

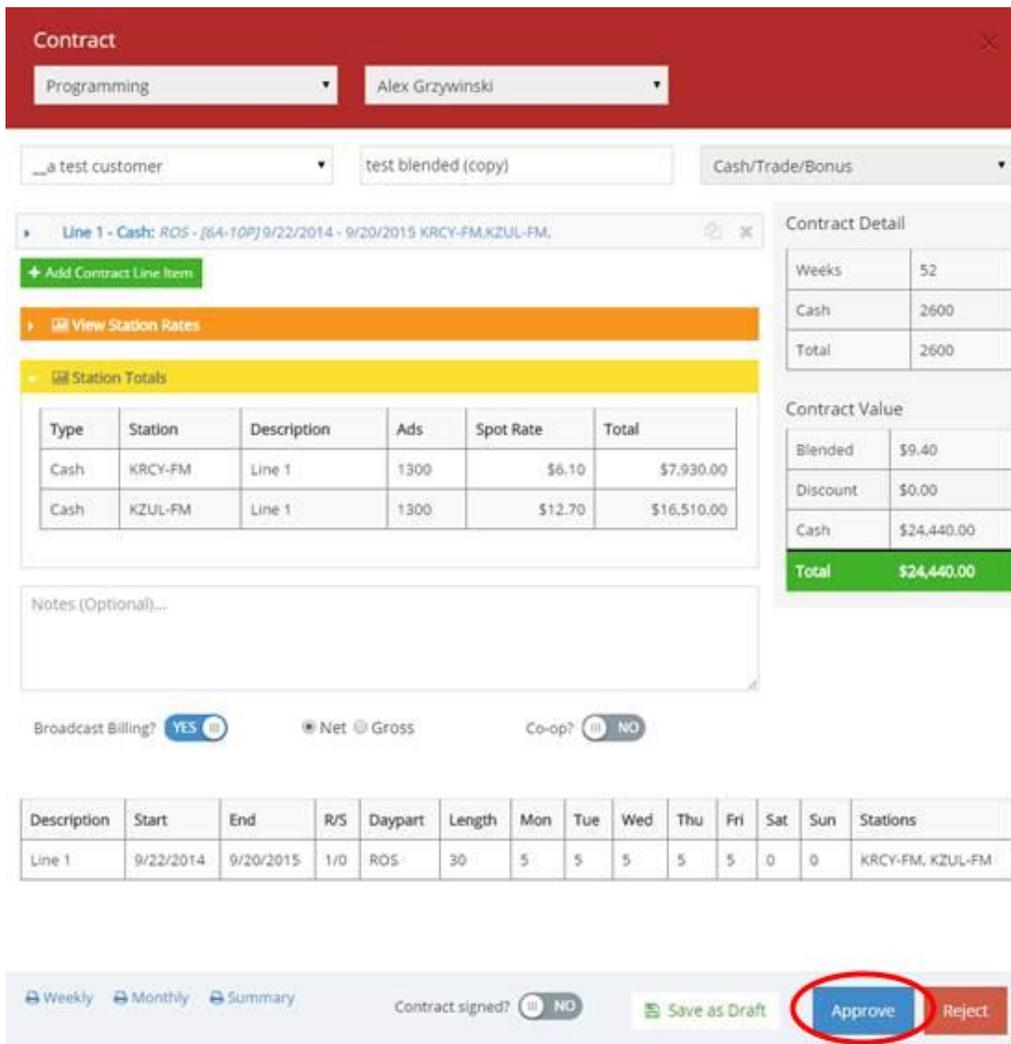
Quick Reference Guide

Delivery of SmartRate orders via Electronic Orders

Users of **SmartRate** from InfluenceFM can submit their approved 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 SmartRate and Marketron’s Electronic Orders service is automatic. No additional steps are required for the user workflow within SmartRate. This integration is supported for all SmartRate contract types, except for “One Sheet” contracts, and contracts with Flat Rate line items.

Within SmartRate, on the “Approval” tab, a manager will review and approve a contract.



Contract

Programming: [dropdown] Alex Grzywinski [dropdown]

_a test customer [dropdown] test blended (copy) [input] Cash/Trade/Bonus [dropdown]

Line 1 - Cash: ROS - [64-10P] 9/22/2014 - 9/20/2015 KRCY-FM, KZUL-FM

+ Add Contract Line Item

View Station Rates

Station Totals

Type	Station	Description	Ads	Spot Rate	Total
Cash	KRCY-FM	Line 1	1300	\$6.10	\$7,930.00
Cash	KZUL-FM	Line 1	1300	\$12.70	\$16,510.00

Notes (Optional)...

