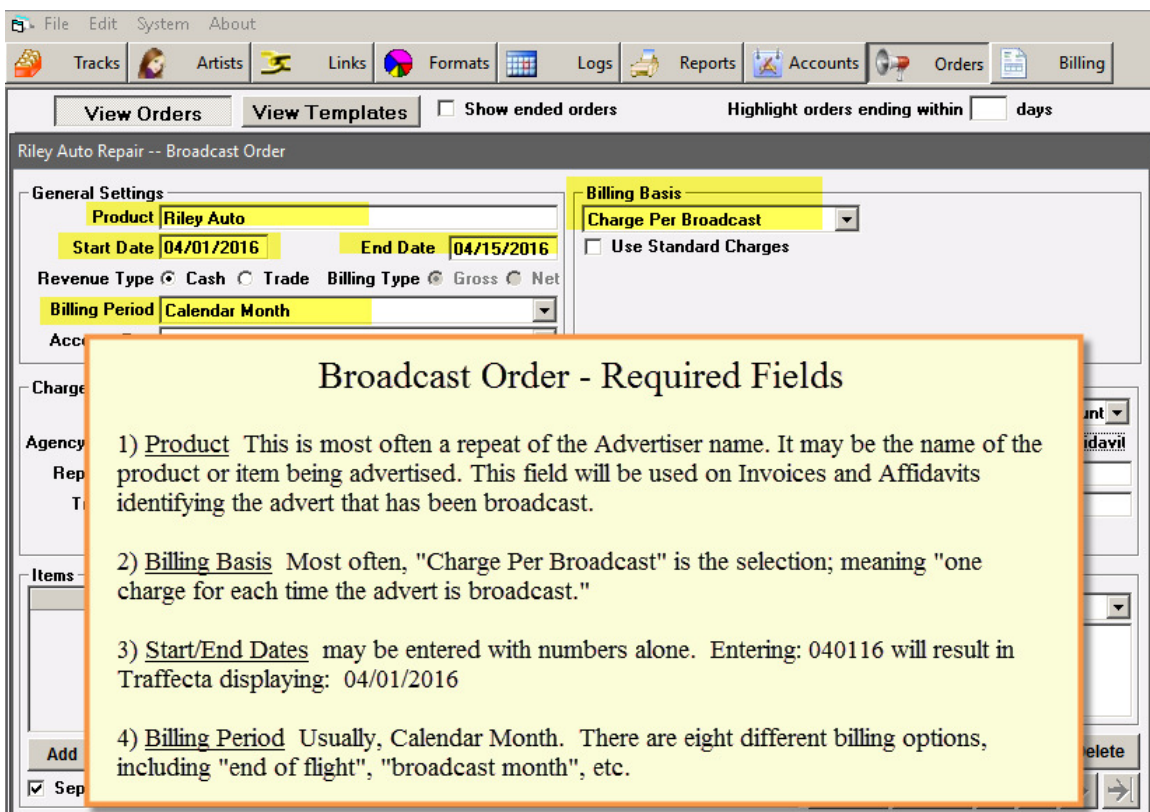
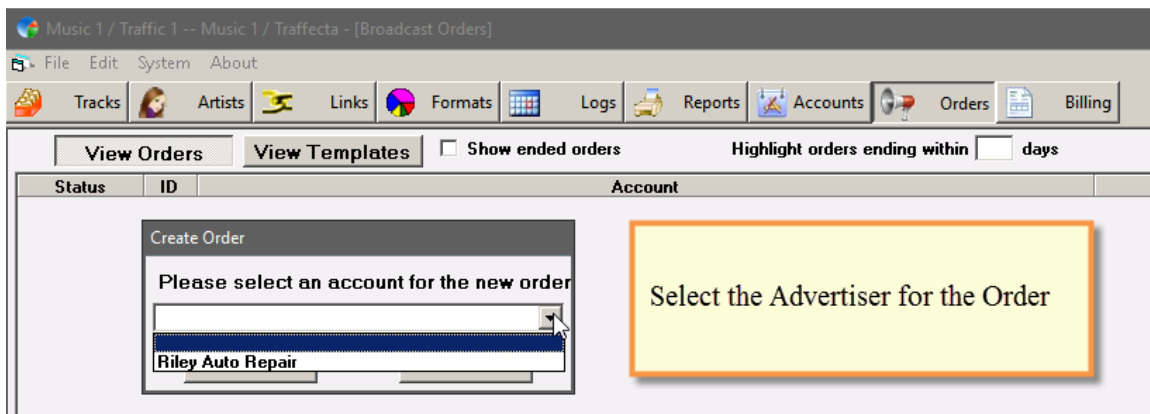
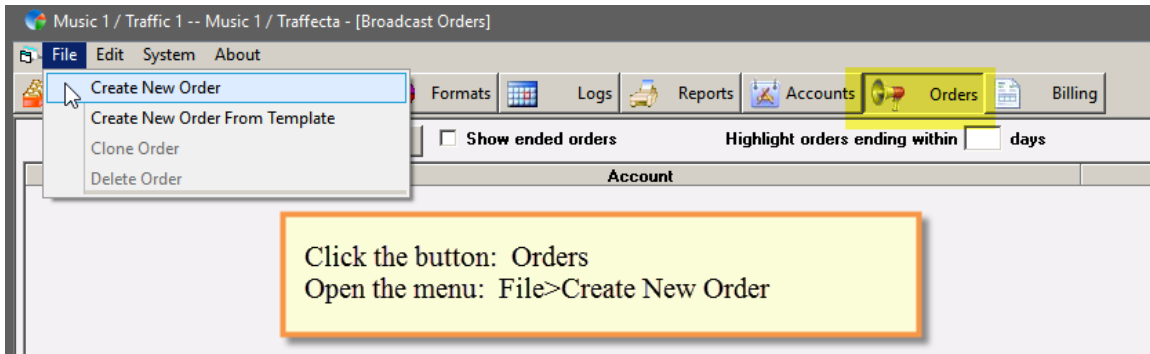


