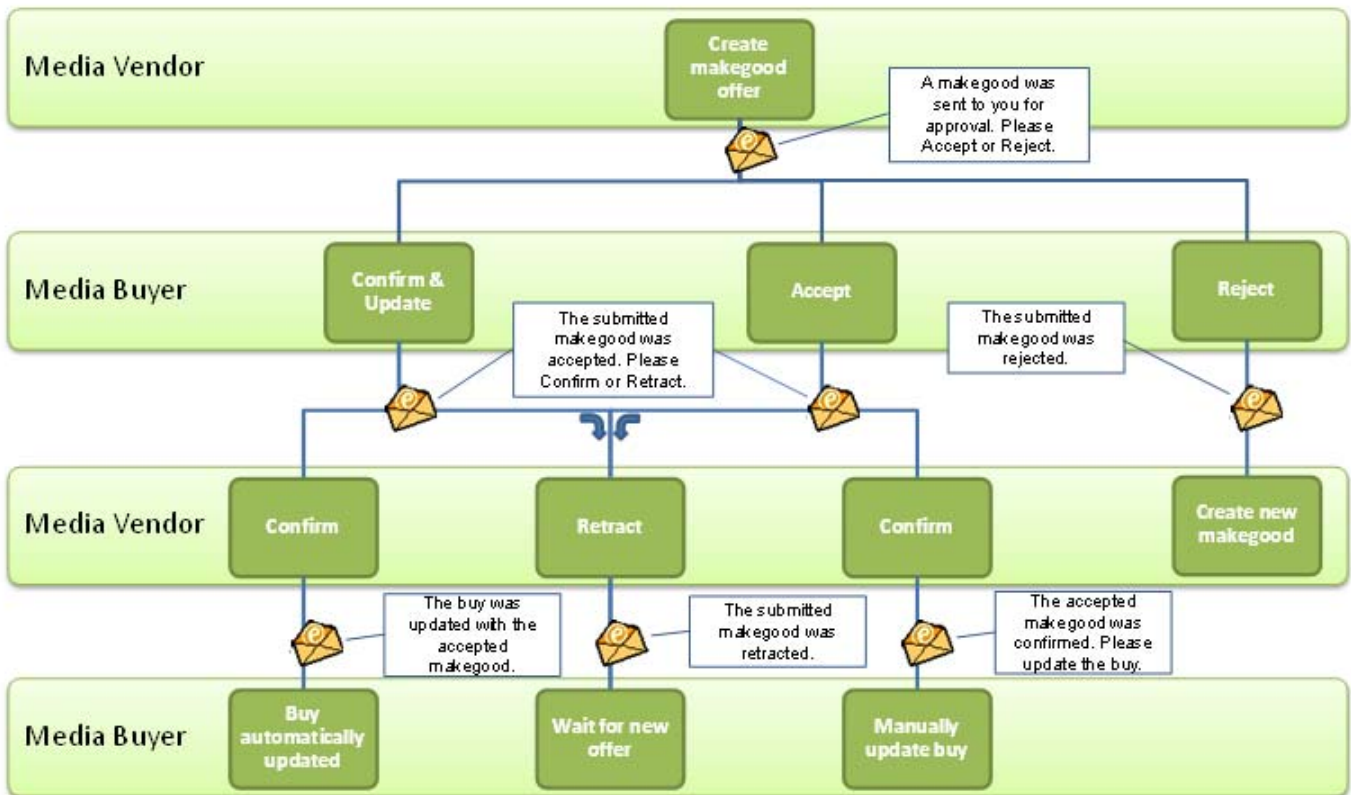# eMakegood
Quick Start Training Guide

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.

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.

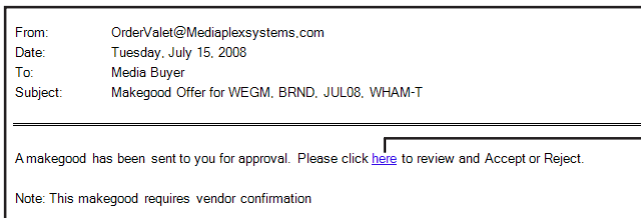**Type the e-mail address to which the confirmation is to be sent.**

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

Click to create multiple offers.

