Videa Seller Screens

User Guide

Document 03-10000-05

Table of Contents

Chapter 1 Navigation in the Videa Application

The Videa application uses clustered menus and menu items so you can access various parts of the application.

Order Management

The Order Management menu contains links to:

- **Pending Orders** - Opens a screen where you can manage your Videa orders.
- **Pending Makegoods** - Opens a screen where you can manage your makegoods.
- **Open Pre-Empts** - Opens a screen where you can manage pre-empted spots.
- **Order Search** - Opens a screen where you can filter your open orders using multiple criteria.

See "*Order Management*" on page 1 for more information.

Reporting

The Reporting menu contains links to:

- **Account Performance** - Opens a screen where you can review certain account-based values.
- **Program Revenue** - Opens a screen where you can review certain program-based values.
- **Order Reporting** - Opens a screen where you can review certain order-based values.

See "*Order Reporting*" on page 67 for more information.

Price Guide

The Price Guide allows you to:

- Manage rates, ratings, and pricing expectations
- Be sure that the Videa rate is optimized for delivery
- See every rate and rating before they are available to the buyer through the Videa platform

If you want your reps to be able to access your Price Guide, you must give them access in the Videa Settings page. See "*Allow Sales Rep Access to Your Price Guide*" on page 106 for more information.

See "*Price Guide*" on page 73 for more information.

Avails

The Avails screen allows you to:

- View incoming avails
- Accept or edit the avails
- View the specifics of the avail before accepting or editing

See "*Avails*" on page 81 for more information.

Campaign Performance

The Campaign Performance screen shows you the progress you are making on meeting the campaign goals to date. Videa applies Nielsen-derived data to spots that air based on the time parameters of the campaign.

See "*Campaign Performance*" on page 89 for more information.

Settings

The **Settings** button opens the Settings screen, where you can reset your password, update your contact information, define certain display settings, request a new program be added, and define your sales reps.

See "*Settings*" on page 101 for more information.

Help Window

The help window (Need Help?) contains support contact information.

- Open the help window by clicking the **Need Help?** button on the right side of the screen.

- Close the help window by clicking the **Need Help?** button on the open window.

Need Help?

Contact Us

Call Us 📞

We are available from
8:00am-11:00pm EST/EDT
Mon - Fri.
Customer Service:
1(844)48VIDEA

Live Chat 💬

Need fast help? From
8:00am-11:00pm EST/EDT
Mon - Fri we are online and
ready to help.

Chat Offline

Contact Us ✉

Technical Support:
support@videa.tv
Or, use our email form and
we will get back to you
within our support hours of
8:00am-11:00pm EST/EDT -
Mon-Fri

Contact Us

The help window contains contact information for Videa support:

- Phone (Call Us)

- Live Chat

- Email (Contact Us)

Chapter 2 Order Management

The Order Management screens allow you to view a summary and detailed view of the buyer orders, accept and reject orders, manage makegoods, manage open pre-empts, and search for orders.

Pending Orders

The Pending Orders screen gives you a summary and detailed view of the buyer orders.

View the Pending Orders Screen

On the Videa system menu bar, click **Order Management > Pending Orders**. The Pending Orders screen opens.

About the Pending Orders Screen

The default view on this screen lists Videa system orders that came in today first.

Pending Orders Field Descriptions

Field	Description
Order #	The unique Videa order number. **Note:** Click the order to open the Order Detail screen.
Status	The status of the order: • Accepted • Rejected • New
Type	The type of order: • Original • Revision
Advertiser	The advertiser for this order, based on your traffic data.
Agency	Agency buying the campaign.
CPE	Client Product Estimate. A code from the buyer that indicates the advertiser, product, and estimate number connected to the order.
Start	Start date of the campaign.
End	End date of the campaign.
Currency	Shows the type of currency used for the order: • Cash • Trade (Barter)
Revenue	Monetary gain realized by the seller from this campaign.
Share	Share realized by the campaign. The share is initially calculated using revenue divided by availed market budget, but can be overridden by the station or Rep assigned to the account.

Note: Accepted and rejected orders are displayed on this screen for 60 days.

View an Order Version History

The order's nversion history allows you to view who submitted the order, when the order was submitted, and what changes were made to the order.

On the Pending Orders screen, click the arrow (▶) next to an order. The order expands to show the order Version History.

Order Version History Field Descriptions

Field	Description
Version	Version number of the change. A one (1) in this field means that this is the original order.
Submitted By	Person who submitted the change.
Date	Date the change was submitted.
Time	Time the change was submitted.

The Order Detail Screen

The Order Detail screen shows the details of each program ordered.

View the Order Detail Screen

From the Pending Orders screen, click anywhere on an order line. The Order Detail screen for that order opens.

About the Order Detail Screen

The Order Detail screen shows a much more detailed view of the order, broken out by program.

Order Detail Screen Field Descriptions

Field	Description
Header	
Status	The status of the order: • Accepted • Rejected • New
Videa Order ID	Unique Videa order identification number.
Order Type	The type of order: • Original • Revision
Advertiser	Advertiser buying the campaign.
CPE	Client Product Estimate. A code from the buyer that indicates the advertiser, product, and estimate number connected to the order.
Agency	Agency buying the campaign.
Total Revenue	Monetary gain realized by the seller from this campaign.
Share	Share realized by the campaign. The share is initially calculated using revenue divided by availed market budget, but can be overridden by the station or Rep assigned to the account.
Total Spots	Total number of spots ordered.
Start	Start date of the campaign.
End	End date of the campaign.
Demo	Primary demographic for the order.
Sales Office	Sales office where the order originated.
Location	Location of the sales office where the order originated.
Sales Person	Person who placed the order.
Share - Enter a new share for the order and click **Update**.	
Version History	

Field	Description
Version	The version number of the order.
Submitted By	Person who submitted this version of the order.
Date	Date this version was submitted.
Time	Time this version was submitted.
Order Details	
Program	Program where the spots aired or will air.
Time	Time when the program airs during the broadcast day.
Length	The length of the ad aired.
Start Date	Start date of the campaign.
End Date	End date of the campaign.
Rate	Rate for spots in the program.
Total Spots	Total number of spots ordered in each program.
Total Cost	Total cost of the order for each program.
Buyer Rating/IMPs	The buyer rating (or impressions per thousand) for the program.
Total Rating/IMPs	The total rating (or impressions per thousand) for the program.
Manage Schedule - Click to open the Order Information - Offers screen for the order.	
Redeliver - Click to re-send the R100 and order PDF files to the buyer.	

Redeliver the R100 and Order PDF Files

Sometimes you need the R100 and order PDF files to be sent to you again.

1. Click **Order Management > Pending Orders** to open the order dashboard.

2. Find the order that you need to redeliver.

3. Click anywhere in the order line to open the order details for that order.

4. Click **Redeliver**. The order R100 and PDF files will be re-sent.

Return to the Pending Orders Screen

On the Order Details screen, click **Back to Order Management**. The Pending Orders screen opens.

Pending Makegoods Screen

Videa's makegoods solution pulls pre-empts through the nightly traffic pull. At that point, Videa addresses the pre-empt, attempts to find a makegood solution (if Videa finds a makegood solution, we re-avail through the Videa system), and sends the order to the station and agency simultaneously (pre-booking inventory and earmarking avails).

The agency is allowed 48 hours to approve makegoods. If the agency does not respond within 48 hours, the station or the rep should reach out to the agency buyer.

> **Note:** If you want your reps to be able to create makegoods, you must explicitly give them that permission on the Settings screen. See "*Allow Sales Rep Access to Your Makegoods*" on page 106 for more information.

Types of Makegoods

The Videa system can handle several types of makegoods:

- **Makegood** – The 'standard' makegood. Use when spots are in Preempt status. Allows you to pull all pre-empted spots from the line into the Pre-empt section of the makegood.

- **Makegood Preempt** – Use when spots are in pre/post log placed/displaced status in traffic. Allows you to "Fake a Pre-empt" to use as the pre-empt for the makegood.

- **Missed Spots** – Use where buy lines are not in traffic (the spots do not exist). If there is no traffic data displayed when you expand the line, then the spot or line is not in traffic. "Fake Pre-empts" by selecting a line and entering the number of spots to use as the pre-empt (line level).

- **Pgm. Change** – Use to change full or partial order lines to a different program.

- **Credit** – Use to remove the spot and its associated dollars and ratings from the order. No makegood offer.

- **Bonus** – Use to add a spot to the order. You can add bonus or paid spots (Add to Schedule - when new dollars are added to an existing schedule for whatever reason).

View the Pending Makegoods Screen

From the Videa system menu bar, click **Order Management > Pending Makegoods**. The Pending Makegoods screen opens.

> **Note:** You might need to scroll to see the entire makegoods table.

Search in the Pending Makegoods Screen

Use the View Selection section of the screen to filter the data on the screen.

You can select any or all of the options in the View Selection section of the screen.

1. Select the makegood Offer **Status**.

2. Select an **Offer Type**.

3. Select the **Agency**.

4. Select the **Advertiser**.

5. Enter a **Campaign Name**.

6. Select an **Agency Status**.

7. Select a **Station Status**.

8. Select the makegood and/or transfer status (MG Transfers).

9. Click **Search**. The search results are shown in the table below.

About the Pending Makegoods Screen

The Pending Makegoods screen shows you the pre-empted spots by advertiser and agency, along with the status of each makegood.

Pending Makegood Screen Field Descriptions

Note: You might need to scroll right to see all the fields in the table.

Field	Description
View Offer	Click to open the makegood offer details on the Order Information - Offers screen.
View Order	Click **Open** to view the original order detail screen.
Advertiser	The advertiser that the makegood is for.
Agency	The agency that booked the order.
Campaign Name	The campaign that the makegood is for.
Flight Start	The flight start date.
Flight End	The flight end date.
Makegood	
Number	The number associated with this makegood offer.
Status	The current status of the makegood offer: • Draft - The makegood has been started and saved, but has not been sent. • Pending - The makegood has not been agreed upon. • Confirmed - Both the buyer and seller have agreed to this makegood. • Recalled - The makegood was rejected by the buyer and recalled by Videa Media Operations.
Sent	The date the makegood was sent to the buyer. If the text in this screen is red, the offer needs your attention.
Due	Due date and time for a station and agency response to the makegood offer. **Note:** This does not go to the agency in MO.
Total	The total cost of the makegood offer.

Field	Description
Type	The reason for the makegood offer: • Makegood • Bonus • Program Change
Station	
Order	The station order number for this makegood.
Status	Status of the makegood offer at the station: • Draft - Makegood has been started and saved, but has not been sent. • Pending - The station has yet to respond to the offer. • Confirmed - The station has agreed to the offer.
Notes	Any notes related to the station offer.
Action	The action required based on the status of the makegood offer: • Accept/Reject - The makegood has a status of Pending. • Create MG - The makegood has a status of Draft. • N/A - The makegood has a status of Accepted.
Agency	
Status	Status of the makegood offer at the agency: • Draft - Makegood has been started and saved, but has not been sent. • Pending - The agency has yet to respond to the offer. • Accepted - The agency has agreed to the offer.
Notes	Any notes related to the agency offer.
Videa Order	The Videa order number associated with the makegood offer.
MG created by	Shows who created the makegood.
Date/Time created	Shows when the makegood was created.
MG last updated by	Shows who last updated the makegood.
Date/Time last updated	Shows when the makegood was last updated.
CPE	Client Product Estimate. A code from the buyer that indicates the advertiser, product, and estimate number connected to the order.

Makegood Offer Details

The Makegood Offer Details screen shows you details about the pre-empted programs and the spots offered for the makegood.

View the Makegood Detail Screen

On the Pending Makegoods screen, click in the **View Offer** field for the makegood offer you want to view. The Order Information - Offers window for that makegood offer opens.

Makegood Offer Details Field Descriptions

Field	Description
Header	
Status	The current status of the makegood offer: - Draft - The makegood has been started and saved, but has not been sent. - Pending - The makegood has not been agreed upon. - Confirmed - Both the buyer and seller have agreed to this makegood. - Recalled - The makegood was rejected by the buyer and recalled by Videa Media Operations.
Advertiser	Agency buying the campaign.
Station	Station offering the makegood.
C/P/E	Client Product Estimate. A code from the buyer that indicates the advertiser, product, and estimate number connected to the order.
Start Date	Date the campaign begins.
End Date	Date the campaign ends.
Agency Order #	Order number at the agency.
Videa Order #	Order number at Videa.
Version	Numbered version of the makegood.
Station Order #	Order number at the station.
Additional details - Click the arrow (▶) to see further details.	
Product	Product being advertised.
Campaign Name	The name of the campaign affected.
Deal type	What is being exchanged for this - cash, barter, no cost, etc.
Start DOW	Day of the week the makegood starts.
Agency Name	Name of the agency associated with the campaign.
Buyer Name	Buyer of the campaign.
Schedule type	Shows whether the original order was purchased as spots per week (Weekly) or as spots for individual days (Daily).
Demo	The primary demographic of the campaign.
Estimate	The estimated number of points for the campaign.
Rep Name	The rep associated with the campaign.
Total GRPs/IMPs	Total Gross Ratings Points or impressions represented by the campaign.
Total Spots	Total number of spots associated with the campaign.
Total $$$	Total cost of the campaign.