Traffecta - Create A New Order



Traffecta - Create A New Order

Billing Period | Calendar

Account Rep

Charges

Discount

Agency Comission

Rep Comission

Trade Credit

VAT

Items

De

Add Edit Delete

☒ Separate items from this

CoOp 2

Elements 1 Primary element 1 Primary element parts 1

Primary

Track Riley Auto Repair - Oil Change

Avail Type Riley Auto Repair - Oil Change

Position Any

Click the Add button to open the Order Item screen.

Open the Track field and select the Spot Card that will be scheduled by this order.

In this example, only one advert is to be scheduled. If the advertiser has multiple commercial announcements that will be rotated equally, then a "packet" may be created containing the adverts and then scheduled in this same manner

OK Cancel New Clone Delete

Riley Auto Repair -- Broadcast Order

General Settings

Product Riley Auto

Start Date 04/01/2016 End Date 04/15/2016

Revenue Type

Billing Period

Account Rep

Charges

Disco

Agency Comiss

Rep Commis

Trade Cr

V

Items

Add Ed

☒ Separate it

Billing Basis

Charge Per Broadcast

☐ Use Standard Charges

Order Item

Elements

Start Date 04/01/2016

End Date 04/15/2016

Period Type Day

☐ Schedule one play every break with matching avail

Schedule

Plays A B C D 12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

A B C D

Copy Paste

Delete

On the Schedule screen, put the mouse pointer in the first hour where the advert is to be scheduled, left-click, hold and drag the point across and down to select all of the hours where the spot may be scheduled. Then click the "A" to lock the hours for time period: A

Traffecta - Create A New Order

Plays	A	B	C	D	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
Sunday																												
Monday	8										A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
Tuesday	8										A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
Wednesday	8										A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
Thursday	8										A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
Friday	8										A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
Saturday																												

With the selected hours now specified as A, enter the number of spots that are to be scheduled each day within the A-time frame.

In this example, the advert for Riley Auto will be scheduled eight times each day between the hours of 6am and 7pm.

OK Cancel New Clone Delete

Plays	A	B	C	D	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
Sunday																												
Monday	8	4									A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	B	B	B
Tuesday	8	4									A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	B	B	B
Wednesday	8	4									A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	B	B	B
Thursday	8	4									A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	B	B	B
Friday	8	4									A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	B	B	B
Saturday																												

Use the B, C and D buttons to assign different spot runs to different time periods. In this example, the commercial will be scheduled 8 times a day in the A hours and 4 times each day in the B hours.

OK Cancel New Clone Delete

Traffecta - Create A New Order

A specific number of spots may be scheduled for broadcast on the days of the order and in different time periods.

To order the same number of spots to be played each day, click to select the day/date under the Plays heading, then enter your number in the A-B-C column boxes.

