



AEINBOX RADIO, & CABLE ORDER QUICK REFERENCE GUIDE



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 11AEInbox@stratag.com or 1-800-9STRATA.

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Register for an AEInbox Account

Using Internet Explorer, go to www.11aeinbox.com. **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

Questions?

Click here to set up an account

Please call **STRATA Client Service** at **1-800-9STRATA**.

Select **2** for a radio station, newspaper, magazine, outdoor, or interactive vendor.

Select **3** for a cable system.

Select **5** for a TV station.

You can also email us at 11AEInbox@strataq.com

Don't have an account?
Request One Here

Sign in to AEInbox.

Username

Password

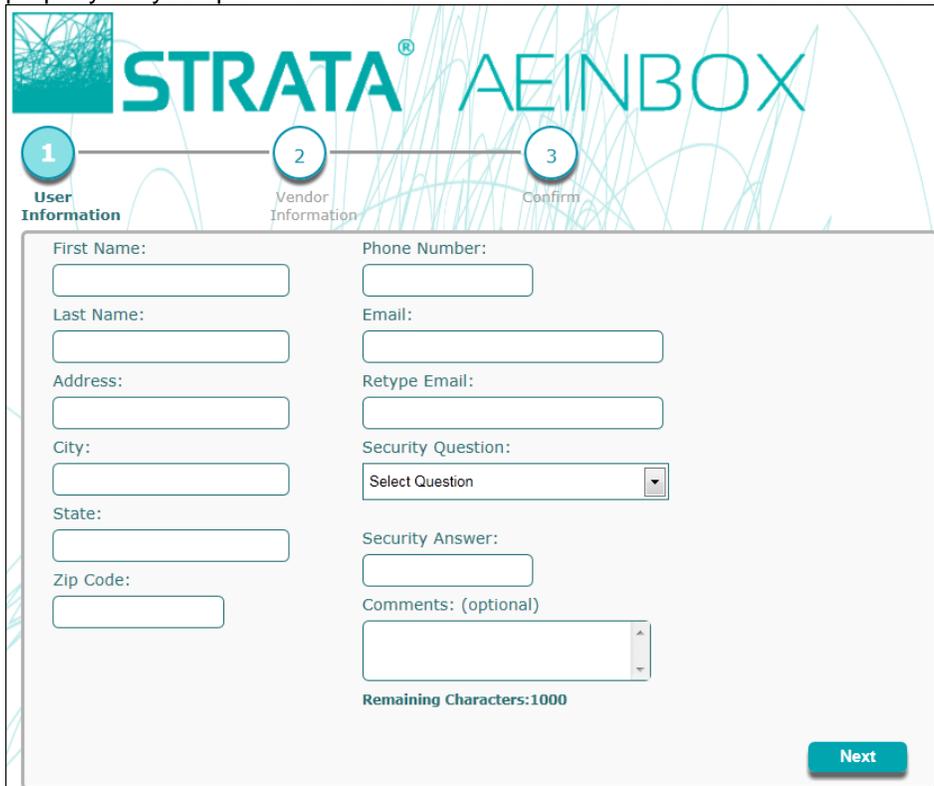
Sign in

[Forgot your password?](#)

[User Agreement](#)

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.



STRATA[®] AEINBOX

1 **User Information** 2 Vendor Information 3 Confirm

First Name:

Last Name:

Address:

City:

State:

Zip Code:

Phone Number:

Email:

Retype Email:

Security Question:

Security Answer:

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.

