



PRINT & OUTDOOR ORDER QUICK REFERENCE



Welcome to STRATA’s AEInbox service! You are now truly *connected* to your buyers and ready to start making it even easier for them to do business with you. Please refer to this quick reference guide to help you get up to speed on how to use the service. If you have questions or need help please e-mail us at 11AEInbox@stratag.com.

REGISTER FOR THE SERVICE.....2

ACCOUNT SETTINGS4

RECEIVING E-MAIL NOTIFICATION THAT YOU HAVE A NEW ORDER.....5

OPENING AND PRINTING AN ORDER6

CONFIRMING AN ORDER.....8


REJECTING AN ORDER9

FINDING ORDERS IN THE FILE CABINET10

Register for the service

Step 1: Open your web browser and go to www.11aeinbox.com

Step 2: On the main page, go to the bottom of the screen and click on “Don’t have an account? Request one [Here.](#)”



Please enter your User ID and Password in the boxes below:

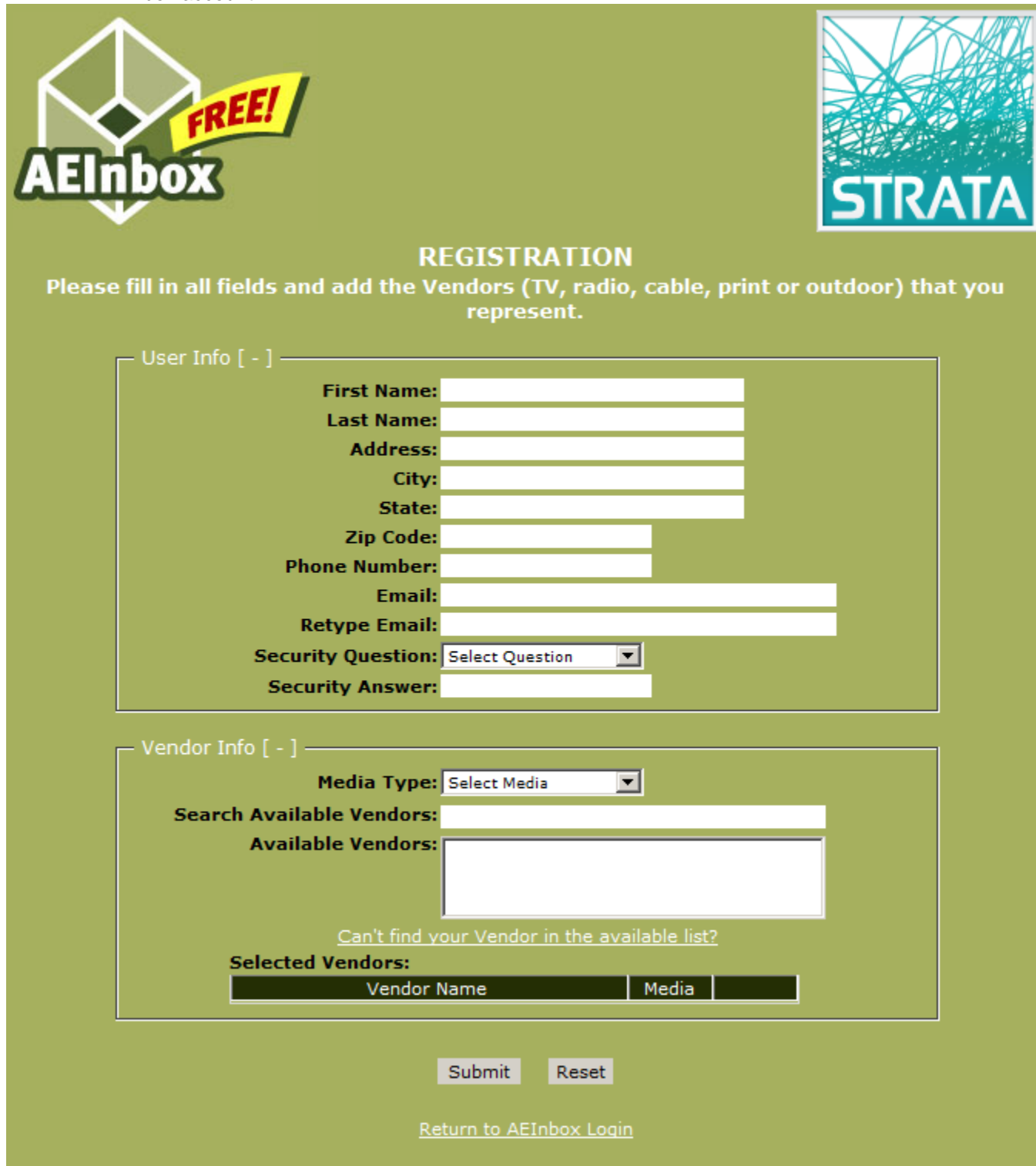
Username:

Password:

[User Agreement](#) | [Don't have an account? Request one Here.](#) | [Forgot your password?](#)

Questions? Please call STRATA Client Service at 1-800-9STRATA and select 2 if you represent a radio station, newspaper, magazine, outdoor, or interactive vendor, 3 for a cable system, or 5 for a TV station. You can also email us at 11AEInbox@strataq.com

Step 3: On the registration page, fill in all the fields. We need all of this information to properly set you up with an AEInbox account.



