



Welcome to STRATA's AEInbox, a service that helps you receive and confirm orders electronically! 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 contact us at <u>11AEInbox@stratag.com</u> or 1-800-9STRATA.

REGISTER FOR THE SERVICE	2
ACCOUNT SETTINGS	5
RECEIVING E-MAIL NOTIFICATION THAT YOU HAVE A NEW ORDER	6
	7
OPENING AN ORDER	
PRINTING AN ORDER	8
	-
CONFIRMING AN ORDER	11
REJECTING AN ORDER	12
FINDING ORDERS IN THE FILE CABINET	13
SAVING AN ORDER IN *.SCX OR *.XML FORMAT	14



# **Register for an AEInbox Account**

Using Internet Explorer, go to <u>www.11aeinbox.com</u>. **Note:** For Mac and Safari web browser users: Please contact 1-800-9STRATA for help in registering for AEInbox. After the registration process, you will be able to log in via Safari.

On the main page, under **Don't have an account?**, choose the **Request One Here** button.

	STRATA	AEINBOX	AA
	Questions?	here to set up an account	Don't have an account? Request One Here
	Please call STRATA Client Service : Select 2 for a radio station, newsp	at 1-800-9STRATA.	Sign in to AEInbox.
	vendor. Select 3 for a cable system.		Username
	Select 5 for a TV station.		Password
	You can also email us at <u>11AEInb</u>	box@stratag.com	Sign in
UAA			Forgot your password?
		User Agreement	888788888888877 X / XX

### **Step 1: User Information**

On the User Information page, fill in all of the fields to register for an account. All of this information is needed to properly set you up with an AEInbox account. Choose the **Next** button to continue to Step 2.

STRA 1 User Information	
First Name:	Phone Number:
Last Name:	Email:
Address:	Retype Email:
City:	Security Question:
	Select Question 🔹
State:	
	Security Answer:
Zip Code:	
	Comments: (optional)
	· ·
	Remaining Characters:1000
	Next



### **Step 2: Vendor Information**

- This step allows you to assign your AEInbox account to the station(s) you represent.
- 1. Select your media under the Media Type to filter to stations for that medium.
- 2. From the list of **Available Vendors**, double-click the station(s) your account should be assigned to. **Note:** Multiple stations can be added to your account, just double-click on each station.

STRAT/ User Information	Confirm.	BOX	
Media Type: Radio  Search Available Vendors:  Can't find your Vendor in the available list?	Available Vendors: ( Double clid list to select ) WGFS-AM WGFX-FM WGGY-AM WGG2-FM WGG6-AM WGG2-FM WGG6-AM WGG1-FM	ck vendor in the	
	Selected Vendors: Vendor Name WAAA-FM WBBB-FM WGGG-AM	Media Radio <u>Delete</u> Radio <u>Delete</u> Radio <u>Delete</u> Back	lext

**Tip:** To quickly search for your station, type in one or more of the call letters within the **Search Available Vendors** field.

3. If a station isn't in the list, click on the **Can't find your Vendor in the available list?** Type the call letters in the **New Vendor Name** field, select the Band, then click **Add**. We will create your vendor and apply it to your new account.

Media Type:	
Radio	•
Search Available Vendors:	
New Vendor Name:	
WZZZ	
Band:	
FM Add Canc	el

4. To remove an added station from the Selected Vendors list, choose Delete.

Media Type:	Available Vendors: ( Double	e click vend	or in the
Radio Search Available Vendors: Can't find your Vendor in the available list?	list to select ) WBHL-FM WBHN-AM WBHP-AM WBHP-AM WBHR-FM WBHT-FM WBHV-AM WBHV-AM		▲ [Ξ]
	WBHW-FM Selected Vendors:		<b>.</b>
	Vendor Name	Media	
	WAAA-FM	Radio	<u>Delete</u>
	WBBB-FM	Radio	<u>Delete</u>
	WGGG-AM	Radio	Delete



### Step 3: Confirm

- 1. Review and confirm the information on your account.
- 2. Select Back to make any changes. Otherwise, select Submit to complete the registration process.

ST	RATA <sup>®</sup> 2 Vendor Information		
		Selected Vendors:	
First Name:	Katherine	Vendor Name Media	
Last Name:	Mortimer	WAAA-FM Radio	
Address:	444 W. Main Street	WBBB-FM Radio	
City:	Yourtown	WGGG-AM Radio	
State:	US		
Zip Code:	55379		
Phone Number:	312-222-1555		
Email:	kmortimer@yourtownmedia.com		
Security Question:	Favorite sports team?		
Security Answer:	bulldogs		
Comments:			
		Back	Submit

3. Your information will be received by STRATA. You will receive an email that will contain your Username and Password within one business day.

#### Logging into your AEInbox account

- Once you receive your login information, go to <u>www.11aeinbox.com</u>
   Enter the Username and Password provided in the email. Click the **Submit** button to log into AEInbox.

