
AdVault® Broadcast

Product Update

Notice Date: 8/28/08

Release Date: 9/6/08

Buy Module

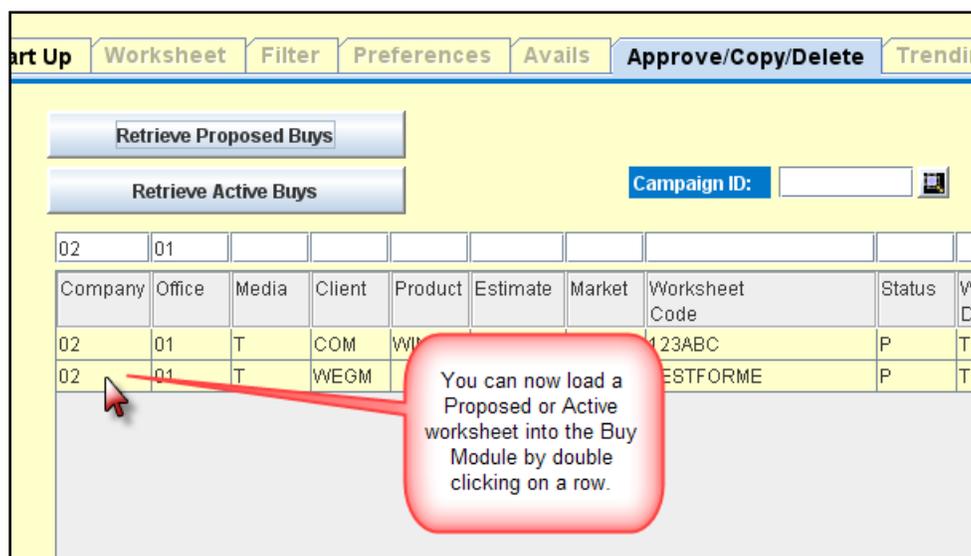
The Buy Module has been enhanced with many new features including the ability load Proposed and Active buys directly from the Approve/Copy/Delete tab. Other improvements include improved functionality when copying and inserting rows, new worksheet columns, new statistics for the Filtered Totals and Worksheet Totals summaries, as well as the ability to disable entire rows and columns.

Please note that Buy Module enhancements often require that you clear your Java cache. Therefore, we strongly recommend that you do so before launching the Buy Module. (See the AdVault Tech Notes section for more information on clearing the Java cache.)

Loading Proposed and Active worksheets

Being able to load Proposed and Active worksheets from the Approve/Copy/Delete tab will be a big time saver. Currently, the controls on the Approve/Copy/Delete tab will only allow you to retrieve and display a list of the Proposed or Active Buys. When you find the one that you want you have to go to the Startup tab to load the worksheet.

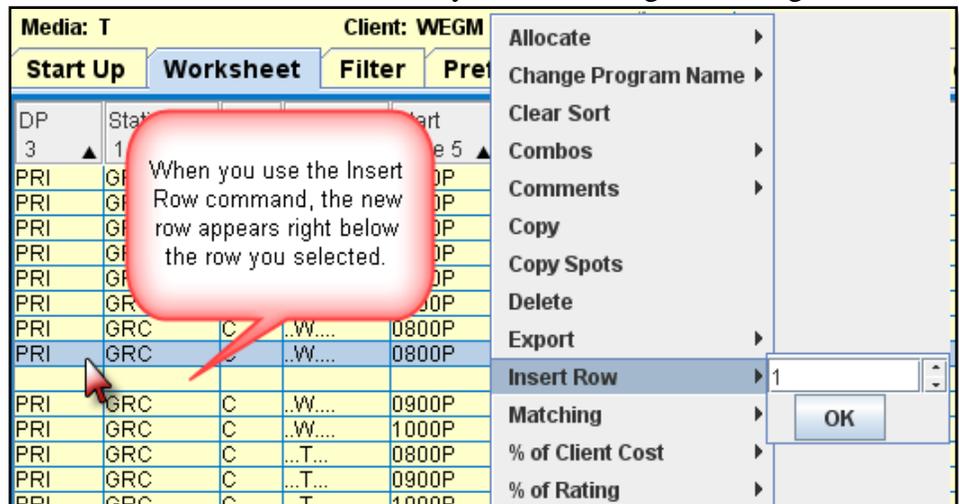
Now you can load any of the associated worksheets, right from within the Approve/Copy/Delete tab simply by double clicking the appropriate row. When you do, the Buy Module will automatically load the worksheet on the Worksheet tab and you can get right to work.



