



INTERACTIVE RFP QUICK REFERENCE



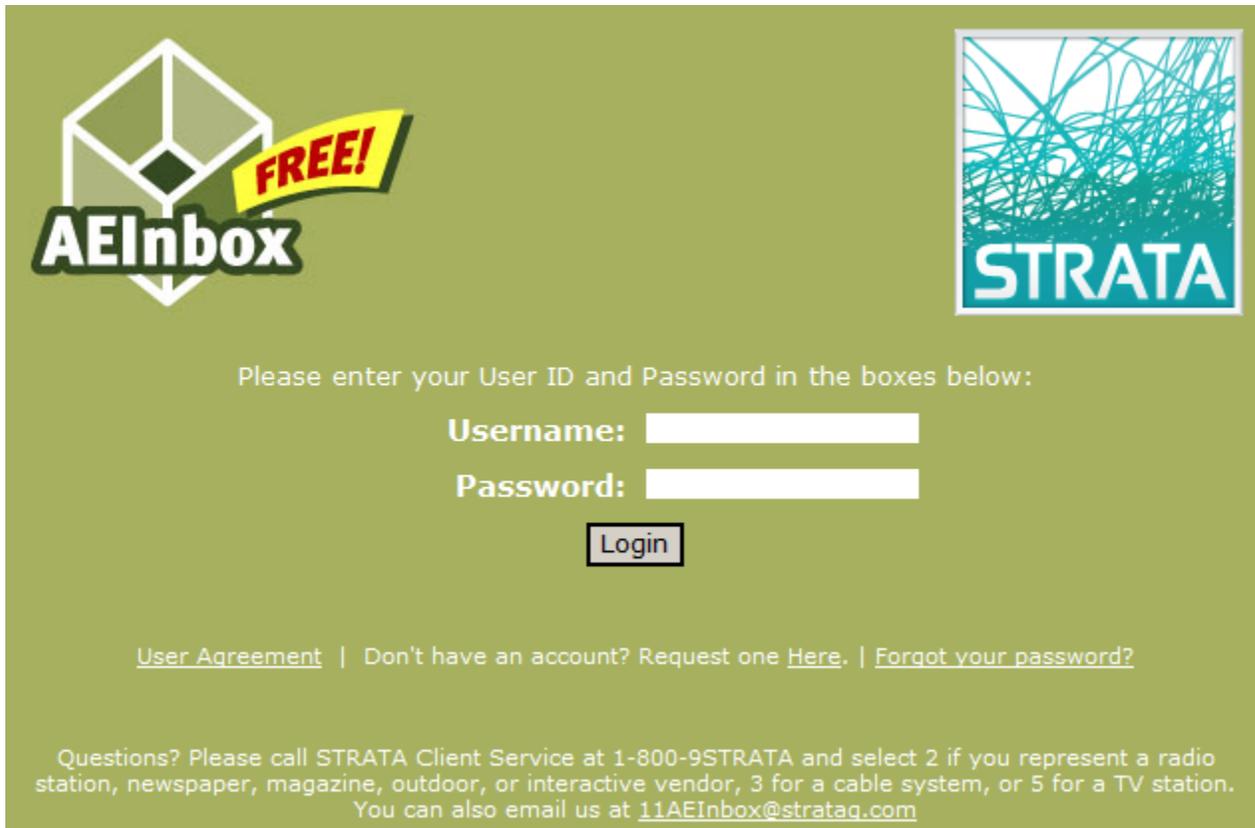
Welcome to STRATA’s AEInbox service! You are now truly *connected* to your buyers and ready to start making it even easier for them to do business with you. Please refer to this quick reference guide to help you get up to speed on how to use the service. If you have questions or need help please e-mail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

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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:

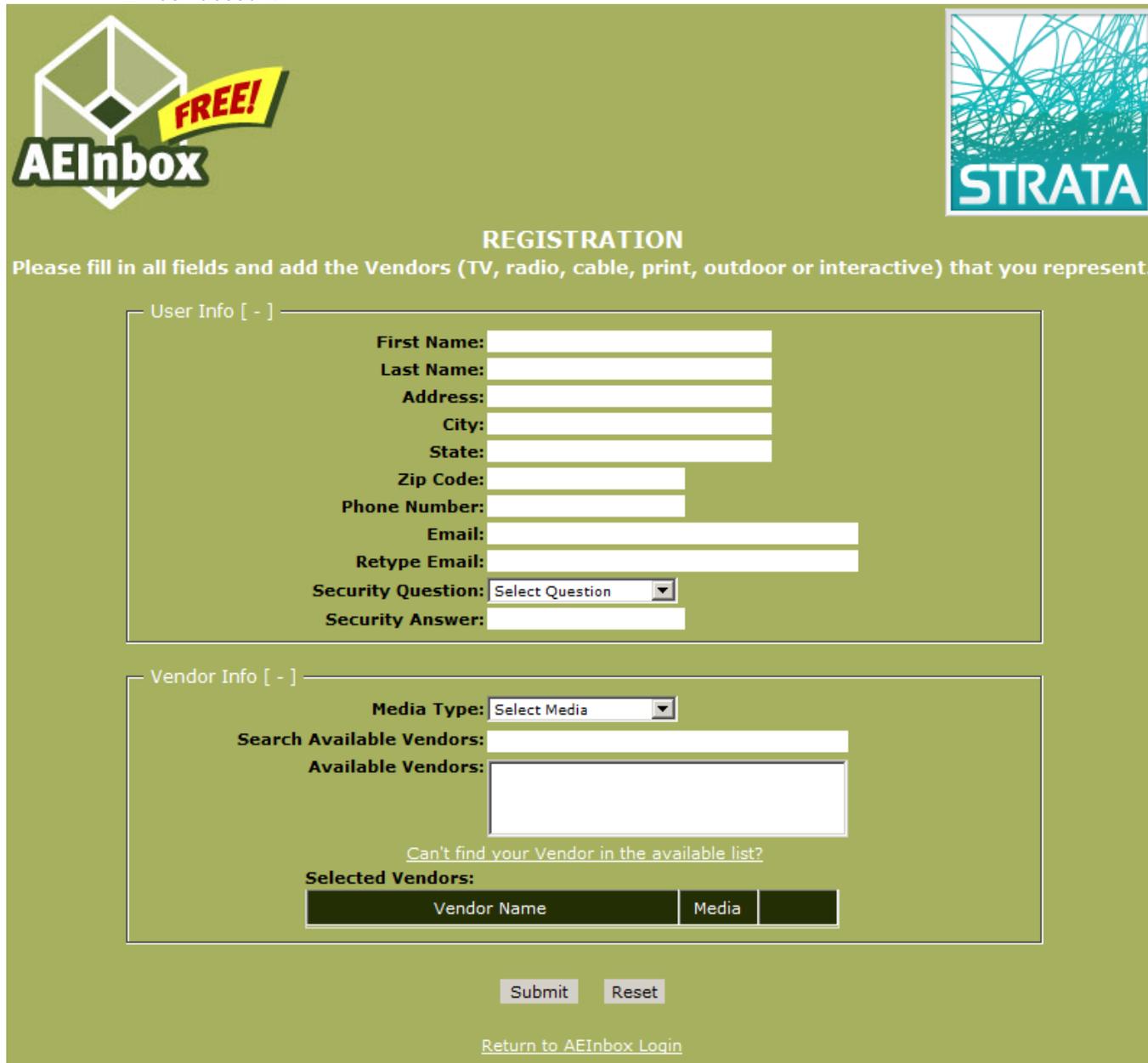
Username:

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, outdoor or interactive) 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
<input type="text"/>	<input type="text"/>

[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 (Interactive) 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.



The screenshot shows the AEInbox main interface. At the top, there is a banner for "Don't Re-Type. Download to Strata!" with a "GET DETAILS" button. Below the banner, there are navigation links for "Account Settings", "Logout", and "Help". A welcome message reads "Welcome Jeff Bauer! You are viewing RFPs for Jeff Bauer.*". To the right, it says "Display 10 RFPs per page" and a "Refresh" button. Below this is a table with columns for "RFPs Received", "My RFP Responses", and "Closed RFPs". The "RFPs Received" column is active, showing a table with headers: "Date Received", "Site", "Agency", "Advertiser", "RFP", "Start Date", "Budget", "Vers #", and "RFP Status". A red message at the bottom of the table states "There are no new RFPs."

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 RFP.

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

- To add an Interactive Vendor to your account, select Interactive in the Select Media drop-down menu. Select the Vendor you wish to add and click the Add button.