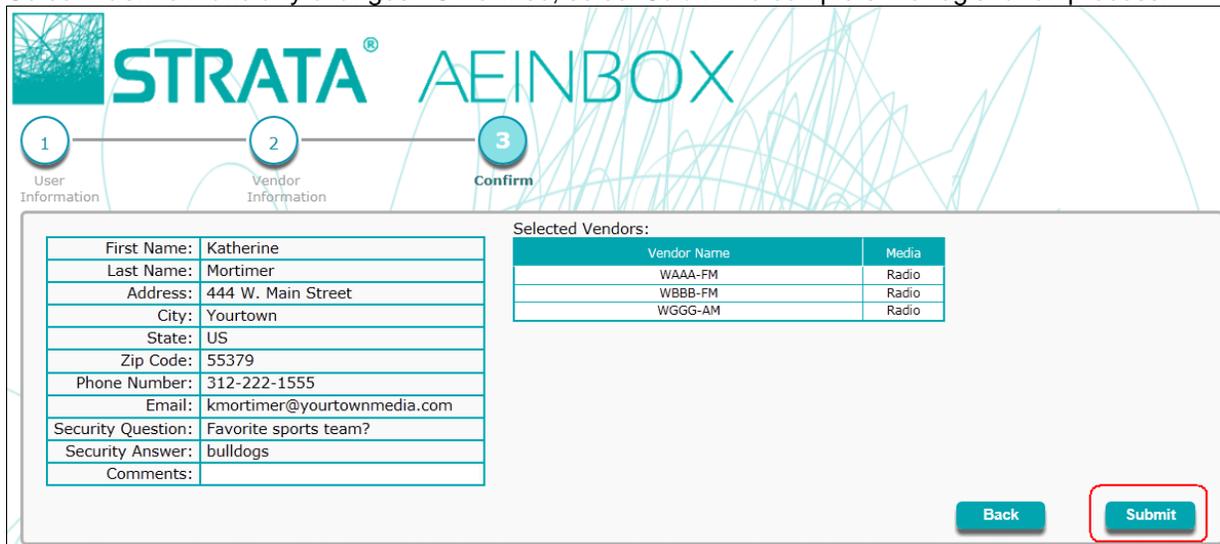
Tip: To quickly search for your station, type in one or more of the call letters within the **Search Available Vendors** field.

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.

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



First Name:	Katherine
Last Name:	Mortimer
Address:	444 W. Main Street
City:	Yourtown
State:	US
Zip Code:	55379
Phone Number:	312-222-1555
Email:	kmortimer@yourtownmedia.com
Security Question:	Favorite sports team?
Security Answer:	bulldogs
Comments:	

Vendor Name	Media
WAAA-FM	Radio
WBBB-FM	Radio
WGGG-AM	Radio

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

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



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.

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.**

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:

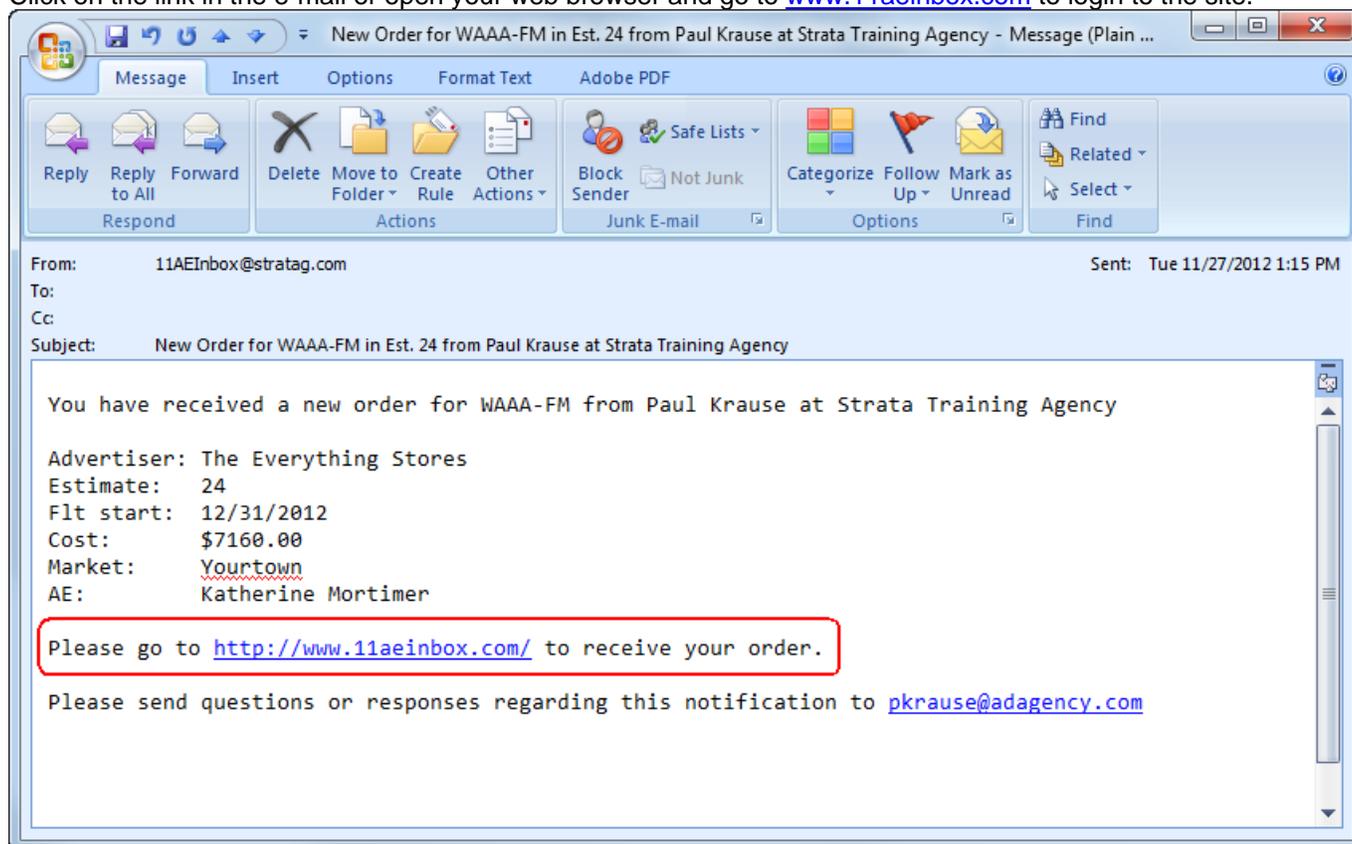
1. Select Media Type in the drop-down menu above the list of stations.
2. Select the station you wish to add and click the **Add** button. Optionally, select **Remove** to remove any Active Vendors from your account.
3. Click the **Update** button to update the account. Then click **Save & Close** to 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 www.11aeinbox.com to login to the site.



