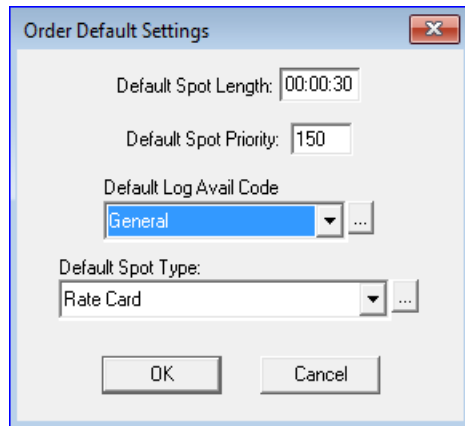


Visual Traffic Order Importer

The Visual Traffic Order Importer allows electronic orders to be imported into the traffic system with minimal efforts.

Global Order Defaults Setup

Setting up global order defaults defines default information on the statement group level for orders. To set up the global order defaults, go to A/R> Statement Group> highlight the Statement Group and select Parameter Setup tab. On the Parameter Setup Tab select the Order Default button, then fill in the default settings.



Advertiser Import Defaults Setup

Advertiser Order Import default needs to be set up on the Advertiser record before you start importing orders:

1. **Station** – The station call letters will populate automatically.
2. **Spot Type** – Use the drop down to select a default Spot Type. A Spot Type is not required.
3. **Priority** – Select a default Priority for the line item of the order.
4. **Avail Code** – Select the target Avail Code for the station.
5. **A/R Account** – Select the corresponding A/R Account for the Station.
6. **Salesperson** – Select the default salesperson for the advertiser.

Sample of Advertiser Import Defaults

Order Settings
Advertiser: **Adams Air Conditioning (Test Adv. 221059)**

Order Defaults | Import Defaults

This list only applies to imported orders

Station	Spot Type	Priority	Avail Code	AR Account	Salesperson
< All Stations >					
VIC1-FM	BTA	255	General	A/R Cash VIC1-FM	Brantley, Richard
Opelika Stations	BTA	255	General		Smith, Sharon
VVIT-FM	Package	255	General		Smith, Sharon
VCKY-FM	_None	255	General		Smith, Sharon
VBBT-FM	_None	255	General		Smith, Sharon

To access the Order Importer, go to the main interface of VT>Services>E-Order Importer

Using the Order Import Queue

The Order Import Queue is the first step in the order import procedure.

Sample Order Import Queue Screen

eOrder Importer

File Actions Refresh Settings

Filtered By: Order Type = Standard Orders

Current | Historical | Exchange

Station	Status	Source	Advertiser	Source Order Number	Rev	Start Date	End Date	Order Description	# Lines
▶ VIC1-FM	Pending Import	MarketronQA	SPORT CLIPS	33590611	1	09/28/2020	12/27/2020	CORPORATE	4
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	OverlappingBuyPeriodsMEL3	0	02/03/2020	04/26/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	MEL3 Test6	1	10/14/2019	10/21/2019	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	MEL3 Test4	1	10/14/2019	10/21/2019	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	2020 census	575277MEL3-AM	1	05/19/2020	05/22/2020	adding 11 spots	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	Agency	0	06/09/2020	06/16/2020	ProductName-Default	1
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	Agency1	0	06/09/2020	06/16/2020	ProductName-Default	1
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	NTR052020-3	1	05/11/2020	05/31/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	Gwen Test	1	11/03/2019	11/10/2019	ProductName-Default	3
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	Gwen Test	0	11/03/2019	11/10/2019	ProductName-Default	4
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	NTR052020-2	0	03/24/2020	03/31/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	6.6.0RegressionMel3-3	1	05/08/2020	05/15/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	MoveWeeksLine2	1	04/06/2020	04/26/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	MoveWeeksLine1	1	04/06/2020	04/26/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	RevisionLine1SameSpotCount	1	04/07/2020	04/14/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	RevisionLine2SameSpotCount	1	04/07/2020	04/14/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	RevisionLine1	1	04/07/2020	04/14/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	RevisionLine2	1	04/07/2020	04/14/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	BuyPeriodNoSpots	1	04/06/2020	05/31/2020	ProductName-Default	2
▶ VIC1-FM	Pending Import	MarketronQA	Advertiser-Default	ExtendOneWeekWhyMEL3	1	03/04/2020	04/05/2020	ProductName-Default	1

