



Media Calendar

The Media Buy Calendar Page displays all media buys relevant to the logged in user. From this page, the user can view available buy space and plans that have already been entered, as well as block flights and dive into flights to align creative.

NAME	MARKET	EST #	SPLIT
Green World	ALBANY - SCHE NECTADY - TRIO	2020	Non-Sub
Green World	ALBANY - SCHE NECTADY - TRIO	2020	Sub
Green World	ALBANY - SCHE NECTADY - TRIO	2020	Non-Sub
Green World	ALBANY - SCHE NECTADY - TRIO	2020	Sub
COM_VOD_TV_19_3_22_95_SPOT_BAUD	ALBUQUERQUE - SANTA FE	2295	Non-Sub
COM_VOD_TV_19_3_23_08_FEP_BAUD	ALBUQUERQUE - SANTA FE	2308	Non-Sub
COM_XM_TV_19_3_23_39_SPTV_MMM	ALBUQUERQUE - SANTA FE	2339	Non-Sub

Utilize tabs to switch between TV and Radio calendars

Sort the calendar by clicking on any of the column headers: Media Buy Name, Market, Estimate Number

Note – when sorting, Estimate Numbers that begin with smaller numbers will appear before estimate numbers that start with larger numbers, e.g. 65 will appear after 12345, even though it is a smaller number.

Filter the calendar by Date Range, Region, Market, or Segment. Click “Filter” button to apply selected filters to the calendar. Click “Clear Filter” button to clear all filters.

Click the “GRPs” button to view GRPs for on-air weeks

- Brown-hashed space is off-air, light blue space is available
- Un-submitted flights are blocked out in gray.
- Once submitted, flight blocks are navy blue.

Click the “Create New Media Buy” button to add a media buy

Merging / Unmerging Buys

User may merge and unmerge media buys to facilitate planning within a market. GRPs for the merged buys will be added together for overlapping on-air weeks. If buys are merged that already have flights planned against them, flights in the buy that was selected first will override any other flights.

Viewing Buy Details - Click on the Estimate Number to view Buy Details

BUY DETAILS ⊞ ×

EST #: 2020
BUY NAME: Green World
DATE RANGE: 08/05/2019 TO 08/25/2019
MARKETS: ALBANY - SCHENECTADY - TROY
STATIONS: 28519
TAGS:

From Buy Details window, click “Merge”

Merge Media Buys window appears, displaying all media buys that are available to be merged with the buy selected by the user. Select buys to merge and click “Save & Merge”

- Buys within the same market and with overlapping on-air time may be merged. When buys are merged, GRPs and spots will be added.
- When merging buys, only flights on the originally selected buy will remain.

Merge Media Buys ⓘ ⊞ ×

Merge **2020 - Green World** with selected media buys

1 available Media Buys to Merge

MEDIA BUY NAME	MARKET	EST#	DATE RANGE	FLIGHTS	
Green World	ALBANY - SCHENECTADY - TROY	2020	08/05/2019 to 08/25/2019	NO	<input type="button" value="SELECT"/>

To unmerge, click on the estimate numbers of the merged buy, and click “Un-merge” in the Buy Details window.

Creating New Buys

Access the Create New Media Buy page by clicking “Create New Media Buy” on the Media Buy Calendar page.

+ Create New Media Buy

SAVE AND EXIT CANCEL

Estimate #*	
Vendor*	
Media Buy Name*	
Start Dates*	End Dates*
Select Division*	CORP & HQ MANAGED
Select Segment*	
Select Business Unit*	
Select Channel*	

Assigned Markets*

+ ADD/EDIT MARKETS

No Markets are assigned yet

SAVE AND EXIT CANCEL

Create an estimate number or identifying number for the buy

Indicate the vendor that made the buy

Give the media buy a name

Indicate the overall start and end date of the buy

Indicate the Division the buy is for. This should be defaulted to the division of the user.

Select the segment of the buy.

Select the Business Unit: Residential or Business.

Select the Channel: Video or Audio.

Click the "Add / Edit Markets" button to search for and add markets to the buy. Search by division, region, or market name to assign markets.

Click on the Market Name to edit details for the market

Select the Markets that will be included by clicking the Assign button.

Click Unassign to remove the market. Then click Done.