Field	Description
Buyer Avail Request Notes	Notes from the buyer associated with the avail.
Buyer Order Comment	Any comments from the buyer on the order.
Customer Care Comment to Station	Any comments from Videa customer care to the station. Only the station and Videa can see these comments.
Transfer to MediaOp$_S$	Click to transfer this information to Videa media operations. **Note:** This button is not available until you save the makegood.
Guidelines	Click to open a document describing how to work this screen. **COMING SOON**
Save	Click **Save** to save any changes.
Close	Click **Close** to close the additional detail table.
Makegood Table	
Makegood Comments- Any comments regarding this makegood proposal.	
Totals- Totals from the Pre-empt and Makegood(s) tables	
Spots	Number of spots pre-empted and offered as makegoods.
Dollars	Amount represented by the pre-empted spots and makegood offers.
GRPs/IMP	Gross Ratings Points or impressions represented by the pre-empted spots and makegood offers.
Classification	All makegoods need a classification for future reporting purposes: • Unknown • MG for Missed Spot • MG for Programming Change • MG for Live event schedule changes • MG to fix schedule • Technical difficulties • Wrong or no copy • Buyer request **Note:** This information does not go to the buyer.
Classification	Select a classification for reporting purposes.
Sel	Click to select the line.
Order Days	Days of the week the spot was to air.
Start Time	Start time of the program where the spot was to air.
End Time	End time of the program where the spot was to air.
Program	Program where the spot was to air.

Field	Description
Line #	Line in the order affected.
Len	Length of the spot ordered.
Ordered Spots	Number of spots ordered.
Open preempts	Number of spots that did not air, for whatever reason.
Date Grid	Shows the dates when the spots were scheduled to air. As you add dates, the spots total increases. Use the arrows (and) to scroll through the dates.
Spot Rate	The original rate for the spot.
Buyer RTG/IMP	The original buyer rating or impressions for the spot.
Buyer CPP/CPM	The original buyer cost-per-point or cost-per-thousand for the spot.
Comment	Any comments about the spot.
Makegood Spot(s) Offered - Information about the spots being offered as makegoods.	
Line #	Line number of the offer.
Days	The days of the week the program airs.
Start Time	The time the proposed program begins to air.
End Time	The time the proposed program ends.
Program	The program name where the proposed makegood will air.
Len	The length of the proposed makegood spot.
Offered Spots	Total number of spots offered in the grid to the right.
Date Grid	Shows the dates when the makegoods are scheduled to air. As you add dates, the spots total increases. Use the arrows (and) to scroll through the dates.
Add a Week	Button above the table. Click to add a week to the offer.
Delete Spots	Button above the table. Click to remove lines from the offer.
Station Rate	Station rate of the offered makegood.
Station RTG/IMP	Station rating or impressions of the offered makegood.
Station CPP/CPM	CPP or CPM of the offered makegood.
Makegood Comment	Any comments about the makegood.
Station Avails - Search station avails.	
All (programs)	Searches all programs in the station inventory.
Programs Ordered	Only searches those programs originally ordered.
DPs Availed	Opens a new window showing the dayparts that were originally availed.
Program	Program name.
Start Time	Start time of the program.
End Time	End time of the program.
Days	Select the DOWs the program airs.
Daypart	Select the daypart the program airs.
Len	Select the length of the spot.
Start Date	Select the start date for the search.
End Date	Select the end date for the search.

Field	Description
Search Results	
Program	Program name.
Start Time	Start time of the program.
End Time	End time of the program.
Days	DOWs the program airs.
Daypart	Daypart the program airs in.
Len	Length of the spots available in the program.
MG Spots	Number of makegood spots offered.
[Date grid]	Shows the available dates in the station inventory. Use the arrows (◀ and ▶) to scroll through the dates.
Spot Rate	Spot rate of the spots in the program.
Station Rating/IMP	Rating or impressions of the program.
Station CPP/CPM	CPP or CPM of the program.
Makegood Comment	Any comments regarding the makegood.
GDLNS	**Not currently available.**
Guidelines Warnings/Violations	**Not currently available.**

Return to the Pending Makegoods Screen

On the makegood Offer Detail screen, click close (**X**) on the upper-right of the Makegood Detail screen to return to the Pending Makegoods screen.

View the Videa Order Related to the Makegood

On the Pending Makegoods screen, locate the makegood you want to view and click **Open** in the View Order field. The Order Detail screen opens for that makegood offer.

> **Note:** See "*The Order Detail Screen*" on page 11 for more information on the Order Detail screen.

Create Makegoods

> **Note:** If you want your reps to be able to create makegoods, you must explicitly give them that permission on the Settings screen. See "*Allow Sales Rep Access to Your Makegoods*" on page 106 for more information.

Using the Videa platform, you can create several types of makegoods:

- **Makegood** - The 'standard' makegood, where some spots in an order were pre-empted for some reason, and you select some additional spots to make up for those missed spots.

- **Credit** - The station offers a makegood at no charge, effectively removing the spot from the buyer order.

- **Bonus** - The station offers a makegood that adds lines to an order, with or without charge. Bonus offers are not related to any existing order lines.

- **Program Change** - The station offers a makegood that changes the full order line to a different program.

- **Makegood Preempts** - The station 'fakes a makegood' by selecting any pre- or post-log placed or displaced spot to use as the pre-empt.

- **Missed Spots** - The station offers a makegood because the buy lines are not in station Traffic (the spots do not exist).

Order Information - Offers Field Descriptions

The Order Information - Offers screen contains a lot of information. This section breaks these sections down into their component parts and gives you the field descriptions for each section.

Order Information - Offers Header Field Descriptions

Field	Description
Header	
Status	The current status of the makegood offer: • Draft - The makegood has been started and saved, but has not been sent. • Pending - The makegood has not been agreed upon. • Confirmed - Both the buyer and seller have agreed to this makegood. • Recalled - The makegood was rejected by the buyer and recalled by Videa Media Operations.
Advertiser	Agency buying the campaign.
Station	Station offering the makegood.
C/P/E	Client Product Estimate. A code from the buyer that indicates the advertiser, product, and estimate number connected to the order.
Start Date	Date the campaign begins.
End Date	Date the campaign ends.
Agency Order #	Order number at the agency.
Videa Order #	Order number at Videa.
Version	Numbered version of the makegood.
Station Order #	Order number at the station.
Additional details - Click the arrow (▶) to see further details.	
Product	Product being advertised.
Campaign Name	The name of the campaign affected.
Deal type	What is being exchanged for this - cash, barter, no cost, etc.
Start DOW	Day of the week the makegood starts.
Agency Name	Name of the agency associated with the campaign.

Field	Description
Buyer Name	Buyer of the campaign.
Schedule type	Shows whether the original order was purchased as spots per week (Weekly) or as spots for individual days (Daily).
Demo	The primary demographic of the campaign.
Estimate	The estimated number of points for the campaign.
Rep Name	The rep associated with the campaign.
Total GRPs/IMPs	Total Gross Ratings Points or impressions represented by the campaign.
Total Spots	Total number of spots associated with the campaign.
Total $$$	Total cost of the campaign.
Buyer Avail Request Notes	Notes from the buyer associated with the avail.
Buyer Order Comment	Any comments from the buyer on the order.
Customer Care Comment to Station	Any comments from Videa customer care to the station. Only the station and Videa can see these comments.
Transfer to MediaOp$_S$	Click to transfer this information to Videa media operations. **Note:** This button is not available until you save the makegood.
Guidelines	Click to open a document describing how to work this screen. **COMING SOON**
Save	Click **Save** to save any changes.
Close	Click **Close** to close the additional detail table.
Makegood Table	
Makegood Comments- Any comments regarding this makegood proposal.	
Totals- Totals from the Pre-empt and Makegood(s) tables	
Spots	Number of spots pre-empted and offered as makegoods.
Dollars	Amount represented by the pre-empted spots and makegood offers.
GRPs/IMP	Gross Ratings Points or impressions represented by the pre-empted spots and makegood offers.

Field	Description
Classification	All makegoods need a classification for future reporting purposes: • Unknown • MG for Missed Spot • MG for Programming Change • MG for Live event schedule changes • MG to fix schedule • Technical difficulties • Wrong or no copy • Buyer request **Note:** This information does not go to the buyer.
Classification	Select a classification for reporting purposes.
Sel	Click to select the line.
Order Days	Days of the week the spot was to air.
Start Time	Start time of the program where the spot was to air.
End Time	End time of the program where the spot was to air.
Program	Program where the spot was to air.
Line #	Line in the order affected.
Len	Length of the spot ordered.
Ordered Spots	Number of spots ordered.
Open preempts	Number of spots that did not air, for whatever reason.
Date Grid	Shows the dates when the spots were scheduled to air. As you add dates, the spots total increases. Use the arrows (and) to scroll through the dates.
Spot Rate	The original rate for the spot.
Buyer RTG/IMP	The original buyer rating or impressions for the spot.
Buyer CPP/CPM	The original buyer cost-per-point or cost-per-thousand for the spot.
Comment	Any comments about the spot.
Makegood Spot(s) Offered - Information about the spots being offered as makegoods.	
Line #	Line number of the offer.
Days	The days of the week the program airs.
Start Time	The time the proposed program begins to air.
End Time	The time the proposed program ends.
Program	The program name where the proposed makegood will air.
Len	The length of the proposed makegood spot.
Offered Spots	Total number of spots offered in the grid to the right.

Field	Description
Date Grid	Shows the dates when the makegoods are scheduled to air. As you add dates, the spots total increases. Use the arrows (◀ and ▶) to scroll through the dates.
Add a Week	Button above the table. Click to add a week to the offer.
Delete Spots	Button above the table. Click to remove lines from the offer.
Station Rate	Station rate of the offered makegood.
Station RTG/IMP	Station rating or impressions of the offered makegood.
Station CPP/CPM	CPP or CPM of the offered makegood.
Makegood Comment	Any comments about the makegood.
Station Avails - Search station avails.	
All (programs)	Searches all programs in the station inventory.
Programs Ordered	Only searches those programs originally ordered.
DPs Availed	Opens a new window showing the dayparts that were originally availed.
Program	Program name.
Start Time	Start time of the program.
End Time	End time of the program.
Days	Select the DOWs the program airs.
Daypart	Select the daypart the program airs.
Len	Select the length of the spot.
Start Date	Select the start date for the search.
End Date	Select the end date for the search.
Search Results	
Program	Program name.
Start Time	Start time of the program.
End Time	End time of the program.
Days	DOWs the program airs.
Daypart	Daypart the program airs in.
Len	Length of the spots available in the program.
MG Spots	Number of makegood spots offered.
[Date grid]	Shows the available dates in the station inventory. Use the arrows (◀ and ▶) to scroll through the dates.
Spot Rate	Spot rate of the spots in the program.
Station Rating/IMP	Rating or impressions of the program.
Station CPP/CPM	CPP or CPM of the program.
Makegood Comment	Any comments regarding the makegood.
GDLNS	**Not currently available.**
Guidelines Warn-ings/Violations	**Not currently available.**

Order Information - Details Field Descriptions

Field	Description
Pending MG	This graphic is shown on the row if a pending makegood is in process.
Draft MG	This graphic is shown on the row if a makegood is currently being worked on.
Filter Rows	Click one of the options to filter the data in the table: • View All - View all order lines • Missed Only - View only those lines with missed spots
Add Offer	Select an option and click **Add Offer** to create a makegood: • Makegood - See • Credit • Bonus • Pgm. Change • MG Preempts • Missed Spots
Show Spot Allocations	Click this option to open the date fields in the table, that show data based on the option you select.
Order v. Missed	Click this option to show the spots that were ordered but missed. The number is shown as a fraction. **Example:** 2/1. Two spots were ordered for this day, and one was missed. This option only displays if you select the **Show Spot Allocations** option.
Order v. Traffic	Click this option to show the spots that were ordered but are not in the station's Traffic logs. The number is shown as a fraction. **Example: Example:** 3/2. Three spots were ordered for this day, but only two are in the station Traffic logs. This option only displays if you select the **Show Spot Allocations** option.

