

Quick Reference Guide

Delivery of Wavstar orders via Electronic Orders

Users of **Wavstar**, if also subscribed to Marketron’s *Electronic Orders* service, can export their Sold Contracts electronically to their traffic system. This can eliminate the need to re-key most of the order details into the station’s traffic system.

For additional information about this capability in Wavstar, contact Wavstar Support at (855) WAVSTAR or support@wavstar.com.

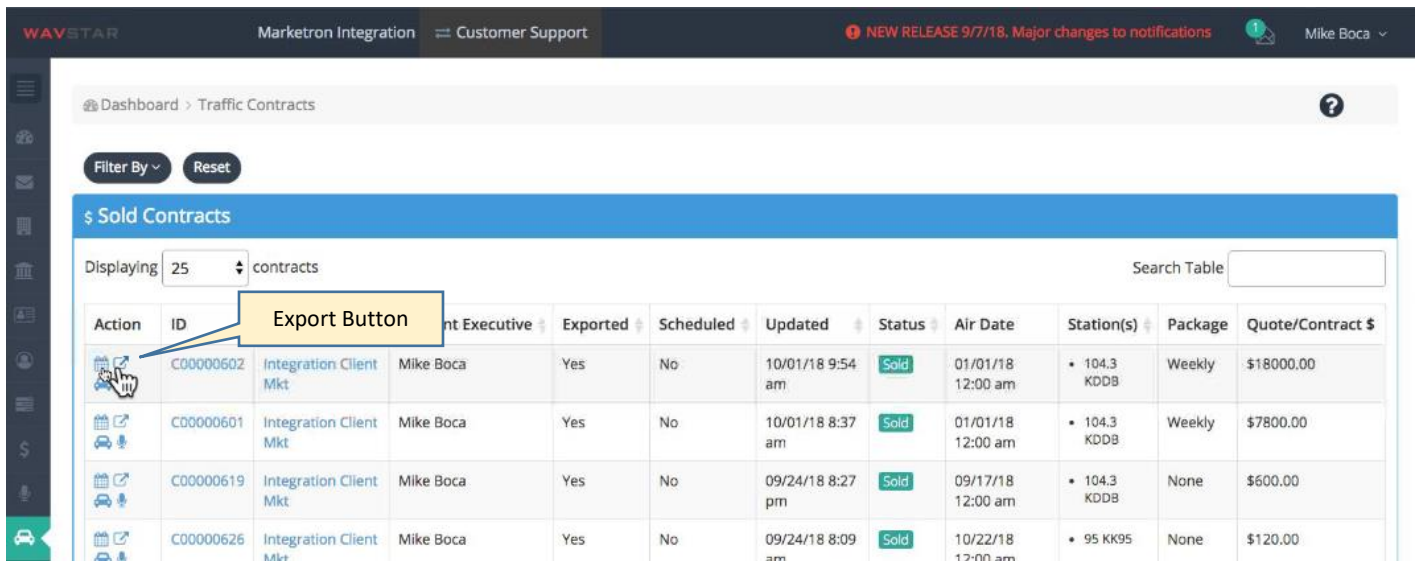
And for information or training on importing orders into traffic, contact Marketron Support at (888) 239-8878 or email help@marketron.com. Our Electronic Orders and Invoices user orientation webpage also has useful information: www.marketron.com/exchangeapp





Basic Workflow

The basic workflow of a contract from Wavstar to Marketron’s Electronic Orders service is as follows:

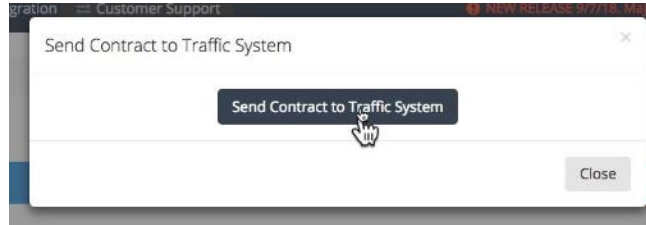
1. A contract is created for a client.
2. Once the contract’s status is set to “Sold”, it is listed on the Sold Contracts screen:

Sample Wavstar Sold Contracts Screen



Action	ID	Integration Client	Account Executive	Exported	Scheduled	Updated	Status	Air Date	Station(s)	Package	Quote/Contract \$
	C00000602	Integration Client Mkt	Mike Boca	Yes	No	10/01/18 9:54 am	Sold	01/01/18 12:00 am	• 104.3 KDDB	Weekly	\$18000.00
	C00000601	Integration Client Mkt	Mike Boca	Yes	No	10/01/18 8:37 am	Sold	01/01/18 12:00 am	• 104.3 KDDB	Weekly	\$7800.00
	C00000619	Integration Client Mkt	Mike Boca	Yes	No	09/24/18 8:27 pm	Sold	09/17/18 12:00 am	• 104.3 KDDB	None	\$600.00
	C00000626	Integration Client Mkt	Mike Boca	Yes	No	09/24/18 8:09 am	Sold	10/22/18 12:00 am	• 95 KK95	None	\$120.00

