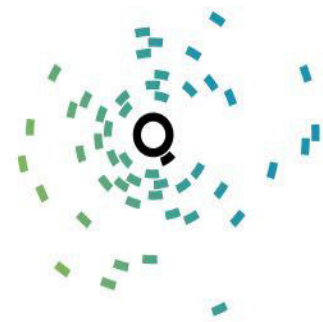




Commercials Manager
User Guide
2014



Commercials Manager



Warning

The information in this manual has been carefully checked and is deemed to be correct. QSound SOFT does not warrant against any inconsistencies that may appear in this document. Likewise, QSound SOFT is under no obligation to update the hereinafter information.

QSound SOFT reserves the right to improve this document and/or the software product at any time and without prior notice.

Technical recommendations in terms of hardware architecture and operating systems for the software described herein are applicable at the issue date of this manual.

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Notes on trademarks

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Change history

<u>Version</u>	<u>Date</u>	<u>Change Summary</u>
4.0	20.06.2014	Previous version review
3.0	06.09.2013	Runs on Windows 7/8 with a unique SQL database
2.0	01.12.2011	Mediaplan report, Loading commercials report
1.0	16.04.2008	

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June 2014

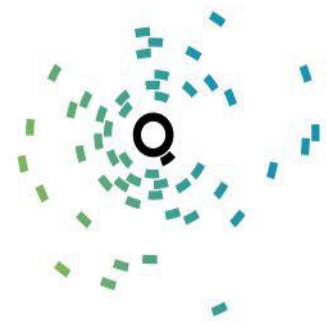
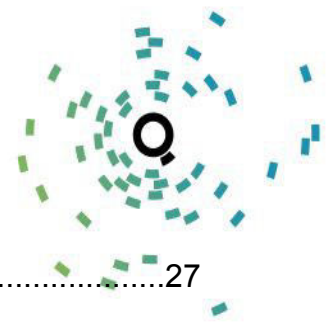


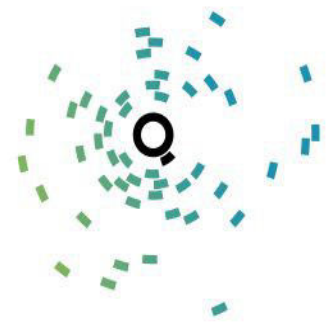
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Commercials Manager



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1. GENERAL REMARKS

The COMMERCIALS MANAGER (CM) manual – 2014 version – is the official user's guide for the most recent version of the COMMERCIALS MANAGER software application, intellectual property of SC QSound SOFT SRL.

SC QSound SOFT SRL has been an active player on the Romanian market since 2000, being one of the top developers of radio station automation software solutions for Romanian and Eastern European clients. Our solutions – 100% designed and developed in Romania – meet our clients' constantly changing needs, whereas the company employs a flexible policy with regard to application modifications, according to our partners' specific requirements.

The Commercials Manager (CM) software has been especially created for the management of advertising campaigns broadcasted on TV or radio stations, being a very useful software package for the introduction of advertising spots in blocks, the calculation of campaign costs, monthly or longer period sales reports, price estimates, etc.. The application is modular, having seven basic sections with dedicated functions for the concerned specificity:

- **Reports**
- **Advertising grid**
- **Campaigns**
- **Auto promo**
- **Offer**
- **Settings**
- **Partners**

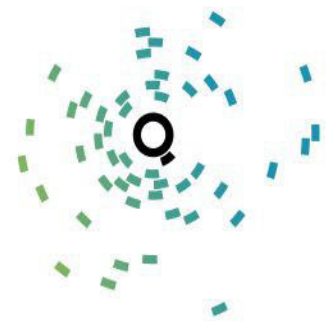
Technical recommendations

1. Hardware configurations recommended and tested by QSound SOFT

- Processor: Intel Pentium 4; 2.4 Ghz
- RAM: 2 GB DDR2 800 Mhz
- HDD: min. 40GB
- Sound card: onboard
- Video card: onboard
- Network card: onboard

2. Operating systems

► **Windows 7, Windows 8**



2. INSTALLING THE COMMERCIALS MANAGER APPLICATION

Given the complexity of the new operating systems and the connectivity problems networks may pose in terms of access rights, firewall rules implemented by the Windows operating system or antivirus packages running on your computer, as well as the medium-difficulty settings of the multi-channel sound boards, we strongly recommend that you contact the Support Centre Service within QSound SOFT SRL for any software installation and update operations.

Support Center contact details:

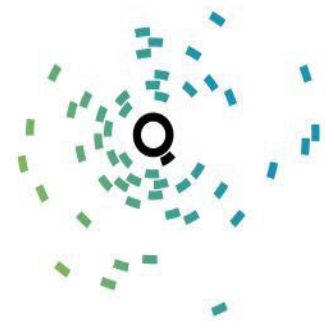
E-mail: support@qsoft.ro;

Phone: (+40) 0264. 413.031

Mobile: (+40) 0742.054.189

If you choose to install the application on your own, please follow the steps below:

- run the “setup.exe” executable file related to the Commercials Manager application, after having installed the Commercials Manager software from “<C:\CommercialsManager>”
- run the “CMLicenseRequest.exe” executable file
- send the “CMLicenseRequest.Ins” file to the e-mail address: support@qsoft.ro in order to obtain the software license;
- copy the “CMLicense.Ins” license file received from the Support Center in “<C:\CommercialsManager>”.



3. REPORTS

This module supports the preparation of a significant number of reports, the broadcasting media plan for the client, including commercial broadcasting cost estimates depending on the loading of the advertising block. The module presents the data and analyses implemented by the software in a very user-friendly graphical form. This module is also important for the efficient appraisals performed in terms of sales volumes, being a useful control and summarizing tool for the results of the sales department.

