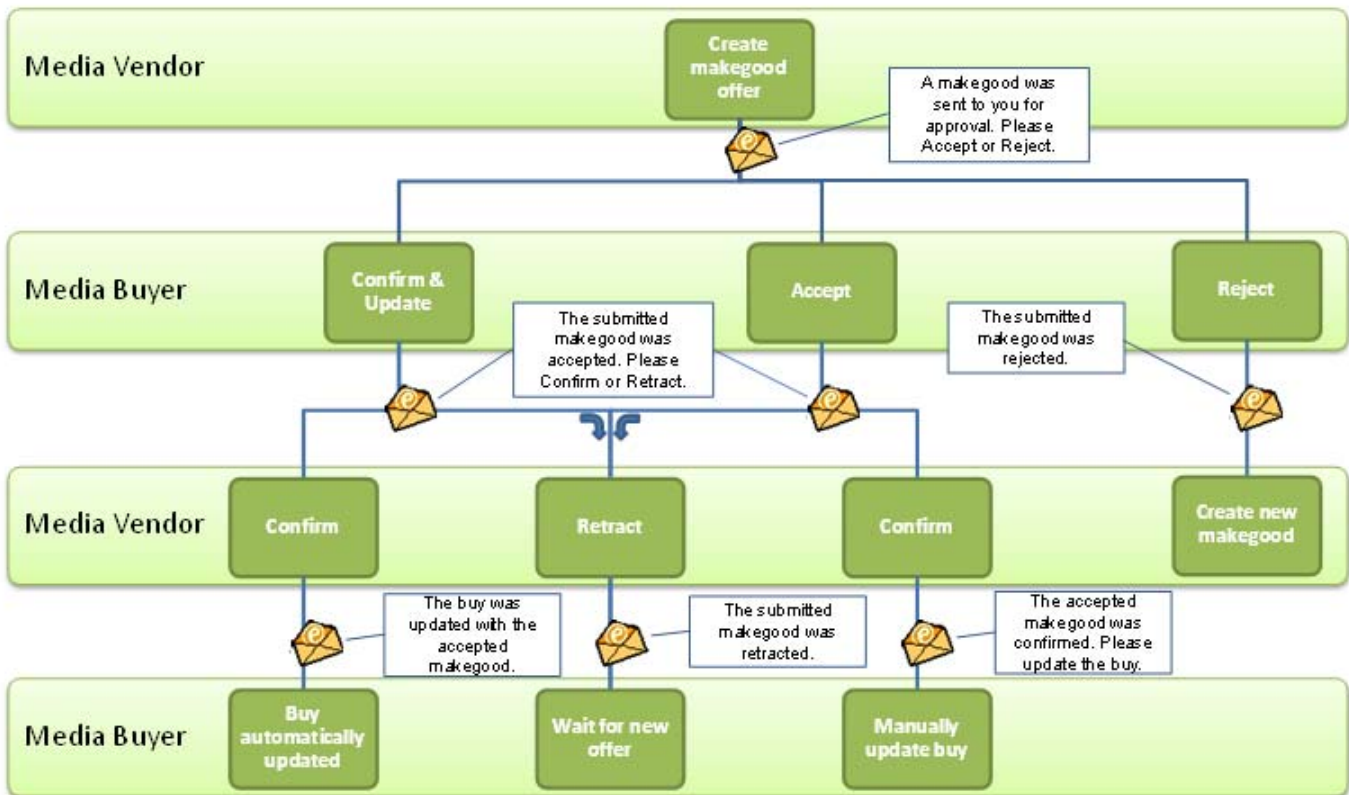


# eMakegood Quick Start Training Guide

eMakegood is an extension of the Order Valet system and is designed to automate the process of transmitting makegoods between media vendors and media buyers such that the entire process can be conducted via e-mail and Order Valet. Media vendors create makegoods through eMakegood and send them directly to a media buyer via e-mail. Buyers can then accept or reject offers as well as update their schedules automatically.

In addition to conducting the process via e-mail, you, as the media buyer can access eMakegood from the MediaBank A|V menu and respond to makegood offers from there. eMakegood also provides a detailed tracking system that allows you to keep tabs on the status of all makegoods.



eMakegood allows you to easily transmit makegoods via e-mail and Order Valet.

## Database Setup Task

In order to use eMakegoods, the buyer must be set up in the User/Mrkt/Client Distribution option located on the Database menu in the Broadcast application.