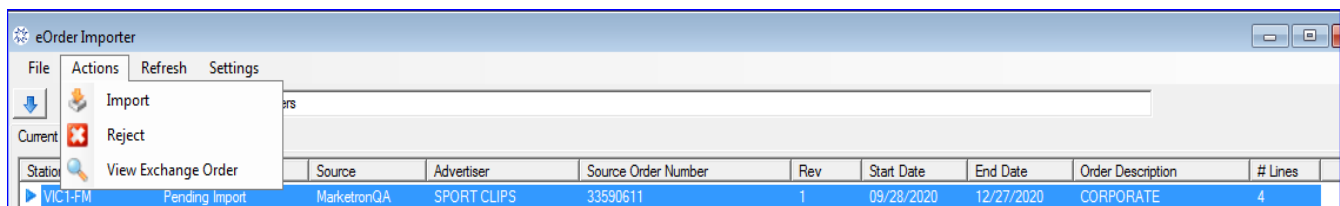
Notes
Order has been downloaded!

1. The **Display** option allows you to select a list of orders to view. In the Display section, select one of the following options:
 - a. **Current** – Displays only orders that have not been acted on
 - b. **Historical** – Shows imported orders which resulted in the creation of VT orders
 - c. **Exchange** – Lists orders that have not been pushed down to traffic system and as a result no VT orders have been created

2. The **Order Queue List** is where all electronic orders are listed:
 - a. **Station** – the call letters of the target station
 - b. **Status** – Indicates pending import into the traffic system
 - c. **Source** – Name of the originator of the order
 - d. **Adv Name** – The name of the advertiser that is on the order
 - e. **Source Order Number** – Shows the order number from the originator of the order
 - f. **Rev** – Shows the revision number for the order
 - g. **Start Date** – Displays the start date of the order
 - h. **End Date** – Displays the end date of the order
 - i. **Order Description** – This information propagates to the Order Description field of the Visual Traffic order upon import
 - j. **#Lines** – Displays the number of lines on the order

Station	Status	Source	Advertiser	Source Order Number	Rev	Start Date	End Date	Order Description	# Lines
VIC1-FM	Pending Import	MarketronQA	SPORT CLIPS	33590611	1	09/28/2020	12/27/2020	CORPORATE	4

3. To take an action on an order in the list, highlight the order and select **Actions** and choose the appropriate action item or right click on order to see available actions.



Station	Status	Source	Advertiser	Source Order Number	Rev	Start Date	End Date	Order Description	# Lines
VIC1-FM	Pending Import	MarketronQA	SPORT CLIPS	33590611	1	09/28/2020	12/27/2020	CORPORATE	4

- a. **Import** – Start the import process into the traffic system

- b. **Reject** – Moves the order from the current tab to the historical tab so that order is not imported into the traffic system

Note: Reject does not send information back to the originator

- c. **View Exchange Order** – Allows the user to view the details of the order or print the order before importing order into the traffic system
- d. **Refresh** – Refreshes the screen
- e. **View** – View the Order Status Legend

Sample of the Exchange Order Viewer

Exchange Order Viewer

Print

SELLER on behalf of MEL3-AM		Product:
Rep Firm:	EASTMAN	Description:
Office:	NEW YORK	Agency Code:
Phone:		Rep Firm Code:
Address:	120 W 56TH ST.6TH FL NEW YORK NY 10019	Estimate:
Contact:	Caryn Jacoby	Description:
E-mail:	dummyemail@katz-media.com	Agency Code:
Phone:		Rep Firm Code:
		Start Date:
		End Date:

ORDER COMMENTS:

Agency: GSD&M IS ACTING AS AN AGENT ON BEHALF OF ITS ADVERTISER CLIENT, A DISCLOSED PRINCIPAL, EITHER NAMED HEREON OR OTHERWISE IDENTIFIED TO MEDIA COMPANY. GSD&M WILL ONLY BE LIABLE FOR THE COST OF ADVERTISING PURCHASED AND OTHER OBLIGATIONS TO MEDIA COMPANY TO THE EXTENT GSD&M HAS BEEN PAID BY THE ADVERTISER FOR ANY SUCH AMOUNT PAYABLE TO THE MEDIA COMPANY. FOR AMOUNTS NOT PAID TO GSD&M, MEDIA COMPANY WILL LOOK SOLELY TO ADVERTISER FOR PAYMENT. ANY TERMS IN MEDIA COMPANY'S INVOICES, DOCUMENTS OR RATE CARDS TO THE CONTRARY, OR ANY MODIFICATIONS MADE TO THIS DOCUMENT BY MEDIA COMPANY, ARE OF NO FORCE OR EFFECT. BILL TO: SPORT CLIPS C/O GSD&M PO BOX 430 AUSTIN, TX 78767