The screenshot shows the "Account Settings" form. It includes fields for:

- First Name: Jeff
- Last Name: Bauer
- Phone Number: 302-222-1555
- Primary Email: jbauer@sites.com
- Secondary Email: (empty)
- User Type: ae
- Login Name: jbauer
- New Password: (empty)
- Company: Unassigned
- Security Question: Favorite movie?
- Security Answer: Big Blue
- Active:
- Estimate List:
- Default Dollars: Net
- Marketron Export:

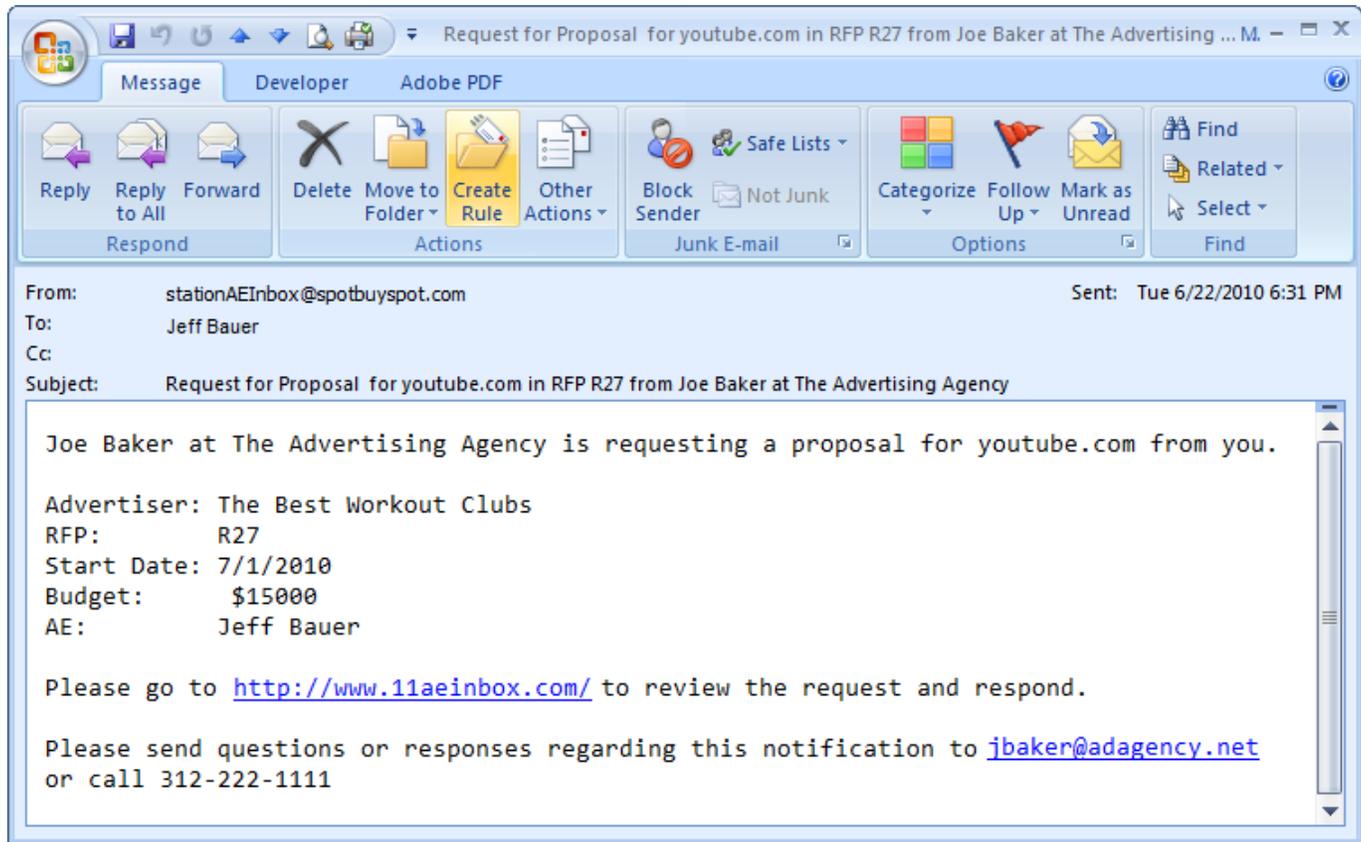
 On the right side, there are sections for "Select Media:" (set to Interactive), "Select Vendors:" (a list of vendors including LiveScience.com, LiveUniverse Inc., etc.), and "Active Vendors:" (listing Facebook.com and YouTube.com). Buttons for "Add >" and "Remove <" are present. At the bottom, there are "Update", "Cancel", and "Save & Close" buttons. A link "Missing a Vendor? - send email" is at the top right.