Order Information - Main Table Field Descriptions

Field	Description
Sent	Date the offer was sent. If blank, an offer has not been sent.
Draft	The 🖉 is shown on a draft makegood.
Select	If the option is available, it means there are open pre-empts on the line.
Line #	Line number of the line.
Days	Days originally ordered.
Time	Time originally ordered.
Program	Program originally ordered.
Length	Length of the spots in the line.
Ordered Spots	Number of ordered spots.
Open Preempts	Number of spots that are open pre-empts.
Traffic Spots	Number of spots in station traffic.
Current Information	Click to open the Buy Line/Current Information window where you can see the rates and ratings when the order was approved.
Date Grid	Shows the number of spots for each day in the campaign. Only displays if you select the **Show Spot Allocations** option in the table header. You have two options for viewing: • Order v. Missed - Shows you the number of spots ordered versus the number of spots missed. If there are missed spots, the number shows as a fraction (for example, 2/1). • Order v. Traffic - Shows you the number of spots ordered versus the number of spots in station Traffic logs. If there are missing spots, the number shows as a fraction (for example, 3/2).
Start Date	Start date of the campaign. Displays if you do NOT select the **Show Spot Allocations** option in the table header.
End Date	End date of the campaign. Displays if you do NOT select the **Show Spot Allocations** option in the table header.
Spot Rate	Station-approved rate for the spot.
Buyer RTG/IMP	Buyer-rated rating or impressions.
Videa RTG/IMP	Videa-rated rating or impressions.
Line $ Total	Total monetary value of the line.
Buyer Comment	Any comments from the buyer regarding the line.
Videa to Station Comments	Any comments from Videa to the station regarding the line.
Spot Option	
Line Type	The type of order: • Original • Revision
Expanded Table - Click ▶ to open the expanded table.	

Field	Description
Traffic Logs	
Aired Status	Shows whether the spot aired.
Spot #	Line number of the spot.
Air Day	DOW the spot aired.
Air Time	Time of the day the spot aired.
Program Placed	Program where the spot aired.
Priority	Station priority code for the spot.
Status Name	Air status of the spot.
Air Date	Date the spot aired.
Station Line #	Line number at the station of the spot.
Alt. Line #	Any alternate line for the spot.
MG #	Makegood number, if any, for the spot.
Date Grid	Shows the number of spots for each day in the campaign per line. Only displays if you select the **Show Spot Allocations** option in the table header.
Agency Invoice Details	
ISCI Ad ID	Ad-ID number of the spot.
Station Inv Date	Date the station sent the invoice.
Station Inv Amt	Total amount of the invoice.
Station Inv #	Station number of the invoice.
Makegoods	
MG #	Number of the makegood, if any.
MG Status	Status of the makegood.
MG Applied	Shows whether the makegood was applied.
MG New Lines	Shows any new lines added from the makegood.

Order Information - Offers Offer Field Descriptions

If there are offers associated with the order, they are shown on the Offer tab on the Order
Information - Offers screen.

Field	Description
Filter	Filter the list to show either Draft and Pending Orders Only or All Offers.
Select	Click to select the line.
View Offer	Click to view the offer.
Date Offer Sent	The date the offer was sent to MediaOps.
Offer Number	The number of the offer.
Offer Version	The version number of the offer.
Offer Type	The type of offer: • Makegood • Credit • Bonus • Program Change • MG Preempts • Missed Spots
Offer Status	The status of the offer.
Accepted by Agency	Shows whether the agency has accepted the offer.
Agency Notes	Any notes added by the agency.
Accepted by Station	Shows whether the station has accepted the offer.
Station Notes	Any notes added by the station.
Transfer Status	The status of any transfers associated with the offer.
Makegood comments	Any general comments on the makegood.
MG created by	Shows who created the makegood.
Date/Time created	Shows when the makegood was initially created.
MG last updated by	Shows who last updated the makegood.
Date/Time last updated	Shows when the makegood was last updated.
Totals	
Total Spots Ordered	Shows how many spots were ordered in this order.
Open Pre-empts	Shows how many open pre-empts there are for this order.
Pending MGs	Shows how many pending makegoods exist for this order.

Buy Line/Current Information Field Descriptions

Field	Description
Header	
Rate and Ratings update Date	Date the last update to the rate and ratings or impressions occurred.
Demo	Default demo for the order.
Current Rate	Current rate for the order.
Current RTG/IMP	Current rating or impressions for the order.
Main Table	
Program	Name of the program ordered.
Time	Time the program airs.
Days	DOWs the program airs.
Len	Length of the spots ordered.
Start Date	Start date of the campaign.
End Date	End date of the campaign.
Current Rate	Current station-approved rates for this time frame, program, and spot length.
Current RTG/IMP	Current station-approved rating or impressions for this time frame, program, and spot length.
Ordered vs Current Rate	The difference in the current rates as compared to the rates at the time the spot was ordered. Negative numbers are shown in red.
Ordered vs Current RTG/IMP	The difference in the current rating or impressions as compared to the ratings or impressions at the time the spot was ordered. Negative numbers are shown in red.

Search Station Avails Field Descriptions

Field	Description
All	Select this option to see all lines in the order.
Programs Ordered	Select this option to only see those lines in programs that were ordered.
DPs Availed	Click to open a window that shows you the originally ordered dayparts.
Start Time	Enter a start time for the search.
End Time	Enter an end time for the search.
Days	Select the days you want to search for. The default is to search all days, so remove the days you do not want to search.
Dayparts	Select the dayparts you want to search for. The default is to search all dayparts, so remove the dayparts you do not want to search.
Spot Length	Select the length of the spot.
Start Date	Select a start date from the calendar.
End Date	Select an end date from the calendar.
Results Table	
Program	Lists the programs that meet the search criteria.
Start Time	Start time of the programs listed.
End Time	End time of the programs listed.
Days	DOWs the programs listed air.
Daypart	Daypart the programs air in.
Len	Length of the spots available in the listed programs.
MG Spots	Number of makegood spots available.
Date Grid	Shows the number of spots for each day of the search.
Spot Rate	Rate of the spots available.
Station CPP/CPM	Station CPP or CPM for the programs listed.
Makegood Comment	Any comments on the makegood.
GDLNS	**Not currently in use.**
Guideline Warnings/Violations	**Not currently in use.**

Standard Makegood, Missed-Spot Offers, and Pre-Empt Offers

A **standard makegood** is one where some spots in an order were pre-empted for some reason, and you select some additional spots to make up for those missed spots.

A **missed spots offer** is when the station offers a makegood because the buy lines are not in station Traffic (the spots do not exist). If the traffic data is blank when you select a line, the spot or line is not in traffic. To fake a pre-empt, select a line and enter the number of spots to use as the pre-empts (line level).

A **makegood pre-empt offer** is when the station 'fakes a makegood' by selecting any prre/post log placed/displaced spot to use as the pre-empt. The makegood preempt is a line with traffic data with no pre-empts. The MG preempts lets you select any traffic line, regardless of status, and treat it like an open pre-empt, so you can create a makegood for that spot.

Create a Makegood Offer

You can create a standard makegood, missed-spot offer, or a pre-empt offer in two ways:

- Create a freehand offer spot. See "*Create a Makegood Freehand Offer*" below.

- Search station avails and add spots from the results. See "*Search Station Avails and Add Spots*" on the facing page.

Create a Makegood Freehand Offer
1. On the Videa main menu, click **Order Management > Open Pre-Empts**. The Open Pre-Empts screen shows you all your orders with open pre-empts.

2. Find the order you want to work with.

3. In the Manage Schedule column of the order, click **Manage**.

4. In the Add Offer box, select the **Makegood** option.

5. Work the offer type to fill the makegood:
    - Standard and missed-spot offers, select the line.

    - Pre-empt offers, select the spot.

6. Click **Add Offer**. The Order Information - Offers screen opens.

7. Enter any **Makegood Comments** to send to the buyer.

8. Click **Create Spots**.

9. Select the **Days** where you want the spot to air.

10. Select the **Start Time** and the **End Time** of the window where you want the spot to air.

11. Enter the **Program Name** of the program where you want the spot to air.

12. Select the spot **Length**.

13. Enter the number of spots you want to offer for each **Date**.

14. Enter the **Station Rate**.

15. Enter the **Station Ratings/Impressions**.

16. Enter any **Makegood Comments**.

17. Do one of these:

    - Click **Save** to create a draft copy.

    - Click **Send** to send the offer to the buyer.

Search Station Avails and Add Spots

1. On the Videa main menu, click **Order Management > Open Pre-Empts**. The Open Pre-Empts screen shows you all your orders with open pre-empts.

2. Find the order you want to work with.

3. In the Manage Schedule column of the order, click **Manage**.

4. In the Add Offer box, select the **Makegood** option.

5. Work the offer type to fill the makegood:
    - Standard and missed-spot offers, select the line.

    - Pre-empt offers, select the spot.

6. Click **Add Offer**. The Order Information - Offers screen opens.

7. Enter any **Makegood Comments** to send to the buyer.

8. Search **Station Avails** and **Add Spot(s)** from the results.

    > **Note:** The results come from your station's price guide, where the station manages rates and ratings.

9. Select the line where you want to make the offer.

10. Select the **Days** you **do not** want to offer.

    > **Note:** The default is to select all days.

11. Select the **Program**.

12. Enter the number of spots for each date to offer in the calendar.

13. Enter the **Spot Rate**.

14. Enter the **Station Ratings/Impressions**.

15. Enter any **Makegood Comments**.

16. In the Makegood Spots Offered section, click **Add Spot(s)**.

17. Do one of these:

    - Click **Save** to create a draft copy.

    - Click **Send** to send the offer to the buyer.

Makegood Field Descriptions

Field	Description
Offer Status	The current status of the makegood offer: • Draft - The makegood has been started and saved, but has not been sent. • Pending - The makegood has not been agreed upon. • Confirmed - Both the buyer and seller have agreed to this makegood. • Recalled - The makegood was rejected by the buyer and recalled by Videa Media Operations.
Offer Sent	Date the offer was sent.
Buyer Status	Status of the makegood offer at the agency: • Draft - Makegood has been started and saved, but has not been sent. • Pending - The agency has yet to respond to the offer. • Accepted - The agency has agreed to the offer.
Station Status	Status of the makegood offer at the station: • Draft - Makegood has been started and saved, but has not been sent. • Pending - The station has yet to respond to the offer. • Confirmed - The station has agreed to the offer.
Classification	All makegoods need a classification for future reporting purposes: • Unknown • MG for Missed Spot • MG for Programming Change • MG for Live event schedule changes • MG to fix schedule • Technical difficulties • Wrong or no copy • Buyer request **Note:** This information does not go to the buyer.
Advertiser	Agency buying the campaign.
Product	The product being advertised.
Flight Start	Date the campaign begins.

Field	Description
Flight End	Date the campaign ends.
Station Order #	Order number at the station.
Videa Order #	Order number at Videa.
Estimate #	Estimate number for the campaign.
Campaign	Name of the campaign affected by this makegood.
Sel	Click to select the line. Only displays if multiple lines are in the table.
Buy Line #	Line in the order of the proposed spot.
Spot #	Spot number of the spot.
Program Placed	Program where the spot will air.
Status	Status of the spot from the station's traffic system.
Priority	Priority of the proposed spot.
Air Day	DOW the spot is proposed to air.
Air Time	Time the spot is proposed to air.
Len	The length of the proposed spot.
Spot Rate	The booked rate of the proposed spot.
Buyer RTG	The buyer rating of the proposed spot.
Comment	Any comments about the proposed spot.
Makegood Comment	Any comments you want to include about the makegood offer.
Totals - Totals from the credit proposal table.	
Spots	Number of spots offered as credits.
Dollars	Amount represented by the credit offers.
GRPs	Gross Ratings Points represented by the credit offers.
Credit Comments - Read-only comments about the makegood.	

Credit Offer

A credit offer is when the station offers a makegood at no charge, effectively removing the spot from the buyer order.

Use a credit offer to remove the spot and its associated dollars and ratings from the order. A makegood is not offered and spots are not added.

Create a Credit Offer

1. From the Videa main menu, click **Order Management > Order Search**. The Order Search screen opens.

2. Find the order you want to add a credit to.

3. Under the **Manage Schedule** column for the order, click **Manage**.

4. In the Details Add Offer box, select the **Credit** option.

5. Select the line to credit.

6. Click **Add Offer**. The Offer Information - Credit screen opens.

7. Enter any **Makegood Comments** to the buyer.

8. Select the line.

9. Fill in the number of spots in the weeks to be credited.

10. Make sure that all **Totals** are correct.

11. Select a **Classification** for the makegood.

12. Do one of these:

    - Click **Save** to create a draft copy.

    - Click **Send** to send the offer to the buyer.

13.   Do you need to search the station avails to add a spot?

- If **yes**, follow these instructions:
   A. In the Station Avails section, enter the search criteria as described in "*Search Station Avails Field Descriptions*" on page 33.

   B. Click **Search**. A listing of available spots populates the table. The table lists all the available avails with the currently approved rates and ratings for the search criteria you selected.

   C. Select the line where you want to make the offer.

   D. Select the **Days** you do not want to offer.

> **Note:** The default is to select all days. You can remove days from the offer by unchecking the day in the list.