STRATA	AEINBOX	
Questions? Please call STRATA Client Service at	1-800-9STRATA.	Don't have an account? Request One Here
Select 2 for a radio station, newspar vendor. Select 3 for a cable system.	per, magazine, outdoor, or interactive	Sign in to AEInbox. Username
Select 5 for a TV station.		Password
You can also email us at <u>11AEInbo</u>	x@stratad.com	Sign in Forgot your password?
DECK/11	User Agreement	

3. You can now notify the Buyer/Agency that they can start sending you orders for that station(s).



# 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.

#### To access and edit Account Settings:

- 1. Log into AEInbox by going to www.11aeinbox.com
- 2. From the main screen, click on the Account Settings option.

<b>STRATA</b> <sup>®</sup> AEINBOX										
CLICK IT	CLICK IT RADIO Account Settings Logout Help									
*Click the use	r name to view orders for	another user					Dis	play 10 or	ders per	page <u>Refresh</u>
Ore	lers Received	My Pro	oosed Makegoods		RFPs Received	My RF	P Responses		Closed	d RFPs
	Can Receive Makegoods **       O Gross       Net									
	Date Received	Vendor	Agency		Advertiser	Estimate	Flight Start	Dollars	Vers #	Order Status
	11/27/2012	◆ <u>WBBM-FM</u>	Strata Training Agency	/**	The Everything Stores	24	12/31/2012	\$7,160.00	1	<u>Received</u>

3. 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 **Station/System** mappings.

First Name	Username	Missing a Vendor? - send email	
Last Name	New Password	Select Media: Radio	Active Vendors:
Phone Number	Company Unassigned -	WERG-FM WERH-FM	KEEL-AM KEEP-AM
Primary Email	Security Question Father's middle name? -	WERK-FM WERN-FM WERO-FM	KEEP-FM KEES-AM (E) KEEY-FM
Secondary Email	Security Answer	Add >	KEEZ-FM KEFC-FM KEFH-FM KEFR-FM
User Type ae 💌	Default Dollars Gross 💌	Remove <	KEFX-FM KEGA-FM KEGE-FM KEGH-FM KEGI-FM KEGK-FM
<ul> <li>Auto Confirm Makegood L</li> <li>Acceptanceprior to Expiration</li> </ul>	ipon Buyer		
	Update	Cancel	Save & Close

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

#### Station/System Assignments

Station/System mappings will only add you to the list of available AE's for each specific station or cable system, 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 station/system to your account:

- 1. Select Media Type in the drop-down menu above the list of stations.
- 2. Select the station you wish to add and click the **Add** button. Optionally, select **Remove** to remove any Active Vendors from your account.

3. Click the **Update** button to update the account. Then click **Save & Close** to close the Account Settings screen. **Note:** If you cannot find your station listed, click on the **send email** link to send an email of what station you need to have added.



Receiving e-mail notification that you have a new order Once a buyer sends you an order you will receive an e-mail notification. The notification will be sent to the e-mail address that you entered in the AEInbox registration form.

Click on the link in the e-mail or open your web browser and go to <u>www.11aeinbox.com</u> to login to the site.

Cn 🖬 🤊 U 🔺 🕯	F New Order for the second	or WAAA-FM in	Est. 24 from Paul Krause	at Strata Training Agency -	Message (Plain			
Message In:	sert Options	Format Text	Adobe PDF			۲		
Reply Reply Forward to All Respond	Delete Move to Cre Folder * Ru Actions	ate Other le Actions *	Safe Lists - Block Not Junk Sender Junk E-mail	Categorize Follow Mark a: Up + Unread Options				
To: Cc:	From: 11AEInbox@stratag.com Sent: Tue 11/27/2012 1:15 PM To: Cc:							



Opening and Viewing an Order Step 1: On the order summary screen click on the View Order Button or the station call letters to open the order and view the spot placement.

<b>STRATA</b> ® AEINBOX									
CLICK IT RADIO       Account Settings       Logout       Help         *Click the user name to view orders for another user       Display       Orders per page       Refresh									
Orders Received	My Propo	sed Makegoods	RI	FPs Received	My RFP Re	sponses	Clo	sed RFPs	
		Can Receive Makego	ods **					0	Gross 🔘 Net
Date Leceived	Vendor	Agency		Advertiser	Estimate	Flight Start	Dollars	Vers #	Order Status
11/27/2012           12	◆ <u>WZZN-FM</u>	Strata Training Ager	ncy **	The Everything Stores	24	12/31/2012	\$3,580.00	1	<u>Received</u>

Step 2: The Order Detail screen displays the full schedule including the header, dayparts and spots and it allows you to view comments.