Broadcast Billing? YES Net Gross Co-op? YES NO

Description	Start	End	R/S	Daypart	Length	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Stations
Line 1	9/22/2014	9/20/2015	1/0	ROS	30	5	5	5	5	5	0	0	KRCY-FM, KZUL-FM

Weekly Monthly Summary

Contract signed? YES NO

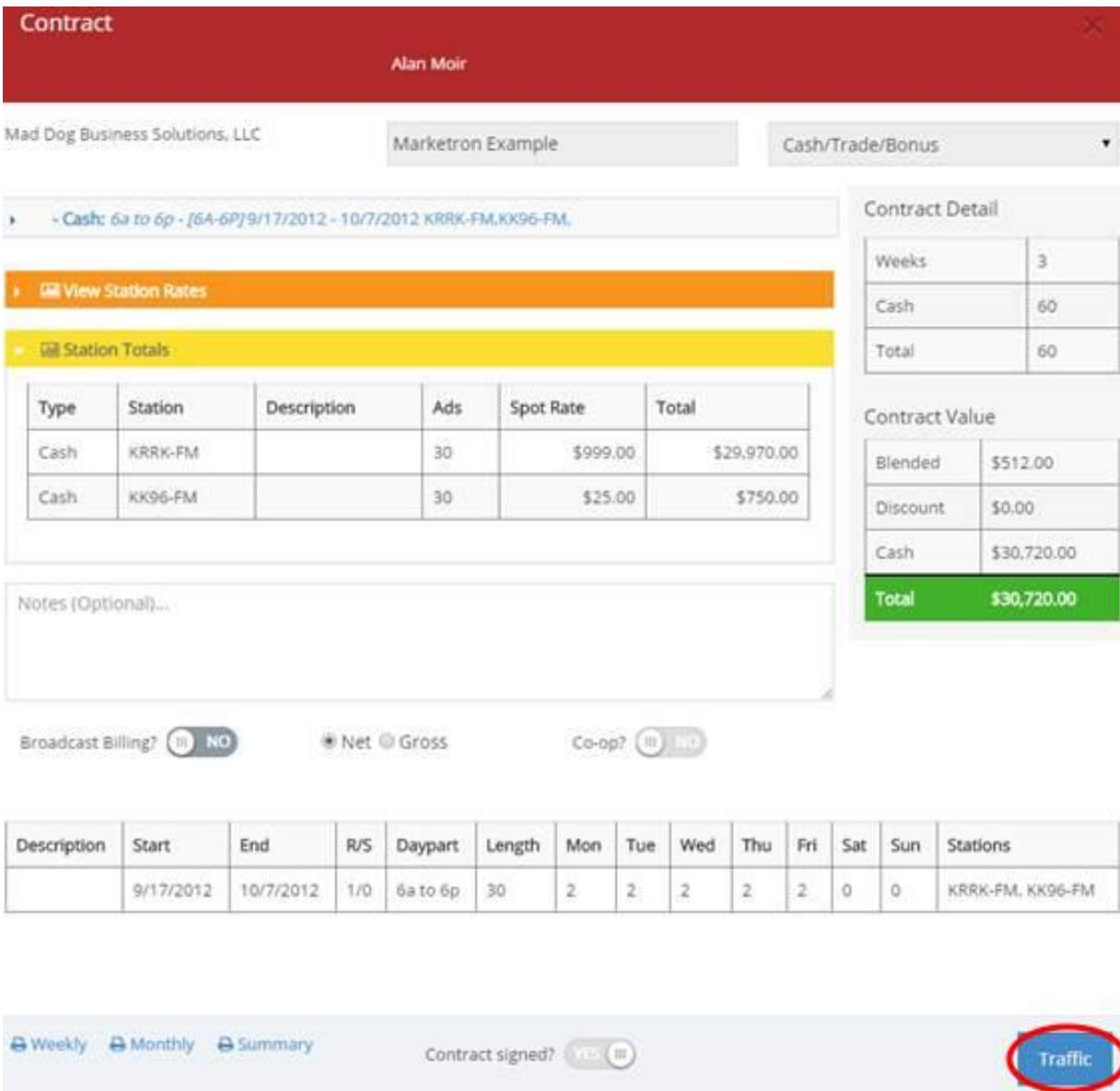
Save as Draft Approve Reject

Order Approval within SmartRate

Upon approval, SmartRate does two things:

1. The contract is instantly transmitted to Marketron’s servers, for delivery and import into the traffic system.
2. The contract is listed on the “Traffic” tab, for the traffic operator’s review and final processing.

The traffic operator, working within SmartRate’s “Traffic” tab, views the order, and clicks the “Traffic” button to acknowledge that the order was transmitted and imported (or manually entered) into the traffic system.



Contract Alan Moir

Mad Dog Business Solutions, LLC Marketron Example Cash/Trade/Bonus

- Cash: 6a to 6p - [6A-6P]9/17/2012 - 10/7/2012 KRRK-FM, KK96-FM

Contract Detail

Weeks	3
Cash	60
Total	60

Contract Value

Blended	\$512.00
Discount	\$0.00
Cash	\$30,720.00
Total	\$30,720.00

Station Totals

Type	Station	Description	Ads	Spot Rate	Total
Cash	KRRK-FM		30	\$999.00	\$29,970.00
Cash	KK96-FM		30	\$25.00	\$750.00

Notes (Optional)...

Broadcast Billing? NO Net Gross Co-op? NO

Description	Start	End	R/S	Daypart	Length	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Stations
	9/17/2012	10/7/2012	1/0	6a to 6p	30	2	2	2	2	2	0	0	KRRK-FM, KK96-FM

Weekly Monthly Summary Contract signed? YES NO **Traffic**

Processing of the order for Traffic

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.