

## Quick Reference Guide

### Delivery of AEInbox orders via Electronic Orders

Users of the AEInbox system from Strata/Freewheel can submit sales orders directly to Marketron’s *Electronic Orders* service, and then import the orders seamlessly into Marketron Traffic, Visual Traffic and DeltaFlex.

#### Enabling the Marketron Export Option

Before you can begin sending orders from AEInbox to your traffic system, Strata/Freewheel must first enable this functionality for your AEInbox account. Check with Strata support (800-978-7282) to ensure your account is enabled for electronic order delivery to Marketron’s electronic orders service.

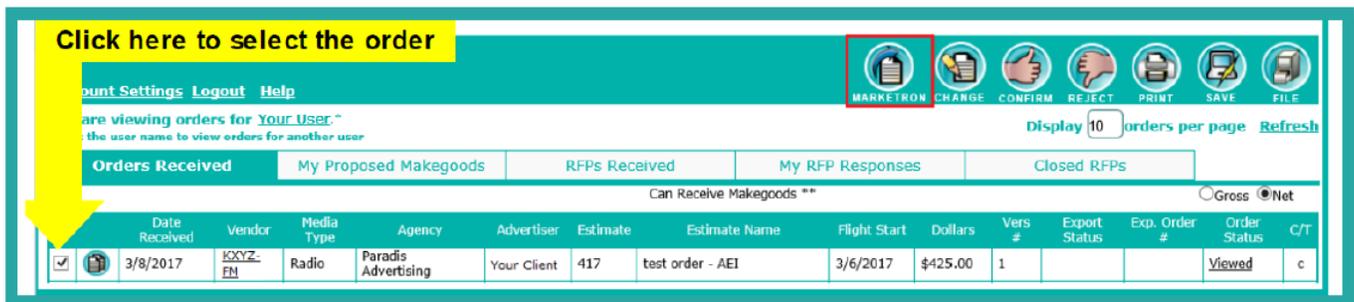
#### Transmitting orders via Marketron Electronic Orders

Once enabled, follow these steps to begin transmitting orders electronically.

1. From the order summary screen, select the check box next to the station order(s) you wish to transmit.

**NOTE** – The illustrations in this document show a single order being selected for export to Marketron. However, multiple orders can be selected and transmitted at one time.

2. Click the **MARKETRON** button to add the selected order(s) to the list of orders that will be transmitted electronically.



**Click here to select the order**

Account Settings Logout Help

MARKETRON CHANGE CONFIRM REJECT PRINT SAVE FILE

Display 10 orders per page Refresh

Orders Received My Proposed Makegoods RFPs Received My RFP Responses Closed RFPs

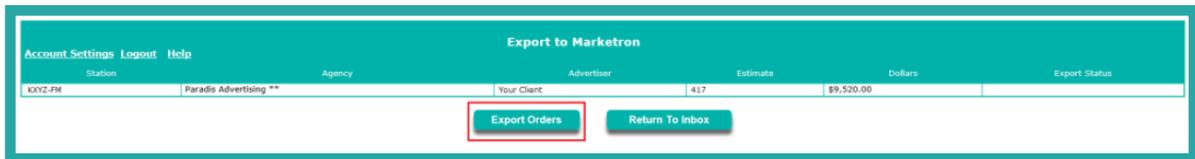
Can Receive Makegoods \*\*  Gross  Net

	Date Received	Vendor	Media Type	Agency	Advertiser	Estimate	Estimate Name	Flight Start	Dollars	Vers #	Export Status	Exp. Order #	Order Status	C/T
<input checked="" type="checkbox"/>	3/8/2017	KOYZ-FM	Radio	Paradis Advertising	Your Client	417	test order - AEI	3/6/2017	\$425.00	1			Viewed	c

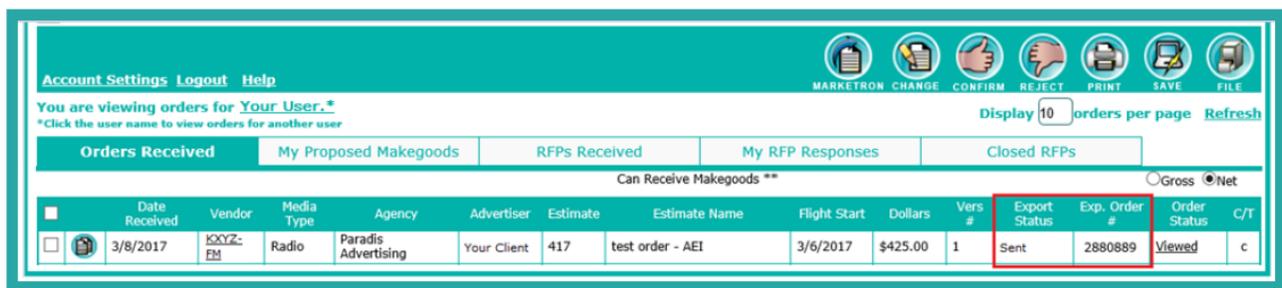
**NOTE** – If the Marketron button is not present, contact Strata support at 800-978-7282.



- The **Export to Marketron** summary screen will appear, listing the orders to be transmitted. Confirm the list of orders is correct, then click the **Export Orders** button to begin the transmission to Marketron’s Electronic Orders service.



The order summary screen will display a “Sending” status in the **Export Status** column while the order is in the process of being transmitted to Marketron Exchange. Within a few minutes (if not seconds), the Export Status will update to “Sent”, and the AEInbox order number will appear in the **Exp. Order #** column. This signifies the order has been successfully transmitted to Marketron’s Electronic Orders service.



**IMPORTANT** - Although rare, the order summary screen may display a “Failed” status in the Export Status column for any order which is unable to be successfully transmitted. This could be caused by an unusual order situation, or simply a temporary communication issue. Try again in a few minutes. If the problem persists, contact Strata or Marketron support. In the meantime, you may wish to print and enter the order into traffic manually.

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 Orders	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.