1 MTuWThF 06:00a-10:00a 60 AM \$125.00 c 9 2.7 0.3 \$416.67 2 0 2 2 0 1 0	STRATA® AEINBOX																				
Product:       Store Opening       Total Spots:       37         Estimate:       24 - TES QI Yourtown Grand Opening       Primary Demo:       Adults 25-54         Flight Start:       12/31/2012       Flight End:       2/24/2013         Order Number:       10993       Separation:       30         Station/System:       WZZN-FM (sent as WZZZ-FM)       Dollar Breakout:       View         Market:       Yourtown       Spot Breakout:       View         AE:       Libby AE Rucker       GRP:       14.3       ®Rtg       IMP         Survey:       2BK Oct10-Nov10 MSA ARB PPM       GIMP(000):       597.4       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99       Use:       Use:         Ln Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Note       1/3       1/7       1/14       1/21       1/28       2/4       2/         Ln Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Note       1/31       1/7       1/14       1/21       1/28       2/4       2/		PRINT								tails	er De	w Ord	Ne								
Estimate:       24 - TES QI Yourtown Grand Opening       Primary Demo:       Adults 25-54         Flight Start:       12/31/2012       Flight End:       2/24/2013         Order Number:       10993       Separation:       30         Station/System:       WZZN-FM (sent as WZZZ-FM)       Dollar Breakout:       View         Market:       Yourtown       Spot Breakout:       View         AE:       Libby AE Rucker       GRP:       14.3       @Rtg       IMP         Survey:       2BK Oct10-Nov10 MSA ARB PPM       GIMP(000):       597.4       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99       Urition       Urition         Lin Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Note       1/7       1/14       1/21       1/28       2/4       2/2         Lin Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Note       1/7       1/14       1/21       1/28       2/4       2/2         I       MTuWThF       06:00a-10:00a       60       AM       \$12:5.00					Net	Gross	80.00 @	\$3,5	5:	Dollaı	Total						Stores	The Everything		ent:	Clie
Flight Start:       12/31/2012       Flight End:       2/24/2013         Grider Number:       10993       Separation:       30         Station/System:       WZZN-FM (sent as WZZZ-FM)       Dollar Breakout:       Yiew         Market:       Yourtown       Spot Breakout:       Yiew         AE:       Libby AE Rucker       GRP:       14.3       ® Rtg       IMP         Survey:       2BK Oct10-Nov10 MSA ARB PPM       GIMP(000):       597.4       Status:       Received       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99       Separation:       1 •       Image: Comments:       1 •       Image: Comments:       1 •       Image: Comments:       2 ·       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 ·       2 /       0 · <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>37</td> <td></td> <td>Spots</td> <td>Total</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Store Opening</td> <td></td> <td>duct:</td> <td>Pro</td>								37		Spots	Total							Store Opening		duct:	Pro
Order Number:       10993       Separation:       30         Station/System:       WZZN-FM (sent as WZZZ-FM)       Dollar Breakout:       Yiew         Market:       Yourtown       Spot Breakout:       Yiew         AE:       Libby AE Rucker       GRP:       14.3 @ Rtg @ IMP         Survey:       2BK Oct10-Nov10 MSA ARB PPM       GIMP(000):       597.4         Status:       Received       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99         Disclaimer:       View       Version:       1 •       1 •							ts 25-54	Adult	no:	ry De	Prima				ning	nd Oper	urtown Gran	24 - TES Q1 Yo		imate	Est
Order Number:       10993       Separation:       30         Station/System:       WZZN-FM (sent as WZZZ-FM)       Dollar Breakout:       Yiew         Market:       Yourtown       Spot Breakout:       Yiew         AE:       Libby AE Rucker       GRP:       14.3 @ Rtg @ IMP         Survey:       2BK Oct10-Nov10 MSA ARB PPM       GIMP(000):       597.4         Status:       Received       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99         Disclaimer:       View       Version:       1 • / • •         Ln       Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Rtg       CPP       Note       1/7       1/14       1/21       1/28       2/4       2/1         Ln       Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Rtg       CPP       Note       1/7       1/14       1/21       1/28       2/4       2/2         In       MTuWThF       06:00a-10:00a       60       AM<\$125.00       C       9       2.7       0.3       <							/2013	2/24		End:	Flight					-		12/31/2012	art:	ht St	Flig
