009

Line Item	Qty	Unit Price	Ext Price	Disc %	Disc Amt	Net Price	Net Ext	Comments
1	1	10.00	10.00	0	0.00	10.00	10.00	10.00
2	1	10.00	10.00	0	0.00	10.00	10.00	10.00
3	1	10.00	10.00	0	0.00	10.00	10.00	10.00
4	1	10.00	10.00	0	0.00	10.00	10.00	10.00
5	1	10.00	10.00	0	0.00	10.00	10.00	10.00
6	1	10.00	10.00	0	0.00	10.00	10.00	10.00
7	1	10.00	10.00	0	0.00	10.00	10.00	10.00
8	1	10.00	10.00	0	0.00	10.00	10.00	10.00
9	1	10.00	10.00	0	0.00	10.00	10.00	10.00
10	1	10.00	10.00	0	0.00	10.00	10.00	10.00

Once you have acted on the order the following message is displayed in the browser window and the link to the order becomes inactive: "Thank you. Your response has been recorded. No further action can be taken on this document." In addition, the buyer is notified electronically that you have confirmed or rejected the order.

Deliver the Order via Marketron Electronic Orders

At this point, rather than download or print the order PDF from the website, the order can be transmitted to your site ready for import into your Marketron Traffic, Visual Traffic or DeltaFlex traffic system. This eliminates the need to re-key the order details, reducing the chance of errors, and saving time.

To do this, simply **forward** the original order notification email to this address: orders@emarketron.com

IMPORTANT - Notice the address is '[emarketron.com](mailto:orders@emarketron.com)'. Also, be sure to forward the mail as in-line text, not as an attachment.

Emails to this address go directly to Marketron's Electronic Orders servers, which will scan the email and find the web link to the order. Marketron will immediately send a response e-mail noting that our Electronic Orders service is attempting to process the order. A moment later, a second response will be sent, noting the success or failure (this is rare) of processing the order.

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.