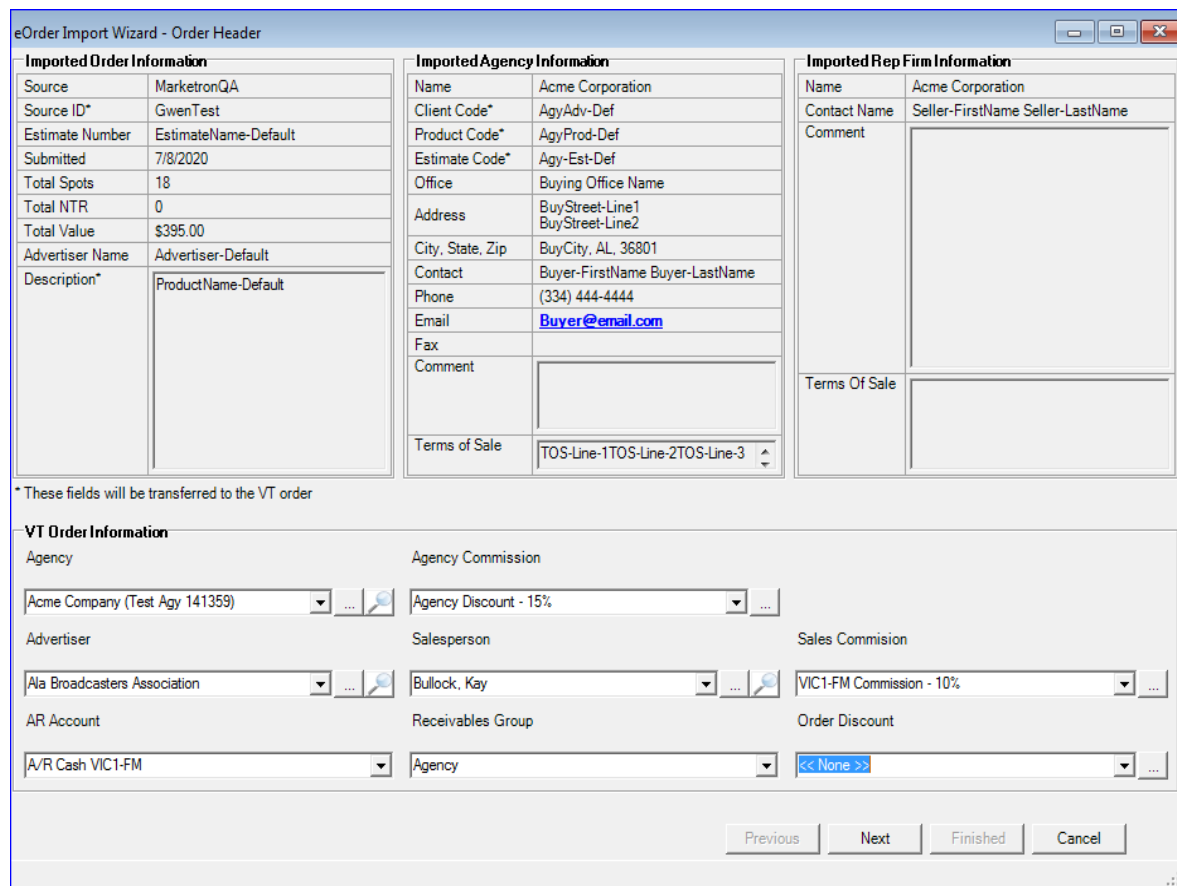
Rep: THIS IS A REVISION, PLEASE DO NOT DOUBLE BOOK. PLEASE CONFIRM WITH ALEXANDRA PARRINO AT ALEXANDRA.PARRINO@KATZMEDIA.COM OR CALL 212-424-6240. THANK YOU!

Order Import Wizard – Order Header

The Order Header screen serves two purposes:

1. To the present details about the incoming order. This detail comes from the XML file that has been electronically delivered by Marketron Exchange.
2. Allows the user to properly code the header information of the order in preparation for importing into the Visual Traffic system.