REGISTRATION
 Please fill in all fields and add the Vendors (TV, radio, cable, print or outdoor) that you represent.

User Info [-]

First Name:
 Last Name:
 Address:
 City:
 State:
 Zip Code:
 Phone Number:
 Email:
 Retype Email:
 Security Question:
 Security Answer:

Vendor Info [-]

Media Type:
 Search Available Vendors:
 Available Vendors:
[Can't find your Vendor in the available list?](#)
 Selected Vendors:

Vendor Name	Media

[Return to AEInbox Login](#)

Step 4: Once you enter the registration information and click "Submit" your information will be received by STRATA. You will receive your username and password within one business day.

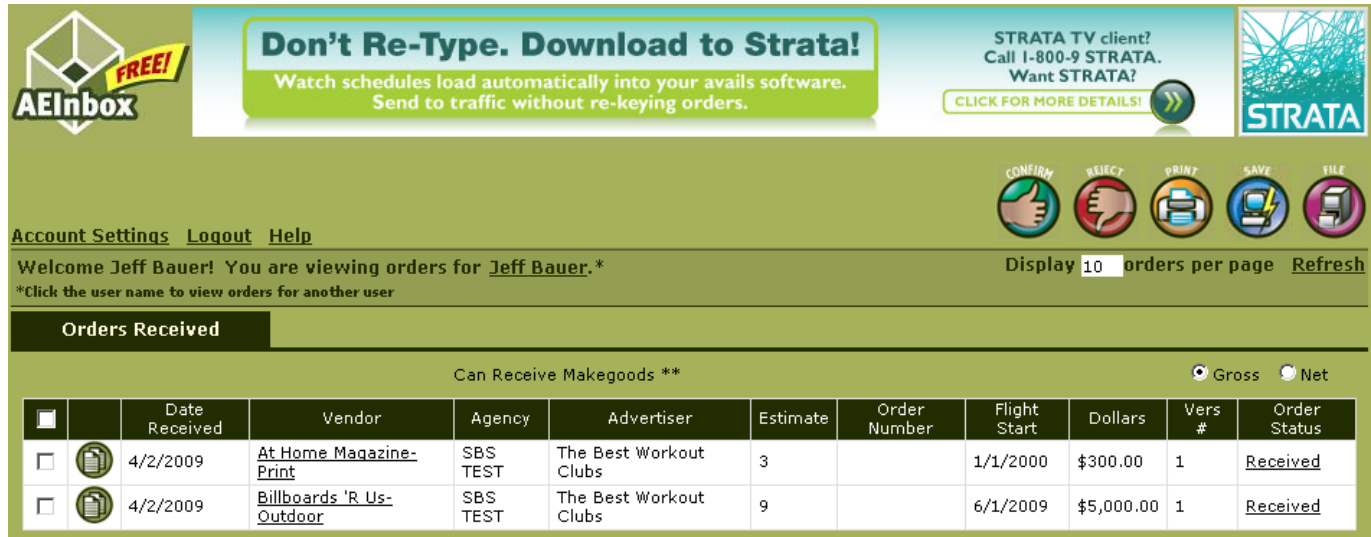
Step 5: Once you receive your login information, go to the website and make sure that you are able to access your account. You won't have orders yet but you can make sure that you can log in.

Step 6: Change your password and add any vendors (Print or Outdoor) to your account. See the Account Settings section for instructions.

Account Settings

AEInbox allows you to change your password, change your contact information, or add or remove vendors on your account. All of this can be done through the Account Settings screen.

Step 1: From the main screen, click on the Account Settings option.