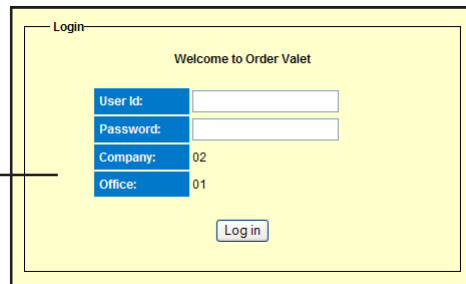**Click to create additional makegood spots.**

Buyer

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.

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

A makegood has been sent to you for approval. Please click here to review and Accept or Reject.

Note: This makegood requires vendor confirmation

Click to view the makegood offer.

Login

Welcome to Order Valet

User Id:	
Password:	
Company:	02
Office:	01

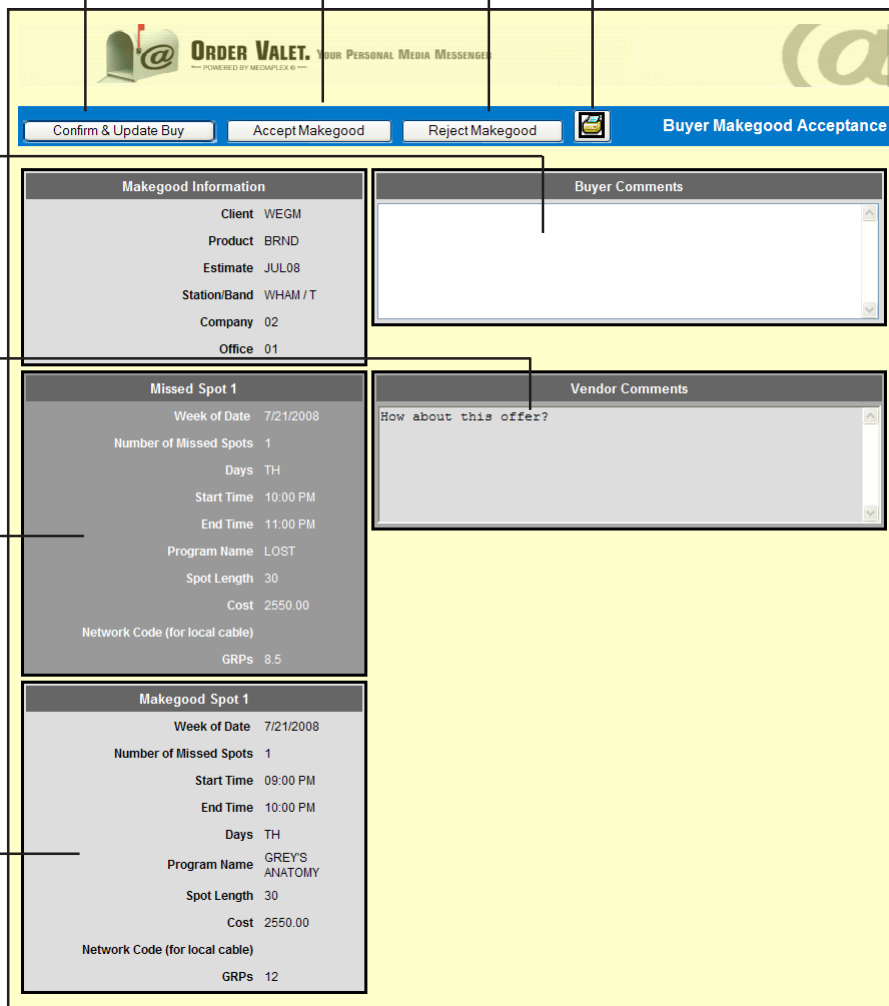Log in

Log in using your Broadcast User ID and Password.

Click to generate a hard copy of the Buyer Makegood Acceptance details screen for your records.

Click to reject the offer.

Click to accept the offer.

Click to accept the offer and update buy.

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Confirm & Update Buy	Accept Makegood	Reject Makegood		**Buyer Makegood Acceptance**

Create notes to the vendor.