Market:       Yourtown       Spot Breakout:       Yiew         AE:       Libby AE Rucker       GRP:       14.3 @ Rtg @ IMP         Survey:       2BK Oct10-Nov10 MSA ARB PPM       GIMP(000):       597.4         Status:       Received       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99         Disclaimer:       View       Version:       1       1       /       1         Ln Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Rtg       CPP       Note       1/1/1       1/12       1/28       2/4       2/1         1       MTuWThF       06:00a-10:00a       60       AM       \$125.00       c       9       2.7       0.3       \$416.67       2       0       2       0       1       0																					
AE:       Libby AE Rucker       GRP:       14.3 @Rtg ©IMP         Survey:       2BK Oct10-Nov10 MSA ARB PPM       GIMP(000):       597.4         Status:       Received       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99         Disclaimer:       View       Version:       1       1       /       1         Ln Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Rtg       CPP       Note       1/7       1/14       1/21       1/28       2/4       2/1         1       MTuWThF       06:00a-10:00a       60       AM       \$125.00       c       9       2.7       0.3       \$416.67       2       0       2       0       1       0							1	View	cout:	Brea	Dolla					M)	as WZZZ-FN	WZZN-FM (sent	System:	tion/	Sta
Survey:       2BK Oct10-Nov10 MSA ARB PPM       GIMP(000):       597.4         Status:       Received       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99         Disclaimer:       View       Version:       1 • / • •         Ln Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Rtg       CPP       Note       12/31       1/7       1/14       1/21       1/28       2/4       2/1         1       MTuWThF       06:00a-10:00a       60       AM       \$125.00       c       9       2.7       0.3       \$416.67       2       0       2       0       1       0							!	<u>View</u>	ut:	Break	Spot							Yourtown		rket:	Ма
Status:       Received       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99         Disclaimer:       View       Version:       1 •       1 •       1 •       1 •         Ln       Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Rtg       CPP       Note       1/7       1/14       1/21       1/28       2/4       2/1         1       MTuWThF       06:00a-10:00a       60       AM       \$125.00       c       9       2.7       0.3       \$416.67       2       0       2       0       1       0					<b>)</b>		Rtg	14.3			GRP:							Libby AE Rucker			AE
Status:       Received       CPP:       250.35         Buyer Comments:       Spots shouldn't start airing until Jaunary 1st at 5 AM.       CPM:       5.99         Disclaimer:       View       Version:       1 •       1 •       1 •       1 •         Ln       Ref       Days       Time       Program       Len       Dpt       Rate       C/T       Spots       GRP       Rtg       CPP       Note       1/7       1/14       1/21       1/28       2/4       2/1         1       MTuWThF       06:00a-10:00a       60       AM       \$125.00       c       9       2.7       0.3       \$416.67       2       0       2       0       1       0																PPM	LO MSA ARB	2BK Oct10-Nov:		vey:	Su
Disclaimer:         View         Version:         1         /            Ln Ref         Days         Time         Program         Len         Dpt         Rate         C/T         Spots         GRP         Rtg         CPP         Note         12/31         1/7         1/14         1/21         1/28         2/4         2/           1         MTuWThF         06:00a-10:00a         60         AM         \$125.00         c         9         2.7         0.3         \$416.67         2         0         2         0         1         0							35	250.										Received		<u> </u>	
Disclaimer:         View         Version:         1         /            Ln Ref         Days         Time         Program         Len         Dpt         Rate         C/T         Spots         GRP         Rtg         CPP         Note         12/31         1/7         1/14         1/21         1/28         2/4         2/           1         MTuWThF         06:00a-10:00a         60         AM         \$125.00         c         9         2.7         0.3         \$416.67         2         0         2         2         0         1         0								5.99			CPM:			st at 5 AM.	unary 1	until Ja	start airing (	Spots shouldn't	mments:	/er Co	Bu
1 MTuWThF 06:00a-10:00a 60 AM \$125.00 c 9 2.7 0.3 \$416.67 2 0 2 2 0 1 0						•	. / 💽	1 -		n:	Versi				.,						
1 MTuWThF 06:00a-10:00a 60 AM \$125.00 c 9 2.7 0.3 \$416.67 2 0 2 2 0 1 0																					
	2/11 2/18	2/4 2/1	1/28	1/21	1/14	1/7	12/31	Note	СРР	Rtg	GRP	Spots	C/T	Rate	Dpt	Len	Program	Time	Days	Ref	Ln
2 MTuWThF 10:00a-03:00p 60 MD \$95.00 c 9 4.5 0.5 \$190.00 2 0 1 2			-									-	-								
			-	2	-	-						-	-								
3         MTuWThF         03:00p-07:00p         60         PM         \$100.00         c         11         5.5         0.5         \$200.00         2         0         2         0         1         2           4         MTuWThF         07:00p-12:00a         60         EV         \$62:50         c         8         1.6         0.2         \$312:50         2         0         1         2         0         1         0			-			-							-			_					

