

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@wavstrar.com.

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

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

TAR		Marketron Integra	ition 🗮 Customer Su	upport		0	NEW RELEA	ASE 9/7/18. Maj	or changes to not	ifications	🤹 Mike Boca
⊛ Dashbo	ard > Traffic (Contracts									0
Filter By	Reset										
S Sold C		contracts							Se	arch Table	
Action			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
₩C ♣•	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
20 0	C00000626	Integration Client	Mike Boca	Yes	No	09/24/18 8:09	[Sold]	10/22/18	• 95 KK95	None	\$120.00





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

NEW RELEASE 9/7/18. Majo
×
Close

- 4. 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.
- 5. Traffic-side processing will occur 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.

6. 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

AR		Marketron Integration	on 🛱 Customer Support				NEW RELEASE 9/7/1	18. Major chan	ges to notificatio	ns: 🐏 Mik
) Dasł	nboard > Activit	ty List								(
Filt	er By ~ Rese	My Activities	View Calendar						Expor	t To CSV 🗮 Nev
Act	ivity List									
									(Q Sea
	Due Date 🕏	Туре 🗢	Description 🗢	Status 🗢	Client 🗢	Notes	Transmission	ite 🗢	Completed 🗢	Assigned user 🗢
		Contract Export to Traffic	(602) Export to Traffic System	Completed	Integration Client Mkt Fred Sinclair (718) 356-1234 mbocc45+client@gmail.com	Acknowledged	10/01/2018 7:19:31pm	10/01/2018 7:19:31pm	10/01/2018	Mike Boca
		Contract Export to Traffic	(602) Export to Traffic System	Completed	Integration Client Mkt Fred Sinclair (718) 356-1234 mbocc45+client@gmail.com	Acknowledged	10/01/2018 6:58:02pm	10/01/2018 6:58:02pm	10/01/2018	Mike Boca
				-	and the second	Acknowledged	10/01/2018	10/01/2018	10/01/2018	Mike Bora
		Contract Export to Traffic	(602) Export to Traffic System	Completed	(718) 356-1234 mbocc45+client@gmail.com	Acknowledged	9:57:21am	9:57:21am	10/01/2010	WIRE DOCU
		Contract Export to Traffic Contract Export to Traffic	(602) Export to Traffic System	Completed	(718) 356-1234 mbocc45+client@gmail.com Integration Client Mkt Fred Sinclair (718) 356-1234 mbocc45+client@gmail.com	Acknowledged	9:57:21am 10/01/2018 9:57:14am	9:57:21am 10/01/2018 9:57:14am	10/01/2018	Mike Boca

Marketron



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:

× Marketron Exchange Client v. 2.0.0.0 File Tools Help Refresh Status Filter Status Transmission Count Station Source Order Number Adverti Agency 0 Complete WAVS C00008574 Rogers Agency 2 Complete Retry Download 0 Complete C00008573 WAVSTAR Integration test cl... WAVS 0 View Order 0 Needs Attention 9 View History 0 Mark as Complete Received by Server O Today This Week O Last Week All >

Sample Marketron Exchange Client Application Main Screen





Wavstar

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											×				
ORDER CC	MMENTS:	CE DI L DI	CNOT	TO							^				
:	THIS IS A WEEKLY PACKAGE.														
	I HIS D	S A WEEKL		AGE	200.00	alaha									
	Control	TACKAGE	DILLI	NG. 3.	500.00 we	екіу									
	 Contract Description: 2 - Order using Weekly Buy Periods, that spans years from 2018 into 2019 Billing Notes: 														
	 2 - Order using Weekly Buy Periods, that spans years from 2018 into 2019 Billing Notes: Billing notes visible to client 														
: Billing rotes: : Billing notes visible to client															
: Contract Notes:															
: Contract Notes: : Internal contract notes not visible to client															
:	Schedu	ling Notes:													
:	: Scheduling Notes: : Schedule notes visible to client														
TERMS OF : ORDER DE	TERMS OF SALE: : <p>Special contractual terms visible to client</p> ORDER DETAILS (Starting day of week: Monday):														
	Cash/Trade	Program Name	Length	Туре	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: Li	ine 1 notes									~				
				_			Print P	re <u>v</u> iew	<u>P</u> rint	Close					





Electronic Orders

Wavstar

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&< td=""><td>gt;Special con</td><td>tractua</td><td>ıl term</td><td>s visible</td><td>to client&</td><td>lt;/p&g</td><td>t;</td><td></td><td></td><td></td><td></td><td></td><td></td></p&<>	gt;Special con	tractua	ıl term	s visible	to client&	lt;/p&g	t;						
ORDER DE	TAILS (Starti	ng day of weel	c: Mon	day):										
	Cash/Trade	Program Name	Length	Туре	Start Date	End Date	Day	ypart	Start Time	E Ti	nd me	Daily/V	Veekly	
	Cash		30		1-01- 2018	2-24- 2019	Morn 1	ing 6a- 0a	06:00	10	:00	Wee	ekly	
Line 1	Comments: Station: Li Station: TI Schedule:	ne 1 notes his is a weekh	y pack:	age. Bi	11 300.00) weekly.	>							
(Rate	Start Date	E	nd Date	e 1	Per Wk	Mon	Tue	Wed	Thu	Fri	Sat Sur		
	\$0.00	1-01-2018	2-2	24-201	9	6	Y	Y	Y	Y	Y	Y	Y	V
1								Print	Pre <u>v</u> iew	F	<u>P</u> rint		<u>C</u> lose	





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:

locument Detail													×			
:	: Special contractual terms visible to client															^
ORDER DE	ORDER DETAILS (Starting day of week: Monday):															
	Cash/Trade	Program Name	Length	ength Type Sta		Date	End Date	1	Daypart		art me	End Time		Daily/Weekly		
	Cash		30		10-0 201	1- 8	10-28- 2018	Mo	Morning 6a- 10a		:00	10:00		Daily		
Line 1	Comment: None Schedule:															
	Rate	Start Date	End Date		te Per		r Wk	Mon Tue		Wed	Th	Thu Fri		Sat	Sun	
	\$1.00 10-01-2018		10-28-2018		18			2 2		2	2		2	2	2	
									_							
	Cash/Trade	Program Name	Leng	th Typ	pe Start Da		te End	Date	Date Daypart		nt e E	nd T	lime	ne Daily/Weekly		
	Cash		0)	- 10-01-2018		- 10-28- 2018		none	none 00:00		23:59:59		9 Daily		
Line 2	Comment: Station: Banner ads															
	Schedule:															
	Rate	Start Date		End D	ate	I	Per Wk	Mo	n Tue	Wee	i T	hu	Fri	Sat	Sun	
	\$50.00	10-01-2018	1	0-28-2	2018			0	3	0	()	0	0	0	~
									Prin	t Pre <u>v</u> iew.		<u>P</u> ri	int		<u>C</u> lose	

Sample Marketron Exchange Client Application "View Order" Screen

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.