Media plan

Media plan						
De la:	01-07-2013	Agentie:		Campanie:		Generare
Pana la:	31-07-2013	Client:		Spot:		Anulare
		Marca:		Format:	Distributie	

Campanii active

Campanii active					
De la:	01-07-2013	Agentie:		<input type="checkbox"/> Per canal media	Generare
Pana la:	31-07-2013	Client:			Anulare
		Marca:			

Cost campanie

Cost campanie						
De la:	01-01-2013	Agentie:		Campanie:		Generare
Pana la:	01-12-2013	Client:		<input type="checkbox"/> Per canal media	Anulare	
		Marca:				

Log campanii

Log campanii					
De la:	01-01-2013	Agentie:		<input type="checkbox"/> Per canal media	Generare
Pana la:	01-12-2013	Client:			Anulare
		Marca:			

Estimare tarife

Estimare tarife					
De la:	15-07-2013	<input type="checkbox"/> Grafic			Generare
Pana la:	21-07-2013				Anulare

Oferta

Oferta					
Format:	Oferta QSS	Tipareste:	<input checked="" type="checkbox"/> Coeficienti de durata ai spotului		Generare
			<input checked="" type="checkbox"/> Sistem de reduceri		Anulare
			<input checked="" type="checkbox"/> Prima de bun venit		
			<input checked="" type="checkbox"/> Taxe		

Parteneri

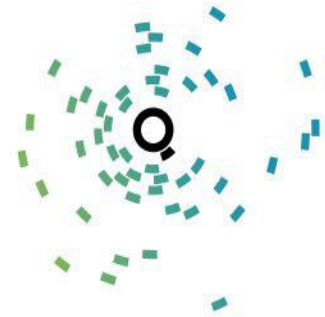
Parteneri					
Format:	Persoane contact				Generare
					Anulare



3.1 Media Plan Report – enables the print-out of the media plan for the clients according to the broadcasting days and times chosen for the advertising spots in the requested campaign. The media plan can cover the whole duration of a campaign (by default) or only a certain time interval.

Distribution Format – displays the report on the total number of scheduled times for a campaign, broken down per time slots, block scheduling times, weekly intervals.

Commercials Manager



INFOTRAFIC_RATUC
Tel: 0264/413.031

Media plan

Campanie: UTCLUJ
Agentie:
Client:
Perioada: 01.07.13 - 31.07.13

Canal media: INFOTRAFIC_RATUC / RATUC

Interval	Calup	30.06.13 - 06.07.13							07.07.13 - 13.07.13							14.07.13 - 20.07.13						
		D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S
07:01-08:00	07:10	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	
08:01-09:00	08:10	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	
09:01-10:00	09:10						1							1								1
11:01-12:00	11:20						1							1								1
12:01-13:00	12:20	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	
13:01-14:00	13:35						1							1								1
15:01-15:59	15:20	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	
16:00-16:59	16:20	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	
19:00-20:00	19:35	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	

Interval	Calup	21.07.13 - 27.07.13							28.07.13 - 03.08.13							04.08.13 - 10.08.13						
		D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S
07:01-08:00	07:10	1	1	1	1	1	1		1	1	1	1	1	1								
08:01-09:00	08:10	1	1	1	1	1	1		1	1	1	1	1	1								
09:01-10:00	09:10						1							1								
11:01-12:00	11:20						1							1								
12:01-13:00	12:20	1	1	1	1	1	1		1	1	1	1	1	1								
13:01-14:00	13:35						1							1								
15:01-15:59	15:20	1	1	1	1	1	1		1	1	1	1	1	1								
19:00-20:00	19:35	1	1	1	1	1	1		1	1	1	1	1	1								

17.07.13 11:03

© Commercials Manager v5.0

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Format CashFlow – represents a report showing the total number of programmed times for the selected campaign, as well as the total campaign cost.

INFOTRAFIC_RATUC
Tel: 0264/413.031

Media plan

Campanie: UTCLUJ
Agentie:
Client: OSound Soft
Perioada: 01.07.13 - 31.07.13
Spot: UTCLUJ

Canal media: INFOTRAFIC_RATUC / RATUC

Ziua/ Interval	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Difuzari	Rate card	Cost rate																										
	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	L	V	S	D	L-V	S-D	card total																													
07:01-08:00	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	23	0	24,00	552,00																										
08:01-09:00	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	23	0	24,00	552,00																										
09:01-10:00						1						1									1											4	0	11,00	44,00																									
11:01-12:00						1						1									1											4	0	9,00	36,00																									
12:01-13:00	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	1	1	23	0	12,00	276,00																											
13:01-14:00						1						1									1											4	0	8,00	32,00																									
15:01-15:59	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	1	1	23	0	11,00	253,00																											
16:00-16:59	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	2	0	11,00	22,00																										
19:00-20:00	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	23	0	7,00	161,00																										
Total	6	6	5	5	5	3		5	5	5	5	5	3		5	5	5	5	5	3		5	5	5	5	3		5	5	5	117	12		1928,00																										
Valoare																																																											1928,00	
Discount 66.44%																																																												1280,89
Valoare taxabila																																																												647,11
Valoare contract (EUR)																																																												647,11
Curs EUR/LEI																																																												4,5000
Valoare contract (LEI)																																																												2912,00
T.V.A. 24%																																																												690,85
Total de plata																																																												3610,88

INFOTRAFIC_RATUC
Lidia Iepure

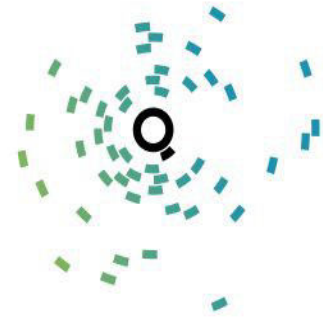
UTCLUJ
Gherman Claudiu

17.07.13 11:30

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Commercials Manager



Grid Format – represents a report on the scheduling of the advertising spots to be broadcasted ONAIR.

INFOTRAFIC_RATUC
Tel: 0264/413.031

Media plan

Campanie: UTCLUJ
Agentie:
Client: QSound Soft
Perioada: 05.07.13 - 20.07.13

Canal media: INFOTRAFIC_RATUC / RATUC

Data	Ora	Spot	Durata
01.07.13	07:10	UTCLUJ_050713	00:30
	08:10	UTCLUJ_050713	00:30
	12:20	UTCLUJ_050713	00:30
	15:20	UTCLUJ_050713	00:30
	16:20	UTCLUJ_050713	00:30
	19:35	UTCLUJ_050713	00:30
02.07.13	07:10	UTCLUJ_050713	00:30
	08:10	UTCLUJ_050713	00:30
	12:20	UTCLUJ_050713	00:30
	15:20	UTCLUJ_050713	00:30
	16:20	UTCLUJ_050713	00:30
	19:35	UTCLUJ_050713	00:30
03.07.13	07:10	UTCLUJ_050713	00:30
	08:10	UTCLUJ_050713	00:30
	12:20	UTCLUJ_050713	00:30
	15:20	UTCLUJ_050713	00:30
	19:35	UTCLUJ_050713	00:30
04.07.13	07:10	UTCLUJ_050713	00:30
	08:10	UTCLUJ_050713	00:30
	12:20	UTCLUJ_050713	00:30
	15:20	UTCLUJ_050713	00:30
	19:35	UTCLUJ_050713	00:30
05.07.13	07:10	UTCLUJ_050713	00:30
	08:10	UTCLUJ_050713	00:30
	12:20	UTCLUJ_050713	00:30
	15:20	UTCLUJ_050713	00:30
	19:35	UTCLUJ_050713	00:30
06.07.13	09:10	UTCLUJ_050713	00:30
	11:20	UTCLUJ_050713	00:30

3.2 Active Campaigns Report – centralizes cash flows in a certain period of time, displaying the amounts to be collected from the clients advertised in a certain time interval.