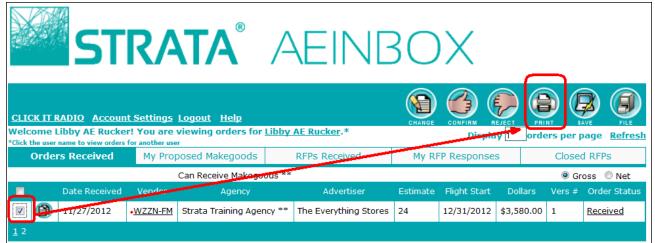


# Printing an order

There are 2 options to print an order in AEInbox. Orders open as .pdf files in Adobe Acrobat for Printing. **Reminder:** Internet Explorer and Safari are the AEInbox supported web browsers. Either of these browsers can be used when printing orders.

#### Option 1: To print an order from the main order summary screen:

- 1. Select the check box next to the order you want to print.
- 2. Select the Print button.



3. Within the Print Orders screen, click the Print Orders button.

	STRAT/	* AEI	NB	XC										
Print Orders														
Chatian		Advertiser	Fatianata	Dellass										
Station WZZN-FM	Agency Strata Training Agency **	The Everything Stores	Estimate 24	Dollars \$3,580.00										
	Print Orders	Return To Inbox												

4. You will be prompted to **Open**, **Save** or **Cance**l. Click the **Open** button.

Do you want to open or save AEInboxOrder.pdf from training.11aeinbox.com?	Open	Save 🔻	Cancel	×



5. The order will be opened up in its viewable/printable form in Adobe Acrobat. Click on the print button to print your order.

								Ν	ew	Ore	der							
Media:	Radio		Market	:	You	irtown				Ve	ndor:	WZ	ZN-FM	Billing To:	Strata T	raining Ag	gency	
Client:	The Everything	Stores	Demo:		Adu	lts 25-	54								Los Ang	jeles, CA		
Product	t: Store Opening		Separa	tion:	30													
Estimat	e: 24		Flight	Start:	12/3	31/12				AE								
Descrip	tion: TES Q1 Yourto Opening	own Grand	Flight I	End:	2/24	4/13				Ph	one:			Phone:				
Version	: 1		Survey		2BK PPN		D-Nov	10 MS/	A ARB	Fa	x:			Fax:				
Comme	nts: Spots shouldn'	t start airing u	ntil Jaunary 1	1st at 5	AM.									Order Number:	10993			
Line Da	aypart (Program)	Daypart	Gross	C/T D	ur 1	12/31	1/7	1/14	1/21	1/28	2/4	2/11	2/18			Total	Adult	s 25-54
No		Code														Spots	RTG	CP
1 M	TuWThF 6:00A-10:00	A AM	\$125.00	C 6	60	2	0	2	2	0	1	0	2			9	0.3	\$416.6
2 M	TuWThF 10:00A-3:00	P MD	\$95.00	C 6	50	2	0	0	2	0	1	2	2			9	0.5	\$190.0
3 M	TuWThF 3:00P-7:00P	PM	\$100.00	C 6	50	2	0	2	2	0	1	2	2			11	0.5	\$200.0
4 M	TuWThF 7:00P-12:00	A EV	\$62.50	C 6	50	2	0	1	2	0	1	0	2			8	0.2	\$312.5
			Tot	tal Spo	ts:	8	0	5	8	0	4	4	8			37		
		Т	otal GRP/G	IMP(00	0):	3.0	0.0	1.8	3.0	0.0	1.5	2.0	3.0				14.3	
M	onth	Cash\$-Sp	ots	Ti	rade	\$-Spo	ts			Total\$	-Spot	8						
1/2	2013	\$2,042.50	- 21	\$0	D.00 ·	- 0				\$2,042	2.50 - 2	21						
2/2	2013	\$1,537.50	- 16	\$0	D.00 ·	- 0				\$1,537	7.50 - 1	6						
	Total G	iross Cost:	\$3,580.00												To	tal Gross	CPP:	\$250.3
	Tota	l Net Cost:	\$3,043.00													Total Ne	t CPP:	\$212.8
Disclain	ner:																	
N.a.	prior to approval.																	

# Option 2: To print an order from the Order Details screen:1. While viewing your order from the Order Details screen, click the Print Button.

STRATA® AEINBOX															HANGE			
												_						
Client:	The Everything Stores						Total			\$3,5	80.00	Orce	ss ©N	Vet				
Product:	Store Opening						Total	Spo	ts:	37								
Estimate:	24 - TES Q1 Yourtowr	Grand C	Openin	g			Prima	ary D	emo:	Adul	ts 25-54	4						I
Flight Start:	12/31/2012						Flight	t End	:	2/24	/2013							1
Order Number:	10993						Sepa	ratio	n:	30								1
Station/System:	WZZN-FM (sent as WZ	ZZ-FM)					Dolla	r Bre	akout:	View	<u>I</u>							ſ
Market:	Yourtown						Spot	Brea	kout:	View	1							1
AE:	Libby AE Rucker						GRP:			14.3	R	ta 🔘	IMP					
Survey:	2BK Oct10-Nov10 MS/	ARB PP	м				GIMP	000	); ));	597.	4	-						/
Status:	Viewed						CPP:	(000	· <u>/·</u>	250.	-							
Buyer Comments:	Spots shouldn't start a	icina unt	1.1000				CPM:			5.99								
		inng uni	ii Jaun	ary iscacio	AM.							_						r
Disclaimer:	View						Versi	on:		1	• / 📃	•						
																		1
Ln Ref Days	Time Progra	m Len	Dpt	Rate	C/T	Spots	GRP	Rtg	CPP	Note	12/31	1/7	1/14	1/21	1/2 <u>8</u>	2/4	2/11	2/18
1 MTuWThF 06	:00a-10:00a	60	AM	\$125.00	с	9	2.7	0.3	\$416.67		2	0	2	2	0	1	0	2
	:00a-03:00p	60	MD	\$95.00	с	9	4.5	0.5	\$190.00		2	0	0	2	0	1	2	2
3 MTuWThF 03	:00p-07:00p	60	PM	\$100.00	с	11	5.5	0.5	\$200.00		2	0	2	2	0	1	2	2
4 MTuWThF 07	':00p-12:00a	60	EV	\$62.50	с	8	1.6	0.2	\$312.50		2	0	1	2	0	1	0	2