- Clicking the Export button in the Action column (left-hand side) will initiate the export, with a confirmation required:



- Upon clicking “Send Contract to Traffic System”, the order data is transmitted to Marketron’s Electronic Orders service. In a few minutes (or less) the order will be delivered to the station site.
- Traffic-side processing of the order varies, depending on whether Mediascape Orders360 is used or not.
 - Sites not using Mediascape Orders360 will receive the order via the Marketron Exchange Client Application running on an operator’s workstation, which will place the order file where your Traffic system can import it.
 - Sites using Mediascape Orders360 will see the order in Order Hub, where it can be reviewed, modified (if necessary), and then published to traffic.
- Wavstar records the export on its Activity List. A successful transmission is noted by the “Acknowledged” status in the Notes column. This means Marketron’s Electronic Orders service acknowledged receipt of the order:

Sample Wavstar Activity List Screen

Due Date	Type	Description	Status	Client	Notes	Completed	Assigned user
10/01/2018 7:19:31pm	Contract Export to Traffic	(602) Export to Traffic System	Completed	Integration Client Mkt Fred Sinclair (718) 356-1234 mboc45+client@gmail.com	Acknowledged	10/01/2018 7:19:31pm	Mike Boca
10/01/2018 6:58:02pm	Contract Export to Traffic	(602) Export to Traffic System	Completed	Integration Client Mkt Fred Sinclair (718) 356-1234 mboc45+client@gmail.com	Acknowledged	10/01/2018 6:58:02pm	Mike Boca
10/01/2018 9:57:21am	Contract Export to Traffic	(602) Export to Traffic System	Completed	Integration Client Mkt Fred Sinclair (718) 356-1234 mboc45+client@gmail.com	Acknowledged	10/01/2018 9:57:21am	Mike Boca
10/01/2018 9:57:14am	Contract Export to Traffic	(601) Export to Traffic System	Completed	Integration Client Mkt Fred Sinclair (718) 356-1234 mboc45+client@gmail.com	Acknowledged	10/01/2018 9:57:14am	Mike Boca
10/01/2018	Contract Export to	(624) Export to Traffic System	Completed	Integration Client Mkt Fred Sinclair	Acknowledged	10/01/2018	Mike Boca

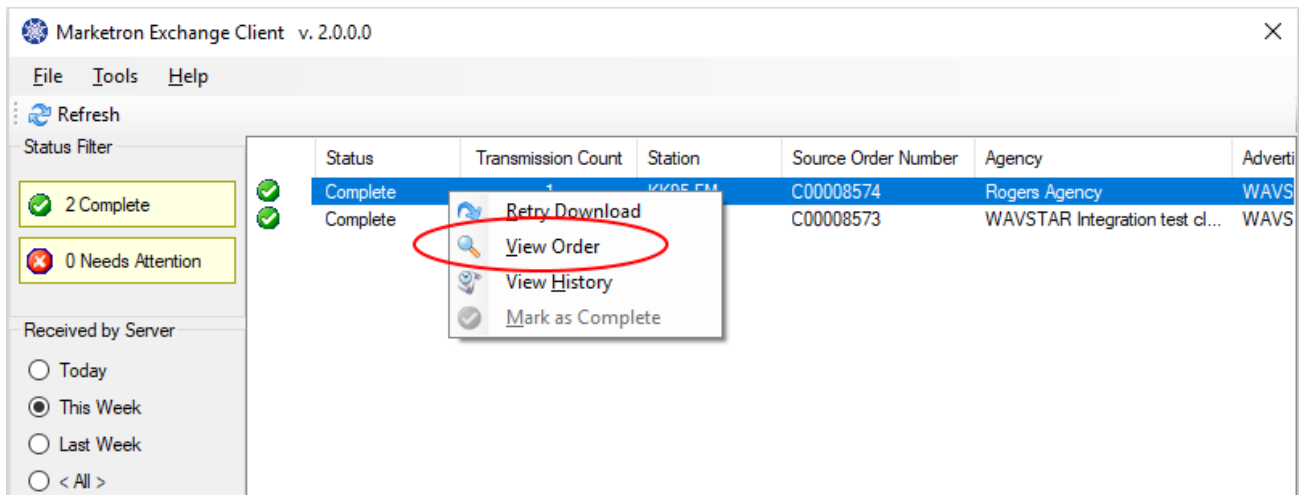
Package Billing Orders

Marketron's Electronic Orders service does not currently support all types of orders that can be generated from local proposal management systems, such as Wavstar. Package Billing orders (such as weekly, or monthly amounts, as opposed to rate-per-spot) will be sent to the traffic system with a \$0.00 rate on all spots, and Order and Line Comments noting what the package billing should be.

IMPORTANT – Order importers should take care to view or print the order representation within the Marketron Exchange Client Application, to check for any package-billing notes, and apply those billing details after the order is imported into the traffic system.