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

Buyer Comments

Read notes from the vendor.

Missed Spot 1	
Week of Date	7/21/2008
Number of Missed Spots	1
Days	TH
Start Time	10:00 PM
End Time	11:00 PM
Program Name	LOST
Spot Length	30
Cost	2550.00
Network Code (for local cable)	
GRPs	8.5

Vendor Comments
How about this offer?

Details about the missed spot.

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	TH
Program Name	GREY'S ANATOMY
Spot Length	30
Cost	2550.00
Network Code (for local cable)	
GRPs	12

Details about the proposed makegood.

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.

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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	◉
DAY	...T...	0900P	1000P	GREY'S ANATOMY	30	2550.00	12.000	0.000	0.000	0.000	○

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	GREY'S ANATOMY
Spot Length	30
Cost	2550.00
Network Code (for local cable)	
Daypart Code	PRI
Demo Codes	RP2554 [12] RP1849 [ ]
	RTVHH [ ] RP3564 [ ]

Makegood Spot 1 Comments | External

This is a fair makegood ☐

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

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.

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

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 1	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

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 1	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

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

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.

Click to update the buy.

	Missed Spot 1	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

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

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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	⊙
DAY	...T...	0900P	1000P	GREY'S ANATOMY	30	2550.00	12.000	0.000	0.000	0.000	○

Makegood Information		Buyer Comments
Client	WEGM	
Product	BRND	
Estimate	JUL08	
Station/Band	WHAM / T	

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.)

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

Access eMakegood from the main MediaBank A|V menu.

Login

Welcome to Makegood Reporting

User Id:	shultz
Password:	
Agency:	Broadcast Test

Log in

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

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sign off

Submit   Clear   **Report Selections**

Media @	or All Media @ ☐
Client @	or All Clients @ ☐
Product @	or All Products @ ☐
Estimate @	or All Estimates @ ☐
Station/Band @	or all Station/Bands @ ☐
Status	☑ New
	☑ Accepted
	☑ Rejected
	☑ Retracted

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.

sign off

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For assistance, please contact (502) 810-5000 extension 5552.

Selection Results

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

Query Results: 15 records matched your criteria.

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			nding
128	WEGM	BRND	JUL08	WHAM	T	T	CP			nding
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		

Vendor submitted a makegood that required confirmation, the buyer selected to accept and update and the buy files have been updated.

Hover over Makegood Status for detailed descriptions.

Tracking Makegoods (Continued)

The Makegood Reporting Details screen will provide you with all the specific details of each makegood. If you have not acted upon the makegood via e-mail, you will find a button at the top of the screen that will allow you to process the makegood.

Makegood details.

	Missed Spot 1	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 comments.

Vendor Comments

How about this offer?

Buyer comments.

Buyer Comments

I'll accept this makegood offer.

The Event Log window contains an audit trail that you can use to track the progress of the makegood.

Event Log

Event	Timestamp	Additional Information
Makegood created	07/15/2008 16:51:05	Vendor email: greg.shultz@gmail.com
Makegood visited	07/15/2008 16:52:41	Buyer DUFRESNE signed on successfully
Makegood visited	07/15/2008 16:54:54	Buyer DUFRESNE signed on successfully
Makegood accepted	07/15/2008 16:57:40	DUFRESNE accepted the makegood and saved the buy
Makegood opened	07/15/2008 16:57:59	Vendor opened from IP address: 192.168.221.121
Makegood opened	07/15/2008 16:59:12	Vendor opened from IP address: 192.168.221.119

If you accepted the makegood, but have not yet updated the buy, the Makegood Reporting Details screen will show the <Update Buy> button. When you click it, you'll see the Accept & Update Buy details screen.

Update Buy

	Missed Spot 1	Makegood Spot 1
Week of Date	7/21/2008	7/21/2008

If you have not yet accepted or rejected the makegood offer, you'll see <Accept/Reject> button. When you click it, you'll see the Buyer Makegood Acceptance details screen.

Accept/Reject

	Missed Spot 1	Makegood Spot 1
Week of Date	7/21/2008	7/21/2008

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