Sample Order Import Wizard – Order Header Screen



Imported Order Information

Source	MarketronQA
Source ID*	GwenTest
Estimate Number	EstimateName-Default
Submitted	7/8/2020
Total Spots	18
Total NTR	0
Total Value	\$395.00
Advertiser Name	Advertiser-Default
Description*	ProductName-Default

Imported Agency Information

Name	Acme Corporation
Client Code*	AgyAdv-Def
Product Code*	AgyProd-Def
Estimate Code*	Agy-Est-Def
Office	Buying Office Name
Address	BuyStreet-Line1 BuyStreet-Line2
City, State, Zip	BuyCity, AL, 36801
Contact	Buyer-FirstName Buyer-LastName
Phone	(334) 444-4444
Email	Buyer@email.com
Fax	
Comment	
Terms of Sale	TOS-Line-1TOS-Line-2TOS-Line-3

Imported Rep Firm Information

Name	Acme Corporation
Contact Name	Seller-FirstName Seller-LastName
Comment	
Terms Of Sale	

* These fields will be transferred to the VT order

VT Order Information

Agency Acme Company (Test Agy 141359)	Agency Commission Agency Discount - 15%	
Advertiser Ala Broadcasters Association	Salesperson Bullock, Kay	Sales Commission VIC1-FM Commission - 10%
AR Account A/R Cash VIC1-FM	Receivables Group Agency	Order Discount << None >>

Previous Next Finished Cancel

Order Import Wizard – Order Header Screen

1. The **Imported Order Information** area gives you much of the same information you viewed in the Order Import Queue. However, it is not possible to edit this information from this screen.

- a. **Source** – This field shows where the order originated from (i.e. Katz).
- b. **Source ID*** – Displays the Source ID assigned to the order by the Source. The * by the field indicates this information will be transferred to the Visual Traffic Order. It will populate the Cust/PO field of the VT order.
- c. **Estimate Number** – Number that is assigned to the order.
- d. **Submitted** – Date the order was submitted to Marketron Exchange by the Source.
- e. **Total Spots** – Shows the total number of spots on the XML order.
- f. **Total Value** – Displays the total dollar amount of the order that is to be imported.
- g. **Advertiser Name** – Name of the Advertiser on the XML order.
- h. **Description*** – The Order Description. The * indicates the information will be transferred to the VT order. It will populate the Order Description field in the header of the VT order once it is imported.

2. The **Imported Agency Information** area gives you detailed information about the agency associated with the order. This information comes from the incoming XML file from the Marketron Exchange and is advantageous in the event you need to add a new agency in Visual Traffic.

- a. **Name** – Name of the agency associated with the order.
- b. **Client Code*** – Code assigned to the order by the submitter of the order. The * indicates this information will be transferred to VT. It will populate the Client Code field within the Invoicing button of the VT order.
- c. **Product Code*** – Product code assigned to the order by the submitter of the order. The product code can be different than the VT product code. The * indicates this information will be transferred to VT. It will populate the Product Code field within the Invoicing button on the VT order.
- d. **Estimate Code*** – Code assigned to the order by the submitter of the order. The * indicates this information will be transferred to VT. It will populate the Estimate Code field within the Invoicing button of the VT order.
- e. **Office** – Displays the name of the agency office. For Example, if the agency has an office in New York and Chicago, this field displays the office the order came from.
- f. **Address** – Lists the address of the agency.
- g. **Contact** – The contact person who is associated with this particular order.
- h. **Phone** – The agency phone number associated with this particular order.
- i. **Fax** – Fax number for the agency associated with this particular order.
- j. **Email** – Email address for the agency associated with this particular order.

- k. **Comments** – If there are any agency comments assigned to the imported order, they will display in the comment field for the agency.
 - l. **Terms of Sale** – Any terms for sale of the imported order.
3. The **Imported Rep Firm Information** area displays information about the rep firm that submitted the order.
- a. **Name** – Displays the name of the rep firm.
 - b. **Contact Name** – Shows the contact name at the rep firm.
 - c. **Comments** – Displays any rep firm comments assigned to the imported order.
 - d. **Terms of Sale** – Displays any terms for sale for the imported order.
4. The **VT Order Information** area is used to properly code the header information of the order so it can be imported into Visual Traffic.

IMPORTANT - Each field **must be completed**. Once all the fields are populated, the Next button becomes active to move to the next phase of the order import process.