   E. Enter the number of spots for each date you want to offer in the calendar.

   F. Enter the **Spot Rate** for the offer.

   G. Enter the **Station IMP** (impressions) for the offer.

   H. Enter any **Makegood Comments** you want to add.

   I. In the Makegoods Spots Offered section, click **Add Spots**. The spot offer moves to the Makegoods Spots Offered section.

- If **no**, go to the next step.

14.   At the top of the screen, click **Save** to save the makegood.

15.   When the makegood is ready, click **Transfer to MediaOps**. The Videa Media Operations team will send the makegood to the buyer and rep for verification.

> **Note:** The **Transfer to MediaOps** button is not available until you save the makegood.

Credit Offer Field Descriptions

Note: You might need to scroll right to see all the fields in a table.

Field	Description
Offer Status	The current status of the makegood offer: • Draft - The makegood has been started and saved, but has not been sent. • Pending - The makegood has not been agreed upon. • Confirmed - Both the buyer and seller have agreed to this makegood. • Recalled - The makegood was rejected by the buyer and recalled by Videa Media Operations.
Offer Sent	Date the offer was sent.
Buyer Status	Status of the makegood offer at the agency: • Draft - Makegood has been started and saved, but has not been sent. • Pending - The agency has yet to respond to the offer. • Accepted - The agency has agreed to the offer.
Station Status	Status of the makegood offer at the station: • Draft - Makegood has been started and saved, but has not been sent. • Pending - The station has yet to respond to the offer. • Confirmed - The station has agreed to the offer.

Field	Description
Classification	All makegoods need a classification for future reporting purposes: • Unknown • MG for Missed Spot • MG for Programming Change • MG for Live event schedule changes • MG to fix schedule • Technical difficulties • Wrong or no copy • Buyer request **Note:** This information does not go to the buyer.
Advertiser	Agency buying the campaign.
Product	The product being advertised.
Flight Start	Date the campaign begins.
Flight End	Date the campaign ends.
Station Order #	Order number at the station.
Videa Order #	Order number at Videa.
Estimate #	Estimate number for the campaign.
Campaign	Name of the campaign affected by this makegood.
Sel	Click to select the line. Only displays if multiple lines are in the table.
Buy Line #	Line in the order of the proposed spot.
Spot #	Spot number of the spot.
Program Placed	Program where the spot will air.
Status	Status of the spot from the station's traffic system.
Priority	Priority of the proposed spot.
Air Day	DOW the spot is proposed to air.
Air Time	Time the spot is proposed to air.
Len	The length of the proposed spot.
Spot Rate	The booked rate of the proposed spot.
Buyer RTG	The buyer rating of the proposed spot.
Comment	Any comments about the proposed spot.
Makegood Comment	Any comments you want to include about the makegood offer.
Totals - Totals from the credit proposal table.	
Spots	Number of spots offered as credits.
Dollars	Amount represented by the credit offers.
GRPs	Gross Ratings Points represented by the credit offers.

Field	Description
Credit Comments	- Read-only comments about the makegood.

Bonus Offer

A bonus offer is when the station offers a makegood that adds lines to an order, with or without charge. Bonus offers are not related to any existing order lines.

You can use Add to Schedule to add a bonus or paid spots.

Create a Bonus Offer

You can create a standard makegood, missed-spot offer, or a pre-empt offer in two ways:

- Create a freehand offer spot. See "*Create a Bonus Offer*" above.

- Search station avails and add spots from the results. See "*Search Station Avails and Add Bonus Spots*" on the next page.

Create a Freehand Bonus Offer

1. On the Videa main menu, click **Order Management > Open Pre-Empts**. The Open Pre-Empts screen shows you all your orders with open pre-empts.

2. Find the order you want to work with.

3. In the Manage Schedule column of the order, click **Manage**.

4. In the Add Offer box, select the **Bonus** option.

5. Click **Add Offer**. The Order Information - Offers screen opens.

6. Enter any **Makegood Comments** to send to the buyer.

7. Click **Create Spots**.

8. Select the **Days** where you want the spot to air.

9. Select the **Start Time** and the **End Time** of the window where you want the spot to air.

10. Enter the **Program Name** of the program where you want the spot to air.

11. Select the **Spot Length**.

12. Enter the number of spots you want to offer for each **Date**.

13. Enter the **Station Rate**.

14. Enter the **Station Ratings/Impressions**.

15. Enter any **Makegood Comments**.

16. Make sure that all **Totals** are correct.

17. Select a **Classification** code.

18. Do one of these:

    - Click **Save** to create a draft copy.

    - Click **Send** to send the offer to the buyer.

Search Station Avails and Add Bonus Spots

1. On the Videa main menu, click **Order Management > Open Pre-Empts**. The Open Pre-Empts screen shows you all your orders with open pre-empts.

2. Find the order you want to work with.

3. In the Manage Schedule column of the order, click **Manage**.

4. In the Add Offer box, select the **Bonus** option.

5. Click **Add Offer**. The Order Information - Offers screen opens.

6. Enter any **Makegood Comments** to send to the buyer.

7. Search **Station Avails** and **Add Spot(s)** from the results.

> **Note:** The results come from your station's price guide, where the station manages rates and ratings.

8. Select the line where you want to make the offer.

9. Select the **Days** you **do not** want to offer.

> **Note:** The default is to select all days.

10. Select the **Program**.

11. Enter the number of spots for each date to offer in the calendar.

12. Enter the **Spot Rate**.

13. Enter the **Station Ratings/Impressions**.

14. Enter any **Makegood Comments**.

15. In the Makegood Spots Offered section, click **Add Spot(s)**.

16. Do one of these:

    - Click **Save** to create a draft copy.
    - Click **Send** to send the offer to the buyer.

Bonus Offer Field Descriptions

Note: You might need to scroll right to see all the fields in the table.

Field	Description
Makegood Comments	Any comments you want to include in the offer.
Totals	
Spots	Total number of spots affected.
Dollars	Total dollar value of the spots.
GRPs/IMPs	Gross ratings points or impressions represented by the spots.
Classification	Select a classification for the offer. This is important for future reporting. • Unknown • MG for Missed Spot • MG for Programming Change • MG for Live event schedule changes • MK to fix schedule • Technical difficulties • Wrong or no copy • Buyer request
Makegood Spots Offered	
Line #	Line number of the affected order.
Days	Days affected by the offer.
Start Time	Start time of the offer.
End Time	End time of the offer.
Program	Program the makegood is for.
Len	Length of the offered spot.
Ordered Spots	Number of spots ordered.
[date range]	Shows how many spots for each day are being offered.
Station Rate	The current station-approved rate for the offer.
Station GRPs/IMPs	The current gross ratings points or impressions represented by the offer.
Station CPM/CPP	The current CPM or CPP represented by the offer.
Makegood Comment	Any comments you want to include on the offer.
Station Avails - Shows the results of an avail search.	
Program	The programs available.
Start Time	The start time of the available programs.

Field	Description
End Time	The end time of the available programs.
Days	The days the available programs air.
Daypart	The daypart the available programs are in.
Len	The length of the available programs.
MG Spots	The number of makegood spots available in the programs.
[date range]	Shows how many spots for each day are available.
Station GRP/IMP	The station gross ratings points or impressions for each program.
Station CPM/CPP	The station CPM or CPP for each program.
Makegood Comment	Any comments you want to include in the makegood.
GDLNS	Not currently in use.
Guidelines Warnings/Violations	Not currently in use.

Program Change Offer

A program change offer is when the station offers a makegood that changes the full order line to a different program.

Create a Program Change Offer

1. From the Videa main menu, click **Order Management >Order Search**. The Order Search screen opens.

2. Find the order you want to add a program change offer to.

3. Under the **Manage Schedule** column for the order, click **Manage**. The Order Information - Offers screen opens.

4. In the Details table, click the **Pgm. Change** option.

5. Click **Add Offer**. The Order Information screen changes to include the Program Name Change section.

6. Enter any **Makegood Comments** to the buyer.

7. Enter the **New program name** that applies to the offer.

8. Enter an **MG Comment** for the line level.

9. Click **Add Spots** to add the spots to the offer.

10. Select a **Classification Code**.

11. At the top of the screen, click **Save** to save the makegood.

12. Do one of these:

    - Click **Save** to create a draft copy.

    - Click **Send** to send the offer to the buyer.

Program Change Field Descriptions

> **Note:** You might need to scroll right to see all the fields in the table.

Field	Description
Makegood Comments	Any comments you want to include in the offer.
Classification	Select a classification for the offer. This is important for future reporting. • Unknown • MG for Missed Spot • MG for Programming Change • MG for Live event schedule changes • MK to fix schedule • Technical difficulties • Wrong or no copy • Buyer request
New Program Name	
MG Comment	Any comments you want to include in the offer.
Effective From	Required. The date the program change goes into effect.
Effective Through	Optional. The date the program change ends. Use this field when the change is temporary, such as a mini-series special.
Days and Time - Only enter if the days and/or times changed.	
Days	The new day the program airs.
Start Time	The new start time of the program.
End Time	The new end time of the program.
Program Lines	
Select	Click to select the program line for the offer.
Order Days	The days being offered.
Start Time	The start time of the offer.
End Time	The end time of the offer.
Program	The program being offered.
Line	The line number of the offer.
Len	The length of the spot offered.
Ordered Spots	The ordered spots.
[date range]	Shows the dates the current spots are running and how many spots each day are running.
Spot Rate	The current station-approved rate for the offer.

Field	Description
Buyer GRP/IMP	The current gross ratings points or impressions represented by the offer to the buyer.
Buyer CPM/CPP	The current CPM or CPP represented by the offer to the buyer.
Line $ Total	The monetary value associated with the offer.
New Program MG Spots Offered	
Line #	Line number of the offered spots.
Order Days	The days the offered spots can air.
Start Time	Start time of the offered spots.
End Time	End time of the offered spots.
Program	Program where the offered spots can air.
Len	Length of the spots offered.
Ordered Spots	Spots currently ordered.
[date range]	Shows how many spots for each day are available.
Spot Rate	Current station-approved rate for the spots offered.
Station GRP/IMP	The current gross ratings points or impressions represented by the offer.
Station CPM/CPP	The current CPM or CPP represented by the offer.
Makegood Comments	Any comments you want to include in the offer.

View the Status of a Makegood

1. On the Videa main menu, click **Order Management > Pending Makegoods**.

2. In the Offer Status field, select **All Other Statuses**.

3. Click **Search**.

Open Pre-Empts

Pre-empts are spots that were not aired for whatever reason. You need to make sure that you monitor the open pre-empts so you can create makegoods for the spots that did not air.

View the Open Pre-Empts Screen

From the Videa system menu bar, click **Order Management > Open Pre-Empts**. The Open Pre-Empts screen opens.

The table on the screen lists every pre-empt in your Videa system. Multiple pre-empts can exist on the same order, so some pre-empts might list the same station or Videa order number.

Search in the Open Pre-Empts Screen

Use the **Search Open Pre-Empts** section of the screen to filter the data on the screen.

You can select any or all of the search criteria to narrow your search.

1. Enter a **Start Date**, or select one using the calendar widget. This is a required field.

2. Enter an **End Date**, or select one using the calendar widget. This is a required field.

3. Select an **Agency**.

4. Select an **Advertiser**.

5. Enter a **Station Order #**.

6. Enter a **Videa Order #**.

7. Select the **Status** of the pre-empt:
   - All Open Pre-Empts

   - Only Open Pre-Empts with MG (makegoods) Assigned

   - Only Open Pre-Empts with NO MG (makegoods) Assigned.

8. Click **Search.** The results of your search are shown in the table below.

Open Pre-Empts Field Descriptions

Field	Description
View Order	Click to view the order detail screen of the order associated with this pre-empt.
Create MGs	Click to open the Pending Makegoods screen, where you can create makegoods for this pre-empt.
Open Pre-Empt Note	Any notes regarding this pre-empt.
Station Order	Station order number associated with this pre-empt.
Videa Order	Videa order number associated with this pre-empt.
Total $ Pre-empted	Total monetary value of the pre-empt.
Air Date	Air date the pre-empted spot was to air.
Stn. Line#	Station line number of the pre-empted spot.
Alt. Line#	Alternate line number of the pre-empted spot.
Stn. Spot#	Station spot number of the pre-empted spot.
Buyer Line#	Buyer line number of the pre-empted spot.
Buyer Days	Days the pre-empted spot was to air.
Buyer Time	Time the pre-empted spot was to air.
Buyer Program Ordered	Program where the pre-empted spot was to air.
Length	Length of the pre-empted spot.
Pre-empt Reason	Reason the spot was pre-empted.
Open MG	Any open makegoods associated with this pre-empt.
MG Status	Status of the makegoods associated with this pre-empt.
Created By	Person who created the record.
Created Date/Time	When the record was created.
Updated By	Person who last edited the record.
Updated Date/Time	When the record was last edited.
Agency	Agency associated with this pre-empt.
Advertiser	Advertiser associated with this pre-empt.
Campaign Name	Campaign associated with this pre-empt.
Flight Start Date	Campaign start date.
Flight End Date	Campaign end date.
Demo	Default demographic of the campaign.
Buyer Name	Name of the buyer of the campaign.
C/P/E	Client Product Estimate. A code from the buyer that indicates the advertiser, product, and estimate number connected to the order.