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 RFP

Step 1: Once a buyer sends you a RFP 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.

Reviewing a RFP

Step 1: On the RFPs Received tab, click on the Site name to open the RFP and review the details from the agency.

Don't Re-Type. Download to Strata!
 Watch schedules load automatically into your avails software.
Click on the Site name here to open the RFP

STRATA TV client?
 Call 1-800-9 STRATA.
 Want STRATA?
CLICK HERE FOR MORE DETAILS!

Account Settings | Logout | Help

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

Display 10 RFPs per page Refresh

RFPs Received		My RFP Responses		Closed RFPs					
<input type="checkbox"/>	Date Received	Site	Agency	Advertiser	RFP	Start Date	Budget	Vers #	RFP Status
<input type="checkbox"/>	6/22/2010	facebook.com	The Advertising Agency	The Best Workout Clubs	R27 - National Launch for Grand Opening July 2010	7/1/2010	\$20,000.00	1	Received
<input type="checkbox"/>	6/22/2010	youtube.com	The Advertising Agency	The Best Workout Clubs	R27 - National Launch for Grand Opening July 2010	7/1/2010	\$15,000.00	1	Received

Tip: Click on any of the Attachment file names to open them.

New Request Details

Welcome Jeff Bauer!

Client:	The Best Workout Clubs	Budget:	\$15,000.00
Product:	2010 Promotions	Start Date:	7/1/2010
RFP:	R27 - National Launch for Grand Opening July 2010	End Date:	7/31/2010
Site:	youtube.com	Due Date:	6/25/2010
Site Comments:		Status:	Received

AE: Jeff Bauer **Version:** 1

Budget Notes: Multiple proposals can be submitted for each budget request.
Target Audience: Primary Target: A18-34 with a core of 21-25, 50/50 Male/Female split.
Rate Basis: CPC | CPM | FlatRate
Selection Criteria: Selections will be made on 6/25/2010 based on the best proposals submitted for the client.
Creative & Billing Requirements: Banners/Roadblocks/Takeovers/Skins that utilize the visual imagery to be disruptive, but not intrusive online.
Submission Instructions: Must include Placement URLs. All responses must be in Net US dollars.
Other Notes: Campaign must target US geographically only.
Attachments: [Terms and Conditions.doc](#)

Click on file name to open attachment

Return To RFP Inbox | Return To RFP Responses

Responding to a RFP



Step 1: From the New Request Details screen, click on the Respond button to enter a proposal to send back to the agency.

AEInbox **FREE!** **STRATA**

New Request Details **Click here to Respond**

Welcome Jeff Bauer!

Client:	The Best Workout Clubs	Budget:	\$15,000.00
Product:	2010 Promotions	Start Date:	7/1/2010
RFP:	R27 - National Launch for Grand Opening July 2010	End Date:	7/31/2010
Site:	youtube.com	Due Date:	6/25/2010
Site Comments:		Status:	Received

AE: Jeff Bauer **Version:** 1

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Submission Instructions: Must include Placement URLs. All responses must be in Net US dollars.
Other Notes: Campaign must target US geography only.
Attachments: [Terms and Conditions.doc](#)

[Return To RFP Inbox](#) [Return To RFP Responses](#)

Step 2: For each placement, enter as much information as possible. Placement Name, Ad Unit, Rate Basis, Start Date, End Date, Rate, and Guaranteed Units are required fields. Optionally, use the Select File(s) button to attach files up to 10 MB in the following formats: *.pdf, *.doc, *.docx, *.xls, *.xlsx, *.rtf, *.txt, *.ppt, *.pptx, *.zip, and *.rar.

AEInbox **FREE!** **STRATA**

Enter RFP Response

Welcome Jeff Bauer!