Orders Received

Can Receive Makegoods ** Gross Net

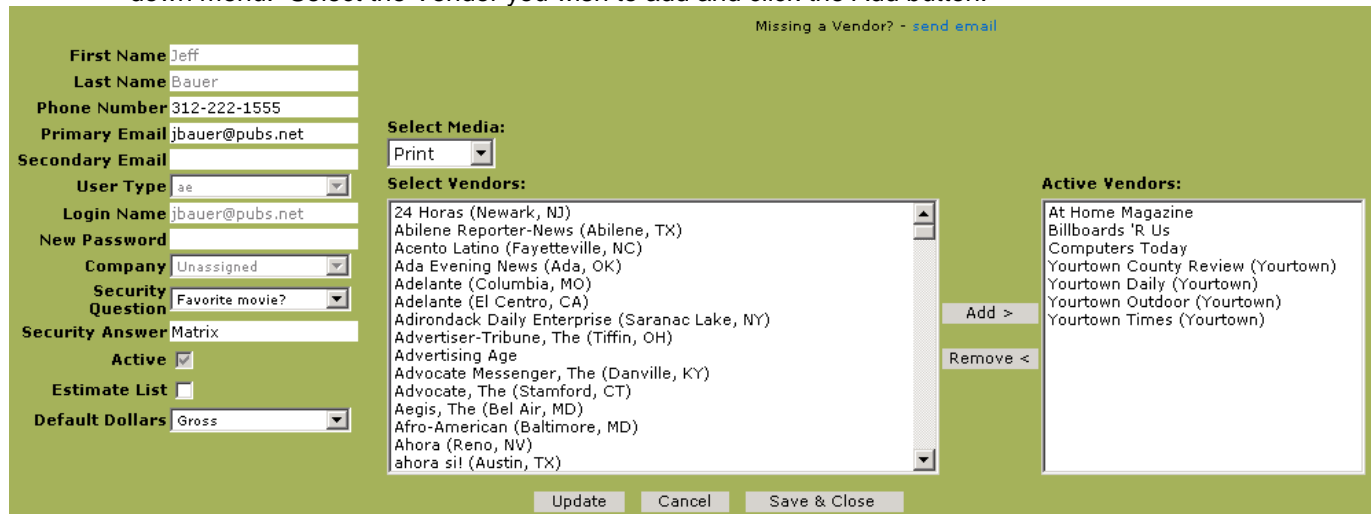
<input type="checkbox"/>		Date Received	Vendor	Agency	Advertiser	Estimate	Order Number	Flight Start	Dollars	Vers #	Order Status
<input type="checkbox"/>		4/2/2009	At Home Magazine-Print	SBS TEST	The Best Workout Clubs	3		1/1/2000	\$300.00	1	Received
<input type="checkbox"/>		4/2/2009	Billboards 'R Us-Outdoor	SBS TEST	The Best Workout Clubs	9		6/1/2009	\$5,000.00	1	Received

Step 2: A pop-up window will open and show you your account settings. Here you can edit your Phone Number, Primary and Secondary Email addresses, Password, and your vendor mappings.

Note: AEInbox sends email notifications to the Primary and Secondary email addresses whenever you receive a new order or revision.

Vendor mappings will only add you to the list of available AE's for each specific print or outdoor vendor, it will not give you access to any orders that have already been sent to other AEs. Orders must be sent to you specifically.

- To add a Print or Outdoor Vendor to your account, select Print or Outdoor in the Select Media drop-down menu. Select the Vendor you wish to add and click the Add button.



Missing a Vendor? - [send email](#)

First Name: Jeff
 Last Name: Bauer
 Phone Number: 312-222-1555
 Primary Email: jbauer@pubs.net
 Secondary Email:
 User Type: ae
 Login Name: jbauer@pubs.net
 New Password:
 Company: Unassigned
 Security Question: Favorite movie?
 Security Answer: Matrix
 Active:
 Estimate List:
 Default Dollars: Gross

Select Media: Print

Select Vendors:

- 24 Horas (Newark, NJ)
- Abilene Reporter-News (Abilene, TX)
- Acento Latino (Fayetteville, NC)
- Ada Evening News (Ada, OK)
- Adelante (Columbia, MO)
- Adelante (El Centro, CA)
- Adirondack Daily Enterprise (Saranac Lake, NY)
- Advertiser-Tribune, The (Tiffin, OH)
- Advertising Age
- Advocate Messenger, The (Danville, KY)
- Advocate, The (Stamford, CT)
- Aegis, The (Bel Air, MD)
- Afro-American (Baltimore, MD)
- Ahora (Reno, NV)
- ahora si! (Austin, TX)

Active Vendors:

- At Home Magazine
- Billboards 'R Us
- Computers Today
- Yourtown County Review (Yourtown)
- Yourtown Daily (Yourtown)
- Yourtown Outdoor (Yourtown)
- Yourtown Times (Yourtown)