View the Order Detail Associated with the Pre-Empt

In the Open Pre-Empt screen, click the button in the **View Order** column for the pre-empt you want to research. The Order Detail screen opens for the order associated with the pre-empt.

Create a Makegood for a Pre-Empt

In the Open Pre-Empt screen, click the button in the **Create MGs** column for the pre-empt. The Pending Makegoods screen opens for that pre-empt.

See "*Pending Makegoods Screen*" on page 13 for more information on makegoods.

Order Search

You can search for orders using the Order Search screen. You can also use this screen to mark orders as completed, and to manage your schedule.

View the Order Search Screen

From the Videa system menu bar, click **Order Management > Order Search**. The Order Search screen opens.

Search in the Order Search Screen

Use the **Search Order Listing** section of the screen to filter the data on the screen.

You can select any or all search criteria to narrow your search.

1. Enter a **Station Order #**.

2. Enter a **Videa Order #**.

3. Select an **Advertiser**.

4. Select an **Agency**.

5. Enter an **Estimate**.

6. Enter a **Start Date**, or select one using the calendar widget.

7. Enter an **End Date**, or select one using the calendar widget.

8. Select the **Completed Status** of the order: Active Orders, All Orders, or Completed Orders.

9. Click **Search**. The results of your search are shown in the table below.

Order Search Screen Field Descriptions

Field	Description
Stations	Stations the orders are with.
Station Order #	Station order numbers for the orders.
Manage Schedule	Click **Manage** in the order line to open the Order Information - Offers screen, where you can set up the schedule for the order.
Agency Order #	Agency order number for the orders.
Videa Order #	Videa order number for the orders.
Advertiser	Advertiser associated with the orders.
Agency	Agency associated with the orders.
Estimate	Estimate associated with the orders.
Start Date	Order start date.
End Date	Order end date.
Order Value	Monetary value of the orders.
Spots Ordered	Number of spots ordered.
Open Preempts	Number of missed spots during the order.
Missed Value	Monetary value of the missed spots during the order.
Traffic Spots	Number of spots currently in the station traffic system for the order.

Field	Description
Order Completed	Select this option to mark the order as completed. Click **Save** (at the bottom-right of the table).
Date/Time Order Completed	Date and time the order was marked as completed.
Order Completed By	Person who marked the order as completed.

Mark an Order as Completed

1. Click **Order Management > Order Search** to open the Order Search screen.

2. Find the order you need to mark as completed.

3. Select the **Order Completed** option in the line of the order.

4. Click **Save**. The order is now marked as completed.

Manage Your Schedule

You manage the schedule for an order on the Order Information - Offers screen.

1. Click **Order Management > Order Search** to open the Order Search screen.

2. Find the order you need to manage.

3. In the Manage Schedule column, click **Manage** in the line of the order to open the Order Information - Offers screen.

Order Reporting

The Order Reporting screen reflects data from the station's traffic system. Videa updates traffic once every day; as a result, data may not be current.

Account Performance

The Account Performance screen displays a rolled-up view of all Videa orders by account and agency by broadcast quarter. You can use this screen to track overall account performance across multiple quarters or to see how an account performed in a previous quarter.

View the Account Performance Screen

From the Videa system menu bar, click **Reporting > Account Performance**.
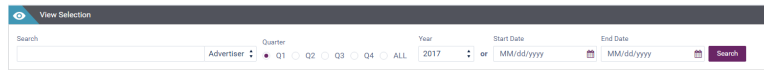
Select a View in the Account Performance Screen

You can narrow your results using the search filter.
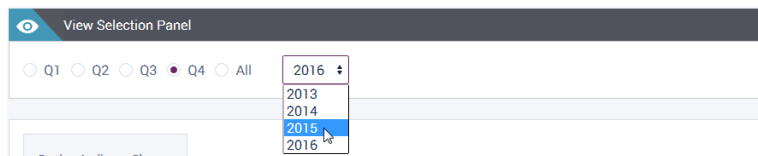
1. Enter a term to search for.

2. Select whether the entered term is an **Advertiser** or an **Agency**.

3. Select the time frame you want to view:
   - Q1
   - Q2
   - Q3
   - Q4
   - ALL (broadcast calendar year to date)

4. Select the year you want to view or select a time range using the calendar widgets in the **Start Date** and **End Date** fields.

5. Select the **Exclude $0 Spots** option to NOT see zero-dollar spots in the search results.

6. Click **Search**. The screen updates to the view you selected.

About the Account Performance Screen

The Account Performance screen displays a rolled-up view of all Videa orders by account and agency by broadcast quarter. You can use this screen to track overall account performance across multiple quarters or to see how an account performed in a previous quarter.

Account Performance Screen Field Descriptions

Click the arrow (▶) to expand the table and see more detail about each daypart, program, and air time.

Field	Description
Order Count	The number of spots in the order.
Advertiser	The advertiser for this order, based on your traffic data.
Agency	Agency that booked the campaign or order.
Revenue	Monetary gain realized by the seller through the Videa system for this advertiser this broadcast calendar year.
Spot Volume	Total number of spots purchased through the Videa system.
Expanded Table	Click the arrow (▶) to expand the table.
Station Order #	Order number of the order at the station.
CPE	Client Product Estimate. A code from the buyer that indicates the advertiser, product, and estimate number connected to the order.
Flight Start	Start date of the campaign.
Flight End	End date of the campaign.
Revenue	Revenue realized by the order.
Market Budget	Market budget of the campaign.
Demo	Default demographic of the campaign.
Share	Share realized by the campaign.
Totals	
Revenue	Total of all revenue in the table.
Spot Volume	Total of all spot volume in the table.

Export the Account Performance Screen Data

Export to Excel allows you to export the data on the screen to an Excel spreadsheet.

1. Click **Export to Excel** (⬇).

2. Follow the prompts from your browser to save the data to your preferred location.

Order Details

The Account Performance Order Details window shows you details about the selected advertiser for each order, such as the flight dates, revenue, and share.

View the Order Details Window

1. On the Account Performance screen, expand the table by clicking the arrow (▶).

2. Click the number in the **Station Order #** field to open the Account Performance Order Details window for that order.

Order Details Field Descriptions

Click the arrow (▶) to expand the table and see more detail about each daypart, program, and air time.

Field	Description
Daypart	Daypart with spots from the order.
Spot Length	Length of the spots in each line.
AUR	
# of Spots	
Revenue	Monetary gain realized by the seller through the Videa system for this advertiser.
RTGs/IMPs	Ratings or impressions of the spots.
GRPs/IMPs	Gross ratings points or impressions of the spots.
CPP/CPM	CPP or CPM realized by the spots.
Station Order #	The order number at the station.
Videa Order #	Videa order number for the order.

Close the Order Detail Window

Close the Order Detail window by:

- Clicking **X**

- Pressing **Esc**

- Clicking anywhere on the screen (outside the Order Detail window)

Program Revenue

The Program Revenue screen shows you how your automated Videa accounts are faring relative to your station programming line up. It compares this year's numbers through the Videa automated system to last year's numbers. You can also see the sports or special programs already defined in the Videa system.

View the Program Revenue Screen

From the Videa system menu bar, click **Reporting > Program Revenue**. The Program Revenue screen opens.

Search in the Program Revenue Screen

Use the View Selection section of the screen to filter the data on the screen.

1. Select the time frame you want to view:
   - Q1
   - Q2
   - Q3
   - Q4
   - ALL (broadcast calendar year to date)

2. Select the year you want to view or select a date range using the calendar widgets in the **Start Date** and **End Date** fields.

3. Select the **Exclude $0 Spots** option to NOT see zero-dollar spots in the search results.

4. Click **Search**. The results display in the screen.

About the Program Revenue Screen

The Program Revenue screen shows you how your automated Videa accounts are faring relative to your station programming line up. It compares this year's numbers through the Videa automated system to last year's numbers. You can also see the sports or special programs already defined in the Videa system.

Program Revenue Field Descriptions

Click the arrow (▶) to expand the table and see more detail about each daypart, program, and air time.

Field	Description
Header	
% Inventory Sold By Videa	The percentage of ad inventory sold through the Videa system.
Units Sold by Videa	The total number of units sold through the Videa system.
Total Station Units Available	The total number of units available at the stations.
Total Videa Revenue TY/LY	The total revenue realized by selling through the Videa system this year (TY) versus last year (LY).
Videa TY AUR/LY AUR	The overall Videa AUR for this time frame for this year (TY) versus last year (LY).
Program Revenue Table	
Daypart	Daypart associated with the program.
Program	Click the arrow (▶) to expand the daypart to see the programs in the daypart. The name of the program associated with the time period for the available spot during the selected date range.
Time Period	Click the arrow (▶) to expand the daypart to see the time periods of the programs in the daypart. The time period with the available spot during the selected date range.
AUR - Average Unit Rate	
This Year	The average unit rate realized for Videa-sold orders for this time period for this year.
Last Year	The average unit rate realized for Videa-sold orders for this time period for last year.
Revenue	
This Year	The monetary gain realized for Videa-sold orders for this time period for this year.
Last Year	The monetary gain realized for Videa-sold orders for this time period for last year.
Spot #	The total number of spots the Videa system has sold in the program. **Note:** Click the Spot # to open the Spot Details window. For more information, see "*The Spot Details Window*" on the next page.

The Spot Details Window

The Spot Details window shows the spots ordered through the Videa system, by program, the intended air date of the spot, the unit rate, and the CPP realized by the spot.

View the Spot Details Window

From the Program Revenue screen, click a program line. The Spot Details window opens for that line.

Spot Details Window Field Descriptions

Field	Description
Advertiser	The advertiser who bought the spot.
Intended Air Date	The date the spot was booked to air.
Purchased Demo	The demographic originally purchased.
Unit Rate	The price the station charged for the spot.
RTGs/IMPs	The ratings or impressions purchased.
CPP/CPM	Cost of the campaign or advertisement relative to each rating point delivered.
Station Order #	The station-supplied order number.

Note: An orange number (**1**) shows that this is data sourced or derived from Nielsen data.

Returning to the Program Revenue Screen

You can return to the Program Revenue screen by clicking **X** on the Spot Details window.

Order Reporting

The Order Reporting screen reflects data from the station's traffic system. Videa updates traffic once every day; as a result, data may not be current.

View the Order Reporting Screen

On the Videa system menu bar, click **Order Management > Order Reporting**. The Order Reporting screen opens.

Search in the Order Reporting Screen

Use the View Selection section of the screen to filter the data on the screen.

1. Enter one of the following:
   - An **Advertiser** or **Agency**.
   - The **Flight Start Date** and **Flight End Date** from the calendar.
2. Click **Search**. The search results show in the table below.

About the Order Reporting Screen

The Order Reporting screen reflects data from the station's traffic system. Videa updates traffic information every day; as a result, data may not be current.
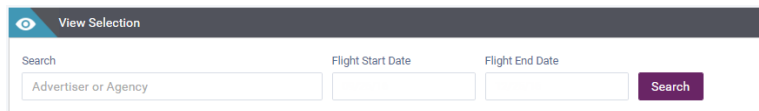
Order Reporting Field Descriptions

Field	Description
Advertiser	The advertiser for the order.
Agency	The agency for the order.
CPE	Client Product Estimate. A code from the buyer that indicates the advertiser, product, and estimate number connected to the order.
Flight Start	The flight start date.
Flight End	The flight end date.
Revenue	Total revenue expected for the order.
Share	Expected share for the order as entered by the rep.
Videa Order #	The Videa order number for this order.
Manage Schedule	Click to open the Order Information - Offers screen for this order.
Order Date	The date the order was placed.

Export the Order Reporting Screen Data

Export to Excel allows you to export the data on the screen to an Excel spreadsheet.

1. Click **Export to Excel** ( ).

2. Follow the prompts from your browser to save the data to your preferred location.

Expand the Order Reporting Screen

More detail is available on the orders shown in the Order Reporting screen.

To view the detail, click ▶ next to the **Advertiser**. The expanded detail for the order opens.

Order Reporting Expanded Field Descriptions

Field	Description
Rep	Rep associated with the order.
Agency	The agency for the order, as shown at the station.
Office	Agency office associated with the order.
Buyer	Buyer of the campaign.
[months]	Revenue for each broadcast month of the campaign.
Campaign	Name of the campaign the order was for.
Demo	Primary demographic ordered for the campaign.
Details Table	
Daypart	Daypart ordered (based on the station-defined dayparts).
AUR	Average Unit Rate for the campaign for the daypart.
# of Spots	Number of spots that aired during the campaign in that daypart.
Revenue	Revenue realized in that daypart for the campaign.
RTGs/IMPs	Ratings or impressions realized by the spots for that daypart.
GRPs/IMPs	Gross Ratings Points or impressions realized by the spots for that daypart.
CPP/CPM	The average Cost per Point or Cost per Thousand for each daypart.
View Detail	Click to open the Order Detail screen for the order.

