

Quick Reference Guide

Delivery of TAPSCAN orders via Electronic Orders

Users of the web-based **TAPSCAN** software from Nielsen Audio have the ability to submit sales orders directly to Marketron's *Electronic Orders* service, and then import the orders seamlessly into Marketron Traffic, Visual Traffic and DeltaFlex.

This document references TAPSCAN screens and workflow found in TAPSCAN version 11 (the latest release at time of this document's last revision.) The ability to transmit orders electronically was introduced with TAPSCAN version 10.7, but with a different workflow.

The scope of this document is limited to the creation of orders within existing proposals and schedules, and transmitting those orders electronically. This document is not meant to replace formal training on other features and functionality of the TAPSCAN product.

Also, this document references the web-based TAPSCAN product, and not the older, locally-installed "TAPSCAN Sales Management" software.

TAPSCAN Procedures

Basic Workflow: Proposal > Schedule > Order

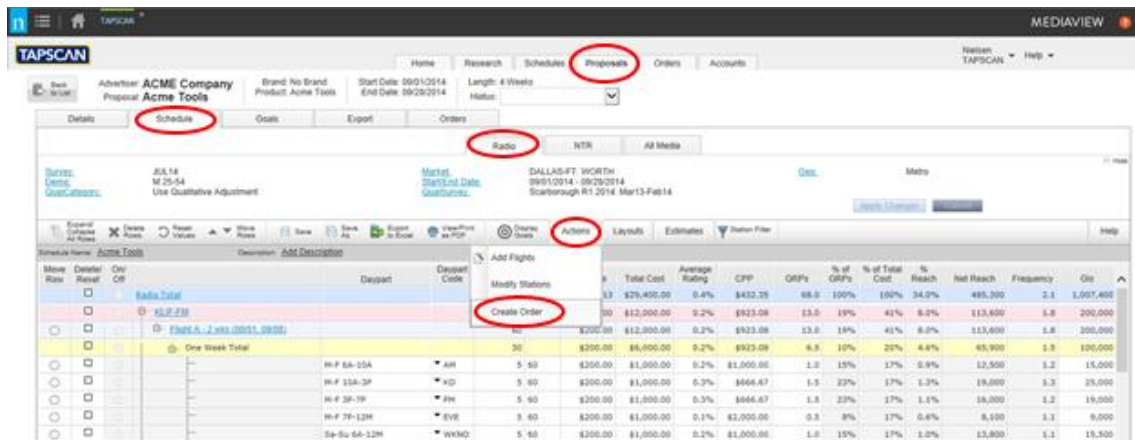
Once a proposal exists, a schedule is created. After you build a schedule, you can then create an insertion **order** for each station with scheduled spots/units. These orders can then be printed (for manual entry into traffic) or sent electronically.

Open a radio schedule associated with a proposal

- Click the "Proposals" tab and select a saved proposal or create a new proposal.
- Click the "Schedule" tab inside the proposal.
- Select the "Radio" schedule tab inside the schedule.

Add schedule details, and create one or more orders

- With your schedule details completed, click to the “Actions” tab inside the radio schedule and then “Create Order”.



TAPSCAN Order Requirements

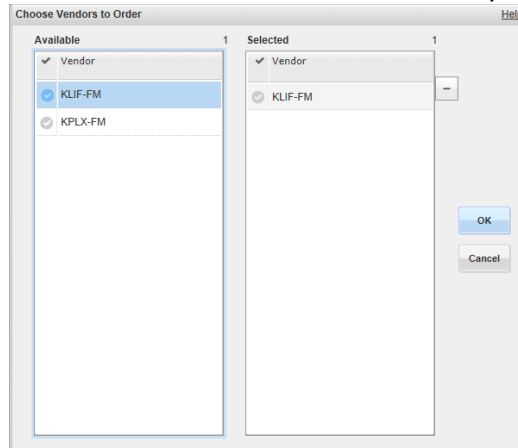
If your schedule does not meet certain requirements when you try to create an order, a message displays in red indicating what you need to change. Aside from other requirements for Account information and Proposal creation, Schedules within TAPSCAN must adhere to these stipulations, before they can be turned into Orders:

- Rows with no spots/units must be removed from the schedule, or have spots/units assigned to them, before you can create an order. You will be prompted if this situation exists when you attempt to create the order within a proposal.
- All rows must be toggled ‘on’ in the schedule. If you have rows toggled ‘off’, you will be prompted to remove those rows and save the schedule again when you create the order.
- The schedule cannot contain combined stations, and dayparts cannot cross midnight. You will be prompted to make these changes if you have these conditions in a proposal when you create an order.
- All orders must be for future dates. Otherwise, you will be prompted to adjust dates on the proposal when you create an order.
- A separate order is created for each station/vendor in your schedule. You can create multiple orders at once for different stations contained in the proposal.
- Each order will have a unique order number, with the revision number set to zero. The TAPSCAN system will automatically assign order number(s) when you first create an order from the proposal.