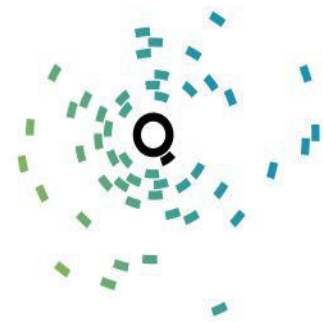
INFOTRAFIC_RATUC
Tel: 0264/413.031

Campanii active

Perioada: 01.07.13 - 31.07.13

Campanie	Agentie	Client	Perioada campanie	Valoare (EUR)	Curs EUR/LEI	Valoare (LEI)	T.V.A. (LEI)	Total (LEI)
Orange_Altex_Red_TV_14iun	ORANGE	ORANGE	01.07.13 - 07.07.13	1130,45	4,4000	4974,00	1193,76	6167,76
Orange_Bomb_12iul_CR	ORANGE	ORANGE	12.07.13 - 31.07.13	259,38	4,4000	1141,28	273,91	1415,19
Orange_Bomb_Offer_8iul	ORANGE	ORANGE	08.07.13 - 31.07.13	1066,36	4,4000	4692,00	1126,08	5818,08
Orange_Clever_Taxi_21iun	ORANGE	ORANGE	01.07.13 - 07.07.13	24,85	4,4000	109,33	26,24	135,57
Orange_Franciza_AB_1iul	ORANGE	ORANGE	01.07.13 - 31.07.13	186,79	4,4000	821,87	197,25	1019,12
Orange_Nivo_BestDeal_3iul	ORANGE	ORANGE	03.07.13 - 28.07.13	8109,55	4,4000	35682,00	8563,68	44245,68
Orange_Pike_8iul	ORANGE	ORANGE	08.07.13 - 31.07.13	8245,82	4,4000	36281,60	8707,58	44989,18
Orange_PrePay_8iul	ORANGE	ORANGE	08.07.13 - 28.07.13	7445,45	4,4000	32760,00	7862,40	40622,40
Orange_Prepay_9iul	ORANGE	ORANGE	09.07.13 - 31.07.13	6750,55	4,4000	29702,40	7128,58	36830,98
Vodafone_BestFest_21iun	VODAFONE	VODAFONE	01.07.13 - 05.07.13	1537,50	4,4000	6765,00	1623,60	8388,60
Vodafone_Postpaid_15iul	VODAFONE	VODAFONE	15.07.13 - 31.07.13	536,75	4,4000	2361,70	566,81	2928,51
Vodafone_PrePaid_11iul	VODAFONE	VODAFONE	11.07.13 - 31.07.13	519,17	4,4000	2284,37	548,25	2832,62
Vodafone_Smart_Mini_1iul	VODAFONE	VODAFONE	01.07.13 - 28.07.13	11255,62	4,4000	49524,75	11885,94	61410,69
Vodafone_Summer_26iun_CT	VODAFONE	VODAFONE	01.07.13 - 31.07.13	310,25	4,4000	1365,10	337,62	1692,72
Vodafone_Zonga_18iun	VODAFONE	VODAFONE	01.07.13 - 14.07.13	3028,50	4,4000	13325,40	3198,10	16523,50

Commercials Manager



3.3 Campaign Cost Report – performs an automatic calculation of the costs of a certain campaign (already scheduled), depending on the discount system, welcome bonuses, volume discounts, spot duration, broadcasting times, etc.

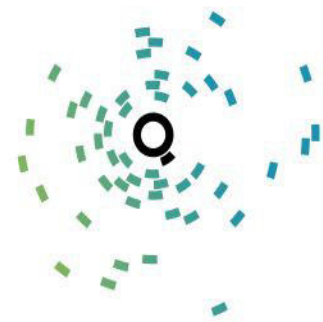
INFOTRAFIC_RATUC
Tel: 0264/413.031

Cost campanie

Campanie: UTCLUJ
Agentie:
Client:
Perioada: 01.07.13 - 31.07.13
Tip contract: Bani
Spot: UTCLUJ_050713
Perioada: 01.07.13 - 31.07.13
Programare: Ora fixa, Per saptamana

Ora	Spot	Durata	Tarif standard	Tarif contract	Nr. difuzari	Valoare (EUR)
07:10	UTCLUJ_050713	00:30	24,00	24,00	23	552,00
08:10	UTCLUJ_050713	00:30	24,00	24,00	23	552,00
09:10	UTCLUJ_050713	00:30	11,00	11,00	4	44,00
11:20	UTCLUJ_050713	00:30	9,00	9,00	4	36,00
12:20	UTCLUJ_050713	00:30	12,00	12,00	23	276,00
13:35	UTCLUJ_050713	00:30	8,00	8,00	4	32,00
15:20	UTCLUJ_050713	00:30	11,00	11,00	23	253,00
16:20	UTCLUJ_050713	00:30	11,00	11,00	2	22,00
19:35	UTCLUJ_050713	00:30	7,00	7,00	23	161,00
Total spot					129	1928,00
Valoare campanie						1928,00
Discount suplimentar 66.436146%						1280,89
Valoare taxabila						647,11
Valoare contract (EUR)						647,11
Curs EUR/LEI						4,5000
Valoare contract(LEI)						2912,00
T.V.A. 24%						698,88
Total de plata						3610,88

3.4 Log Campaign Report – This is an analytical report presenting the clients' advertising-related behavior in a certain period of time, based on the data archived in the software. It provides an accurate report on the amounts spent by the clients and the frequency of such expenses. This report basically renders the media behavior of the client, helping you anticipate the advertising offer and tailor it according to the possibilities and behavior of the client analyzed by the system for a given period of time.



3.5 Offer Report – displays the radio station's offer according to the data entered in the OFFER and SETTINGS modules, and enables the selective display of certain elements of the bid, depending on the bidder's intentions. Thus, only certain facilities offered to the client may be selected, depending on the bidder's intentions and the relationship established with the client: spot duration coefficients, discount system, welcome bonus, etc.