Order Reporting Detail Screen

The Order Reporting Detail screen shows you much more detail about each order, broken out by daypart, show, time, and date.

View the Order Reporting Detail Screen

1. On the Order Reporting screen, click the ▶ next to an advertiser. The Order Reporting expanded window opens.

2. At the bottom-right of the expanded table, click **View Detail**. The Order Reporting Detail screen opens.

About the Order Reporting Detail Screen

The Order Reporting Detail screen shows you the order broken down by daypart. You can drill down on the screen to see more information.

- Click the ▶ next to the daypart to see the shows that were ordered in that daypart.

- Click the ▶ next to the show in the daypart to see the day and time ordered in that daypart.

- Click the ▶ next to the day and time to see the weeks the spots aired in that daypart.

Order Reporting Detail Field Descriptions

Click the arrow (▶) to expand the table and see more detail about each daypart, program, and air time.

Field	Description
Daypart	Daypart ordered.
Spot Length	Length of the spot that aired in that daypart/time/day.
AUR	Average Unit Rate per daypart for the spots aired during the campaign, order, or daypart.
# of Spots	Number of spots that aired in the daypart/time/day.
Revenue	Revenue realized in that daypart/time/day for the spots that aired.
RTGs/IMPs	Ratings or impressions realized by the spots in that daypart/time/day.
GRPs/IMPs	Gross Ratings Points or impressions realized by the spots in that daypart/time/day.
CPP/CPM	Cost per Point or Cost per Thousand realized by the spots in that daypart/time/day.
Station Order #	The station order number.
Videa Order #	The Videa order number.

Export the Order Detail Screen Data

Export to Excel allows you to export the data on the screen to an Excel spreadsheet.

1. Click **Export to Excel** ( ).

2. Follow the prompts from your browser to save the data to your preferred location.

Return to the Order Reporting Screen

On the Order Reporting Detail screen, click **Back to Order Summary**. The Order Reporting screen opens.

Chapter 4 Price Guide

The Price Guide allows you to:

- Manage rates, ratings, and pricing expectations

- Be sure that the Videa rate is optimized for delivery

- See every rate and rating before they are available to the buyer through the Videa platform

View the Price Guide

On the Videa menu bar, click **Price Guide**.

Search in the Price Guide

Use the View Selection section of the screen to filter the data on the screen.

1. Select **CPP** or **CPM**.

2. Select the **Quarter** you want to view.

3. Select the **$0 Spots** option to include zero-dollar spots in the results. The system filters the data on the screen.

4. Click the Daypart you want to see. The system updates the table to show you the daypart selected.

About the Price Guide

Use the Price Guide to review your rates and to either accept the Videa rates or override the availed rates. The price is set prior to the avail in the price guide.

> **Note:** The Videa system only uses approved rates in avails.

If you accept the Videa rates, know that Videa updates their rates every Sunday.

Price Guide Field Descriptions

Field	Description
Select Daypart	- Select a daypart to view its pricing in the table.
Market CPP	The market CPP based on the reps market specialist's recommendation. This value is based on the latest intelligence about how the market is currently being priced.
Add a Program	Click to open the Settings screen where you can request that Videa add a new program to the lineup (Settings > ADD A PROGRAM tab).
Program	Programs within the selected daypart.
Station	
Rate	The station-approved rate for this program.
[Primary Demographic]	The rating for the primary demographic for this program.
CPP/CPM	The station-set CPP or CPM (depending on the display) for this program.
Videa	
Rate	The Videa-calculated rate for the program.
Accept Rate	Select this option to accept the Videa-calculated rate for this program.
[Primary Demographic]	The station's primary demographic, set by the station during Videa onboarding.
CPP/CPM	The Videa-calculated CPP or CPM for the program.
On the Books	
Min	The station's existing minimum rate for the program.
Max	The station's existing maximum rate for the program.
AUR	The station's average rate unit for this year for the program.
LY AUR	The station's average rate unit for last year for the program. **Note:** If the program did not air last year in the same quarter, the rate will show as $0.
Sell Out %	The station's current sell-out rate for the program within the current timeframe.

Station Rates and Ratings

You can accept or override the Videa rates and ratings for the programs in the selected daypart.

Accept the Videa Rates and Ratings

If you have no overrides to the Videa rates and ratings for the daypart, you can accept them on the Price Guide without changes.

1. Check the box next to **I have reviewed and accepted all rates and ratings** (at the bottom of the screen).

2. Click **Submit**.

Override a Station Rate

You can override a station rate for a program for an entire month or for a specific week.

Override the Station Rate for a Month
1. On the Price Guide, select the **Quarter** for the month in the View Selector.

2. Select the **Daypart** that you want to edit.

3. In the table, click ▶ next to the program you want to edit.

4. In the **Rate** field, enter the new rate for the month.

5. Check the box next to **I have reviewed and accepted all rates and ratings** (at the bottom of the screen).

6. Click **Submit**.

Override the Station Rate for a Specific Week
1. On the Price Guide, select the **Quarter** for the month in the View Selector.

2. Select the **Daypart** that you want to edit.

3. In the table, click ▶ next to the program you want to edit.

4. Click next to the month you want to edit. A week selector opens.

5. Select the weeks in the month you want to edit.

6. Click **Close**. The selected weeks display in the table.

7. Click **Submit**.

8. Edit the rate for the week.

9. Check the box next to **I have reviewed and accepted all rates and ratings** (at the bottom of the screen).

10. Click **Submit**.

Override a Station Rating

You can override a station rating for a program for an entire month or for a specific week.

Override the Station Rating for a Month
1. On the Price Guide, select the **Quarter** for the month in the View Selector.

2. Select the **Daypart** that you want to edit.

3. In the table, click ▶ next to the program you want to edit.

4. In the **[Demographic]** field, click the rating displayed in the table for the month. The Skew and Factor window opens.

5. Enter a new skew (**HH Rating**) and click **Apply Skew**.

6. Enter a new ratings **Factor** and click **Apply Factor**.

> **Note:** For information on how the skew and factor work, see Ratings Rationale.

7. Enter the new rating for each demographic you need to change.

> **Note:** For more information on the fields on the Skew and Factor screen, see "*Edit Rating Window Field Descriptions*" on the next page.

8. Click **Save**. The updated ratings are reflected in the Price Guide table.

9. Check the box next to **I have reviewed and accepted all rates and ratings** (at the bottom of the screen).

10. Click **Submit**.

Override the Station Rating for a Specific Week

1. On the Price Guide, select the **Quarter** for the month in the View Selector.

2. Select the **Daypart** that you want to edit.

3. In the table, click ▶ next to the program you want to edit.

4. Click 🗓 next to the month you want to edit. A week selector opens.

5. Select the weeks in the month you want to edit.

6. Click **Close**. The selected weeks display in the table.

7. Click **Submit**.

8. In the **[Demographic]** field, click the rating displayed in the table for the week. The Edit Rating window opens.

9. Enter a new skew (**HH Rating**) and click **Apply Skew**.

10. Enter a new ratings **Factor** and click **Apply Factor**.

> **Note:** For information on how the skew and factor work, see Ratings Rationale.

11. Enter the new rating for each demographic you need to change.

> **Note:** For more information on the fields on the Skew and Factor screen, see "*Edit Rating Window Field Descriptions*" on the next page.

12. Click **Save**. The updated ratings are reflected in the Price Guide table.

13.   Check the box next to **I have reviewed and accepted all rates and ratings** (at the bottom of the screen).

14.   Click **Submit**.

Edit Rating Window Field Descriptions

> **Note:** Scroll down in the tables to see all the demographics available. Each table contains different demographics.

Field	Description
HH Rating - Use this to change the ratings skew factor for the selected time period. For more information on skew, see Ratings Rationale.	
Factor - Use this to change the ratings factor for the selected time period. For more information on factor, see Ratings Rationale.	
Station Rate - The current station rate for the time period selected.	
Demo	Shows the demographics available in the Videa system.
Station Rating	The current station rating. This field is editable.
CPP/CPM	The current station CPP/CPM.
Videa Rating	The current Videa rating.
Videa CPP/CPM	The current Videa CPP/CPM.

> **Note:** For more information on the HH rating and factor, see Ratings Rationale.

Close the Edit Rating Window

Return to the Price Guide by:

- After editing, clicking **Save**.
- Clicking **Cancel**.

Local People Meters (LPM), Set Metered, Diary, and Code Reader Markets

- The Videa algorithm mimics the Nielsen industry-standard audience projections to derive ratings from two years of Nielsen data. The ratings forecast considers most recent airings versus the same period a year ago, and calculates a ratings forecast.
- Using initial direction from the station sales or research team, the Videa Research team validates ratings before they are published in the price guide.
- Videa weights baseline, trending, and most-recent performances as part of the calculation.

Local People Meters (LPM). Based on overnight ratings, Videa uses two years of history within the time frame of the estimate period for overnight ratings.

Metered Markets*. Videa looks at recent audience shares, seasonal viewing levels, and projects audience estimates.

Diary and Code Reader* Markets. Videa looks at recent audience shares, seasonal viewing levels, and projects audience estimates.

* *In 2016, Nielsen introduced new methodologies to Set Meter and some diary markets—Viewer Assignment and Code Readers. As a result, Videa has ingested the new methodologies into its current algorithm. Consequently, for these markets, the reference to Nielsen historicals denotes 2015 Impact data.*

How It Works

Guided by industry standards, Videa uses the following methodologies when calculating ratings for all four Nielsen market types:

- For Local People Meters, Videa uses a proprietary, statistical moving average model that predicts Nielsen impressions on a given day and time for a recurring program.
- For Set Meter, Code Reader, and Diary markets, Videa forecasts based on an industry-recognized projection formula.

Videa forecasts ratings at the program level to ensure accurate delivery, and then adjusts for seasonality or anomalies such as specials, sports, and breaking news.

Over time, statistical modeling allows Videa to evaluate performance with every book, improve accuracy, and maximize forecast modeling. Note that the Videa algorithm simulates the market currency, either Nielsen or ComScore, over time.

This diagram displays the LPM forecasting algorithm.
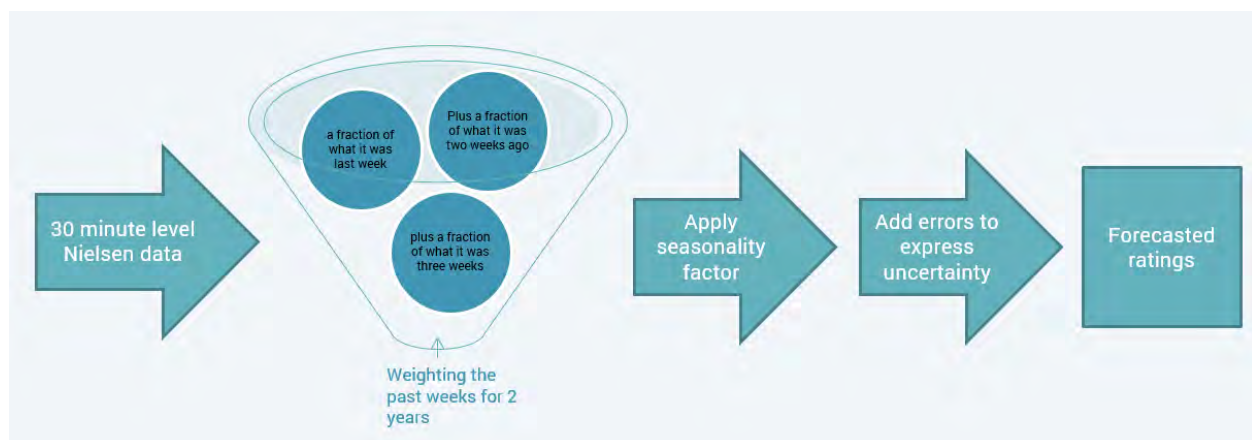
Add a Program

You can begin the process from the Settings screen or from the Price Guide.

- From the Price Guide, click **Add a Program**. The Settings > ADD A PROGRAM tab opens.

- From the Videa menu bar, click **Settings**, the Settings screen opens. Click the **ADD A PROGRAM** tab.

1. Enter a **Program Name** (required).

2. Enter an **Air Date** (required).

3. Enter a **Time Period** (required).

4. Enter any **Notes** you might want to add.

5. Click **Add**. The information is sent to Videa Media Operations to add and price accordingly.

Chapter 5 Avails

The Avails screen allows you to:

- View incoming avails

- Accept or edit the avails

- View the specifics of the avail before accepting or editing

View Avails

On the Videa menu bar, click **Avails**.

Search Avails

Use the View Selection section of the screen to filter the data on the screen.