Add > Remove <

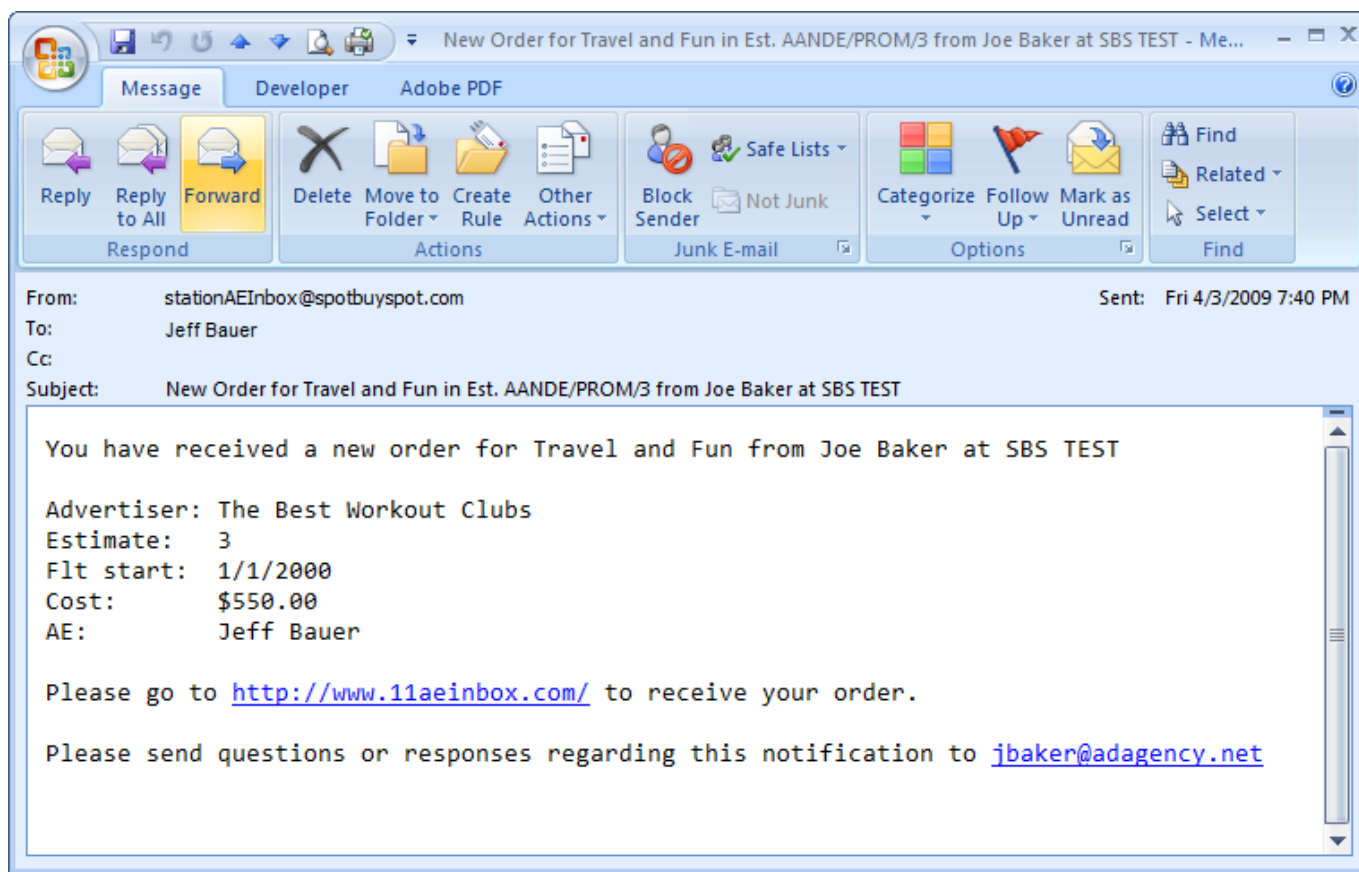
Update Cancel Save & Close

Note: If you cannot find your Vendor listed, click on the "send email" link to send an email of what Vendor you need to have added.

Step 3: Once you have completed your changes, click the Update or Save & Close button to save your changes.


Receiving e-mail notification that you have a new order


Step 1: Once a buyer sends you an order you will receive an e-mail notification. The notification will be sent to the address that you entered in the registration form.



Step 2: Click on the link in the e-mail or open your web browser and go to www.11aeinbox.com to login to the site.

Opening and Printing an order

Step 1: On the order summary screen click on the Vendor name or the View order icon  to open the order as a *.pdf file in Adobe Acrobat so that it can be printed.



Don't Re-Type. Download to Strata!
 Watch schedules load automatically into your avails software. Send to traffic without re-keying orders.