Copying and inserting rows

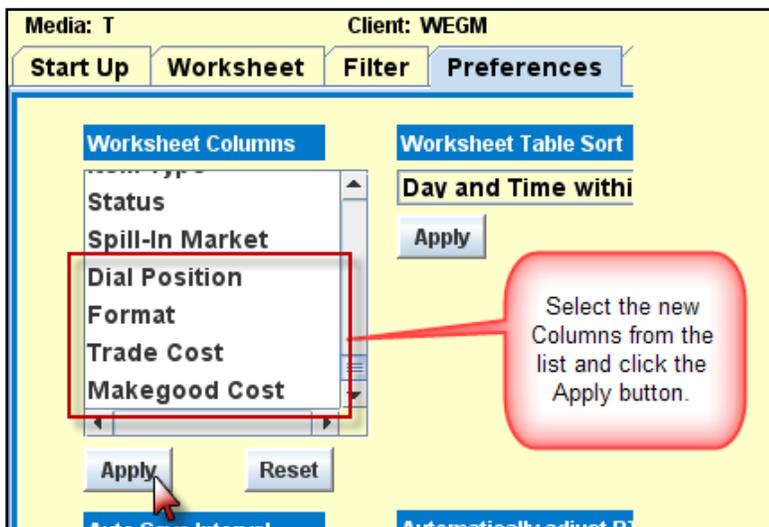
When you are working on a Worksheet and you copy a row or insert a row, the new row appears at the bottom of the worksheet. Since this can be a real drawback when you are working with a large worksheet, we've changed the location of the new row.

Now, whenever you right click on a row and choose either the Copy or Insert Row command, the new row will appear right below the row that you selected. If you select multiple rows, the new rows will appear under the last selected row.



New Worksheet columns

There are four new Worksheet columns that you can add to a worksheet in the Buy Module. These new columns are titled Trade Cost, Makegood Cost, Dial Position, and Format. Of course, the Dial Position and Format column headings are used for Radio while the Trade Cost and Makegood Cost can be used in either Radio, TV, or Cable buys.



To add these new columns to your worksheet, select the Preferences tab and locate the Worksheet Columns list box in the upper left part of the screen. Scroll down the list, select the new Columns you want to add to your worksheet, and click the <Apply> button.

The Trade Cost and Makegood Cost columns add new fields to each buy line that you can use to factor in additional costs. While we have given them specific names, these new fields are essentially miscellaneous cost fields that can be used for anything. Keep in mind that they will have no impact on Billing or Paying.

Trade Cost and Makegood Cost may be printed in the Worksheet Schedule Report (located in the Reports Tab) as well as the Buy Detail Report.

The Dial and Format columns add new fields to each buy line for Radio buys that will be populated using information from Arbitron when you retrieve ratings. Keep in mind that this data is only available for a proposed buy. It is not needed nor is it available for an actual buy.