1. Type an **Advertiser**, **Agency**, or an **Avail Number**.

2. Click **Search**. The system filters the data on the screen to your specifications.

About the Avails Screen

The Avails screen allows you to manage the avails coming into the station. You can view, edit, accept, and reject avails sent through the Videa system from this screen.

Avails Screen Field Descriptions

Field	Description
Avail #	The system-generated avail ID.
Released Date	The date the avail was released to the buyer.
Advertiser	The advertiser associated with this avail.
Product	The product code associated with this avail.
Estimate #	The system-generated estimate ID for this avail.
Start	The avail flight start date.
End	The avail flight end date.
Agency	The agency associated with this avail.
Last Updated	A timestamp that shows when this avail was last updated.

View an Avail Version History

The Version History window allows you to view who edited an avail, when the avail was edited, and what changes were made.

- To view the history of an avail, click the ▶ next to an avail.

- To see what changes were made, click **View**. The avail opens as it was in that version.

> **Note:** You can only edit the latest version of the avail.

Avail Detail

The Avail Detail screen allows you to manage individual avails coming into your station. You can view, edit, accept, and reject avails sent through the Videa system from this screen.

View an Avail Detail

To view the details of an avail, click the **Avail #** of the avail in the table. The Avail Detail screen opens.

Avail Details Field Descriptions

The avail details section shows you specific ordering information for this avail.

Field	Description
Client	The client this avail is for, based on agency inputs.
Product	The product being advertised.
Estimate	The system-generated estimate number.
CPE	Client Product Estimate. A number from the buyer that indicates the product being sold and the estimate number for the avail.
Start Date	The flight start date.
End Date	The flight end date.
Hiatus Weeks	Any hiatus weeks for the flight are displayed here. If there are no hiatus weeks, this space is blank.
Primary Demo	The primary demographic for the flight.
Gross Market Budget	The total amount of money to be spent in the market for this campaign (if known).
Target GRP/IMP Goal	The total gross ratings points or impressions target for this campaign.
Expiration Date	Date the station rates and ratings for this flight are valid through. **Note:** The rep will need to email and explain this date to the buyer. This field is not in the XML file nor is it uploaded to MO.
Share Goal	The percentage of the share the station expects to receive for this buy.
Due Date	Date the buyer has requested revised rates and/or ratings back by.
Station & Reps Notes	Any notes for the station or the reps. Buyers do not see these notes.
Last Updated by	The name of the person at the station or the rep who last updated the avail.

Daypart Goals Field Descriptions

The daypart goals section shows you specific goals for this avail by daypart.

Field	Description
Daypart	Daypart the avail is requesting.
Goals	
CPP/CPM - [spot length]	The target CPP or CPM for this avail for each of the different length spots in the avail.
GRPs/IMPs	The target GRP or impressions for this avail.
Mix %	The daypart percentage mix requested for this avail.

Avail Details Field Descriptions

The avail daypart section of the screen shows you specific spot ordering details for the avail. Scroll down the screen to see the Avail daypart details section.

Field	Description
Programs	The program names being availed.
Start Date	The program start date.
End Date	The program end date.
Rate	The rate for this spot, pulled from the Rate Card.
Rating	The rating for this spot.
Avg. CPP/CPM	The average CPP or CPM for this spot.

Note: An orange number (**1**) shows that this is data sourced or derived from Nielsen data.

Edit Buyer Specs and Daypart Goals

1. From the Avail Detail screen, click **Edit Buyer Specs and Daypart Goals**. You can now edit the fields on the screen.

2. Edit the fields on the screen as described in:
   - "*Avail Details Field Descriptions*" on the previous page
   - "*Daypart Goals Field Descriptions*" on the previous page
   - "*Avail Details Field Descriptions*" above

3. Click **Save**.

4. If you have negotiated these changes with the buyer, you are ready to release the avail to the buyer. See "*Release the Avail to the Buyer*" on page 1 for more information.

Edit Avails

You can edit avails to change the market competitive, buyer ratings, and rates and ratings before releasing the avail to the buyer.

1. On the Avails screen, click the **Avail #** of the avail you want to edit. The Avails Detail screen opens.

2. On the Avail Details screen, click **Edit Avail** (at the bottom of the screen).

3. The first screen that you see allows you to edit the market competitive for the avail. Change any of the following for the dayparts in the avail (CPP or CPM):
    - **Low**

    - **High**

4. Click **Save Changes and Continue**.

> **Note:** Saved changes can be viewed by station users and your assigned reps.

5. The next screen allows you to edit the buyer ratings (or impressions) for the avail. Change the buyer rating/impressions for any of the programs in the avail.

6. Click **Save Changes and Continue**.

> **Note:** Saved changes can be viewed by station users and your assigned reps.

7. The next screen allows you to edit the rates and ratings (or impressions) for the avail. Change the rates or ratings/impressions for any of the programs in the avail.

8. Do you need to add or remove programs from the avail?
    - If **yes**, go to the next step.

    - If **no**, go to the step 13.

9. Click **Add Programs**. The Add Program window opens.

10. Select the daypart where the program airs.

11. Do one of the following:
    - To add a program, check the box in the program line in the table.

    - To remove a program, clear the box in the program line in the table.

    - To add a new program, click **Manual Addition**. The Add Program window opens. See "*Add a Program*" on page 105 for more information on this screen.

12. Click **Submit**. The Add Program window closes and the avail screen updates with your changes.

13. Click **Save Changes and Continue**.

> **Note:** Saved changes can be viewed by station users and your assigned reps.

14. When all edits are confirmed, you are ready to release the avail to the buyer.

Release Avails to the Buyer

When the avail is ready to be sent back to the buyer, you can release the avail to the buyer.

1. Make any changes required:
   - "*Edit Buyer Specs and Daypart Goals*" on page 85

   - "*Edit Avails*" on page 85

2. On the Avail Detail screen, click **Release to Buyer** at the bottom of the screen.

   A confirmation window opens.

3. Enter an **Expiration Date** for the buyer's response.

4. Click **Submit**. The Videa system sends the avail response to the buyer.

Campaign Performance

The Campaign Performance screen allows you to review the performance or impressions of your order.

View Campaign Performance

On the Videa main menu, click **Campaign Performance**.

Search Campaign Performance

Use the View Selection section of the screen to filter the data on the screen.

1. Enter a **Search** term.

2. Select what you are searching for:
   - Advertiser

   - Agency

   - Station Order #

   - Videa Order #

3. Select the **Quarter** you are searching for.

   > **Note:** To select the entire year, click **All**.

4. Select one of these:
   - The **Year** you are searching.

   - A date range, defined by the **Start Date** and **End Date** fields.

5. Click **Search.** The results display in the table below.

About the Campaign Performance Screen

The default view shows ten Videa orders for the current quarter. This view is most applicable to sales managers who want to see how the schedule is performing to date, instead of viewing the details (spot details) of individual orders.

The **Show** field allows you to set the default number of orders that show on the screen (10, 25, or 50).

The **Columns** field allows you to show and hide the columns in the table. These preferences persist until you change them again.

If you see an N/A in the Campaign Delivery % column, not enough data is in the Current RTGs/IMPs column to make a decision, because no demographic data is available in the metered market.

Campaign Performance Field Descriptions

Field	
Table Header	
Type of Market	Market type, in relationship to the station: • LPM: Daily demographic data from Nielsen. • Metered: Monthly demographic data from Nielsen. • Diary: Quarterly demographic data from Nielsen.
Post Standards	• Green means that the campaign is running at 95% or above. • Orange means that the campaign is running from 80% to 94%. • Red means that the campaign is running at 79% or below and requires investigation.
Show	Use this drop down to determine how many rows are shown in the table (10, 25, or 50).OK,
Columns	Use this drop-down to determine which columns are shown in the table. These preferences persist until you change them again.
Export to Excel	Click to export the table to Excel. See "*Export the Campaign Performance Screen Data*" on the next page for more information.
Campaign Performance Table	
Station Order#	Order number from the station's traffic system. Click the number to open the Campaign Order Details screen for this campaign.
Videa Order #	Order number at Videa. Click the number to open the Campaign Order Details screen for this campaign.
Advertiser	Advertiser associated with the order.
Agency	The agency that booked the order.
Product	Product code associated with the order.
Est #	Estimate number associated with the order.
Revenue	The gross revenue of the most recent version of the order/ schedule. The sum of all spots/ units booked on the schedule.

Field	
Flight Start	The flight start date.
Flight End	The flight end date.
Campaign Delivery %	Delivery percentage of the targeted ratings or impressions booked. The Current Delivered GRPs divided by Current Purchased GRPs expressed as a percentage. Spots in this field that have red indicators for the demographic data to date (for metered markets) require some investigation.
Current RTGs/IMPs	The total of demo ratings or impressions for the spots that ran (aired) between the flight start date and the current date.
Purchased RTGs/IMPs To Date	The total purchased demo ratings or impressions for spots that aired before the current date.
+/-	The difference between the Current RTGS/IMPs and the Purchased RTGs/IMPs to date. Shows whether the campaign is on track, ahead (+) or behind (-) the ratings or impressions booked to date.
Current HH GRPs/IMPs	The total Household ratings delivery for all the spots that have aired for the order to date. This is similar to Current GRPs, but for households instead of by demographic.
Total Purchased GRPs/IMPs	Total buyer ratings or impressions originally purchased.
Demo	The target audience specified on the order header, or on the avail linked to the order.
Order Last Updated	Date the order was last updated.
Weeks Remaining	The total number of weeks that remain from the Current Date until the Flight End Date. If the flight has not begun, the weeks remaining should be the length of the campaign.

Export the Campaign Performance Screen Data

1. Click **Export to Excel** ().

2. Follow the prompts from your browser to save the data to your preferred location.

Campaign Performance Details

The Campaign Performance Details screen lets you dive a bit deeper into the details of the campaign results.

View Campaign Performance Details

On the Campaign Performance screen, click anywhere on the line of the order.

The Campaign Performance Detail screen opens.

Campaign Performance Detail Field Descriptions

Field	Description
Header	
Station Order#	Order number at the station. Click the number to open the Campaign Order Details screen for this campaign.
Videa Order #	Order number at Videa. Click the number to open the Campaign Order Details screen for this campaign.
Agency	The agency that booked the order.
Flight Start	The flight start date.
Flight End	The flight end date.
Revenue	Revenue to date realized by the station for the campaign.
Total Purchased	Total gross ratings points (or impressions) originally purchased.
Demo	Primary demographic of the campaign.
Weeks Remaining	Number of weeks remaining in the campaign.
Target Type	Shows which target type you are viewing (ratings or impressions).
Spots Last Updated	• Shows when the spot data was last updated.
View	Click ⬤ to view a graphic representation of the data in the table. Click ☰ to return to the table view of the data.
Total	
Purchased GRPs/IMPs	Total number of gross ratings points (or impressions) purchased for the campaign.
Purchased To Date	Total number of gross ratings points (or impressions) purchased to date.
Delivered To Date	Total number of gross ratings points (or impressions) delivered to date.
%	Percentage of delivered to date GRPs (or impressions) to purchased to date GRPs (or impressions).
+/-	Shows how the campaign is trending. • A positive number means you are delivering more than booked. • A negative number means you are delivering less than booked.

Field	Description
Daypart Summary	
Dayparts	Dayparts ordered for the campaign.
Purchased To Date	Dayparts purchased to date.
Delivered To Date	Dayparts delivered to date.
%	Percentage of dayparts delivered to date to dayparts purchased to date.
+/-	Shows how the daypart bookings are trending. • A positive number means you are delivering more than booked. • A negative number means you are delivering less than booked.
Spot Details Table	
Dayparts	Select one or more dayparts to display in the table. Dayparts are only active if there are spots ordered within.
Select Skew Book	Click to select a skew book. See "*Skew Book*" on page 97 for more information.
Columns	Use this drop-down to determine which columns are shown in the table. These preferences persist until you change them again.
Manage Schedule	Click to open the Order Information - Offers screen for this order.
Demo	Shows the primary demographic for this order.
Target Type	Shows which target type you are viewing (ratings or impressions).
Export to Excel	Click to export the table to Excel. See "*Export the Spot Detail Screen Data*" on the facing page for more information.
Buy Line	Agency buy line number.
Program	Name of the program.
Air Date	Date the spot aired.
Air Time	Time the spot aired.
Ordered Time Period	The name of the day and the time period originally ordered.
Ordered Dates	Dates the spots were ordered to air.
Spot Length	Length of the spot ordered.
Rate	Dollar amount of the spot purchased.
HH RTGs/IMPs	Household ratings delivery for the spot that aired at the specific time.
Demo RTGs/IMPs	Ratings delivery of the purchased demographic for the spot that aired at the specific time.
Purchased Rating	Total of purchased demo ratings or impressions for spots that dated before the current date.
+/-	The difference between Current RTGS/IMPs and Purchased RTGs/IMPs to date.
Ad ID	Name of the commercial or spot that aired at the specified time.