Oferta de publicitate oferta 2013

16:00:00	16:59:59	6,00€
17:00:00	17:59:59	6,00€
18:00:00	18:59:59	5,00€
19:00:00	20:00:59	5,00€
20:01:00	20:59:59	4,00€
21:01:00	22:00:59	4,00€
22:01:00	22:59:59	3,00€
23:01:00	23:58:59	3,00€

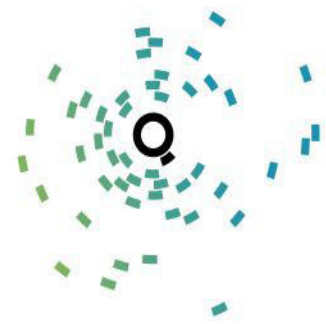
Coeficienti de durata ai spotului

Durata spot (mm:ss)	Coeficient
00:01	0,0000%
00:09	0,0000%
00:10	50,0000%
00:14	0,0000%
00:15	70,0000%
00:16	50,0000%
00:17	75,0000%
00:19	0,0000%
00:20	80,0000%
00:21	66,6700%
00:22	85,0000%
00:24	0,0000%
00:25	90,0000%
00:26	83,3300%
00:29	0,0000%
00:30	100,0000%
00:34	0,0000%
00:35	120,0000%
00:39	0,0000%
00:40	140,0000%
00:45	170,0000%
00:49	0,0000%
00:50	180,0000%
00:55	200,0000%
00:58	0,0000%
00:59	200,0000%

Sistem de reduceri

	Valoare contract	Discount
Prima de bun venit	5%	
Taxa de bauturi alcoolice	12%	
Taxa de publicitate	0%	
TVA	24%	

Commercials Manager



3.6 Partners Report – displays the contact persons, clients, agencies for an easy identification.

Persoane contact

Iuliana Marcu

Adresa: , Tel.: , E-mail:

Functie:

Descriere:

Firme: COLVIS, Tel.:

Colvis Advertising, Tel.:

Marius Daea

Adresa: , Tel.: 0743062001, E-mail:

Functie:

Descriere:

Firme: A1 Tg Jiu, Tel.:

Media DAEA, Tel.:

Mihai Zamfir

Adresa: , Tel.: , E-mail:

Functie:

Descriere:

Mirabela

Adresa: , Tel.: 0757020343, E-mail:

Functie:

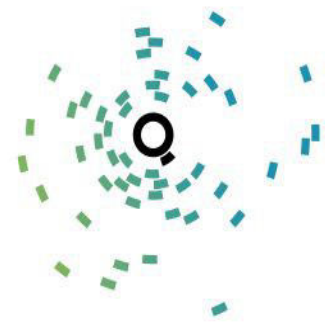
Descriere:

Firme: A1 Cluj, Tel.:

KIPS Cluj, Tel.:

ZUPP Cluj, Tel.:

Commercials Manager



4. ADVERTISING GRID

This module contains detailed information on the advertising grids to be broadcasted ONAIR, reports on advertising grid loading or overloading.

INFOTRAFIC_RATUC

Difuzari

De la:	17-07-2013	Agentie:	[]	Campanie:	[]	[Generare]
Pana la:	17-07-2013	Client:	[]	Spot:	[]	[Anulare]
		Marca:	[]			

Incarcare

Incarcare publicitate						
De la:	17-07-2013	<input checked="" type="radio"/> Incarcare <input type="radio"/> Supraincarcare <input type="radio"/> Incarcare comparativa globala <input type="radio"/> Incarcare comparativa locala			[Generare]	
Pana la:	17-07-2013				[Anulare]	

Grila

Grila publicitate						
De la:	17-07-2013	Format:	Raport			[Generare]
Pana la:	17-07-2013	<input checked="" type="checkbox"/> Publicitate <input checked="" type="checkbox"/> AutoPromo			[Anulare]	

Broadcasts – represents a report on the broadcasting of the considered spot. Select (as applicable) **agentia=> clientul=> marca=> campania=> spot (agency=> client=> mark =>campaign=> spot)** then press the “Generare” (Generate) button. A report as shown in the image below will be displayed:

INFOTRAFIC_RATUC
Tel: 0264/413.031

Difuzari

Perioada: 16.07.13 - 17.07.13

Canal media: INFOTRAFIC_RATUC / RATUC

Spot	Agentie	Client	Programat	Difuzat	
GOLDPREST1		QSound Soft	30	0	!
GOLDPREST2		QSound Soft	30	0	!
GOLDPREST3		QSound Soft	30	0	!
GOLDPREST4		QSound Soft	30	0	!
Total			120	0	

400690 Cluj-Napoca | Romania | Aurel Vlaicu nr. 4 / 109DIV | office@qsoft.ro | 0264-413031 | www.qsoft.ro | 13



4.2 Load Report – represents a report on the advertising block loading. This feature is used in the multi-station (radio networks) Commercials Manager systems in order to have an overview of the time occupied in each advertising block within the network.

Load – the report shows the number of minutes occupied in each advertising block by a selection of the national, regional and local time. Likewise, the total advertising time heard on the local station is also calculated by adding up the block sections.

INFOTRAFIC_RATUC
Tel: 0264/413.031

Incarcare publicitate

Perioada: 10.07.13 - 18.07.13

Data	Canal	Calup	National	Regional	Local	Total
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	06:50	00:15			00:15
		Total:	00:15			00:15
		Liber:	11:45			11:45
		Incarcare:	2,08%			2,08%

Data	Canal	Calup	National	Regional	Local	Total
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	07:10	02:20		01:35	03:55
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	07:30	01:55		00:20	02:15
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	07:50	02:10		00:55	03:05
		Total:	06:25		02:50	09:15
		Liber:	05:35		09:10	02:45
		Incarcare:	53,47%		23,61%	77,08%

Data	Canal	Calup	National	Regional	Local	Total
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	08:10	02:20		01:15	03:35
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	08:30	02:35		01:40	04:15
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	08:50	01:55		02:00	03:55
		Total:	06:50		04:55	11:45
		Liber:	05:10		07:05	00:15
		Incarcare:	56,94%		40,97%	97,92%

Data	Canal	Calup	National	Regional	Local	Total
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	09:10	02:25		01:00	03:25
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	09:30	01:45		00:55	02:40
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	09:50	02:25			02:25
		Total:	06:35		01:55	08:30
		Liber:	05:25		10:05	03:30
		Incarcare:	54,86%		15,97%	70,83%

Data	Canal	Calup	National	Regional	Local	Total
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	10:20	01:40		00:15	01:55
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	10:35	01:20		00:20	01:40
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	10:50	01:05		02:05	03:10
		Total:	04:05		02:40	06:45

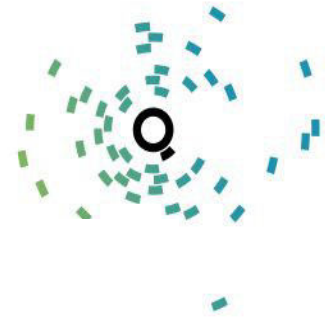
17.07.13 15:22

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Overload – The report displays the number of minutes occupied in each advertising block by a selection of the national, regional and local time.