Selecting Stations and Sending Orders

Select the Stations for which to create orders

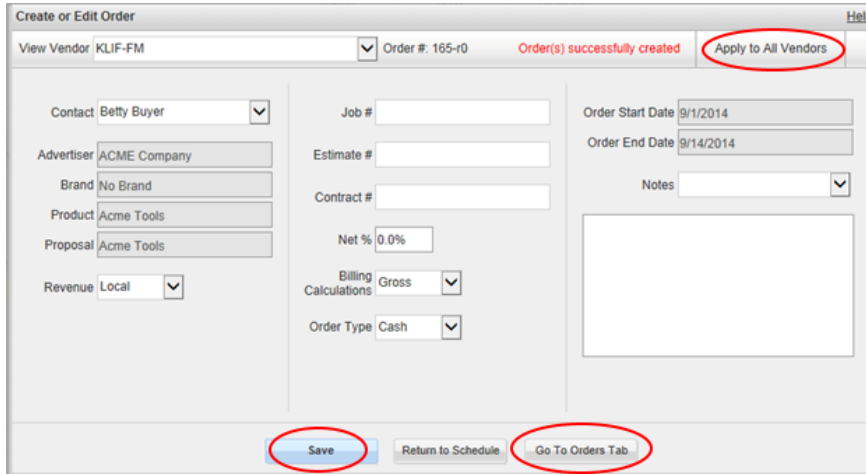
- Click the stations in the “Available” list to highlight and select them, or click the checkbox in the heading to select all stations.
- Click OK. You will be taken to the order header menu for the first station selected. A message displays at the top of this menu when orders are successfully created.



Change order header details

- If there are orders for multiple stations, you can enter details for each one or apply the details to all. Select a station to change from the “View Vendor” drop-down list at the top of the dialog.
- Change or add any details for this particular order on this particular station. Type any job, estimate or contract numbers in the boxes, if you wish those to be included on the order in traffic.
- Type a value in the “Net%” box. You must include the % sign with the value.
- Select revenue type (Local or National), billing calculations (Gross, Net or Both) and order type (Cash or Trade). (Default values for orders are the Primary contact for the Advertiser on the Proposal, Local Revenue, Gross Billing and Cash order type.)

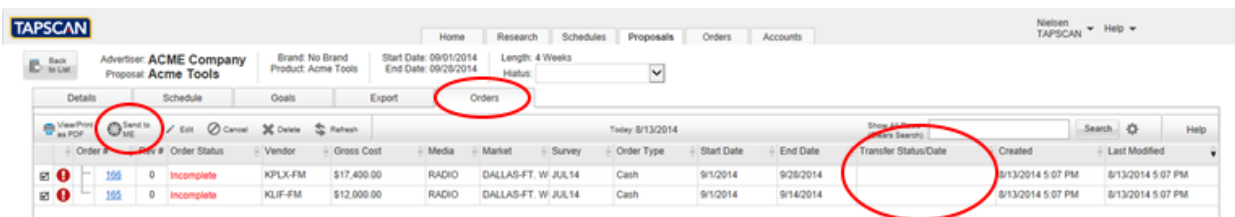
- Repeat this step for each station order as needed, or click “Apply to All Vendors” to use the same details for all orders for all stations associated with this proposal.



- Save any changes with the “Save” button. A message displays when the orders are successfully updated.

Send orders via Marketron Electronic Orders

- Clicking “Go To Orders Tab” will show a list of all orders for this proposal.
- You can edit header details without creating a revision by selecting order(s) and clicking the “Edit” button next to the “Send To ME” button.
- To preview and send a **single order** at a time, click on its order number. The order preview window will open. Click the “Send To ME” button to send the order electronically. From this preview window, you can also page through other orders and send each order listed separately. When you return to the Order tab, your order will be marked “Complete.”
- To send **multiple orders** at once from the orders list, select the orders by clicking the check boxes in the order rows. Click the “Send to ME” button. Your order(s) will be marked “Complete.”
- The “Transfer Status/Date” field will let you know the status of the transmission and when the order was successfully received by Marketron’s server.



Order #	Order Status	Vendor	Gross Cost	Media	Market	Survey	Order Type	Start Date	End Date	Transfer Status/Date	Created	Last Modified
156	Incomplete	KPLX-FM	\$17,400.00	RADIO	DALLAS-FT. W	JUL14	Cash	9/1/2014	9/28/2014		9/13/2014 5:07 PM	9/13/2014 5:07 PM
152	Incomplete	KLIF-FM	\$12,000.00	RADIO	DALLAS-FT. W	JUL14	Cash	9/1/2014	9/14/2014		9/13/2014 5:07 PM	9/13/2014 5:07 PM

Two different “Order” tabs

- The Order tab **within a proposal** shows you only the orders and status for **this particular proposal**.

- The main Order tab **at the top of the application** shows **all orders** created for **all proposals**. It displays the same information with an additional field for the Proposal Name.
- You can send orders from either order tab.
- The Transfer Status field is where you will see success and error messages and the date stamp for the transmission to the Marketron server.
- An “Incomplete” status means the order has not yet been printed or transmitted.

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.