Graphical or Grid View of Totals and Daypart Summary
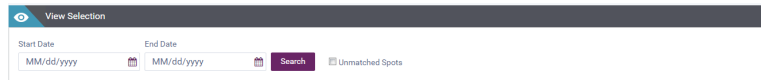
The grid (table) view of the Daypart Summary section is the default view.

To view a graphical format of the Daypart Summary, click this button on the top-right of the

Daypart Summary table:

To return to the grid view, click this button:

Search Spot Detail

1. Enter a **Start Date** or select one from the calendar widget.

2. Enter an **End Date** or select one from the calendar widget.

3. Click **Search**. The results are shown in the Spot Details table.

> **Note:** Click the **Unmatched Spots** option to replace the Spot Details table with the Ordered Not Run and Run Not Ordered tables.

Export the Spot Detail Screen Data

1. 1. Click **Export to Excel** ().

   2. Follow the prompts from your browser to save the data to your preferred location.

Review Which Spots Ran

1. Locate the order to investigate.

2. Click either the Station Order # or the Videa Order # link to open the Campaign Performance Details screen.

3. Review the Campaign Detail header:
   - Target Type: The type of currency (ratings or impressions) purchased on the order.

   - Revenue: Total revenue originally purchased on the order.

   - Total Purchased: GRPs or impressions.

4. Review the Daypart Summary section. This section itemizes all spots that ran according to the daypart, as opposed to the spots ordered or the spots that will run.

   The Total block (on the left):

   - Purchased GRPs/IMPs: Total amount of gross ratings points or impressions purchased on the order.\

   - Purchased to Date: GRPs or impressions run to date.

     > **Note:** Blank cells in the table mean that the demographic data from Nielsen is missing.

   - Delivered to Date: Number of GRPs or impressions delivered to date.

   - %: Delivery percentage.

   - +/–: Difference based on purchased vs. delivered.

5. Review the Campaign Performance Detail table:
   - The table shows the same information as the Total block, but lists the information by daypart.

   - Blank cells in the table show spots that did not run.

   - Delivered to Date: If this cell is blank, no spots ran, even though the Purchased To Date cell shows how many GRPs/impressions were purchased. As a result, the % cell cannot be calculated.

6. Click **Chart View** (⬤) to open the Daypart Summary chart.

7. Hover your mouse over the bars to see the values for Purchased to Date, Delivered to Date, and +/–.

   > **Note:** The legend shows the colors that are assigned to each of the categories. Because zero is in the middle of the chart, the +/– values drop down to convey negative values.

8. Click **Table View** (☰) to return to the Daypart Summary table.

9. In the View Selection section, use the **Start Date** and the **End Date** calendars to isolate a date range. Isolating a date range allows you to see a more accurate estimate of actual delivery by reducing the number of blank cells in the calculations.

   > **Note:** Nielsen's measurements do not align with the calendar month. For example, Nielsen's version of March ends on March 29. As a result, demographic data for March is only available to the 29th.

10. Click **Search**.

11. Scroll down to the Spot Detail table. The table shows only the spots that have run. If a spot was ordered, but did not run, it does not appear in this table.

   - Demo RTG/IMP: Nielsen data from Videa's rating service that hows how many GRPs/impressions were delivered.

   - Purchased RTG/IMP: Number of GRPs/impressions ordered.

   - +/−: This value represents a more accurate assessment of the spot detail, even if the metered indicator is red. Using an isolated date range based on Nielsen's month can improve impression numbers. As your schedule runs, you can go back to a previous month, get the Nielsen book for that month, and use the Nielsen calendar end date to get accurate impression numbers.

12. Click each ordered daypart to filter the Spot Detail table.

   - Active dayparts represent placed orders, whether the spots ran or not.

   - Inactive dayparts represent dayparts that were not ordered.

13. Click multiple dayparts to filter the table by more than one daypart.

14. Review the HH RTG/IMP, Demo RTG/IMP, and Purchased RTG/IMP columns for spots that ran.

Skew Book

The skew book allows you to forecast based on historical data. The process is based on what we know and what we don't know.

- We know historical information and today's HH rating in the schedule. You must have the HH ratings.

- We don't know the demographic rating. These fields are empty.

A *skew* is the ratio of the demographic to the household (hh/demographic). Use the skew to resolve running schedules where Nielsen data is not current with the demographics.

The skew takes the historical demographic data for household, calculates the percentage, applies the percentage to the current household, and delivers a demographic rating based on that percentage.

The skew is not applied to spots that already have demographic ratings.

Skew Book Process

1. Click the **Select Skew Book** field and select a book from the drop-down menu. To forecast next month, you can select a book from last year or select the current month.

   Example: To forecast a schedule for the next month of April, you can use the current month of March or you can use April from last year.

2. Review the demographics in the table:
   - Skews are based on the values in the HH RTG/IMP column and the book selected for each demographic.

   - Each time period has a percentage, or ratio, applied to today's household ratings to get the skew.

   - The cells display an asterisk (*) to show that this is a derived value, as opposed to an actual value.

   - Because metered markets get monthly books, it's prudent to use the current month, or last month, as opposed to last year, because last year's book might not reflect accurate viewing habits. However, last month might also be inaccurate due to seasonal viewing habits or weather-related anomalies.

   The Daypart Summary section updates with the skew.

Unmatched Spots

Unmatched spots are spots that were either missed (ordered not run) or run without being ordered (run not ordered). If you need to take action on an unmatched spot, the Manage Schedule link opens the Order Information screen.

View Unmatched Spots

1. On the Campaign Performance Detail screen, locate the View Selection section.

2. Select the **Unmatched Spots** option. The Spot Detail table is replaced by the Ordered Not Run and Run Not Ordered tables.

Ordered Not Run

Ordered Not Run spots are:

- Spots that were pre-empted but were followed with a makegood.

- Spots that were pre-empted.

   - Spots that were credited. Credited spots can be spots taken off a schedule either by:

      - Being pre-empted without a makegood applied

      - Taken off the spot

- Spots that were never booked. Just because an order comes with spots, the rep or station doesn't necessarily book them. If a buyer orders a spot and the station does not run or book it, it might not show up.

- Spots that did not run that have a buy line (the buyer's order) attached. Click Manage Schedule to review the details.

- Spots that don't have an air date but have a buy line. Click Manage Schedule to review the details.

Click **Export to Excel** to communicate with the station. See "*Export Files*" on page 100 for more information.

Note: All columns in the table are exported regardless of the selections in the Columns field. Open the Excel file and delete the **Ad ID** column. This is the name of the commercial or spot that aired at the specified time.

Ordered Not Run Field Descriptions

Field	Description
Header	
Manage Schedule	Click to open the Order Information - Offers screen for this order.
Demo	Shows the primary demographic for this order.
Target Type	Shows which target type you are viewing (ratings or impressions).
Export to Excel	Click to export the table to Excel.
Table	
Buy Line	Buy line of the order.
Program Name	Name of the program ordered.
Ordered Time Period	Time period originally ordered.
Ordered Dates	Dates originally ordered.
Intended Air Date	Date the spot was ordered to run.
Intended Air Time	Time the spot was ordered to run.
Spot Length	Length of the spot ordered.
Rate	Station rate of the spot.
Purchased RTG/IMP	Rating indicated for the spot on the buyer's order, if the matching spot exists for the buyer's order.

Run Not Ordered

Run Not Ordered Spots are:

- Spots that were ordered but did not run.

- Spots that were ordered that ran outside of their ordered time period.

- Forced-matched spots to match a buy line.

Click **Export to Excel** to communicate with the rep. See "*Export Files*" on the next page for more information.

Note: All columns in the table are exported regardless of the selections in the Columns field. Open the Excel file and delete the **Ad ID** column. This is the name of the commercial or spot that aired at the specified time.

Run Not Ordered Field Descriptions

Field	Description
Table Header	

Field	Description
Manage Schedule	Click to open the Order Information - Offers screen for this order.
Demo	Shows the primary demographic for this order.
Target Type	Shows which target type you are viewing (ratings or impressions).
Export to Excel	Click to export the table to Excel. See "*Export Files*" below for more information.
Table	
Program Name	Name of the program the spot aired in.
Air Date	Date the spot aired.
Day	Day the spot aired.
Air Time	Time the spot aired.
Spot Length	Length of the spot that aired.
Rate	Rate of the aired spot.
Demo RTGs/IMPs	Ratings delivery of the purchased demographic for the spot that aired at a specific time.
HH RTGs/IMPs	Household ratings delivery for the spot that aired a the specific time.

Export Files

You can export the data from the Ordered Not Run and the Run Not Ordered tables to Excel files.

1. Click **Export to Excel** ( ).

2. Follow the prompts from your browser to save the data to your preferred location.

Note: All columns in the table are exported regardless of the selections in the Columns field. Open the Excel file and delete the **Ad ID** column. This is the name of the commercial or spot that aired at the specified time.

Chapter 7 Settings

The Settings screen allows you to change Videa system defaults and to request additions to your programming calendar.

View the Settings Screen

From the Videa system menu bar, click **Settings**. The Settings screen opens.

About the Settings Screen

The Settings screen allows you to:

- Reset your password

- Update your contact information

- Set your station audience share (shown on the Account Performance screen)

- Set your view format

- Set your market value use

- Set your default number of table rows displayed on the screens

- Notify Videa about upcoming new programming

USER SETTINGS Tab

Click the **USER SETTINGS** tab to update your password and contact information.

Reset Your Password

1. From the Videa system menu bar, click **Settings**. The Settings screen opens.

2. In the RESET PASSWORD section, type your **Old Password**. This is your existing password.

RESET PASSWORD

Please enter your old password and
confirm your new password.

Old Password:

New Password:

Confirm New Password:

PASSWORD REQUIREMENTS

At least 6 characters

Contains uppercase and lowercase letters

Contains a number

Contains at least 1 special character (!@$)

Does NOT include your email or username

> **Note:** If you have forgotten your password, please contact your administrator at the number or email address on the screen.

3. Type your **New Password**, using the password requirements:
   - At least six characters

   - Contains uppercase and lowercase letters

   - Contains a number

   - Contains at least one special character

   - Does **not** include your email or user name

4. Re-type your new password in the **Confirm New Password** field.

5. Click **Submit**.

Update Your Contact Information

1. From the Videa system menu bar, click **Settings**. The Settings screen opens.

2. In the CONTACT INFORMATION section, enter your old phone number.

> **Note:** If you have forgotten your old phone number, contact your administrator at the number or email address listed on the screen.

3. Enter your new phone number.

4. Confirm your new phone number.

> **Note:** To update your email address, contact the administrator at the number or email address listed on the screen.

5. Click **Submit**.

DISPLAY SETTINGS Tab

Click the **Display Settings** tab to access station and display settings.

Set Your Station Audience Share

1.   From the Videa system menu bar, click **Settings**. The Settings screen opens.

2.   Enter your station audience share in the space provided in the xx.xx format (as a percentage of total market share).

Station Audience Share

> 30%

Format xx.xx%

3.   Click **Save**.

Set the Default Number of Table Rows to Display

1.   From the Videa system menu bar, click **Settings**. The Settings screen opens.

2.   Select the number of default rows that display in tables.

Default number of table rows

> 25 ‡

3.   Click **Save**.

ADD A PROGRAM Tab

Click the **ADD A PROGRAM** tab to view your special programming and to tell Videa of upcoming programs.

To request upcoming pricing for a program, enter your request on this tab.

View the ADD A PROGRAM Tab

1. From the Videa system menu bar, click **Settings**. The Settings screen opens.

2. Click the **Add a Program** tab.

Add a Program

You can begin the process from the Settings screen or from the Price Guide.

- From the Price Guide, click **Add a Program**. The Settings > ADD A PROGRAM tab opens.

- From the Videa menu bar, click **Settings**, the Settings screen opens. Click the **ADD A PROGRAM** tab.

1. Enter a **Program Name** (required).

2. Enter an **Air Date** (required).

3. Enter a **Time Period** (required).

4. Enter any **Notes** you might want to add.

5. Click **Add**. The information is sent to Videa Media Operations to add and price accordingly.

SALES REPS Tab

Click the SALES REPS tab to see a list of the sales reps associated with your station and whether they have read-only access to your Price Guide.

View the Sales Reps Tab

1.   From the Videa system menu bar, click **Settings**. The Settings screen opens.

2. Click the **Sales Reps** tab.

Allow Sales Rep Access to Your Price Guide

You can allow your sales reps access to your Price Guide.

1. Access the **Sales Reps** tab on your Settings screen.

2. Select the **Price Guide Access** option next to the sales reps you would like to give read-only access to your Price Guide.

3. Click **Submit**.

Allow Sales Rep Access to Your Makegoods

You can allow your sales reps access to your makegoods screen, so they can suggest makegoods.

1. Access the **Sales Reps** tab on your Settings screen.

2. Find the sales rep you want to give access to your makegood screens.

3. Move the **Makegood Access** slider to the right, so the text says **Create**.

4. Click **Submit**.

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