

## Quick Reference Guide

### Delivery of RadioExchange orders via Electronic Orders

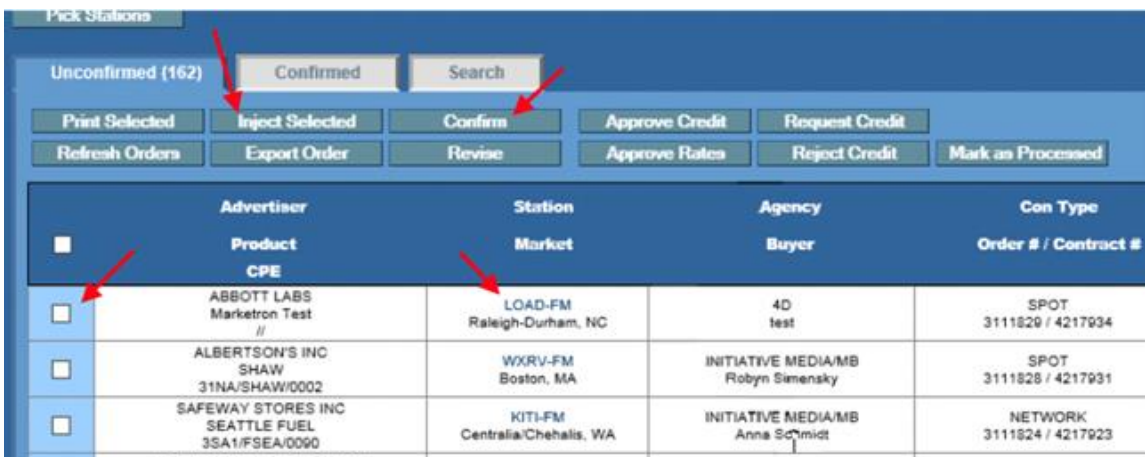
Radio stations being represented by any of the **Gen Media Partners** family of companies— **McGavren Guild**, **Local Focus** (including **Non-Rep Local Focus**), **Regional Reps** or **Tacher Company**— and receiving their orders through the *RadioExchange* website, can have those orders delivered electronically using Marketron’s *Electronic Orders (EO)* service. This eliminates the need to receive order faxes, emails, or download PDFs from the website, and re-key the orders into the station traffic system.

If you are represented by any of the Gen Media Partners companies listed above, but not yet using the RadioExchange website to retrieve your orders, contact Leta Mork at 845-638-9157 or email [Leta.Mork@GenMediaPartners.com](mailto:Leta.Mork@GenMediaPartners.com) for more information. Learning the system takes very little time and eliminates emails and phone calls in the future.

If you are already using RadioExchange to print or download your orders, the website can transmit the order data via Marketron’s EO service, for import directly into your traffic system. This saves even more time, and potential re-keying errors. Contact RadioExchange (see the contact details above) for a quick review of the electronic transmission feature.

### Working with an Order

When logged into the RadioExchange website, new orders are shown on the “Unconfirmed” tab. Click the station call letters to show more details for any order or select (with the checkbox) one or more orders to act upon. With one or more orders selected, use the appropriate buttons above the list to “Confirm,” and then “Inject Selected” orders, which will transmit those orders to your site via Marketron’s EO service.



The screenshot shows the 'Unconfirmed (162)' tab in the RadioExchange interface. At the top, there are buttons for 'Print Selected', 'Inject Selected', 'Confirm', 'Approve Credit', 'Request Credit', 'Refresh Orders', 'Export Order', 'Revise', 'Approve Rates', 'Reject Credit', and 'Mark as Processed'. Below these is a table with columns for Advertiser, Station, Agency, and Con Type. The table contains three rows of order data.

Advertiser	Station	Agency	Con Type
Product	Market	Buyer	Order # / Contract #
CPE			
<input type="checkbox"/> ABBOTT LABS Marketron Test //	LOAD-FM Raleigh-Durham, NC	4D test	SPOT 3111820 / 4217934
<input type="checkbox"/> ALBERTSON'S INC SHAW 31NA/SHAW/0002	WXRV-FM Boston, MA	INITIATIVE MEDIA/MB Robyn Simensky	SPOT 3111828 / 4217931
<input type="checkbox"/> SAFEWAY STORES INC SEATTLE FUEL 3SA1/FSEA/0090	KITI-FM Centralia/Chehalis, WA	INITIATIVE MEDIA/MB Anna Schmidt	NETWORK 3111824 / 4217923

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:
<b>Marketron</b> NXT <b>Orders</b>	The order will appear under <b>Orders &gt; Third Party Orders</b> , where it can be reviewed, modified (if necessary) and then published to traffic.
<b>Marketron Exchange Client Application</b>	The Exchange Client app will place the order into a designated folder, from which your traffic system can import it.