[Show Header](#) [Show RFP Detail](#)

[Add New Line](#) [Copy Selected Line](#) [Remove Selected Line](#)

Ln	Placement Name	Ad Unit	Width	Height	Section	Rate Basis	Start Date	End Date	Rate	Guaranteed Units	Total Cost	Comment
1	Homepage	Leaderboard	728	90	Home	CPM	7/1/2010	7/31/2010	\$3.00	2,500,000	\$7,500.00	this is a sample c
2	Top news page	Button	120	90	News	FlatRate	7/1/2010	7/15/2010	\$5,000.00	1	\$5,000.00	this section is ver
3	Upload page	Half banner	234	60		CPM	7/16/2010	7/31/2010	\$2.50	1,000,000	\$2,500.00	
4						-			\$0.00		\$0.00	
5						-			\$0.00		\$0.00	

Attached Files:

File Name:

[Select File\(s\)](#)

Additional Proposal Information.docx (9.68KB)

New Response Comment:

Total Dollars: \$0.00 \$15,000.00

[Save And Close](#) [Cancel And Return](#) [I'm Done, Save And Send](#)

Step 3: Click the I'm Done, Save And Send button to send the proposal to the buyer. Alternatively, click the Save And Close button to save the response and edit it later before sending to the buyer.

Step 4: Once a proposal is sent to the buyer, the AE can view the status of each response and act accordingly.



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 RFPs for **Jeff Bauer**.*

*Click the user name to view RFPs for another user

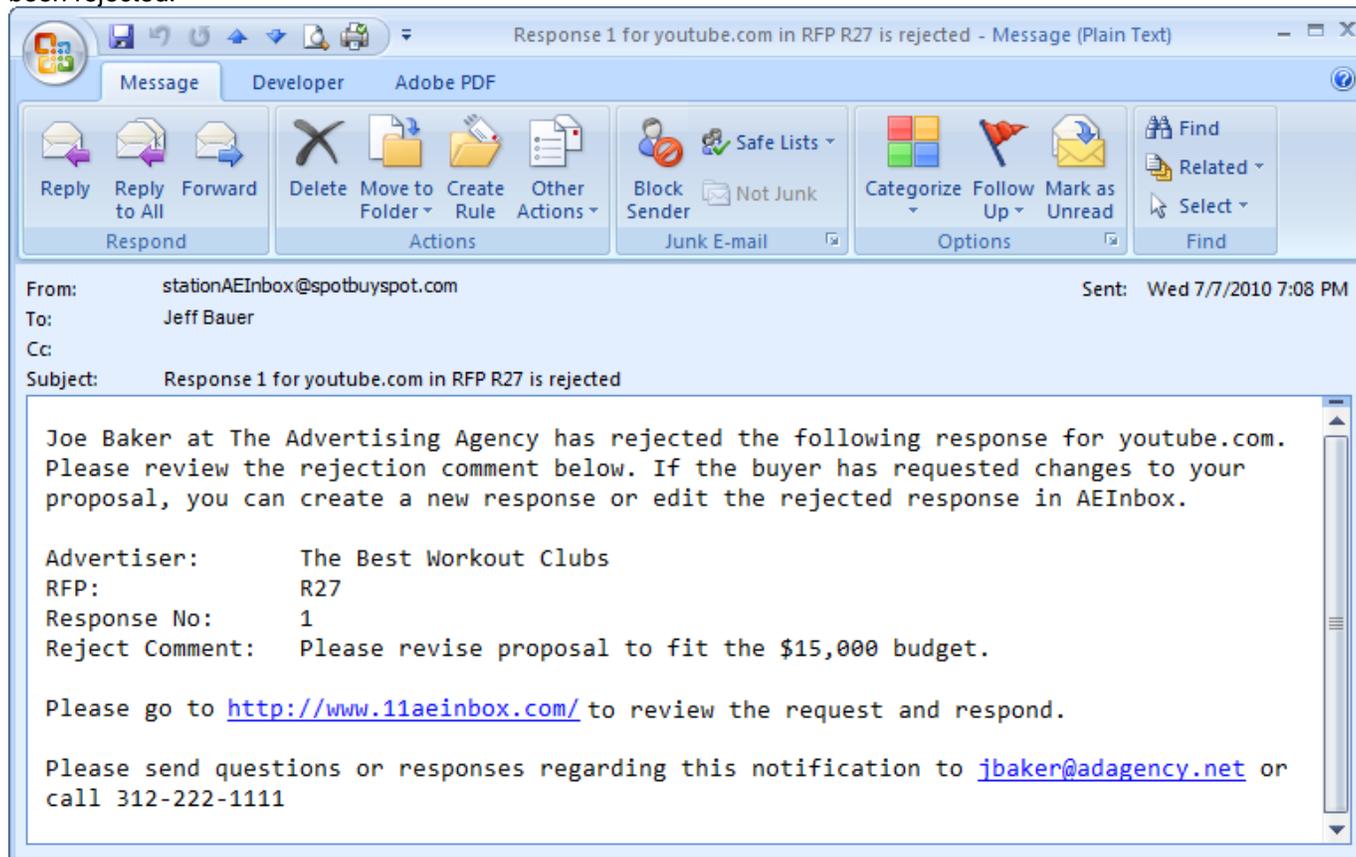
Display RFPs per page [Refresh](#)