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.

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CLICK IT RADIO Account Settings Logout Help

CHANGE CONFIRM REJECT PRINT SAVE FILE

*Click the user name to view orders for another user Display 1 orders per page Refresh

Orders Received My Proposed Makegoods RFPs Received My RFP Responses Closed RFPs

Can Receive Makegoods ** Gross Net

Date Received	Vendor	Agency	Advertiser	Estimate	Flight Start	Dollars	Vers #	Order Status
11/27/2012	WZZN-FM	Strata Training Agency **	The Everything Stores	24	12/31/2012	\$3,580.00	1	Received

1 2 View order

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

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New Order Details

PRINT CHANGE

Client:	The Everything Stores	Total Dollars:	\$3,580.00 <input checked="" type="radio"/> Gross <input type="radio"/> Net
Product:	Store Opening	Total Spots:	37
Estimate:	24 - TES Q1 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 <input checked="" type="radio"/> Rtg <input type="radio"/> 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 January 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	2/11	2/18
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
2		MTuWThF	10:00a-03:00p		60	MD	\$95.00	c	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	c	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	c	8	1.6	0.2	\$312.50		2	0	1	2	0	1	0	2

Return To Inbox Return To Proposed Changes Edit Change

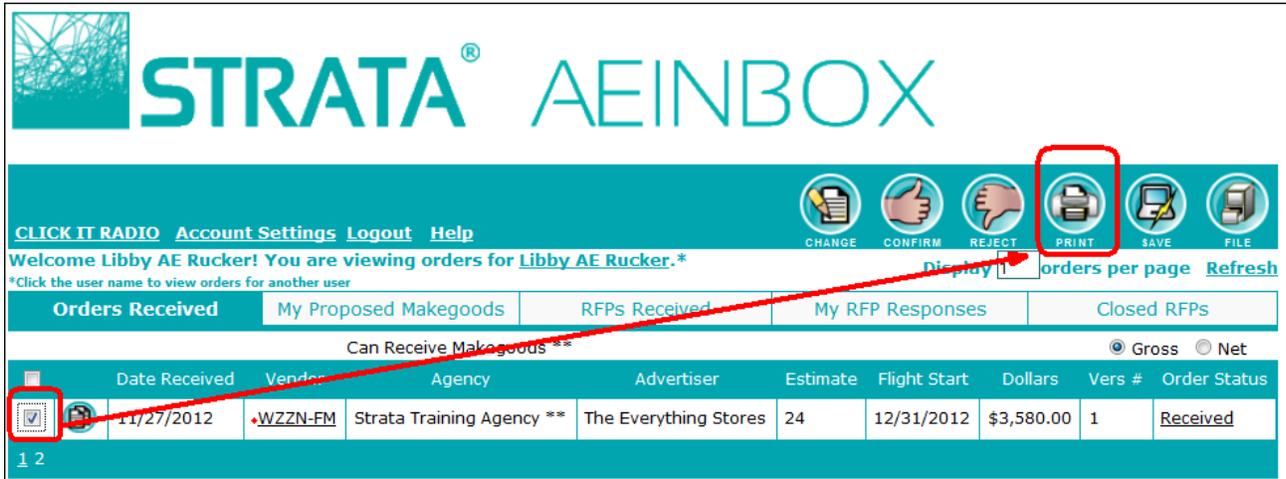
Printing an order

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.