Commercials Manager



INFOTRAFIC_RATUC
Tel: 0264/413.031

Incarcare publicitate (supraincarcare)

Perioada: 10.07.13 - 18.07.13

10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	19:50	03:00		02:25	05:25
		Total:	08:30		07:10	15:40
		Liber:	03:30		04:50	
		Incarcare:	70,83%		59,72%	130,56%

Data	Canal	Calup	National	Regional	Local	Total
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	08:10	02:20		02:40	05:00
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	08:30	02:35		01:50	04:25
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	08:50	01:55		01:55	03:50
		Total:	06:50		06:25	13:15
		Liber:	05:10		05:35	
		Incarcare:	56,94%		53,47%	110,42%

Data	Canal	Calup	National	Regional	Local	Total
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	09:10	02:25		02:20	04:45
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	09:30	01:45		02:40	04:25
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	09:50	02:25		00:30	02:55
		Total:	06:35		05:30	12:05
		Liber:	05:25		06:30	
		Incarcare:	54,86%		45,83%	100,69%

Data	Canal	Calup	National	Regional	Local	Total
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	17:20	01:15		02:15	03:30
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	17:35	02:10		01:50	04:00
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	17:50	03:05		01:50	04:55
		Total:	06:30		05:55	12:25
		Liber:	05:30		06:05	
		Incarcare:	54,17%		49,31%	103,47%

Data	Canal	Calup	National	Regional	Local	Total
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	19:20	02:45		01:20	04:05
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	19:35	02:45		01:55	04:40
10.07.13	INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	19:50	03:00		01:30	04:30
		Total:	08:30		04:45	13:15
		Liber:	03:30		07:15	

17.07.13 15:05

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(Globally comparative) Advertising Load – The report is useful in balancing the load of the advertising blocks within one hour for the local stations in the network.

INFOTRAFIC_RATUC
Tel: 0264/413.031

Incarcare publicitate (comparativa globala)

Perioada: 10.07.13 - 17.07.13

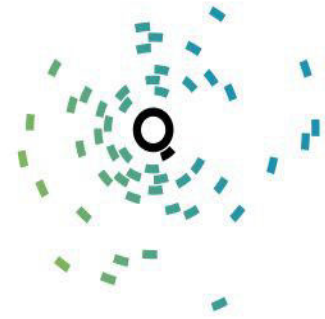
Canal / Calup	13.07.13	20:29	20:32	20:36	20:39	20:43	20:46	20:50	21:01	21:04	21:08	21:11	21:15	21:18	21:22	21:25
INFOTRAFIC_RATUC / RATUC	02:30	01:30	02:00	02:00	02:30	02:30	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / CENTRU	02:30	01:30	02:00	02:00	02:30	02:30	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	02:30	01:30	02:00	02:00	02:30	02:30	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / CENTRU / Memo	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / CENTRU / Mihai_Viteazu	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / CENTRU / Regionata	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / CENTRU / Teatrul	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / GHEORGHENI	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Borsac	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Interservisan	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Malmului	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Pta_Ciparu	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Snagov	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / GRIGORESCU	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / GRIGORESCU / Grigorecu	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / GRIGORESCU / Petuniel	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / IRIS	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / IRIS / 1 Mai	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / IRIS / Gara	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MANASTUR	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MANASTUR / Agronomie	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MANASTUR / Bila	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MANASTUR / Floresti	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MANASTUR / Gradina	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MANASTUR / Iasului	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MANASTUR / Minerva	03:00	02:00	02:00	02:30	02:30	03:00	04:30	03:00	03:00	03:00	03:00	03:00	02:30	02:30	02:30	02:00
INFOTRAFIC_RATUC / RATUC / MARASTI	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MARASTI / Arte	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MARASTI / PSEGA	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MARASTI / Ira	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MARASTI / Pta_Marasti	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MARASTI / Qadri	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / MARASTI / Sapca	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / ZORILOR	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / ZORILOR / Recuperare	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00
INFOTRAFIC_RATUC / RATUC / ZORILOR / Zorilor	02:30	01:30	02:00	02:00	02:30	02:00	04:00	02:00	02:00	02:30	02:00	02:00	02:00	02:30	02:00	02:00

17.07.13 15:29

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Commercials Manager



(Locally comparative) Advertising Load – the report presents the loading of the local advertising blocks within one hour for the local stations within the network.

INFOTRAFIC_RATUC
Tel: 0264/413.031

Incarcare publicitate (comparativa locala)

