

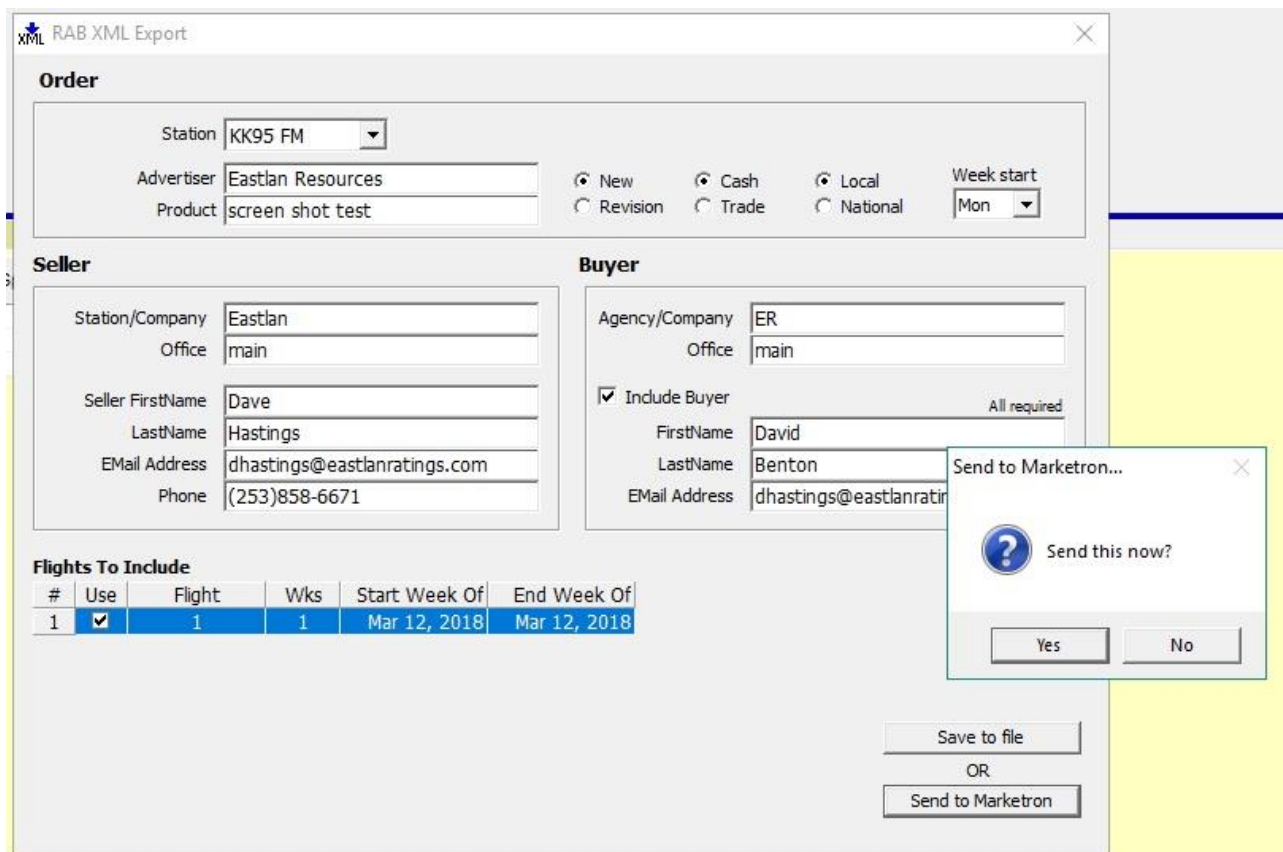
Quick Reference Guide

Delivery of Radius orders via Electronic Orders

Users of **Radius** (by Eastlan) can submit their radio orders electronically to their traffic system, if they are subscribed to Marketron’s *Electronic Orders* service. This eliminates the need to re-key most of the order details into the station’s traffic system.

The integration between Radius and Marketron’s Electronic Orders service is mostly automatic.

Within Radius’ “RAB XML Export” option, the user will see a “Send to Marketron” button, in addition to the traditional “Send to File”. Clicking “Send to Marketron” will prompt the user to confirm, and then transmit the order data to Marketron’s servers, for delivery and import into the traffic system. Radius then confirms the transmission with a “Sent” message.



Order

Station: KK95 FM
 Advertiser: Eastlan Resources
 Product: screen shot test

New Cash Local
 Revision Trade National

Week start: Mon

Seller

Station/Company: Eastlan
 Office: main

Seller FirstName: Dave
 LastName: Hastings
 EMail Address: dhastings@eastlanratings.com
 Phone: (253)858-6671

Buyer

Agency/Company: ER
 Office: main

Include Buyer All required

FirstName: David
 LastName: Benton
 EMail Address: dhastings@eastlanratir

Flights To Include

#	Use	Flight	Wks	Start Week Of	End Week Of
1	<input checked="" type="checkbox"/>	1	1	Mar 12, 2018	Mar 12, 2018

Buttons: Save to file, OR, Send to Marketron

Send to Marketron...

Send this now?

Buttons: Yes, No

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:
MarketronNXT 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.