STRATA TV client? Call 1-800-9 STRATA. Want STRATA? [CLICK FOR MORE DETAILS!](#)

Account Settings Logout Help

Welcome Jeff Bauer! You are viewing orders for Jeff Bauer. *
 *Click the user name to view orders for another user

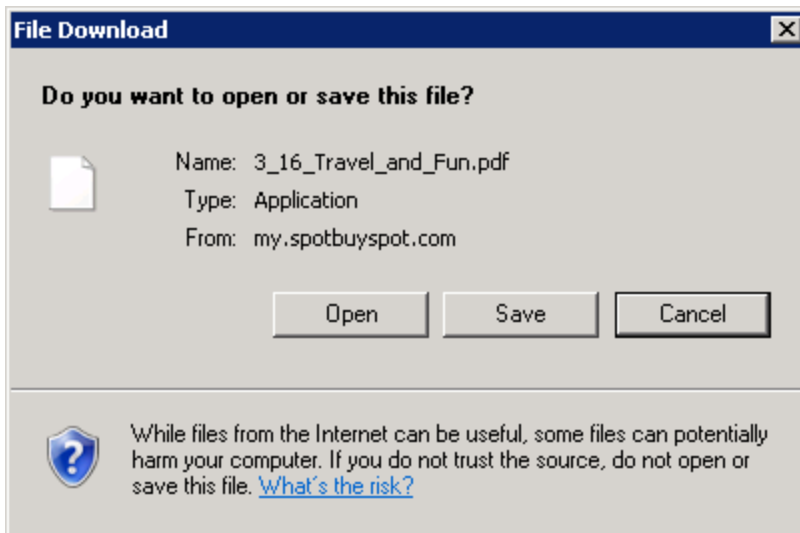
Display 10 orders per page Refresh

Orders Received

Can Receive Makegoods ** Gross Net

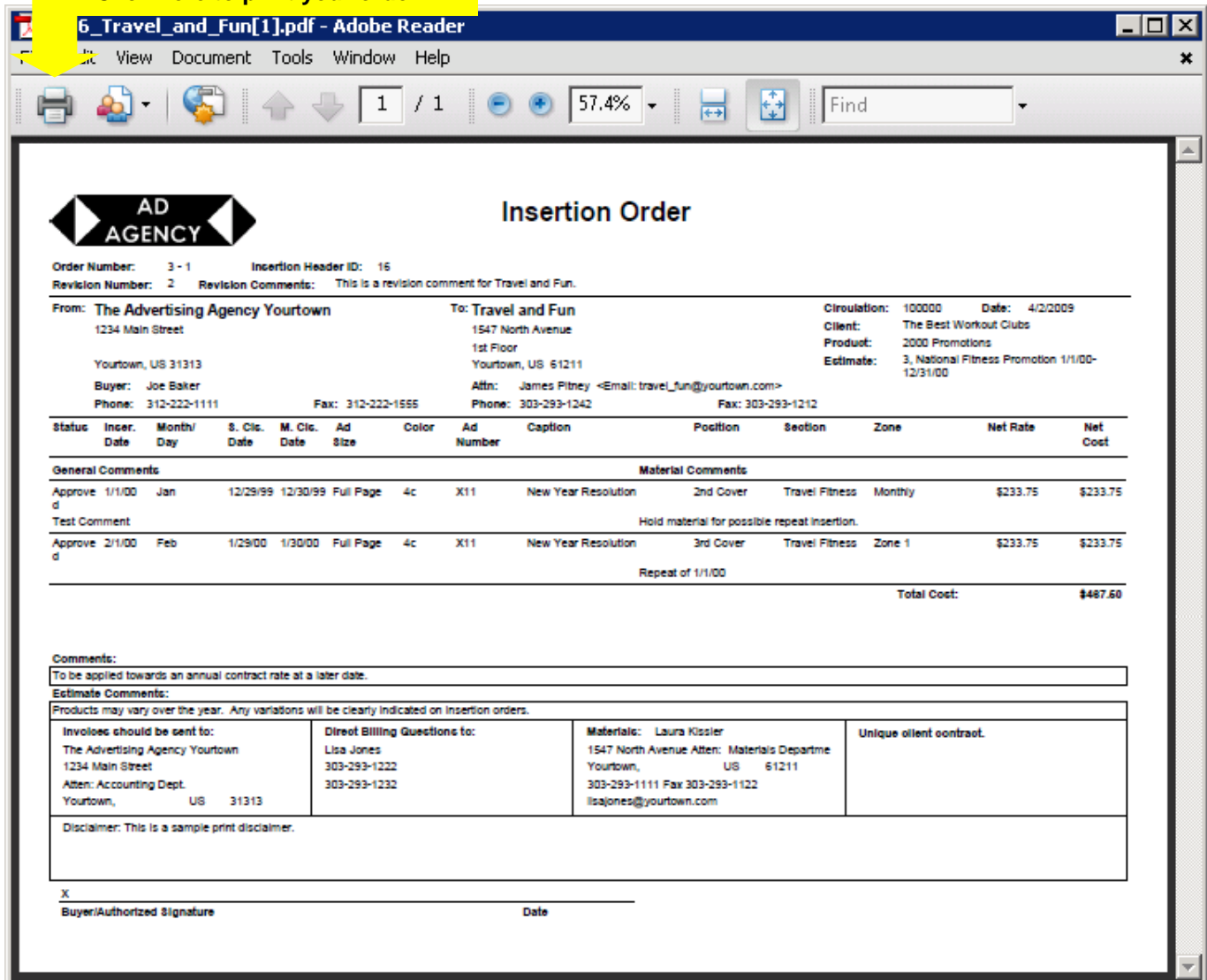
	Date Received	Vendor	Agency	Advertiser	Estimate	Order Number	Flight Start	Dollars	Vers #	Order Status
<input type="checkbox"/>	4/2/2009	<u>At Home Magazine-Print</u>	SBS TEST	The Best Workout Clubs	3		1/1/2000	\$300.00	1	<u>Received</u>
<input type="checkbox"/>	4/2/2009	<u>Billboards 'R Us- Outdoor</u>	SBS TEST	The Best Workout Clubs	9		6/1/2009	\$5,000.00	1	<u>Received</u>
<input type="checkbox"/>	4/3/2009	<u>Travel and Fun-Print</u>	SBS TEST	The Best Workout Clubs	3		1/1/2000	\$550.00	1	<u>Received</u>