Perioada: 10.07.13 - 18.07.13

Canal / Calup 13.07.13	10:35	10:50	11:20	11:35	11:50	12:20	12:35	12:50	13:20	13:35	13:50	14:20	14:35	14:50	15:20
INFOTRAFIC_RATUC / RATUC	01:35	01:55	02:35	02:50	02:45	02:30	02:05	02:25	00:20	02:10	01:55	01:00	00:55	01:45	01:10
INFOTRAFIC_RATUC / RATUC / CENTRU	01:25	02:25	01:25	00:44	02:15	01:25	00:45	01:10	00:10	01:35	01:35	00:45	00:30	00:30	00:19
INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic	01:55	02:00	01:15	02:20	01:35	01:55	02:24	01:15	00:30	02:20	01:05	01:35	00:45	01:15	02:10
INFOTRAFIC_RATUC / RATUC / CENTRU / Memo		00:30						00:30			00:20			00:30	
INFOTRAFIC_RATUC / RATUC / CENTRU / Mihael_Viteazu	01:20	01:15	00:30	00:30	00:20	01:15	00:30	00:30	00:30	00:20			01:15	00:30	00:30
INFOTRAFIC_RATUC / RATUC / CENTRU / Regionala	01:20	01:00	00:30		00:20	00:20	00:30	00:30		00:20	00:20			00:30	00:50
INFOTRAFIC_RATUC / RATUC / CENTRU / Teatru					00:20							00:20		00:20	
INFOTRAFIC_RATUC / RATUC / GHEORGHENI	02:20	02:10	02:15	01:55	01:40	02:00	01:55	01:05	00:20	01:40	00:40	01:45	02:05	01:10	01:50
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Borsec	02:00	01:45	02:15	01:55	00:35	02:15	02:00	01:15	00:15	01:30	02:20	00:50	01:10	00:30	00:50
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Interservi#n		00:55		01:00		00:20	00:30			00:50	00:35	00:30		00:15	00:30
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Malinului	01:50	01:20	00:45	01:15	01:00	00:50	01:15	00:20		02:00	02:00	00:55	01:20	00:45	01:45
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Pta_Ciparu	01:30	01:45	01:30	01:50	01:30	01:15	02:10	01:30	00:25	02:55	01:45	01:35	01:50	01:10	00:50
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Snagov	01:45	01:25	01:20	01:55	02:05	01:45	02:30	01:50	01:25	03:45	03:10	01:15	00:35	00:25	
INFOTRAFIC_RATUC / RATUC / GRIGORESCU	00:50	00:20	00:50	00:50		00:15	00:40		00:15	00:20	01:15			00:30	00:50
INFOTRAFIC_RATUC / RATUC / GRIGORESCU / Grigorescu		00:20													
INFOTRAFIC_RATUC / RATUC / GRIGORESCU / Petunii	01:35	02:15	01:55	03:15	01:55	02:00	01:20	00:45	00:25	02:15	02:05	00:40	00:35		00:35
INFOTRAFIC_RATUC / RATUC / IRIS	02:25	01:50	01:45	01:40	01:30	00:45	01:00	01:05		00:45	01:00	00:30	01:00		00:55
INFOTRAFIC_RATUC / RATUC / IRIS / 1 Mai	01:30	01:40	01:15	02:05	01:30	01:15	02:30	00:45	00:15	03:00	01:15	00:40	01:30	00:20	00:45
INFOTRAFIC_RATUC / RATUC / IRIS / Gara	00:30	00:25				00:25	00:30			00:30					
INFOTRAFIC_RATUC / RATUC / MANASTUR	01:05	00:55	01:05	00:25	00:30	00:45	01:20			00:15		00:15	00:30		00:20
INFOTRAFIC_RATUC / RATUC / MANASTUR / Agronomie	00:30	00:25	00:40			00:45	00:10	00:30		00:10	00:15	00:15	00:30	00:30	
INFOTRAFIC_RATUC / RATUC / MANASTUR / Billa		00:25				00:55									
INFOTRAFIC_RATUC / RATUC / MANASTUR / Floresti					00:30						00:30				
INFOTRAFIC_RATUC / RATUC / MANASTUR / Gradini	01:10	01:05	00:15	00:50	00:20	00:45	01:20	01:25	00:20	00:50	01:15	00:15	00:50	00:55	00:50
INFOTRAFIC_RATUC / RATUC / MANASTUR / Isazului	01:25	01:10	01:10	00:40	01:10	00:40	01:25	00:20	00:45	00:55	00:25	00:40	00:25		00:40
INFOTRAFIC_RATUC / RATUC / MANASTUR / Minerva	00:35	01:15	01:00	00:20	01:10			00:45			00:35	00:20		00:35	
INFOTRAFIC_RATUC / RATUC / MARASTI	00:20	00:45	01:10	00:20	00:20	00:40	00:20			00:25	00:35	00:15	00:50		00:30
INFOTRAFIC_RATUC / RATUC / MARASTI / Arte	01:30	00:55	00:20	00:55	00:40	01:15	01:25	00:15		00:40	01:30	00:50	00:25	00:55	01:15
INFOTRAFIC_RATUC / RATUC / MARASTI / PSEGA	01:50	02:25	01:10	01:50	01:20	02:40	02:10	00:50	01:15	01:10	02:05	01:55	00:55	02:25	01:30
INFOTRAFIC_RATUC / RATUC / MARASTI / Ira	01:05	01:35	01:15	01:05	01:05	02:35	01:30	00:50	00:30	00:50	02:50	01:20	01:15	02:05	00:50
INFOTRAFIC_RATUC / RATUC / MARASTI / Pta_Marasti	00:35	01:10	00:15		00:50	00:45	01:15	00:55		00:55	01:20	00:15	00:30	02:10	00:15

17.07.13 16:42

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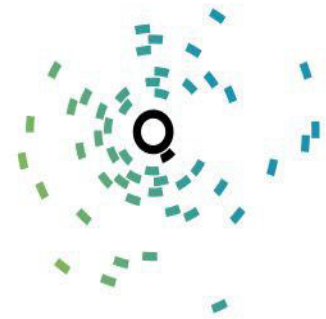
14 / 36

4.3 Grid

Once the advertising campaigns are scheduled, they must be exported into an advertising grid in order to be broadcasted. The advertising grid to be imported into the STUDIO Q broadcasting software is prepared in this menu.

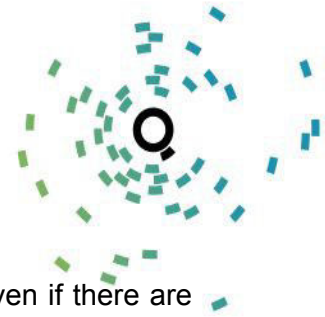
Report Format – represents a control measure over the information in the advertising grid, before the export. If the user notices any problems, he/she can review the scheduled campaigns. This report looks as presented in the image below:

Commercials Manager



1 2	18-07-2013	19-07-2013	20-07-2013	21-07-2013
	Ora_16 00:05.000	Ora_16 00:05.000	Ora_16 00:05.000	Ora_16 00:05.000
[-]	16:01:00 03:00.000			
	J3 00:10.000	J1 00:10.000	J4 00:10.000	J2 00:10.000
	QBOXPROMO1 00:30.000	QBOXPROMO2 00:30.000	QBOXPROMO3 00:30.000	QBOXPROMO4 00:30.000
	J4 00:10.000	J2 00:10.000	J5 00:10.000	J3 00:10.000
	JOI 00:30.000	VINERI 00:30.000	SAMBATA 00:30.000	DUMINICA 00:30.000
	RIMBEK_300310 00:30.000	RIMBEK_300310 00:30.000	RIMBEK_300310 00:30.000	RIMBEK_300310 00:30.000
	NAPOFARM_160513 00:30.000	NAPOFARM_160513 00:30.000	NAPOFARM_160513 00:30.000	NAPOFARM_160513 00:30.000
	CLUJANA_010313 00:30.000	CLUJANA_010313 00:30.000	CLUJANA_010313 00:30.000	CLUJANA_010313 00:30.000
	A2 00:10.000	A3 00:10.000	A4 00:10.000	A5 00:10.000
[-]	16:04:30 03:00.000			
	J5 00:10.000	J3 00:10.000	J1 00:10.000	J4 00:10.000
	BIP4 00:40.000	BIP1 00:40.000	BIP2 00:40.000	BIP3 00:40.000
	J1 00:10.000	J4 00:10.000	J2 00:10.000	J5 00:10.000
	EUROPA1_011011 00:30.000	EUROPA1_011011 00:30.000	EUROPA1_011011 00:30.000	EUROPA1_011011 00:30.000
	ROSAL_260413 00:30.000	ROSAL_260413 00:30.000	ROSAL_260413 00:30.000	ROSAL_260413 00:30.000
	NATURLICH2_100413 00:30.000	NATURLICH2_100413 00:30.000	NATURLICH2_100413 00:30.000	NATURLICH2_100413 00:30.000
	GOLDPREST3 00:30.000	GOLDPREST3 00:30.000	GOLDPREST3 00:30.000	GOLDPREST3 00:30.000
[-]	16:08:00 04:00.000			
	J2 00:10.000	J5 00:10.000	J3 00:10.000	J1 00:10.000
	DOCUMENTAR4 01:00.000	DOCUMENTAR4 01:00.000	DOCUMENTAR4 01:00.000	DOCUMENTAR4 01:00.000
	J3 00:10.000	J1 00:10.000	J4 00:10.000	J2 00:10.000
	MAIOR_240613 00:30.000	MAIOR_240613 00:30.000	MAIOR_240613 00:30.000	MAIOR_240613 00:30.000
	EQUIVALENTA 00:30.000	EQUIVALENTA 00:30.000	EQUIVALENTA 00:30.000	EQUIVALENTA 00:30.000
	ZIDEZI_130612 00:30.000	ZIDEZI_130612 00:30.000	ZIDEZI_130612 00:30.000	ZIDEZI_130612 00:30.000
	BLITZ_060213 00:30.000	BLITZ_060213 00:30.000	BLITZ_060213 00:30.000	BLITZ_060213 00:30.000
	TRANSPORT_010713 00:30.000	TRANSPORT_010713 00:30.000	TRANSPORT_010713 00:30.000	TRANSPORT_010713 00:30.000
	A3 00:10.000	A4 00:10.000	A5 00:10.000	A1 00:10.000
[-]	16:11:30 02:50.000			
	J4 00:10.000	J2 00:10.000	J5 00:10.000	J3 00:10.000
	QBOXPROMO2 00:30.000	QBOXPROMO3 00:30.000	QBOXPROMO4 00:30.000	QBOXPROMO1 00:30.000
	J5 00:10.000	J3 00:10.000	J1 00:10.000	J4 00:10.000
	REMEDIIUM2_010213 00:30.000	REMEDIIUM1_010213 00:30.000	REMEDIIUM2_010213 00:30.000	REMEDIIUM1_010213 00:30.000
	MAYA_190313 00:30.000	MAYA_190313 00:30.000	MAYA_190313 00:30.000	MAYA_190313 00:30.000
	SEVEN 00:30.000	SEVEN 00:30.000	SEVEN 00:30.000	SEVEN 00:30.000
	UTCLUJ_050713 00:30.000	UTCLUJ_050713 00:30.000	UTCLUJ_050713 00:30.000	UTCLUJ_050713 00:30.000
[-]	16:15:00 03:40.000			
				03:40.000

StudioQ Format: the functionality of this report is similar to the previous format, but this time the advertising grid is saved on the HDD in: "C:\CommercialsManager\Import_export", under the name "Grill_dd.mm.yyyy.cmg".



5. CAMPAIGNS

Each advertising campaign can be scheduled entirely from the very beginning, even if there are several spots to be broadcasted in such a campaign. Linear spot scheduling functions have been implemented for spot scheduling – weekly or on a weekly basis – enabling the design of any schedule configurations. Likewise, one can also introduce restrictions regarding the position of the spots in the blocks, with limitations such as ‘the first in the block’, ‘the second in the block’, ‘the first and the last’, ‘free order’, etc.

INFOTRAFIC_RATUC / Global

Campanii

Filtru
Nume: 1
sau
Agentia:
Client:
Marca:
Clasa:
Perioada: de la: 01-07-2013 pana la:
Oferta:

Nume	Perioada
7SEVEN	01.07.2013 - 31.07.2013
AGENDA ZILEI	03.05.2013 - 31.01.2014
ASLAN	24.06.2013 - 08.07.2013
BLITZ	01.07.2013 - 31.07.2013
CANTEMIR	01.07.2013 - 15.09.2013
CANTEMIRDREPT	01.07.2013 - 31.07.2013
CARPETA	25.06.2013 - 02.07.2013
CLUJANA	01.07.2013 - 31.07.2013
COLEGIUL RALUCA	10.05.2013 - 09.07.2013
ENERGETIC	24.06.2013 - 08.07.2013
EURDPA	01.07.2013 - 31.07.2013
FIN	03.06.2013 - 02.07.2013
FRATA	08.07.2013 - 15.07.2013
GOLDPREST	01.07.2013 - 31.07.2013
LETAROX	01.07.2013 - 15.07.2013
MAIOR	24.06.2013 - 23.07.2013
MAYA	01.07.2013 - 31.07.2013
NAPOFARM	01.07.2013 - 31.07.2013
NATURLICH	01.07.2013 - 31.12.2013
NICOLAU	24.06.2013 - 03.07.2013
REMEDIUM	01.07.2013 - 31.07.2013
RIMBEK	01.07.2013 - 31.07.2013
ROCAI	01.07.2013 - 31.07.2013

2

Comenzi

Adaugare Modificare Stergere Finalizare ReActualizare

Campanie
Nume: 7SEVEN
Descriere:
Agentia:
Client: QSound Soft
Marca:
Clasa: Social
Perioada: 01-07-2013 - 31-07-2013
Contract QTM:
Tip contract: Bani Barter Retea Prioritate: 57
Oferta: Oferta QSS
Ajustari oferta:
 Tarife in functie de durata spoturilor
 Tarif special: %
Valoare: 531,2000 (EUR)
Discounturi:
 Discount de volum: (EUR)
 Prima de bun venit: (EUR)
 Discount suplimentar: 74,543059 %
 Taxa bauturi alcoolice: %
 Taxa publicitate: 0,00 %
Valoare contract: 135,2273 (EUR) Curs EUR/LEI fix: 4,4000
595,00 (LEI)
Parola:
Verificare parola:
Salvare Anulare 3

Campanii Spoturi

Campanii
Commercials Manager v5.0
Minimizare
Meniu

5.1 Campaigns Section

The interface of the “Campaigns” menu is divided into three main windows:

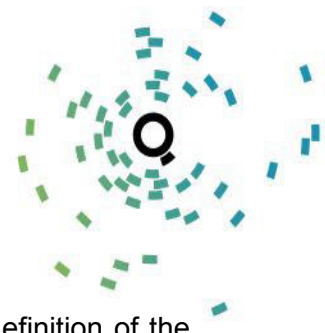
- 1) **Filter:** represents a very useful search tool when the user wants to extend a scheduled campaign and there are many campaigns in the database. The filters supporting the search function are: name, agency, client, class, period or offer. The filters can be used individually or combined.
- 2) **Existing campaigns in the database:** all campaigns defined in the CM database are presented. This interface displays the name of the campaign, the campaign schedule, the agency, the client, the mark or class.