# Tracking Makegoods

If you want to check on the status of a makegood at any time in the process, you can access eMakegood from the MediaBank A|V menu. You will then need to log in to Makegood Reporting and fill in the fields in the Report Selections screen.

When you get to the Selection Results screen, you'll see a table that displays information about the station that submitted the makegood as well as details on the status of the makegood. As you look over the table, you'll want to pay close attention to the information in the following status columns: Makegood Status, Vendor Status, and Import to Buy. (Detailed descriptions can be found in online Help.)

Access eMakegood from the main MediaBank A|V menu.

- AdClock
- AdExpense
- Production
- Financials
- Print Buying
- Interactive Buying
- Out Of Home Buying
- Media Accounting
- Broadcast
- Network
- Central Data Base
- Order Valet
- EMakegood

Log in to eMakegood using your Broadcast User ID and Password and by selecting your Agency from the drop down menu.

Fill in the required fields to specify which makegoods you want to review.

Select the check boxes to see all makegoods.

By default, all the Status check boxes are selected. You can clear individual check boxes if you want to further isolate the makegoods you want to review.

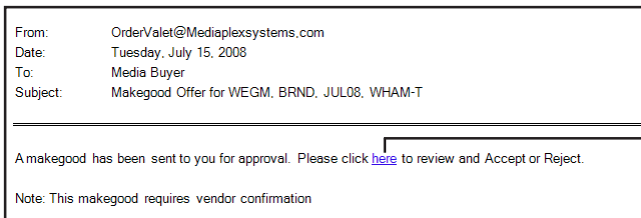
Select and click a row to display the Makegood Reporting details screen.

ID	Client	Product	Estimate	Station	Band	Media	Makegood Status	Buyer Status	Vendor Status	Import to Buy
111	WEGM	BRND	JUL08	WHAM	T	T	CP	Accepted	Confirmed	Pending
112	WEGM	BRND	JUL08	WHAM	T	T	CP	Accepted	Confirmed	Pending
123	WEGM	BRND	JUL08	WHAM	T	T	R	Rejected		
124	WEGM	BRND	JUL08	WHAM	T	T	R	Rejected		
125	WEGM	BRND	JUL08	WHAM	T	T	AU	Accepted	Confirmed	Completed
126	WEGM	BRND	JUL08	WHAM	T	T	CP	Accepted	Confirmed	Pending
128	WEGM	BRND	JUL08	WHAM	T	T	CP	Accepted	Confirmed	Pending
129	WEGM	BRND	JUL08	WHAM	T	T	C	Accepted	Confirmed	Manual
130	WEGM	BRND	JUL08	WHAM	T	T	CP	Accepted	Confirmed	Pending
131	WEGM	BRND	JUL08	WHAM	T	T	R	Rejected		
132	WEGM	BRND	JUL08	WHAM	T	T	C	Accepted	Confirmed	Manual
133	WEGM	BRND	JUL08	WHAM	T	T	CP	Accepted	Confirmed	Pending
134	WEGM	BRND	JUL08	WHAM	T	T	CP	Accepted	Confirmed	Pending
135	WEGM	BRND	JUL08	WHAM	T	T	MR	Retracted		

Hover over Makegood Status for detailed descriptions.

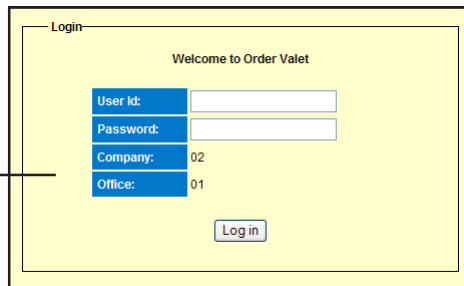
# Buyer

When you receive a makegood offer e-mail message from the vendor, you will find a link that will allow you to review the makegood offer. Clicking the link will take you the Order Valet Login screen where you will log in using your Broadcast User ID and Password. You'll then see the Buyer Makegood Acceptance details screen, which contains a series of windows displaying detailed information about the specified makegood offer.



Click to view the makegood offer.

Log in using your Broadcast User ID and Password.



Click to accept the offer and update buy.      Click to reject the offer.      Click to generate a hard copy of the Buyer Makegood Acceptance details screen for your records.

Create notes to the vendor.

Read notes from the vendor.

Details about the missed spot.

Details about the proposed makegood.