- a. **Agency** – The agency name that goes on the VT order. If there is an agency in Visual Traffic that matches the name of the agency on the electronic order, this field automatically populates with the name of the agency. If there is no match, the field will remain blank. Use the Find button to locate an agency if needed, or use the jump button to enter a new agency.

NOTE - The default agency on the advertiser in VT will not be used to populate this screen.

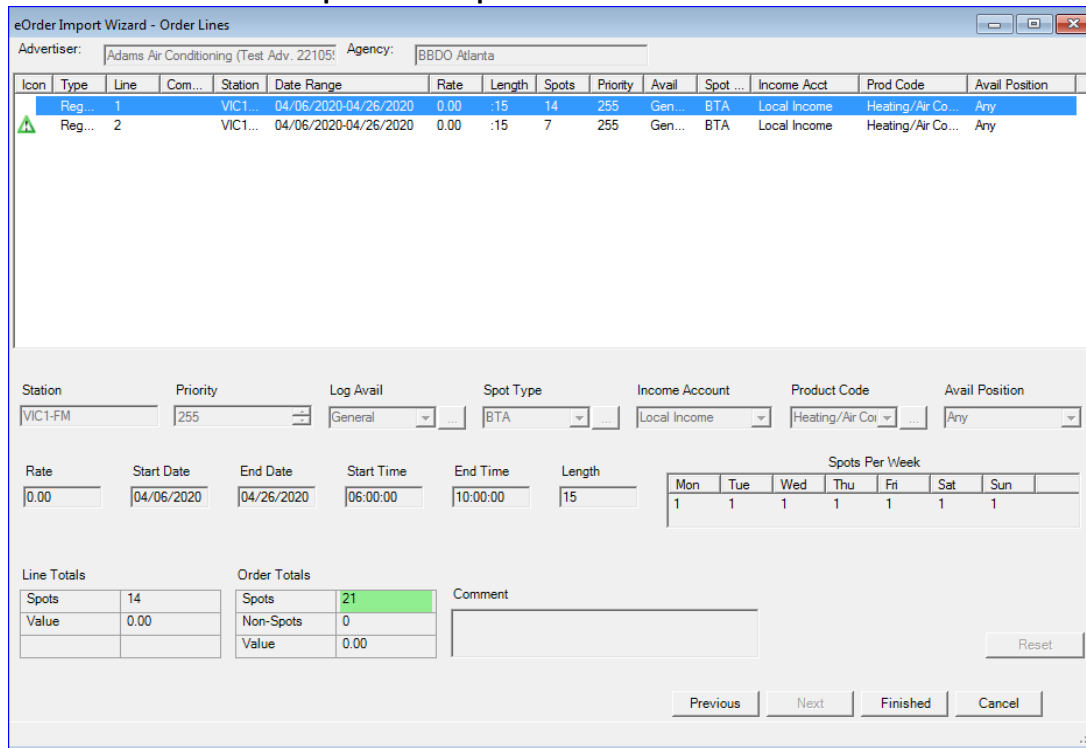
- b. **Agency Commission** – The commission percentage the agency receives. Once an agency is assigned, this field is populated with the default commission assigned to that agency. If a new agency commission is needed, you have the ability to click on the Jump button to create a new agency commission.
- c. **Advertiser** – The advertiser that goes on the VT order. If there is an advertiser in Visual Traffic that matches the name of the advertiser on the electronic order, this field automatically populates with the name of the advertiser. If there is no match, the field will remain blank. The Find button can be used to locate an advertiser if needed or use the Jump button to enter a new advertiser.
- d. **Salesperson** – The station salesperson responsible for the order. When the Advertiser is attached to the order, the name of the Master Salesperson on the Advertiser is assigned to the order automatically. If there is no salesperson on the order, the field remains blank, but must be filled in before the order can be completed. The Find button may be used to locate a salesperson if needed or use the Jump button to enter a new salesperson.

- e. **Salesperson Commission** – Commission percentage the salesperson receives. Once a salesperson is assigned, this field is populated with the default commission assigned to the salesperson. If a new salesperson commission is needed, you have the ability to click on the Jump button to create a new salesperson commission.
- f. **Receivables Account** – The Receivables Account that must be assigned to the order. When the advertiser is assigned to the order the default Receivables Account for the advertiser is assigned as well.
- g. **Receivables Group** – This field defaults to "None" in the case that no Receivables Group assignment is required. If a Receivables Group is required, it may be assigned to the order within the Order Import Wizard. When the advertiser is assigned to the order and there is a default Receivables Group for the advertiser, it is automatically assigned.
- h. **Order Discount** – This field defaults to "None" in the case that no Order Discount assignment is required. If an Order Discount is required, it may be assigned to the order within the Order Import Wizard. If the required Order Discount is not available in the dropdown, you can use the Jump button to create the needed order discount.
- i. **Previous** – Allows you to keep your changes while going back to the Order Import Queue.
- j. **Next button** – Allow you to proceed with the order import process. All fields must be populated before the "Next" button becomes active.
- k. **Cancel button** – This button discards any changes the user has made to the header information of the order and cancels the entire order import process.