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CLICK IT RADIO Account Settings Logout Help

CHANGE CONFIRM REJECT PRINT SAVE FILE

Welcome Libby AE Rucker! You are viewing orders for Libby AE Rucker.*
 *Click the user name to view orders for another user

Display 1 orders per page Refresh

Orders Received My Proposed Makegoods RFPs Received My RFP Responses Closed RFPs

Can Receive Makegoods *** Gross Net

	Date Received	Vendor	Agency	Advertiser	Estimate	Flight Start	Dollars	Vers #	Order Status
<input checked="" type="checkbox"/>	11/27/2012	WZZN-FM	Strata Training Agency **	The Everything Stores	24	12/31/2012	\$3,580.00	1	Received

1 2

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



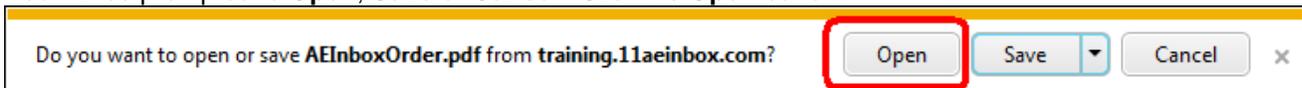
STRATA® AEINBOX

Print Orders

Station	Agency	Advertiser	Estimate	Dollars
WZZN-FM	Strata Training Agency **	The Everything Stores	24	\$3,580.00

Print Orders Return To Inbox

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



Do you want to open or save AEInboxOrder.pdf from training.11aeinbox.com?

Open Save Cancel x

- 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: Yourtown	Vendor: WZZN-FM	Billing To: Strata Training Agency
Client: The Everything Stores	Demo: Adults 25-54	Los Angeles, CA	
Product: Store Opening	Separation: 30		
Estimate: 24	Flight Start: 12/31/12	AE:	
Description: TES Q1 Yourtown Grand Opening	Flight End: 2/24/13	Phone:	
Version: 1	Survey: 2BK Oct10-Nov10 MSA ARB PPM	Fax:	
Comments: Spots shouldn't start airing until January 1st at 5 AM.			Order Number: 10993

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	12/31	1/7	1/14	1/21	1/28	2/4	2/11	2/18	Total Spots	Adults 25-54 RTG	CPP								
1	MTuWThF 6:00A-10:00A	AM	\$125.00	C	60	2	0	2	2	0	1	0	2	9	0.3	\$416.67								
2	MTuWThF 10:00A-3:00P	MD	\$95.00	C	60	2	0	0	2	0	1	2	2	9	0.5	\$190.00								
3	MTuWThF 3:00P-7:00P	PM	\$100.00	C	60	2	0	2	2	0	1	2	2	11	0.5	\$200.00								
4	MTuWThF 7:00P-12:00A	EV	\$62.50	C	60	2	0	1	2	0	1	0	2	8	0.2	\$312.50								
Total Spots:														37										
Total GRP/GIMP(000):														3.0	0.0	1.8	3.0	0.0	1.5	2.0	3.0		14.3	

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
1/2013	\$2,042.50 - 21	\$0.00 - 0	\$2,042.50 - 21
2/2013	\$1,537.50 - 16	\$0.00 - 0	\$1,537.50 - 16

Total Gross Cost: \$3,580.00	Total Gross CPP: \$250.35
Total Net Cost: \$3,043.00	Total Net CPP: \$212.80

Disclaimer:
No mgs prior to approval.

Option 2: To print an order from the Order Details screen:

- While viewing your order from the Order Details screen, click the **Print** Button.