Order Item

Elements

Schedule

Start Date

01/18/2018

End Date

02/28/2018

Period Type

Day

☐ Scheduled

Plays

Sun 01/14

Mon 01/15

Tue 01/16

Wed 01/17

Thu 01/18

Fri 01/19

Sat 01/20

A

B

C

D

Copy

Paste

	ID	Start Day	End Day	Total Hours	A	B	C	D
1	11	18 Jan 2018	20 Jan 2018	80	13	6		
2	11	21 Jan 2018	27 Jan 2018	80	28	6	4	
3	11	28 Jan 2018	03 Feb 2018	80	28	6	4	
4	11	04 Feb 2018	10 Feb 2018	80	28	6	4	
5	11	11 Feb 2018	17 Feb 2018	80	28	6	4	
6	11	18 Feb 2018	24 Feb 2018	80	28	6	4	
7	11	25 Feb 2018	28 Feb 2018	80	15		4	

Select Every

week

Select All

De-Select All

OK

Cancel

New

Clone

Delete

←

←

→

→

Traffecta will adjust the scheduling for the dates of the order. This order begins on the 18th, which is a Thursday. When the first week of the schedule is selected, the available hours for the order are correctly adjusted for the short week.

Traffecta - Create A New Order

Order Item

Elements

Schedule

Start Date
01/18/2018
End Date
02/28/2018
Period Type
Day
☐ Schedule one play every break with matching avail

Plays	A	B	C	D	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
Sun 02/25			4															C	C	C	C	C	C					
Mon 02/26	5										A	A	A	A	A	A	A	A	A	A	A	A	A					
Tue 02/27	5										A	A	A	A	A	A	A	A	A	A	A	A	A					
Wed 02/28	5										A	A	A	A	A	A	A	A	A	A	A	A	A					
Thu 03/01																												
Fri 03/02																												
Sat 03/03																												

A

B

Select Every

week

Select All

De-Select All

2	11	21 Jan 2018	27 Jan 2018	80	28	6	4
3	11	28 Jan 2018	03 Feb 2018	80	28	6	4
4	11	04 Feb 2018	10 Feb 2018	80	28	6	4
5	11	11 Feb 2018	17 Feb 2018	80	28	6	4
6	11	18 Feb 2018	24 Feb 2018	80	28	6	4
7	11	25 Feb 2018	28 Feb 2018	80	15		4

OK

Cancel

New

Clone

Delete

←

←

→

→

When the final week of the schedule is selected, the scheduling grid is adjusted for the short week.

Traffecta - Create A New Order

Order Item

Elements Schedule

Different Weeks - Different Schedules

Some orders may call for different numbers of spots and time frames on some days and weeks. The times and number of spots entered on one week may be copied and pasted to other weeks. Select one week-line and click the button: Copy. Hold the Ctrl key, click on the lines to select other weeks, then click the button Paste.

Fri 04/08 5 3 A A A A A A A A A A A A B B B B

Sat 04/09 A B C D Copy Paste

	ID	Start Day	End Day	Total Hours	A	B	C	D
1	26	01 Apr 2016	02 Apr 2016	72	5	3		
2	23	03 Apr 2016	09 Apr 2016	72	25	9		
3	25	10 Apr 2016	16 Apr 2016	72	25	9		
4	2	17 Apr 2016	23 Apr 2016	60	25			
5	25	24 Apr 2016	30 Apr 2016	72	25	9		
6	2	01 May 2016	07 May 2016	60	25			
7	25	08 May 2016	14 May 2016	72	25	9		
8	2	15 May 2016	21 May 2016	60	25			
9	25	22 May 2016	28 May 2016	72	25	9		
10	2	29 May 2016	04 Jun 2016	60	25			

Select Every
2 nd week
Select All
De-Select All

OK Cancel New Clone Delete

Traffecta - Create A New Order

Riley Auto Repair -- Broadcast Order

General Settings

Product: Riley Auto

Start Date: 04/01/2016 End Date: 04/15/2016

Revenue Type: ☒ Cash ☐ Trade Billing Type: ☒ Gross ☐ Net

Billing Period: Calendar Month

Account Rep:

Billing Basis

Charge Per Broadcast

☐ Use Standard Charges

Charges

Dis: Agency Con: Rep Con: Trade:

Final Step - Approve The Order

The schedule must be "approved" before it will run. This can only be done when signed into Traffecta with the Traffic Director password.

Items

Description	Start Date	End Date	Elmts
Riley Auto Repair - Oil Change	04/01/2016	04/15/2016	1

Add Edit Delete

☒ Separate items from this order Consecutive Plays: No Restriction

Approval / Memo

Approved

Not Approved

Approved

Print New Clone Delete

OK Cancel