Order Import Wizard – Order Lines

This is the third and final procedure in the order import process. This screen allows you to properly code the line items of the order.

Sample Order Import Wizard – Order Lines Screen



Icon	Type	Line	Com...	Station	Date Range	Rate	Length	Spots	Priority	Avail	Spot ...	Income Acct	Prod Code	Avail Position
	Reg...	1		VIC1...	04/06/2020-04/26/2020	0.00	:15	14	255	Gen...	BTA	Local Income	Heating/Air Co...	Any
▲	Reg...	2		VIC1...	04/06/2020-04/26/2020	0.00	:15	7	255	Gen...	BTA	Local Income	Heating/Air Co...	Any

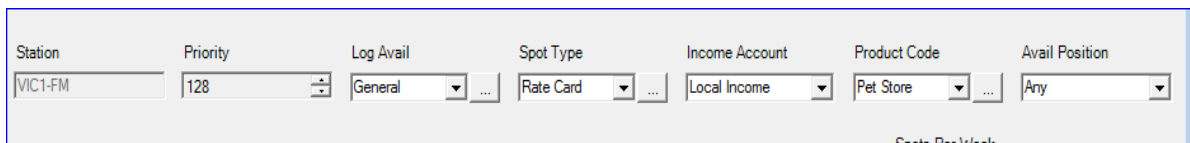
Station	Priority	Log Avail	Spot Type	Income Account	Product Code	Avail Position
VIC1-FM	255	General	BTA	Local Income	Heating/Air Co...	Any

Rate	Start Date	End Date	Start Time	End Time	Length	Spots Per Week								
0.00	04/06/2020	04/26/2020	06:00:00	10:00:00	15	Mon	Tue	Wed	Thu	Fri	Sat	Sun		
						1	1	1	1	1	1	1		

Line Totals		Order Totals		Comment
Spots	14	Spots	21	
Value	0.00	Non-Spots	0	
		Value	0.00	

Order Import Wizard – Order Lines screen

1. The **Line Item Information** section lists all the lines of the order. If Advertiser import defaults are not set up, the system will use the order default information. You can change the following fields on the line item: Log Avail, Spot Type, Income Account and Product Code.



Station	Priority	Log Avail	Spot Type	Income Account	Product Code	Avail Position
VIC1-FM	128	General	Rate Card	Local Income	Pet Store	Any

- a. **Line** –Visual Traffic line number for the imported order.
- b. **Green Triangle** – Indicates that a line was revised and highlights the information on the line that was changed.
- c. **Comments** – Indicates there is a comment associated with this line item of the order.
- d. **Station** – This column lists the station call letters to which the order is assigned.
- e. **Date Range** – Displays the date range of the line item. *This cannot be edited in the Order Importer.*
- f. **Rate** – Displays the spot rate for the line item of the imported order. *This cannot be edited in the Order Importer.*
- g. **Length** – Shows the spot length from the line item of the imported order. *This cannot be edited in the Order Importer.*
- h. **Spot** – The spot count for the line item of the imported order. *This cannot be edited in the Order Importer.*
- i. **Priority** – The spot priority field defaults to 128. This field can be edited in the Order Importer.
- j. **Avail** – The Avail Code that must be assigned.

NOTE - This field automatically populates upon importing the order if the Advertiser Order Import Default Settings are set up.

- k. **Spot Type** – The Spot Type that must be assigned (even if it is NONE). If an * is displayed next to the column header (Spot Type *), this indicates there is at least one line of the order that has not been coded and needs to be addressed. You can sort the list by Spot Type by clicking on this column header.

NOTE - This field automatically populates upon importing the order if the Advertiser Order Import Default Settings are set up.