New Order Details

Welcome **Libby AE Rucker!**

Client: The Everything Stores	Total Dollars: \$3,580.00 <input checked="" type="radio"/> Gross <input type="radio"/> Net
Product: Store Opening	Total Spots: 37
Estimate: 24 - TES Q1 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 <input checked="" type="radio"/> Rtg <input type="radio"/> IMP
Survey: 2BK Oct10-Nov10 MSA ARB PPM	GIMP(000): 597.4
Status: Viewed	CPP: 250.35
Buyer Comments: Spots shouldn't start airing until January 1st at 5 AM.	CPM: 5.99
Disclaimer: View	Version: 1 / 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	2/11	2/18
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
2		MTuWThF	10:00a-03:00p		60	MD	\$95.00	c	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	c	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	c	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.



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



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: Yourtown	Vendor: WZZN-FM	Billing To: Strata Training Agency
Client: The Everything Stores	Demo: Adults 25-54		Los Angeles, CA
Product: Store Opening	Separation: 30		
Estimate: 24	Flight Start: 12/31/12	AE:	
Description: TES Q1 Yourtown Grand Opening	Flight End: 2/24/13	Phone:	
Version: 1	Survey: 2BK Oct10-Nov10 MSA ARB PPM	Fax:	
Comments: Spots shouldn't start airing until January 1st at 5 AM.		Order Number: 10993	

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	12/31	1/7	1/14	1/21	1/28	2/4	2/11	2/18	Total Spots	Adults 25-54 RTG	CPP
1	MTuWThF 6:00A-10:00A	AM	\$125.00	C	60	2	0	2	2	0	1	0	2	9	0.3	\$416.67
2	MTuWThF 10:00A-3:00P	MD	\$95.00	C	60	2	0	0	2	0	1	2	2	9	0.5	\$190.00
3	MTuWThF 3:00P-7:00P	PM	\$100.00	C	60	2	0	2	2	0	1	2	2	11	0.5	\$200.00
4	MTuWThF 7:00P-12:00A	EV	\$62.50	C	60	2	0	1	2	0	1	0	2	8	0.2	\$312.50
Total Spots:						8	0	5	8	0	4	4	8	37		
Total GRP/GIMP(000):						3.0	0.0	1.8	3.0	0.0	1.5	2.0	3.0		14.3	
Month	Cash\$-Spots	Trade\$-Spots				Total\$-Spots										
1/2013	\$2,042.50 - 21	\$0.00 - 0				\$2,042.50 - 21										
2/2013	\$1,537.50 - 16	\$0.00 - 0				\$1,537.50 - 16										
Total Gross Cost:			\$3,580.00											Total Gross CPP:	\$250.35	
Total Net Cost:			\$3,043.00											Total Net CPP:	\$212.80	

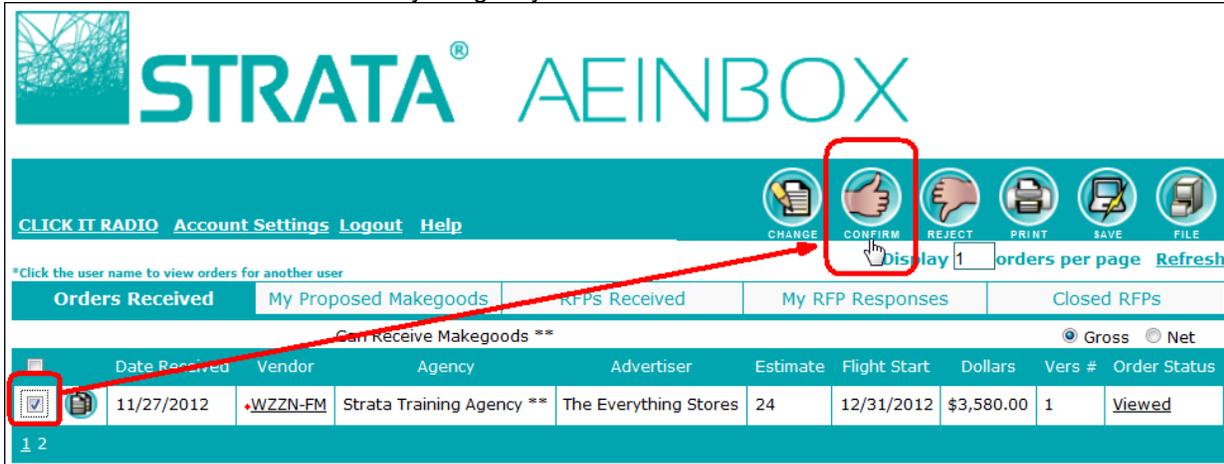
Disclaimer:
 No mgs prior to approval.