2. Within the Print Orders screen, click the **Print Orders** button.

	STRAT/		NB	ОХ										
Print Orders														
Station	Agency	Advertiser	Estimate	Dollars										
WZZN-FM	Strata Training Agency **	The Everything Stores	24	\$3,580.00										
	Print Orders	Return To Inbox												

3. You will be prompted to **Open**, **Save** or **Cance**l. Click the **Open** button.

Do you want to open or save AEInboxOrder.pdf from training.11aeinbox.com?	Open	Save 🔻	Cancel	×
---------------------------------------------------------------------------	------	--------	--------	---

4. The order will be opened up in its viewable/printable form in Adobe Acrobat. Click on the print button to print your order.

New Order           Media:         Radio         Market:         Yourlown         Vendor:         WZZN-FM         Billing To:         Strata Training Agency																			
Media:	Radio		Market	:	Yo	urtown				Ve	ndor:	WZ	ZN-FM		Billing To:	Strata T	raining Ag	lency	
Client:	The Everything	Stores	Demo:		Ad	ults 25-	54									Los Ang	eles, CA		
Product:	Store Opening		Separa	tion:	30														
Estimate:	24		Flight	Start:	12/	/31/12				AE	:								
Description:	TES Q1 Yourtow Opening	vn Grand	Flight	End:	2/2	4/13				Ph	one:				Phone:				
Version:	1		Survey	c:	2B PP	K Oct10	D-Nov	10 MS	A ARB	Fa	x:				Fax:				
Comments:	Spots shouldn't	start airing ur	ntil Jaunary 1	lst at 5	AM	L									Order Number:	10993			
Line Daypar	t (Program)	Daypart	Gross	C/T I	)ur	12/31	1/7	1/14	1/21	1/28	2/4	2/11	2/18				Total	Adults	s 25-54
No		Code															Spots	RTG	CPP
1 MTuWT	ThF 6:00A-10:00A	AM	\$125.00	С	60	2	0	2	2	0	1	0	2				9	0.3	\$416.67
2 MTuWT	ThF 10:00A-3:00P	MD	\$95.00	С	60	2	0	0	2	0	1	2	2				9	0.5	\$190.00
3 MTuW1	ThF 3:00P-7:00P	PM	\$100.00	С	60	2	0	2	2	0	1	2	2				11	0.5	\$200.00
4 MTuW1	ThF 7:00P-12:00A	EV	\$62.50	С	60	2	0	1	2	0	1	0	2				8	0.2	\$312.50
			Tot	tal Spo	its:	8	0	5	8	0	4	4	8				37		
		T	otal GRP/G	IMP(00	)0):	3.0	0.0	1.8	3.0	0.0	1.5	2.0	3.0					14.3	
Month		Cash\$-Spo	ots	T	rad	e\$-Spo	ts			Total\$	-Spot	s							
1/2013		\$2,042.50 -	21	5	0.00	) - 0				\$2,042	2.50 - 2	21							
2/2013		\$1,537.50 -	16	5	0.00	) - 0				\$1,537	7.50 - 1	6							
	Total Gr	oss Cost:	\$3,580.00													То	tal Gross	CPP:	\$250.35
	Total	Net Cost:	\$3,043.00														Total Net	CPP:	\$212.80
Disclaimer:																			
No mgs prior	to approval.																		



# Confirming an order

Follow the steps below to electronically confirm the order for the Buyer/Agency.

#### To Confirm an Order:

1. From the main order summary screen, select the check box next to the order and click on the **Confirm** button to confirm the order back to the Buyer/Agency.