Client: WEGM		Product: BRND		Estimate: SEP08			
Sheet	Filter	Preferences	Avails	Approve/Copy/Delete		Trending	
Dial Position	Format	Days	Start Time	End Time	Client Cost	Trade Cost	Makegood Cost
92.5	CNTRY	MTWTF..	0600A	1000A	150.00	0.00	0.00
92.5	CNTRY	MTWTF..	0700P	1200M	20.00	0.00	0.00
92.5	CNTRY	MTWTF..	1000A	0300P	300.00	0.00	0.00
92.5	CNTRY	MTWTF..	0300P	0700P	215.00	0.00	0.00
92.5	CNTRYSS	0600A	1200M	55.00	0.00	0.00
96.5	CLROCK	MTWTF..	0600A	1200M	125.00	0.00	0.00
96.5	CLROCK	MTWTF..	0700P	1200M	15.00	0.00	0.00
96.5	CLROCK	MTWTF..	0700P	1200M	112.50	0.00	0.00
96.5	CLROCK	MTWTF..	0700P	1200M	60.00	0.00	0.00
96.5	CLROCK	MTWTF..	0700P	1200M	15.00	0.00	0.00
95.1	CLHITS	MTWTF..	0300P	0700P	75.00	0.00	0.00
95.1	CLHITS	MTWTF..	0300P	0700P	15.00	0.00	0.00
95.1	CLHITS	MTWTF..	0300P	0700P	87.50	0.00	0.00
95.1	CLHITS	MTWTF..	0300P	0700P	70.00	0.00	0.00
95.1	CLHITSSS	0600A	1200M	15.00	0.00	0.00

The new column headings will appear in your Worksheet

New summary items

The summaries that appear in the Filtered Totals and Worksheet Totals sections of the worksheet are sporting several new features. First off, totals from the new Trade Cost and Makegood Cost fields (labeled Trade \$ and Makegood \$) can be displayed within the summaries.

Next, you'll find two new items that you can add to the summaries: Purchased vs. Goal Dollar (labeled PvG\$), which divides purchased dollars by goal dollars, and Purchased vs. Goal GRP (labeled PvG GRP), which divides GRPs by goal GRPs. The PvG items calculate and display a percentage value that will help you to see at a glance whether you are over goal or not.

To add Trade \$, Makegood \$, PvG\$, or PvG GRP to the summaries, select the Preferences tab and locate either the Filtered Totals Selections or the Worksheet Totals Selection on the right side of the screen. If you're using a Simple Table Totals Type, you'll find the new items in Rows list box. If you're using the Cross-Tab Table Totals Type, you'll find the new items in Cross-Tab list box. To add any of these new items to the summaries, select the items, and then click the <Apply> button.

You'll also discover that the totals displayed in DIFFERENCE section are now calculated more logically. Currently, the calculation is *Goal - Purchase = Total*, which more often than not yields a negative result and causes undo concern. The calculation has now been changed to *Purchase - Goal = Total*, so you can better analyze your results.

Measures	Total	AMD	PMD	WKD
GOALS				
Goal GRPs	340.0		120.0	
Goal \$	31,540.00		12,000.00	
ENTERED				
Spots	196	57	45	36
\$	13,035.00	5,265.00	945.00	3,900.00
RP1849 GRPs	159.7	9.8	12.6	24
Trade \$	100.00			
Makegood \$				
PvG \$	41.33%	88.64%	21.48%	42.00%
PvG GRP	47.00%	133.00%	16.00%	21.00%
DIFFERENCE				
Diff GRPs	-180.3	19.8	-67.4	12.0
Diff \$	-18,505.00	-675.00	-3,455.00	-5,300.00

Disabling rows and columns

As you know, if you want to prevent spots in a worksheet from being scheduled, you can disable individual cells on the schedule side of the worksheet. While this is a very nice feature, when you need to disable more than one cell, the operation can become tedious. Fortunately, with the new disable options that we've added, you can now disable entire rows or columns as well as individual cells.

For example, if you decide that you don't want to buy a particular Day Part/Station/Day Pattern/Time, you can disable an entire row in one step. Likewise, if you decide that you don't want to buy a particular week/day, you can disable an entire column in one step.

To disable a row or a column, right click on a cell in the row or column that you want to disable, select **Disable**, and then select either the **Row** or **Column** command.

When you disable a row or column, the entire unit is blacked out and you cannot enter any data into any cell. However, you can access the rest of the worksheet just as you normally would.