Step 2: You will be prompted to “Open”, “Save” or “Cancel”. Click the “Open” button.



Step 3: Your order will be opened up in a viewable/printable format in Adobe Acrobat. Click on the print button to print your order.


Click here to print your order



6_Travel_and_Fun[1].pdf - Adobe Reader

File View Document Tools Window Help

1 / 1 57.4% Find



Insertion Order

Order Number: 3 - 1 Insertion Header ID: 15
 Revision Number: 2 Revision Comments: This is a revision comment for Travel and Fun.

From: The Advertising Agency Yourtown 1234 Main Street Yourtown, US 31313 Buyer: Joe Baker Phone: 312-222-1111 Fax: 312-222-1555	To: Travel and Fun 1547 North Avenue 1st Floor Yourtown, US 61211 Attn: James Pitney <Email: travel_fun@yourtown.com> Phone: 303-293-1242 Fax: 303-293-1212	Circulation: 100000 Date: 4/2/2009 Client: The Best Workout Clubs Product: 2000 Promotions Estimate: 3, National Fitness Promotion 1/1/00-12/31/00
--	--	--

Status	Inser. Date	Month/Day	S. Cls. Date	M. Cls. Date	Ad Size	Color	Ad Number	Caption	Position	Section	Zone	Net Rate	Net Cost
General Comments												Material Comments	
Approve	1/1/00	Jan	12/29/99	12/30/99	Full Page	4c	X11	New Year Resolution	2nd Cover	Travel Fitness	Monthly	\$233.75	\$233.75
Test Comment												Hold material for possible repeat insertion.	
Approve	2/1/00	Feb	1/29/00	1/30/00	Full Page	4c	X11	New Year Resolution	3rd Cover	Travel Fitness	Zone 1	\$233.75	\$233.75
												Repeat of 1/1/00	
												Total Cost: \$487.50	

Comments:
 To be applied towards an annual contract rate at a later date.

Estimate Comments:
 Products may vary over the year. Any variations will be clearly indicated on insertion orders.

Invoices should be sent to: The Advertising Agency Yourtown 1234 Main Street Attn: Accounting Dept. Yourtown, US 31313	Direct Billing Questions to: Lisa Jones 303-293-1222 303-293-1232	Materials: Laura Kissler 1547 North Avenue Attn: Materials Departme Yourtown, US 61211 303-293-1111 Fax 303-293-1122 lisa.jones@yourtown.com	Unique client contract.
---	---	---	-------------------------

Disclaimer: This is a sample print disclaimer.

X
 Buyer/Authorized Signature _____ Date _____

Confirming an order

Step 1: From the order summary screen, select the check box next to the order and click on the Confirm button



to confirm the order back to the agency.

Don't Re-Type. Download to Strata!
 Watch schedules load automatically into your avails software. Send to traffic without re-keying orders.

STRATA TV client? Call 1-800-9 STRATA. Want STRATA? [CLICK FOR MORE DETAILS!](#)

AEInbox FREE!

Click here to select the order

Home Jeff Bauer! You are viewing orders for Jeff Bauer.*
 the user name to view orders for another user

Display orders per page [Refresh](#)

Orders Received

Can Receive Makegoods ** Gross Net

<input type="checkbox"/>		Date Received	Vendor	Agency	Advertiser	Estimate	Order Number	Flight Start	Dollars	Vers #	Order Status
<input type="checkbox"/>		4/2/2009	At Home Magazine-Print	SBS TEST	The Best Workout Clubs	3		1/1/2000	\$300.00	1	Viewed
<input type="checkbox"/>		4/2/2009	Billboards 'R Us-Outdoor	SBS TEST	The Best Workout Clubs	9		6/1/2009	\$5,000.00	1	Viewed
<input checked="" type="checkbox"/>		4/3/2009	Travel and Fun-Print	SBS TEST	The Best Workout Clubs	3		1/1/2000	\$550.00	1	Viewed

Step 2: Enter a confirmation note to go back to the agency or simply click the Confirm Orders button to confirm the order back to the agency.