ST	R/		/-		3C	X			
CLICK IT RADIO Account					CHANGE		pri		Ave File Page Refresh
Orders Received		oosed Makegoods	_	RFPs Received	My RF	P Response	s	Close	d RFPs
		Can Receive Makego	ods **					Gr	oss 🔘 Net
Date Received	Vendor	Agency		Advertiser	Estimate	Flight Start	Dollars	Vers #	Order Status
11/27/2012	◆ <u>WZZN-FM</u>	Strata Training Ager	ncy **	The Everything Stores	24	12/31/2012	\$3,580.00	1	<u>Viewed</u>
<u>1</u> 2									

- 2. Within the **Confirm Orders** screen, optionally add a confirmation note to go back to the agency.
- 3. Click the **Confirm Orders** button to confirm the order back to the agency.

	STI	RAT	A®	А	EINBOX	
				Confirm	Orders	
	g Orders will be co ppleted order will		File Cabi	net sectio	n.	
Station	Agency	Advertiser	Estimate	Dollars	Comments	
WZZN- FM	Strata Training Agency **	The Everything Stores	24	\$3,580.00	Thanks for the business!	* *
		(	Confir	m Orders	Cancel	

**Note:** Confirmed orders can always be accessed, viewed and printed from the **File Cabinet** menu in the main order summary screen of AEInbox. See the *Finding Orders in the File Cabinet* section for more info.

<b>STRATA</b> ®	AEINBOX
CLICK IT RADIO Account Settings Logout Help	



# **Rejecting an order**

Follow the steps below to electronically reject the order from the Buyer/Agency.

#### To Reject an Order:

1. From the main order summary screen, select the check box next to the order and click on the **Reject** button to reject the Buyer/Agency's order.

S	R/			30	Х			
CLICK IT RADIO Acco								
Welcome Libby AE Ruc *Click the user name to view ord		viewing orders for <u>Libb</u> <sup>er</sup>	<u>y AE Rucker</u> .*		Displa	y 1 orde	ers per p	age <u>Refresh</u>
Orders Received	My Pro	posed Makegoods	PEPs received	My RF	P Response	s	Closed	d RFPs
		Can Receive Makegoods *	*				Group	oss 🔘 Net
Date Receive	u Vendor	Agency	Advertiser	Estimate	Flight Start	Dollars	Vers #	Order Status
11/27/2012	◆ <u>WBBM-FM</u>	Strata Training Agency **	The Everything Stores	24	12/31/2012	\$7,160.00	1	<u>Viewed</u>

- 2. Within the **Reject Orders** screen, add a rejection comment (required) to go back to the agency.
- 3. Click the **Reject Orders** button to confirm the order back to the agency.

<b>STRATA</b> ® AEINBOX									
	Reject Orders								
This comp	oleted order will be mov	ed to the File Cabin	et sectior	۱.					
Station	Agency	Advertiser	Estimate	Dollars	Comments				
WBBM-FM	Strata Training Agency **	The Everything Stores	24	\$7,160.00	No remaining inventory, will send updated avails by EOD tomorrow.				
	Reject Orders Cancel								

**Note:** Confirmed orders can always be accessed, viewed and printed from the **File Cabinet** menu in the main order summary screen of AEInbox. See the *Finding Orders in the File Cabinet* section for more info.



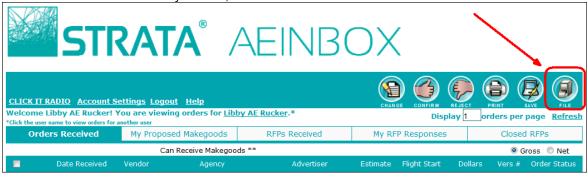


# Finding orders in the File Cabinet

Once orders are Confirmed or Rejected, they can be easily accessed, viewed and printed at any time from the **File Cabinet**.

#### To access previously confirmed or rejected orders:

1. From the main order summary screen, click on the File button.



- 2. Within the **File Cabinet** search screen, pick one or more criteria to search by including **Date Received**, **Vendor**, **Agency**, **Advertiser**, **Estimate**, **Flight Start**, and **Status**.
- 3. Once you click on the criteria you want to search on (e.g., Vendor) you will see a list of the available selections to choose. Optionally, narrow your search by clicking on other criteria by which you'd like to search.

	File Cabinet	
Date Received		CLIENT
Vendor	WZZN-FM	Coca-Cola Gorgeous Gifts Handy Hardware
Agency	Strata Training Agency	Natural Food Grocery Snow Mountain Ski Resort Snowbowl Mountain Ski Resort
Advertiser	The Everything Stores	The Everything Stores Yourtown Pizza
Estimate		
Flight Start		
Status		
	Submit Search Return To Inbox	Reset Search

4. Choose the **Submit Search** button to search for orders that match this criteria.

	Ø	5	<b>FRATA</b> ®		NBO	X					
File Cabinet											
		Date	Vendor	Agency	Advertiser	Estimate	Order Number	Flight Start	Dollars		ss ©Net Status
	0	Received 11/27/2012	◆ <u>WZZN-FM</u>	Strata Training Agency **	The Everything Stores	24	10993	12/31/2012		#	<u>Confirmed</u>
	0	11/27/2012	◆ <u>WBBM-FM</u>	Strata Training Agency **	The Everything Stores	24		12/31/2012	\$7,160.00	1	<u>Viewed</u>

5. Choose any of the selections to Save, Change, or Print order(s). Or click the call letters to view the order.





# Saving an Order in an \*.xml or \*.scx format

Orders in AEInbox can be exported in an \*.xml or \*.scx file format in order to import the order into external systems.