Confirming an order

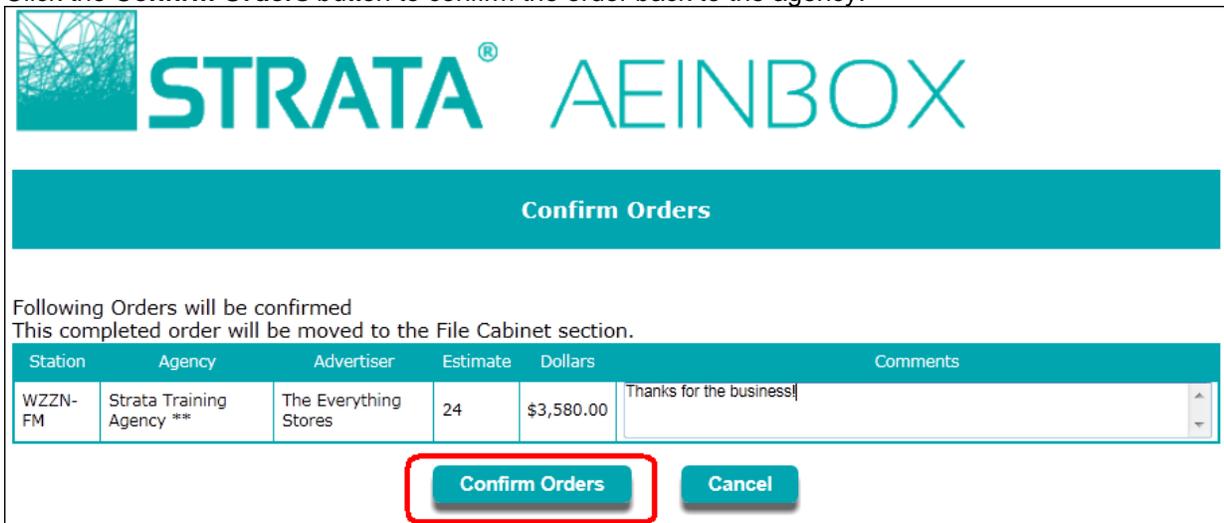
Follow the steps below to electronically confirm the order for the Buyer/Agency.

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.



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.



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.



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.

STRATA® AEINBOX

CLICK IT RADIO Account Settings Logout Help

Welcome Libby AE Rucker! You are viewing orders for Libby AE Rucker.*
*Click the user name to view orders for another user

Display 1 orders per page Refresh

Orders Received My Proposed Makegoods RFPs Received My RFP Responses Closed RFPs

Can Receive Makegoods ** Gross Net

Date Received	Vendor	Agency	Advertiser	Estimate	Flight Start	Dollars	Vers #	Order Status
11/27/2012	WBBM-FM	Strata Training Agency **	The Everything Stores	24	12/31/2012	\$7,160.00	1	Viewed

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.

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Reject Orders

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

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.

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CLICK IT RADIO Account Settings Logout Help

CHANGE CONFIRM REJECT PRINT SAVE FILE

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.

The screenshot shows the main order summary screen with the STRATA AEINBOX logo at the top. Below the logo is a navigation bar with buttons for CHANGE, CONFIRM, REJECT, PRINT, SAVE, and FILE. The FILE button is circled in red, and a red arrow points to it from the top right. Below the navigation bar, there is a welcome message for Libby AE Rucker and a display settings section showing 'Display 1 orders per page' and a 'Refresh' button. A table below shows tabs for 'Orders Received', 'My Proposed Makegoods', 'RFPs Received', 'My RFP Responses', and 'Closed RFPs'. At the bottom, there is a table with columns for Date Received, Vendor, Agency, Advertiser, Estimate, Flight Start, Dollars, Vers #, and Order Status.

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.

The screenshot shows the File Cabinet search screen. The search criteria are filled out as follows:

Date Received	
Vendor	WZZN-FM
Agency	Strata Training Agency
Advertiser	The Everything Stores
Estimate	
Flight Start	
Status	

A dropdown menu is open next to the Advertiser field, showing a list of clients:

- CLIENT
- Coca-Cola
- Gorgeous Gifts
- Handy Hardware
- Natural Food Grocery
- Snow Mountain Ski Resort
- Snowbowl Mountain Ski Resort
- The Everything Stores
- Yourtown Pizza

At the bottom of the screen, there are three buttons: Submit Search, Return To Inbox, and Reset Search.