Product: FOOD		Estimate: DAILY				Market: ROC			
Approve/Copy/Delete	Trending	Estimating	Reports	R & F					
Makegood Cost	Total	02/05 M Dy1	02/06 T Dy2 1	02/07 W Dy3	02/08 T Dy4	02/09 F Dy5	02/10 S Dy6	02/11 S Dy7	02/12 M Dy8
0.00	0.00	0	0	0	0	0	0	0	0
0.00	0.00	0	0	0	0	0	0	0	0
0.00	0.00	0	0	0	0	0	0	0	0
0.00	0.00	0	0	0	0	0	0	0	0
0.00	0.00	0	0	0	0	0	0	0	0
0.00	0.00	0	0	0	0	0	0	0	0
0.00	0.00	0	0	0	0	0	0	0	0
0.00	0.00	0	0	0	0	0	0	0	0
0.00	0.00	0	0	0	0	0	0	0	0
0.00	0.00	0	0	0	0	0	0	0	0

Matching Profile

The Matching Profile has been enhanced to allow you to specify Item Types when creating a matching profile. (Keep in mind that you can only enter an Item Type when a specific Minute Separation value is entered.) This enhancement is designed to allow spots that are identified as a particular "Item Type" to be matched even though they may be flagged for Minute Separation violations.

Item Type	Description
OR	
PB	PIGGY BACK

Station Profile Definition

The Station Profile Definition has been enhanced to allow you to enter client specific tax rates for any given station. This new feature comes into play in a market where different taxes get applied to different clients. For example, if an advertiser has a physical location in the same market where the station broadcasts, the advertiser is charged a sales tax. On the other hand, if the advertiser does not have a physical location the same market, but their product is available in that market, they are not charged a sales tax.

When you key in a Client code in addition to the required Station Call Letters and Band Code field on the Station Profile Definition screen, you'll now find a Tax Rate field at the client level of the Station Profile Definition where you can enter a client specific tax rate.

Station Call Letters	Channel	Affiliation
CPTV T		CAB

Market	Payee	Schedule	Traffic

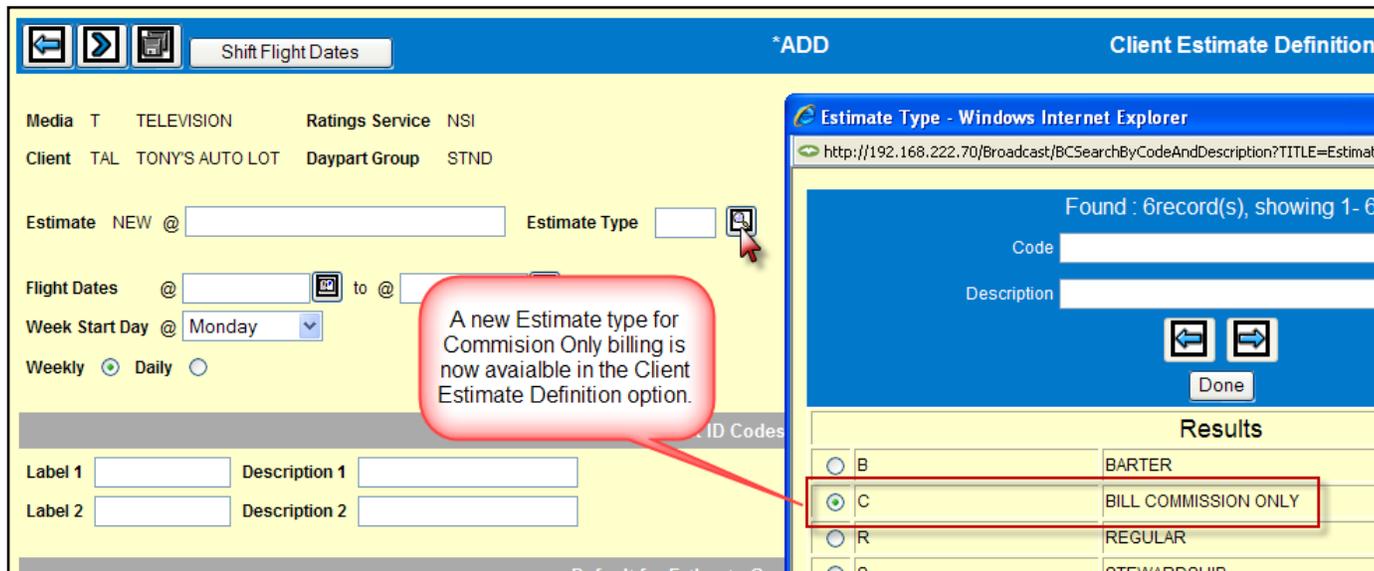
Tax Rate: [] -None- [v]

Client: WEGM WEGMANS SUPERMARKET

Market: [] [img]

Commission Only Billing

In order to expand your billing options, we have added a new Commission only billing configuration to the Broadcast system. Commission only billing allows an agency to bill the client for the revenue that they will make on a buy. The commission only billing setting implies that the client will pay the stations themselves. As such, buys that are commission only cannot clear or pay station invoices.