- l. **Income Type** –Income Type on the line level of the order. This field automatically populates with the default Income Account of the advertiser. It can be edited in the Order Importer. You can sort this list by Income Account by clicking on the column header.
- m. **Product Code**–This field defaults to the Product Code assigned to the Advertiser. If there is no default this field will be blank, but it must be assigned in order to proceed with the order import process. If an * is displayed next to the column header (Product Code*) this indicates there is at least one line of the order that has not been coded and needs to be addressed. You can sort the list by Product Code by clicking on the column header.

2. There are a number of fields that cannot be edited within the Order Importer. This is the information that was ordered by the agency and should not be changed at this point. If it is necessary to edit this information, it may be done **AFTER** the order has been imported into Visual Traffic. If changes are made at that time they can be audited. There is no audit of information within the Order Importer. The fields that cannot be edited in the Order Importer are:
 - a. Rate
 - b. Start Date
 - c. End Date
 - d. Start Time
 - e. End Time
 - f. Length
 - g. The Spot Schedule
 - h. Line Totals
 - i. Order Totals
 - j. Comments

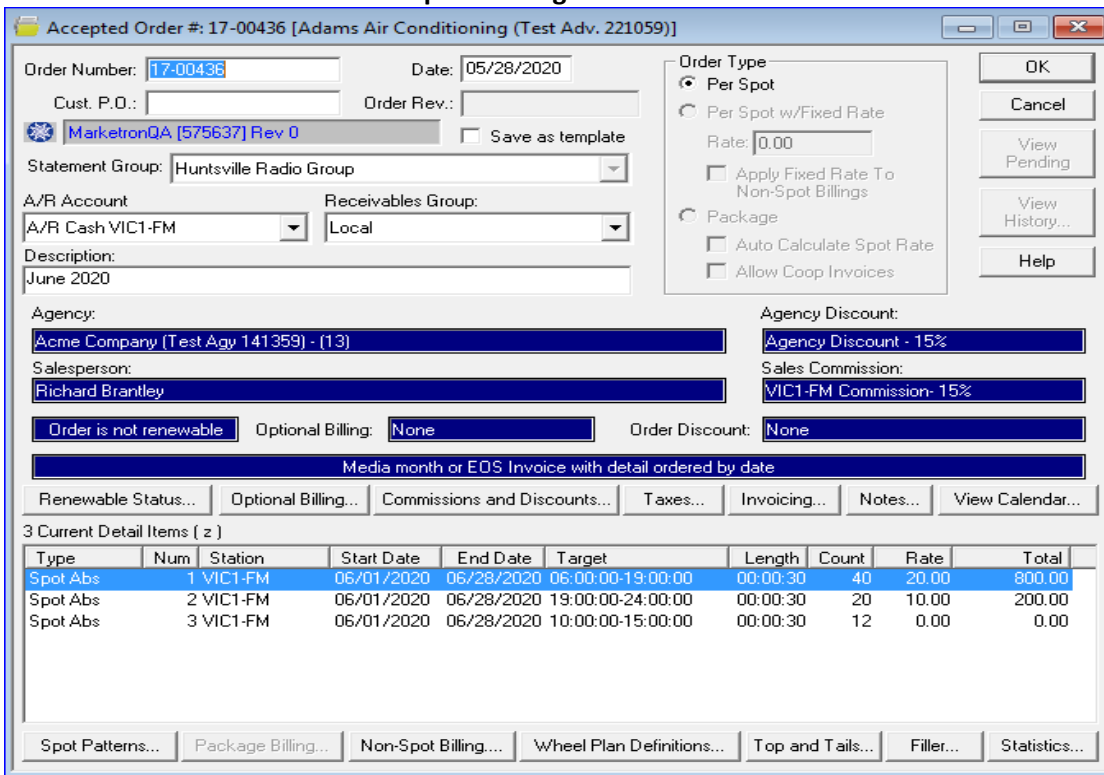
The following options will allow the user to navigate between the order header screen and the line items as well as complete the import process:

- a. **Previous** – Allows you to keep your changes while going back to the Order Import Queue.
- b. **Finish Button** – The Finish button only becomes active after all required fields have been addressed.
- c. **Cancel Button** – Cancels the entire order import process.
- d. **Reset** – This option allows you to reset the order to original setting.

Identifying Imported Orders

Because it may be necessary to easily identify imported orders in Visual Traffic, we added a new field to the Pending New Order screen and Accepted Order screen. This field displays the Source and Source ID for orders that have been electronically created.