### To save the order in an \*.xml format:

- 1. From the main order summary screen or the File Cabinet screen, select the check box next to the order.
- 2. Click the Save button

Click the Save button.									
STR/			B	CX					
File Cabinet									
	@ Gross © Net								
Date Received Vender	Agency	Advertiser	Estimate	Order Number	Flight Start	Dollars	Vers #	Status	
☑ 11/27/2012 •WZZN-FM	Strata Training Agency **	The Everything Stores	24	10993	12/31/2012	\$3,580.00	1	<u>Confirmed</u>	
Search Again Return To Inbox									

3. Within the Save Orders screen, click the Save Orders button.

<b>STRATA</b> ® AEINBOX								
Save Orders								
Station	Agency	Advertiser	Estimate	Dollars				
WZZN-FM	Strata Training Agency **	The Everything Stores	24	\$3,580.00				
	Sav	Return To File Cabinet						

4. You will be prompted to Save the file. Select the Save as option from the Save menu.



5. Browse to a folder to save to (and optionally, rename) the file. Select the **Save** button.

🗲 🕞 🗣 🐌 Computer 🕨 OS (C:) 🕨 STRA	TA ▶ Exp	orts	<b>▼</b> 47	Search Exports	
Organize 🔻 New folder					
🏭 OS (C:)	*	Name			Date modified
🚅 root (\\main\share\ftp) (F:)					
🚅 strata (\\main\share\ftp) (I:)			No items ma	tch your search.	
坖 data (\\main\share) (K:)					
坖 swat (\\main\share\swat) (L:)					
🖵 share (\\main) (M:)					
🚅 data1 (\\main\share) (Q:)					
🖵 common (\\main\share) (S:)					
🖵 MediaBuyingTrainers (\\main\share\ftp\str	rata) (T <sub>=</sub>				
🖵 Writers Guild (\\main\share\ftp\strata) (W:)	)				
🙀 custom (\\stork\data\generic\radio) (Z:)		1			
	Ť				
File name: Ad_Agency_WAAA_Order.xr	ml				
Save as type: XML Document (*.xml)					
			-		
Hide Folders				Save	Cancel



## To save the order in an \*.scx format:

- 1. From the main order summary screen or the File Cabinet screen, select the check box next to the order.
- 2. Click the **Save** button.

5	<b>FRAT</b>	A®	AE	INE	80	Х			
		File	Cabinet			SAVE	CHANGE		
📼 Date	● Gross ◎ Net								
Received	9936 AT&T U-VERSE,	Agency Strata	Advertiser The	Estimate 233 Miami-Ft.	Number	Flight Start	Dollars	#	Status
	Comcast	Training Agency **	Everything Stores	Lauderdale	10952	4/23/2012	\$0.00	2	Confirmed

3. Within the Save Orders screen, click the **Save Orders** button.

<b>STRATA</b> ® AEINBOX									
Save Orders									
Station	Agency	Advertiser	Estimate	Dollars					
9936 AT&T U-VERSE, Comcast	Strata Training Agency **	The Everything Stores	233 Miami-Ft. Lauderdale	\$0.00					
	Save Orders Re	turn To File Cabinet							

4. You will be prompted to Save the file. Select the Save as option from the Save menu.

					Save	
Do you want to open or save Strata Training Agency_233_Miami-Ft. Lauderdale_9936.scx from training	$\square$	Save as				
	Open	Save	-		Save and open	
				_		

5. Browse to a folder to save to (and optionally, rename) the file. Select the **Save** button.

🧉 Save As			×
🚱 🔍 🗣 🎍 🔸 Computer 🕨 OS (C:) 🔸 STRATA 🕨	Exports	✓ ✓ Search Exports	٩
Organize 🔻 New folder			:= • 🔞
🛯 🌗 STRATA	<ul> <li>Name</li> </ul>		Date modified
🍌 Cable Orders			
🍌 Data		No items match your search.	
Electronic Invoices			
Exports			
퉬 Imports			
🐌 New Help Docs	_		
🖻 🍌 other folders	=		
🍌 PDF			
퉬 Proposal XML Files			
Strata Training Help Docs	+ +	III	P.
File name: Strata Training Agency_Cable_Ord	ler.scx		-
Save as type: VIEW Spreadsheet (*.scx)			•
) Hide Folders		Save	Cancel