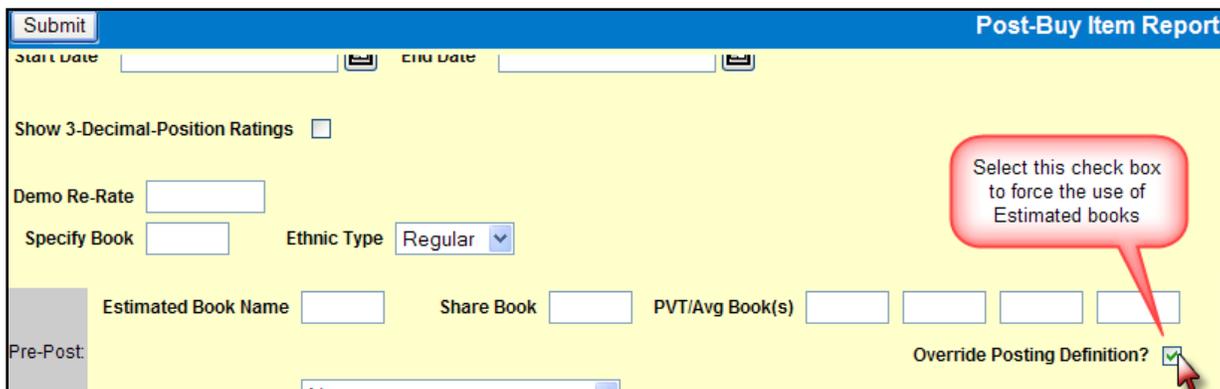


To set up Commission only billing, you'll use the Estimate Definition option on the Database menu. When you key in the Media, Client, and Estimate fields, you'll arrive at the Client Estimate Definition screen. By default, the Estimate Type field is set to R for a Regular estimate, but if you clear the field and click the Lookup icon, you'll find a new code (C) for Commission only billing in the Estimate Type Lookup dialog box. Billing for Commission Only buys will work exactly the same as billing does for standard buys.

Post-Buy Item Report

When you're running a Post Buy Item report, you can now force the use of Estimated Books even if the regular survey table book to which the buy would normally be posted is online. In other words, this new feature allows you to override the ratings survey table. In addition to this enhancement, you can now create a four book average posting for Radio buys.

To use this feature, you'll access the Post-Buy Item Report option and begin filling in



the fields as you normally would. When you get to the Pre-Post section, select the Override Posting Definition? check box. When this check box is selected, the specified Estimated Book is used, even if the regular book to which the buy would normally be posted is online.

Import Station Avails

You can now import Station Avails from a spreadsheet directly into the Broadcast system. The spreadsheet must be formatted according specific guidelines. Once the data has been imported, you can work with it just like the station avails you manually enter using the Station Avails Entry option.

You'll find the new Import Station Avails option on the Planning & Buying menu.

You'll need to identify the Station, Band, and Year and optionally the Quarter and Client in order to identify the station to which you want to associate the avails. Like the other Import options in Broadcast, you'll next specify the type of spreadsheet file you're going to import. As you can see the default option is set for an Excel Spreadsheet. Once you specify the spreadsheet file, you'll use the Browse button to locate and select the file containing the data you want to import.

Selecting the Show Detail check box will display the Import Station Avails detail screen where you may make corrections to the existing data or delete entire rows. A new feature in the Import Station Avails detail screen allows you to move data between cells using drag and drop.