Add / Edit Markets

Select Division
CORP & HQ MANAGED

Select Region
CORP & HQ MANAGED

Market Name

MARKET	REGION	DIVISION	
Merge DMA	Corp & HQ Managed	Corp & HQ MANAGED	← ASSIGN
Network TV	Corp & HQ Managed	Corp & HQ MANAGED	✕ UNASSIGN

1 - 2 of 2 items

✓ DONE

Editing/Adding Stations Within Your Market – In the Assigned Markets section, click on the edit button which will bring up a new window. Click on Add New Station

Market Details - Network TV

GRPs/WEEK: APPLY TO SELECTED

SPOTS/WEEK: APPLY TO SELECTED

WEEK OF	GRP'S	# OF SPOTS*
<input type="checkbox"/> 08/05/2019	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> 08/12/2019	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> 08/19/2019	<input type="text"/>	<input type="text"/>

* 0 = an off-air week

+ ADD NEW STATION

✓ DONE ✕ CANCEL

Market stations: 1 Stations Selected

STATION NAME	STATION CODE	SPLIT
<input checked="" type="checkbox"/> TEsT	test	True

When manually entering stations, note the appropriate formatting:

- TV: 3 or 4 digit station code / station code –TV (KDKA or KDKA-TV)
- Radio: 4 digit station code –FM/-AM (KJFA-FM or KABQ-AM)

Click “Done” to close the Market Details modal

When finished entering buy details, click “Save And Exit”. The buy will be added to the Media Buy Calendar page.

Cloning Buys - Click on the buy/flight on the calendar and select ‘clone’

Flight ID	Market	Est. #	Type	Un-Submitted V1	Un-Submitted V1
COM_VDO_TV_19_3_23_95_SPOT_BAUO	ALBUQUERQUE - SANTA FE	2295	Non-Sub	08/19/2019 03:51 PM	08/19/2019 02:35 PM
COM_VDO_TV_19_3_23_08_FEP_BAUO	ALBUQUERQUE - SANTA FE	2308	Non-Sub		
COM_XFM_TV_19_3_23_39_SPTV_MMXM	ALBUQUERQUE - SANTA FE	2339	Non-Sub		
COM_XFM_TV_19_4_23_40_SPTV_MMXM	ALBUQUERQUE - SANTA FE	2340	Non-Sub		

Click into any open media buy space or use the “Esc” button to cancel clone.

Upon clicking into an open cell, a window will pop up confirming the dates for the flight you wish to create. Confirm desired dates and click “Done”.

If you need to make any adjustments to the cloned buy, click on it on the calendar and select “edit details”.

From the details page, you can edit certain things in the buy. This differs between buys that have been submitted and buys that are un-submitted.

- Un-submitted buys can still have all details edited

Flight Details Last Updated On 08/19/2019 3:51 PM [VIEW CHANGE LOG](#)

VERSION 1

EST. #: 2295 MARKET NAME: ALBUQUERQUE - SANTA FE FLIGHT DATE RANGE: 08/19/2019 - 09/08/2019 TRAFFIC DATE RANGE: 08/20/2019 - 09/08/2019

Status: Un-Submitted [SUBMIT NOW](#) [SAVE AND EXIT](#) [CANCEL](#)

Media Buy Attributes + SHOW DETAILS

TRAFFIC NOTES

First flight for Scott

BILLBOARD COPY:

[+ ADD COPY](#)

NON-SUBSCRIBER

Non-Sub Weekly GRPs/Spots: 79.8 / 143.3 Non-Sub Stations: KWBQ, KASY, KOAT, KOB, NRQE, KRQE

Blocking Flights - Click into any open cell and drag cursor to the right to select the weeks for a flight. Upon releasing the cursor, the Select Flight Dates pop-up will appear, with the dates selected. Click “Done” to confirm dates.

Click on the menu icon on the newly created flight to access the Flight Menu.

- Click “Quick View” to see a listing of tactics within flight. Listing includes ISCI Code, Tactic Title, Flight Message Type (type selected by the user), Tactic Message Type (type registered with Tactic), Flight Dates, GRPs / Week and Traffic Rotation
- Click “Edit Details” to access the Flight Details page for that flight
- Click “Traffic Instruction” to generate a PDF traffic instruction document. This form is very similar to the traffic instructions that CAD will generate and send to stations.

- Click “Delete” to delete the flight from the Media Buy Row. This will delete the flight and any details associated with that flight. Only non-submitted flights may be deleted.

Tactic/Spot Alerts - Alerts notify Ad Management Platform users if a specific spot has expired or is due to expire within a planned flight.

If a flight has been submitted and a specific tactic included within that flight has expired or its status changed to “inactive”, the user will see a red alert on that flight within the media buy calendar.

The user can also view the number of alerts in the top right of their calendar. By selecting the bell icon, the user is able to view and select the specific flight where the tactic alert is applied. “View all” will take the user to the full listing. Tactics with alert will need to be replaced or have their availability status updated by the creative agency before the green checkmark is applied.