To view an order within the Marketron Exchange Client Application, right-click the order on the list, then select View Order:

Sample Marketron Exchange Client Application Main Screen



The screenshot shows the Marketron Exchange Client v. 2.0.0.0 application window. On the left, there is a sidebar with a 'Status Filter' section showing '2 Complete' and '0 Needs Attention', and a 'Received by Server' section with radio buttons for 'Today', 'This Week' (selected), 'Last Week', and '< All >'. The main area displays a table with columns: Status, Transmission Count, Station, Source Order Number, Agency, and Advertisers. Two rows are visible, both with a status of 'Complete'. A right-click context menu is open over the second row, with the 'View Order' option circled in red. The menu also includes 'Retry Download', 'View History', and 'Mark as Complete'.

Status	Transmission Count	Station	Source Order Number	Agency	Advertisers
Complete	1	WKDF-TV	C00008574	Rogers Agency	WAVS
Complete			C00008573	WAVSTAR Integration test cl...	WAVS

A representation of the order details will appear. Package Billing notes and instructions will appear in the Order Comments, as shown below:

Sample Marketron Exchange Client Application "View Order" Screen

Document Detail X

ORDER COMMENTS:

- : **PACKAGE BILLING NOTES:**
- : **THIS IS A WEEKLY PACKAGE.**
- : **SET UP PACKAGE BILLING. \$300.00 weekly**
- : **Contract Description:**
- : **2 - Order using Weekly Buy Periods, that spans years from 2018 into 2019**
- : **Billing Notes:**
- : **Billing notes visible to client**
- : **Contract Notes:**
- : **Internal contract notes not visible to client**
- : **Scheduling Notes:**
- : **Schedule notes visible to client**

TERMS OF SALE:

- : **<p>Special contractual terms visible to client</p>**

ORDER DETAILS (Starting day of week: Monday):

Cash/Trade	Program Name	Length	Type	Start Date	End Date	Daypart	Start Time	End Time	Daily/Weekly
Cash	---	30	---	1-01-2018	2-24-2019	Morning 6a-10a	06:00	10:00	Weekly

Line 1 **Comments:**
-- Station: Line 1 notes

Print Preview...
Print...
Close

Also note on the order lines, the Package Billing notation in the Line Comments, as well as the \$0.00 Rate-per-spot value:

Sample Marketron Exchange Client Application "View Order" Screen

Document Detail

: **2 - Order using Weekly Buy Periods, that spans years from 2018 into 2019**
 : **Billing Notes:**
 : **Billing notes visible to client**
 : **Contract Notes:**
 : **Internal contract notes not visible to client**
 : **Scheduling Notes:**
 : **Schedule notes visible to client**

TERMS OF SALE:
 : **<p>Special contractual terms visible to client</p>**

ORDER DETAILS (Starting day of week: **Monday**):

Cash/Trade	Program Name	Length	Type	Start Date	End Date	Daypart	Start Time	End Time	Daily/Weekly
Cash	---	30	---	1-01-2018	2-24-2019	Morning 6a-10a	06:00	10:00	Weekly

Line 1 Comments:
 -- **Station: Line 1 notes**
 -- **Station: This is a weekly package. Bill 300.00 weekly.**

Schedule:

Rate	Start Date	End Date	Per Wk	Mon	Tue	Wed	Thu	Fri	Sat	Sun
\$0.00	1-01-2018	2-24-2019	6	Y	Y	Y	Y	Y	Y	Y

Print Preview... Print... Close

Non-Airtime Lines

Orders with Non-Airtime lines (also called “Non-Spot”, “Non-Traditional”, “NTR”) must also be carefully examined, to avoid scheduling as airtime spots.

IMPORTANT – Order importers should take care to view or print the order representation within the Marketron Exchange Client Application, to check for any non-airtime lines, and handle those situations appropriately, after the order is imported into the traffic system, and according to the station’s established procedures.

Non-Airtime lines from Wavstar will typically have a Line Comment identifying the non-airtime component:

Sample Marketron Exchange Client Application “View Order” Screen

Document Detail

Special contractual terms visible to client

ORDER DETAILS (Starting day of week: **Monday**):

Cash/Trade	Program Name	Length	Type	Start Date	End Date	Daypart	Start Time	End Time	Daily/Weekly
Cash	---	30	---	10-01-2018	10-28-2018	Morning 6a-10a	06:00	10:00	Daily

Line 1
Comment: None
Schedule:

Rate	Start Date	End Date	Per Wk	Mon	Tue	Wed	Thu	Fri	Sat	Sun
\$1.00	10-01-2018	10-28-2018	---	2	2	2	2	2	2	2

Cash/Trade	Program Name	Length	Type	Start Date	End Date	Daypart	Start Time	End Time	Daily/Weekly
Cash	---	0	---	10-01-2018	10-28-2018	none	00:00	23:59:59	Daily

Line 2
Comment: **Station: Banner ads**
Schedule:

Rate	Start Date	End Date	Per Wk	Mon	Tue	Wed	Thu	Fri	Sat	Sun
\$50.00	10-01-2018	10-28-2018	---	0	3	0	0	0	0	0

Print Preview... Print... Close

Also note that the non-airtime line is transmitted with a Length of 0 seconds, and no Daypart name. These are further clues of an order line that is intended to be for non-airtime components.