Delete	Row	Daypart	Days Pattern	Times	Program Name	Network	Cost	BA
<input type="checkbox"/>	1	DAY	MTWTF..	0900A-1000A	BONUS		0.00	
<input type="checkbox"/>	2	EFR	MTWTF..	0500P-0600P	KING OF THE HILL		1000.00	
<input type="checkbox"/>	3	EFR	MTWTF..	0630P-0700P	TMZ		2300.00	
<input type="checkbox"/>	4	EFRS.	0500P-0600P	TMZ		600.00	
<input type="checkbox"/>	5	EFRS.	0600P-0630P	TMZ		600.00	
<input type="checkbox"/>	6	EFRS.	0600P-0700P	TMZ WEEKEND		600.00	

Mocha options being retired

As you may know, over the last couple of years we have been regularly migrating Broadcast options from the legacy, Mocha-based interface to the browser-based interface. As such, it is now time that we retire those options in the Mocha-based interface.

As of the last Saturday in September, the following menu items will no longer appear in the Mocha-based interface. All of these option are now available in the browser-based interface.

Option Number	Option Title
9	Call Letter Changes
10	Market Group Definition
12	Product Group Definition
31	Client Billing Schedule
54	Market Commission Definition
80	Affidavit Daily Transmittal Log
87	Billing Request
88	Live Bills Release
89	Bill Reversal
90	Bill Recap Report
91	Special Amount Bills
95	P.B.A. Overnight Report
96	Draft Bills
124	Cleared but Undisbursed Report
128	Activity Summary Report: Billing
129	Client Activity Report: Billing
130	Client Ordered Report
132	Billings versus Payments
133	Monthly Accrual Report
134	Trial Balance Report
135	Summary Bills
139	Demo Creation
275	EDI File Transmission
277	EDI Affidavit Correction
278	EDI Transmittal Status Report
279	Electronic Invoice Listing
376	Prepayment Entry
802	Buy Export
803	Buy Import
804	Affidavit Export



AdVault Tech Notes

Technical information that will help you get the most out of the Advault Broadcast system.

Update Java

In order to keep Broadcast's Java-based applications running as efficiently as possible, please update your Java software installation to Version 6 Update 7 (build 1.6.0_07-b06). Keep in mind that we will soon be discontinuing support for Java 1.4 as Sun will no longer support it after October, 2008. Shifting our focus to the newer version will allow us to take advantage of new programming capabilities and add features and speed to our products.

Get Adobe Reader 9

Adobe Reader 9 fixed the problem with the Search Tool that cropped up in version 8. We have fully tested version 9 and found that you can now accurately search for information on our system reports using Adobe Reader 9. Therefore, we recommend that you upgrade to this new version to take advantage of this fixed tool.

Mac users should move to Safari 3.1

We have become aware of bugs in Safari 3.0 that can cause problems in Broadcast and other Advault applications. Therefore, we are strongly advising our Mac users to move to Safari 3.1 where the issues have been fixed.

Tab problem on the Mac

Have you noticed that your Tab key is not functioning as you would expect when using it to navigate around the Broadcast screen? If so, then you may want to change a setting that controls full keyboard access. Here's how:

Click the Spotlight icon and type Keyboard. Next, click Keyboard and Mouse in the results list. In the Full Keyboard Access section of the Keyboard and Mouse dialog box, select the All Controls button. Close the Keyboard and Mouse dialog box.

Clear the Java cache

Need help clearing the Java cache? Here's how:

PC: Click Start | Control Panel and double-click the Java icon. On the General Tab of the Java Control Panel, locate the Temporary Internet Files panel and click the Settings button. In the Temporary Files Settings dialog box, click the Delete Files button. In the Delete Temporary Files dialog box, click OK. Click OK twice more to close the Temporary Files Settings dialog box and the Java Control Panel.

Mac: Click the Spotlight icon and type Java. Next, click Java Preference in the results list. In the Java Preferences window, click the Delete Files button. In the Delete Temporary Files dialog box, click OK. Then, close the Java Preferences window.

Please distribute this announcement to all AdVault® Broadcast users in your office. As always, if you have any questions about any of these enhancements, feel free to contact Mediaplex Client Service via eHelp. Thank you.