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

The screenshot shows the File Cabinet search results screen. The search criteria are filled out as follows:

Date Received	Vendor	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	Confirmed
11/27/2012	WBBM-FM	Strata Training Agency **	The Everything Stores	24		12/31/2012	\$7,160.00	1	Viewed

At the bottom of the screen, there are four buttons: SAVE, CHANGE, PRINT, and FILE.

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

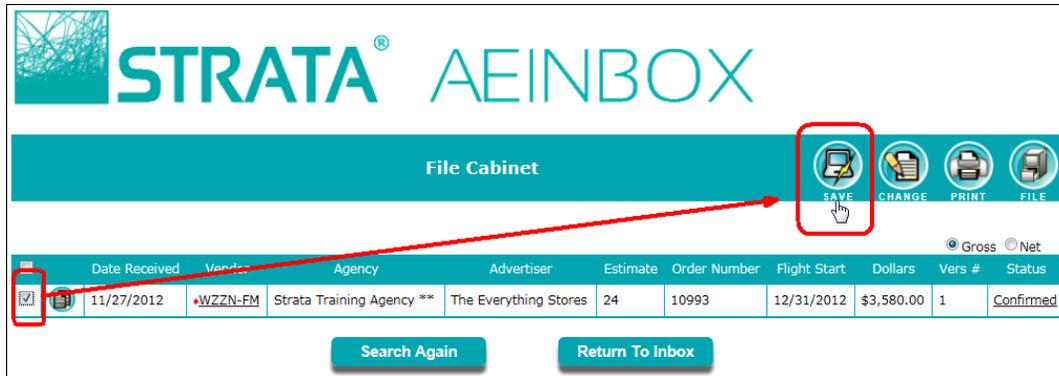
The screenshot shows the File Cabinet search results screen with the search criteria filled out. At the bottom of the screen, there are four buttons: SAVE, CHANGE, PRINT, and FILE.

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

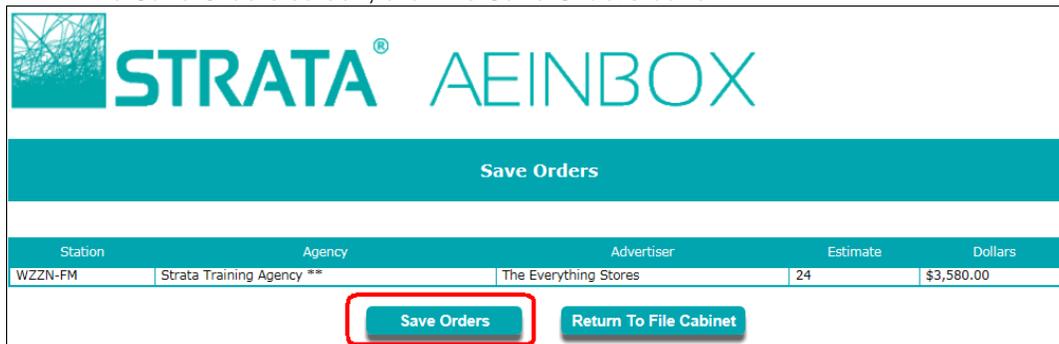
Orders in AEInbox can be exported in an *.xml or *.scx file format in order to import the order into external systems.

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.



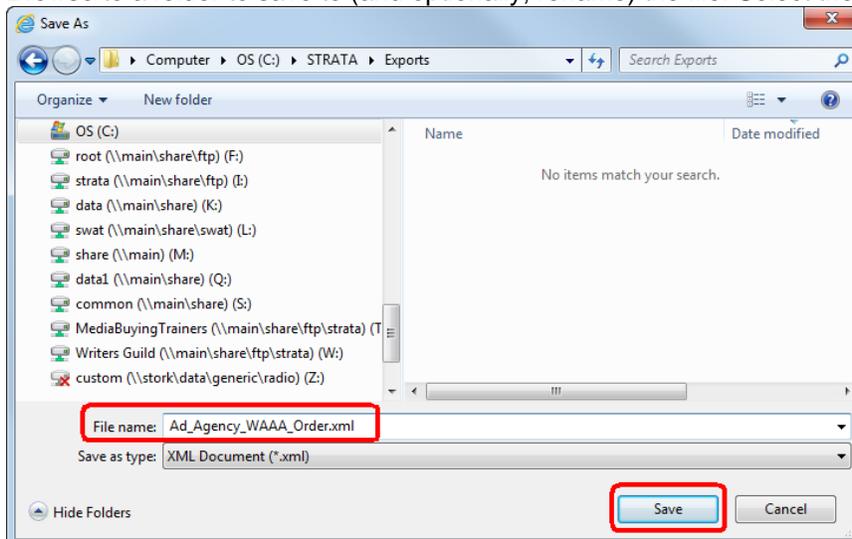
3. Within the Save Orders screen, click the **Save Orders** button.