RFPs Received
My RFP Responses
Closed RFPs

	Site	Agency	Advertiser	RFP	Start Date	Budget	Sent	Received	Rejected
<input type="checkbox"/>	youtube.com	The Advertising Agency	The Best Workout Clubs	R27 - National Launch for Grand Opening July 2010	7/1/2010	\$15,000.00	0	1	0
<input type="checkbox"/>	Response 1:		Sent: 7/7/2010	Status: Res Received by Agency	Comment: Please let me know if you need more information or samples.				

Proposal Negotiation

Step 1: If a rejection has been sent from the buyer, you will receive an EMAIL notification that the response has been rejected.



Step 2: If the Buyer requests a change to the rejected proposal, you can open and edit the rejected response to send back a revision.

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?

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

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

*Click the user name to view RFPs for another user

Display RFPs per page [Refresh](#)

RFPs Received
My RFP Responses
Closed RFPs

	Site	Agency	Advertiser	RFP	Start Date	Budget	Sent	Received	Rejected
<input type="checkbox"/>	youtube.com	The Advertising Agency	The Best Workout Clubs	R27 - National Launch for Grand Opening July 2010	7/1/2010	\$15,000.00	0	0	1
<input type="checkbox"/> Response 1:		Sent: 7/7/2010		Status: Res Rejected by Agency		Comment: Please let me know if you need more information or samples.			

My RFP Responses

The rejected response will be displayed on the My RFP Responses tab in AEInbox with a red Rejected status. Click on the Response to open it. You can click the RESPOND button to create a new response or click the Edit Response button to make changes to your original response and send a revision to the buyer.

RFP Response

Welcome Jeff Bauer!