Sample Pending New Order Screen



Accepted Order #: 17-00436 [Adams Air Conditioning (Test Adv. 221059)]

Order Number: 17-00436 Date: 05/28/2020

Cust. P.O.: Order Rev.: Save as template

MarketronQA [575637] Rev 0

Statement Group: Huntsville Radio Group

A/R Account: A/R Cash VIC1-FM Receivables Group: Local

Description: June 2020

Agency: Acme Company (Test Agy 141359) - (13) Agency Discount: Agency Discount - 15%

Salesperson: Richard Brantley Sales Commission: VIC1-FM Commission- 15%

Order is not renewable Optional Billing: None Order Discount: None

Media month or EOS Invoice with detail ordered by date

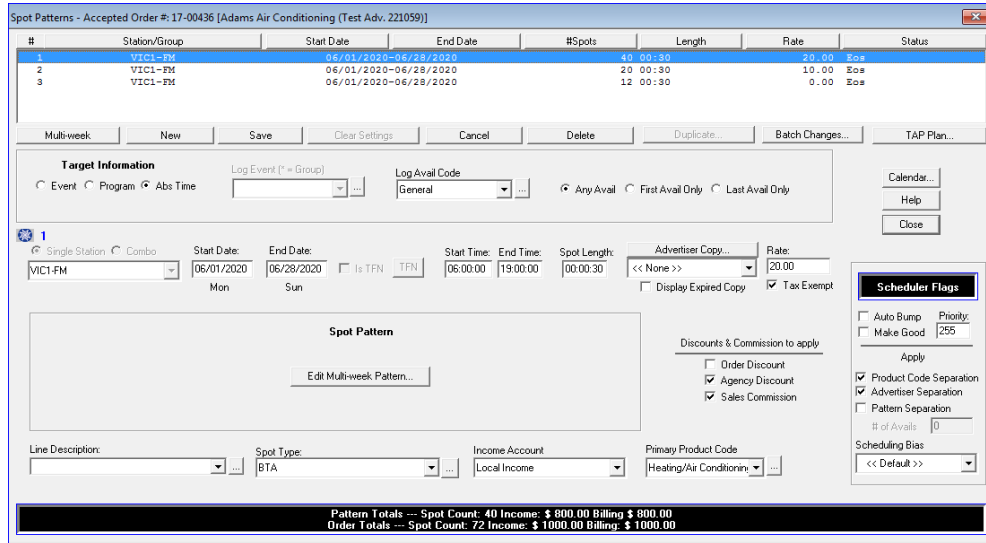
Renewable Status... Optional Billing... Commissions and Discounts... Taxes... Invoicing... Notes... View Calendar...

Type	Num	Station	Start Date	End Date	Target	Length	Count	Rate	Total
Spot Abs	1	VIC1-FM	06/01/2020	06/28/2020	06:00:00-19:00:00	00:00:30	40	20.00	800.00
Spot Abs	2	VIC1-FM	06/01/2020	06/28/2020	19:00:00-24:00:00	00:00:30	20	10.00	200.00
Spot Abs	3	VIC1-FM	06/01/2020	06/28/2020	10:00:00-15:00:00	00:00:30	12	0.00	0.00

Spot Patterns... Package Billing... Non-Spot Billing... Wheel Plan Definitions... Top and Tails... Filler... Statistics...

Because the number of line items from the original order submitted and the number of VT line items created during translation may be different, a reference to the original line number from the submitted order was added to the Spot Pattern level of the VT order.

Sample New Order Screen



#	Station/Group	Start Date	End Date	#Spots	Length	Rate	Status
1	VICI-FM	06/01/2020-06/28/2020	06/01/2020-06/28/2020	40	00:30	20.00	Eoa
2	VICI-FM	06/01/2020-06/28/2020	06/01/2020-06/28/2020	20	00:30	10.00	Eoa
3	VICI-FM	06/01/2020-06/28/2020	06/01/2020-06/28/2020	12	00:30	0.00	Eoa

Pattern Totals --- Spot Count: 40 Income: \$ 800.00 Billing: \$ 800.00
Order Totals --- Spot Count: 72 Income: \$ 1000.00 Billing: \$ 1000.00

Report Options for Electronic Orders

New Exchange grouping and filtering options were added to the following reports:

- Open Orders
- Order Listing (Detailed)
- Order Spot Targeting Detail
- Order Spot Target Detail w/ Spot Type
- Order – Contract/Confirmation
- Orders by Salesperson
- Order Projections
- New Business Report
- Order Expiration