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

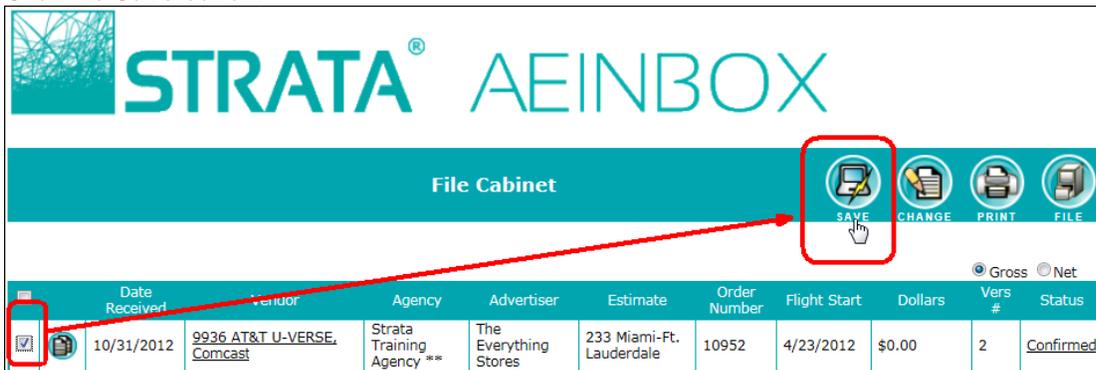


5. Browse to a folder to save to (and optionally, rename) the file. Select the **Save** button.

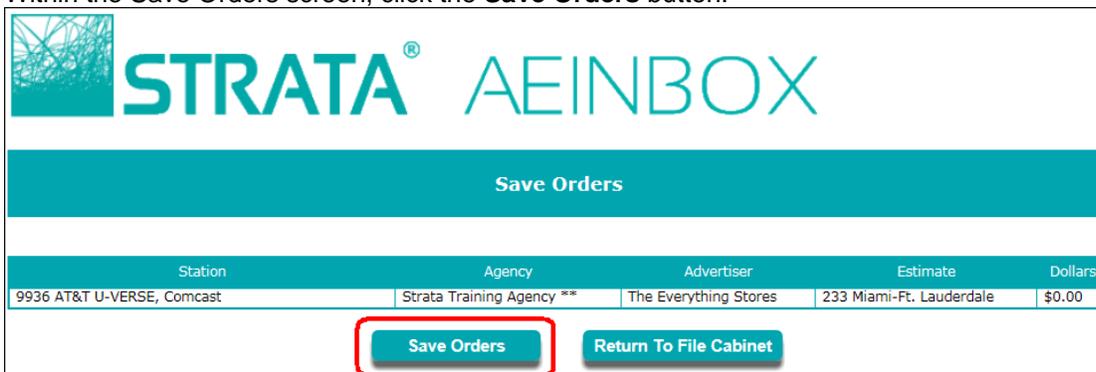


To save the order in an *.scx format:

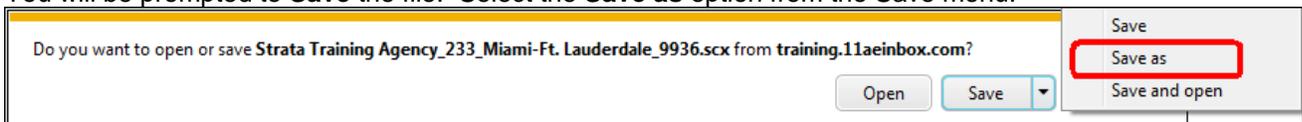
1. From the main order summary screen or the File Cabinet screen, select the check box next to the order.
2. Click the **Save** button.



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



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.