AEInbox FREE!

STRATA

Confirm Orders

Welcome Jeff Bauer!

Following Orders will be confirmed

Station	Agency	Advertiser	Estimate	Dollars	Comments
Travel and Fun-Print	SBS TEST	The Best Workout Clubs	3	\$550.00	Type in a confirmation note here.

This completed order will be moved to the File Cabinet section.

Rejecting an order

Step 1: From the order summary screen, select the check box next to the order and click on the Reject button



to reject the order back to the agency.

Don't Re-Type. Download to Strata!
 Watch schedules load automatically into your avails software.
 Send to traffic without re-keying orders.

STRATA TV client?
 Call 1-800-9 STRATA.
 Want STRATA?
[CLICK FOR MORE DETAILS!](#)

Click here to select the order

[Home](#) [Account Settings](#) [Logout](#) [Help](#)

Welcome Jeff Bauer! You are viewing orders for Jeff Bauer.*

Enter the user name to view orders for another user

Display orders per page [Refresh](#)

Orders Received

Can Receive Makegoods ** Gross Net

<input type="checkbox"/>		Date Received	Vendor	Agency	Advertiser	Estimate	Order Number	Flight Start	Dollars	Vers #	Order Status
<input checked="" type="checkbox"/>		4/2/2009	At Home Magazine-Print	SBS TEST	The Best Workout Clubs	3		1/1/2000	\$300.00	1	Viewed
<input type="checkbox"/>		4/2/2009	Billboards 'R Us- Outdoor	SBS TEST	The Best Workout Clubs	9		6/1/2009	\$5,000.00	1	Viewed
<input type="checkbox"/>		4/3/2009	Travel and Fun-Print	SBS TEST	The Best Workout Clubs	3		1/1/2000	\$550.00	1	Viewed

Step 2: Enter a rejection note (required when rejecting) to go back to the agency and click the Reject Orders button to reject the order back to the agency.

Reject Orders

Welcome Jeff Bauer!

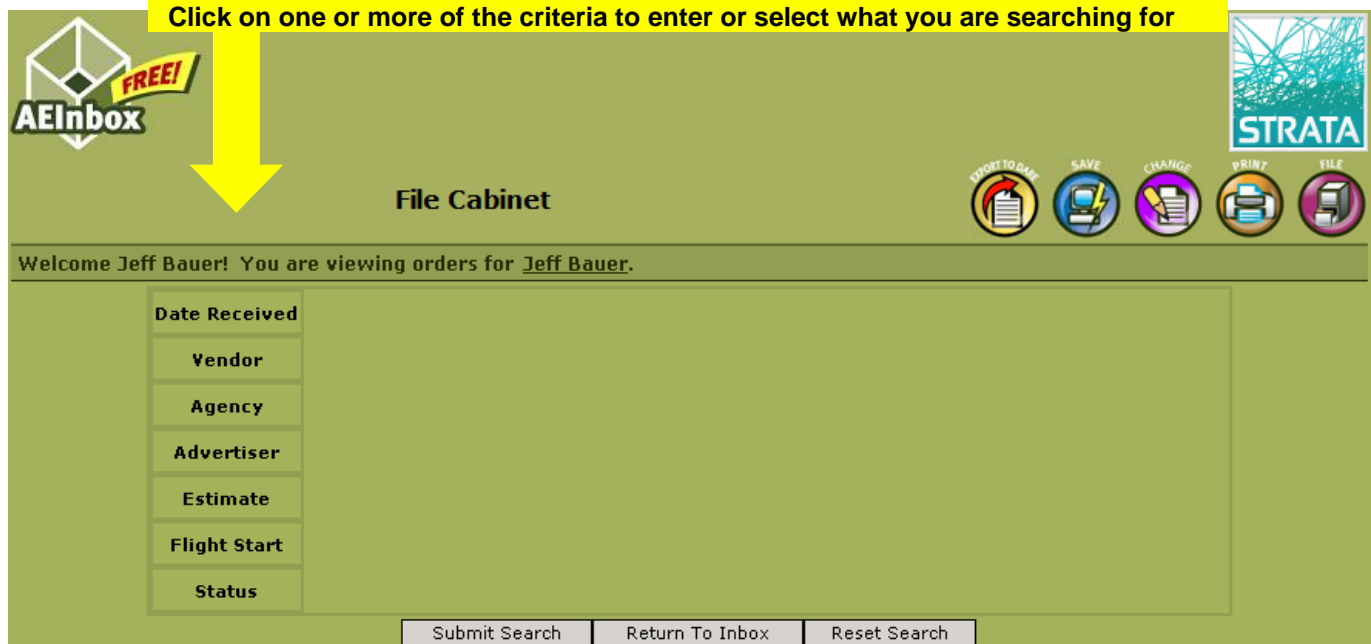
Station	Agency	Advertiser	Estimate	Dollars	Comments
At Home Magazine-Print	SBS TEST	The Best Workout Clubs	3	\$300.00	<input type="text" value="Type in a comment explaining why you are rejecting the order."/>