## Vendor

The vendor will receive one of two e-mail messages depending on your response to the makegood offer.

- If you rejected the offer, the e-mail message will simply state that the submitted makegood offer was rejected. The vendor will then have to return to eMakegood and create a new offer using the Vendor Makegood Entry screen.
- If you accepted the offer, the e-mail message will state that the submitted makegood offer was accepted. The message will also state that a confirmation is required and will contain links that will allow the vendor to either confirm or retract the makegood.

From: OrderValet@Mediaplexsystems.com  
 Date: Tuesday, July 15, 2008  
 To: Media Vendor  
 Subject: Makegood Rejected for WEGM, BRND, JUL08, WHAM-T

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The submitted makegood was rejected by Media Buyer.

Agency: Broadcast Test | Client: WEGM | Product: BRND | Estimate: JUL08 | Station/Band: WHAM /T

**Buyer Comments**

I'm rejecting this makegood offer.

	Missed Spot	Makegood Spot 1
Week of Date	7/21/2008	7/21/2008
# Spots	1	1
Days	..TH..	..TH..
Start Time	10:00 PM	09:00 PM
End Time	11:00 PM	10:00 PM
Program Name	LOST	GREY'S ANATOMY
Spot Length	30	30
Cost	2550.00	2550.00
Network Code		
GRPs	8.5	12

**If the makegood offer is rejected, the vendor will have to create a new makegood offer.**

**If the makegood offer is still valid, click the Confirm link.**

**If the makegood offer is no longer valid, click the Retract link.**

From: OrderValet@Mediaplexsystems.com  
 Date: Tuesday, July 15, 2008  
 To: Media Vendor  
 Subject: Makegood Accepted for WEGM, BRND, JUL08, WHAM-T

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The submitted makegood was accepted by Media Buyer.

Agency: Broadcast Test | Client: WEGM | Product: BRND | Estimate: JUL08 | Station/Band: WHAM /T

Confirmation of this makegood is required. Please [Confirm](#) or [Retract](#) this makegood.

**Buyer Comments**

I'll accept this makegood offer.

	Missed Spot	Makegood Spot 1
Week of Date	7/21/2008	7/21/2008
# Spots	1	1
Days	..TH..	..TH..
Start Time	10:00 PM	09:00 PM
End Time	11:00 PM	10:00 PM
Program Name	LOST	GREY'S ANATOMY
Spot Length	30	30
Cost	2550.00	2550.00
Network Code		
GRPs	8.5	12



# Vendor

When a vendor receives an order via Order Valet, a link to eMakegood is included. If the order cannot be fulfilled or the spot is missed, a vendor can begin the makegood process by clicking this included link.

From:	OrderValet@Mediaplexsystems.com
Date:	Tuesday, July 11, 2008
To:	Media Vendor
Subject:	ORDER NOTIFICATION: Order for WEGM, BRND, JUL08, WHAM-T Order # 99000403

An order has been sent to you. Please review the attached order and click here to Accept or Reject the order.  
 To submit makegood(s) electronically, click [here](#).  
 Order # 99000403

Click this link to begin creating a makegood.

When the vendor accesses eMakegood from the order notification, the Vendor Buy Selection screen appears and all the required fields will be filled in automatically. This eliminates the possibility of errors and improves efficiency—all the vendor must do is select an Agency and click the <Submit> button.

On the Vendor Makegood Entry screen, the forms for both missed spots and makegood spots appear side by side. This makes it possible for the vendor to submit a variety of makegood offers (2 for 1, 4 for 2, 2 for 4, etc.) on one screen and to submit them all at the same time.

Type notes for the buyer.

Type the e-mail address to which the confirmation is to be sent.

Click to create the makegood offer and send an e-mail notification to the buyer.

Click to create multiple offers.

Click to create additional makegood spots.

## Buyer

You will receive one of three e-mail messages depending on the vendor's response and what option you chose in the Buyer Makegood Acceptance screen.

- If the vendor retracted the makegood offer, the e-mail message will simply state that the accepted makegood offer was retracted.
- If the vendor confirmed the makegood offer and you selected the Confirm and Update Buy option in the Buyer Makegood Acceptance screen, the e-mail message will simply state that the buy has been updated with the accepted makegood.
- If the vendor confirmed the makegood offer and you selected the Accept Makegood option in the Buyer Makegood Acceptance screen, the e-mail message will state that the accepted makegood has been confirmed and will provide a link that will allow you to update the buy. Clicking the link will take you to a login screen and then to the Update Buy details screen, which is identical to the Accept and Update Buy details screen, where you can update the buy.