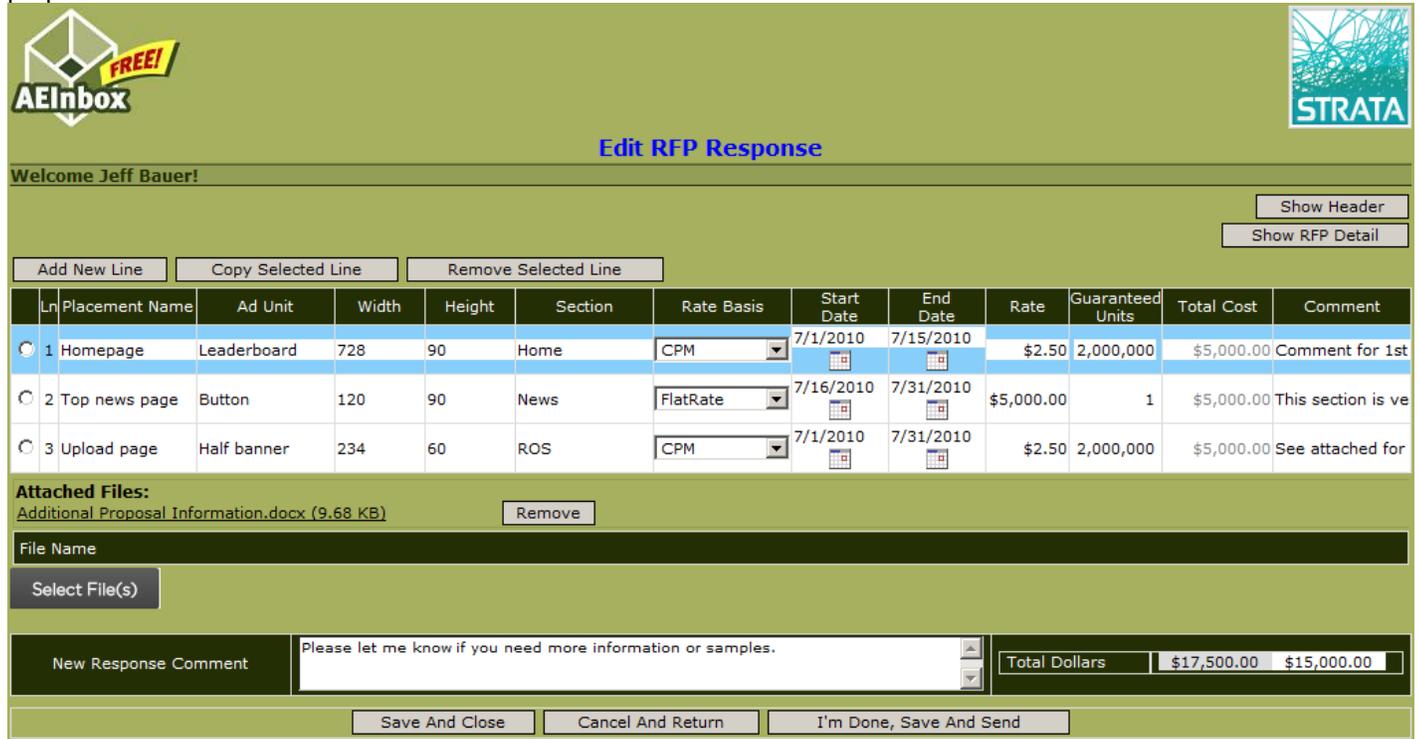
Ln	Placement Name	Ad Unit	Ad Size	Ad Section	Rate Basis	Start Date	End Date	Rate	Guaranteed Units	Total Cost	Comment
1	Homepage	Leaderboard	728x90	Home	CPM	07/01/2010	07/15/2010	\$3.00	2,500,000	\$7,500.00	Comment for 1st placement.
2	Top news page	Button	120x90	News	FlatRate	07/16/2010	07/31/2010	\$5,000.00	1	\$5,000.00	This section is very popular.
3	Upload page	Half banner	234x60	ROS	CPM	07/01/2010	07/31/2010	\$2.50	2,000,000	\$5,000.00	See attached for more info.

Attached Files:

File Name	Size
Additional Proposal Information.docx	9.68 KB

New Response Comment: Total Dollars:

Step 3: When the Edit Response button is selected the Edit RFP Response screen is displayed for the selected proposal.



Ln	Placement Name	Ad Unit	Width	Height	Section	Rate Basis	Start Date	End Date	Rate	Guaranteed Units	Total Cost	Comment
1	Homepage	Leaderboard	728	90	Home	CPM	7/1/2010	7/15/2010	\$2.50	2,000,000	\$5,000.00	Comment for 1st
2	Top news page	Button	120	90	News	FlatRate	7/16/2010	7/31/2010	\$5,000.00	1	\$5,000.00	This section is ve
3	Upload page	Half banner	234	60	ROS	CPM	7/1/2010	7/31/2010	\$2.50	2,000,000	\$5,000.00	See attached for

Attached Files:
 Additional Proposal Information.docx (9.68 KB) [Remove]

File Name
 Select File(s)

New Response Comment: Please let me know if you need more information or samples.

Total Dollars: \$17,500.00 | \$15,000.00

Buttons: Save And Close, Cancel And Return, I'm Done, Save And Send

- You can edit any of the information on the existing placement lines, add new lines, copy lines, or remove lines.
- Existing attachments can be removed and/or new attachments can be added.
- The Total Dollars at the bottom of the screen will show a comparison of the original vs. edited costs.

Step 4: Click the I'm Done, Save And Send button to send the proposal to the buyer. Alternatively, click the Save And Close button to save the response and edit it later before sending to the buyer.

Step 5: Once a proposal is sent to the buyer, the AE can view the status of each response and act accordingly.

Closed RFPs

When a buyer closes a RFP, the RFP will be moved to the Closed RFPs tab in AEInbox. You should not send any responses to closed RFPs.