This completed order will be moved to the File Cabinet section.

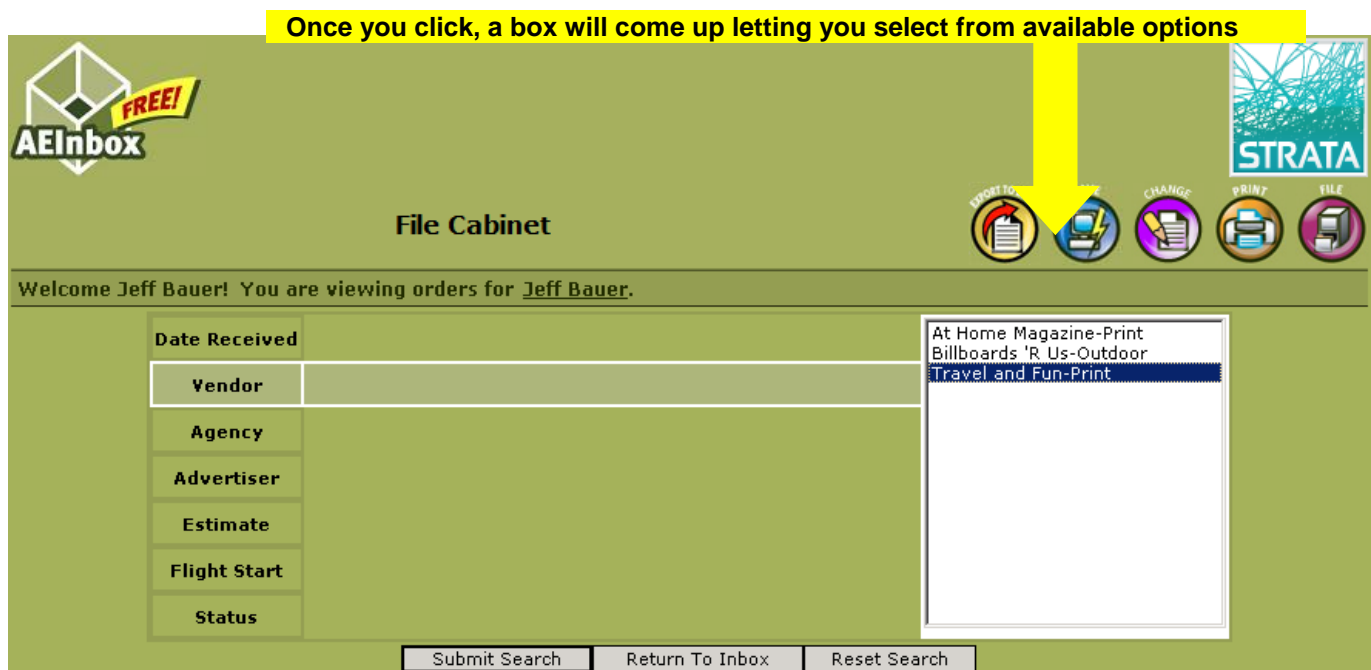
Finding orders in the File Cabinet

Step 1: From the order summary screen, click on the file cabinet button .



Step 2: You will see the File Cabinet search screen. You can pick one or more criteria to search by including Date Received, Vendor, Agency, Advertiser, Estimate, Flight Start, and Status.








Step 3: Once you click on the criteria you want to use to search (e.g., Vendor) you will see a box allowing you to pick the selections available. Once you have selected one or more of the stations you can either click on the submit search button or click on other criteria by which you'd like to search.



Step 4: When you click on Submit Search it will return the results of your search.





File Cabinet

Welcome Jeff Bauer! You are viewing orders for [Jeff Bauer](#).

Gross Net

☐	Date Received	Vendor	Agency	Advertiser	Estimate	Order Number	Flight Start	Dollars	Vers #	Status
☐ 	4/3/2009	Travel and Fun-Print	SBS TEST	The Best Workout Clubs	3		1/1/2000	\$550.00	1	Viewed

Search Again
Return To Inbox