From: OrderValet@Mediaplexsystems.com  
 Date: Tuesday, July 15, 2008  
 To: Media Buyer  
 Subject: Makegood Retracted for WEGM, BRND, JUL08, WHAM-T

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This accepted makegood was Retracted.

If the makegood offer is retracted, the vendor will have to create a new makegood offer.

The buy is updated with the accepted makegood.

From: OrderValet@Mediaplexsystems.com  
 Date: Tuesday, July 15, 2008  
 To: Media Buyer  
 Subject: Makegood Updated for WEGM, BRND, JUL08, WHAM-T

---

The buy has been updated with this accepted makegood.

From: OrderValet@Mediaplexsystems.com  
 Date: Tuesday, July 15, 2008  
 To: Media Buyer  
 Subject: Makegood Confirmed for WEGM, BRND, JUL08, WHAM-T

---


This accepted makegood was Confirmed.

Please click [here](#) to update the Buy.

Week of Date	Missed Spot	Makegood Spot 1
7/21/2008	7/21/2008	7/21/2008
# Spots	1	1
Days	..TH.	..TH.
Start Time	10:00 PM	09:00 PM
End Time	11:00 PM	10:00 PM
Program Name	LOST	GREY'S ANATOMY
Spot Length	30	30
Cost	2550.00	2550.00
Network Code		
GRPs	8.5	12

Click to update the buy.

The Update Buy screen is identical to the Accept & Update Buy screen.



@

Update Buy

DPT	Days	Start	End	Program	Length	Cost	RP2554	RP1849	RTVHH	RP3564	Select
PRI	...T...	1000P	1100P	LOST-ABC	30	2550.00	8.500	7.100	10.500	6.800	<input checked="" type="radio"/>
DAY	...T...	0900P	1000P	GREY'S ANATOMY	30	2550.00	12.000	0.000	0.000	0.000	<input type="radio"/>

**Makegood Information**

Client WEGM

Product BRND

Estimate JUL08

Station/Band WHAM/T

**Buyer Comments**

## Buyer (Continued)

When you click the Confirm and Update Buy button on the Buyer Makegood Acceptance screen, you'll see the Accept and Update Buy details screen where you can enter additional information about the makegood and update the buy in the Buy Module.

Click the Save icon to update the Buy Module.

Click to generate a hard copy of the Accept & Update Buy details screen for your records.

Displays the demos to which the makegood will be applied. If the process finds multiple buy lines, you must select the correct one.

Edit the Program Name, enter the Daypart Code, and add secondary demo GRPs.

**ORDER VALET. YOUR PERSONAL MEDIA MESSENGER**

Accept & Update Buy

DPT	Days	Start	End	Program	Length	Cost	RP2554	RP1849	RTVHH	RP3564	Select
PRI	...T...	1000P	1100P	LOST-ABC	30	2550.00	8.500	7.100	10.500	6.800	<input checked="" type="radio"/>
DAY	...T...	0900P	1000P	GREY'S ANATOMY	30	2550.00	12.000	0.000	0.000	0.000	<input type="radio"/>

**Makegood Information**

Client: WEGM  
 Product: BRND  
 Estimate: JUL08  
 Station/Band: WHAM / T  
 Company: 02  
 Office: 01

**Buyer Comments**

I'll accept this makegood offer.

**Missed Spot 1**

Week of Date: 7/21/2008  
 Number of Missed Spots: 1  
 Days: Thursday  
 Start Time: 10:00 PM  
 End Time: 11:00 PM  
 Program Name: LOST  
 Spot Length: 30  
 Cost: 2550.00  
 Network Code (for local cable):

**Vendor Comments**

How about this offer?

**Makegood Spot 1**

Week of Date: 7/21/2008  
 Number of Missed Spots: 1  
 Start Time: 09:00 PM  
 End Time: 10:00 PM  
 Days: Thursday  
 Program Name:   
 Spot Length: 30  
 Cost: 2550.00  
 Network Code (for local cable):  
 Daypart Code:   
 Demo Codes: RP2554  RP1849  
 RTVHH  RP3564

**Makegood Spot 1 Comments**

This is a fair makegood  External

Type comments that will appear in the Buy Module. Select the External check box if you want the comments to be available to outside personnel.