Campaigns are highlighted in 3 distinct colors:

- black (a): the campaign is in the defined scheduled period
- red (b): the campaign nears the end of the defined scheduled period
- grey (c): the campaign has expired

400690 Cluj-Napoca | Romania | Aurel Vlaicu nr. 4 / 109DIV | office@qsoft.ro | 0264-413031 | www.qsoft.ro | 18

Commercials Manager



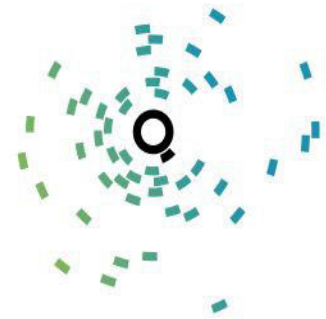
3) **Orders:** this is the operating interface for each campaign. It enables the definition of the following items:

- name: campaign name
- description: a brief description of the campaign
- agency: the advertising agency
- client: the client being offered the advertising campaign
- class: the class to which the advertising campaign belongs
- period: start/stop date for the advertising campaign
- agreement type: the type of agreement concluded with the client: money, barter, network
- priority: the priority of the spot in the advertising grid
- offer: the offer defined in CM
- offer adjustments: tariffs according to the spot duration (optional)
- amount: the initial agreement amount (in EUR)
- discounts: different discount rates granted to the client
- agreement value: the final value of the agreements after the discounts (in EUR or RON after defining the EUR/RON exchange rate)

Note: the following fields are mandatory in order to schedule a campaign: name, client, class, offer and period.

5.2 Sectiunea Spoturi - this is the section where spots related to the previously defined advertising campaigns are scheduled.

Commercials Manager



The interface is divided into five submenus:

1. **Campaign:** contains the information related to the selected campaign for the assignment of the advertising spot. This information refers to name, agency, client, mark, class, period and priority.
2. **Alias:** this interface contains the name(s) of the spot(s) of a certain advertising campaign which is/are to be broadcasted or have been broadcasted.
3. **Orders:** represents the interface where a spot is scheduled.
4. **Recordings:** represents the interface where the aliases related to an advertising campaign are defined.
5. **Media Target**

In order to schedule an advertising campaign, follow the steps below:

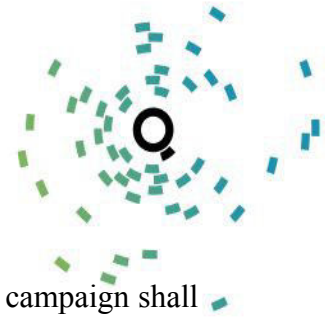
- 1) create an advertising campaign (based on the information presented under section 5.1)
- 2) select the created campaign, press the "Spoturi" (Spots) tab
- 3) from the menu "3-Comenzi" (3-Orders) define the spot alias as follows:
 - 3.1 press the Add button
 - 3.2 name the spot
 - 3.3 select the spot validity period

Spot
Alias*: SEVEN
Perioada: 18-07-2013 - 31-07-2013
Tip*: Simplu
Pozitie*: Indiferent
MediaTarget
MediaTarget
INFOTRAFIC_RAT
INFOTRAFIC_RATUL / RATUL
Programat
da

Spot
Alias*: SEVEN
Perioada: 18-07-2013 - 31-07-2013
Tip*: Simplu
Pozitie*: Indiferent
MediaTarget
MediaTarget
INFOTRAFIC_RAT
INFOTRAFIC_RATUL / RATUL
Programat
da

- 3.4 state the type and the position of the spot in the advertising grid. Type – represents the structure of the spot, which may be:
 - simple, i.e. one spot only

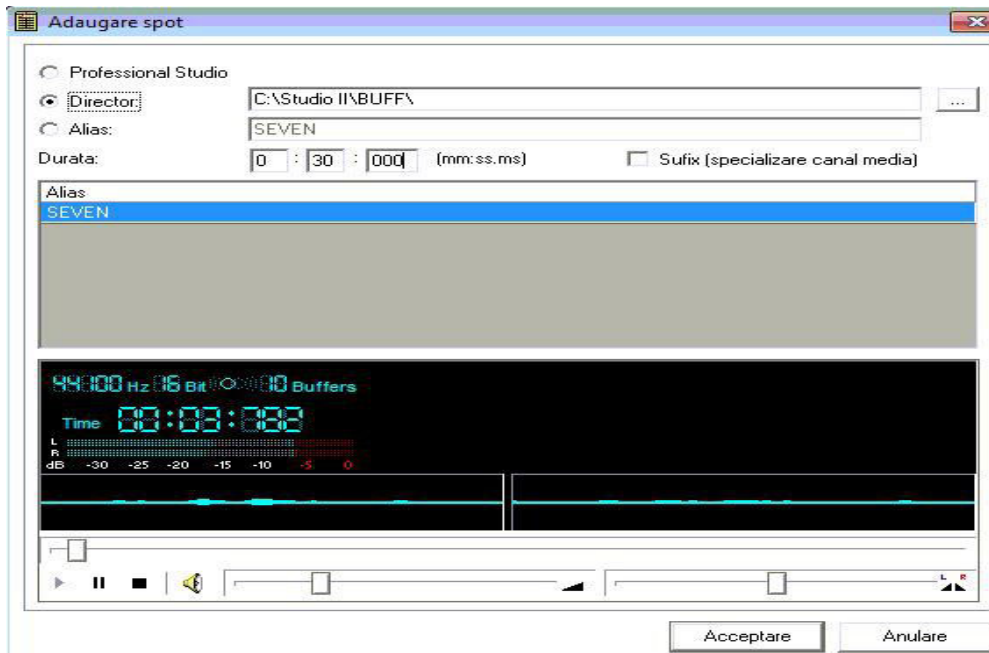
Commercials Manager



- if another spot from a different campaign. At X and The Last, the first spot of the campaign shall be broadcasted in the block, on the position specified in the “POZIȚIE” (POSITION) field and the second one (spot comma) shall be broadcasted on the last position in the block.

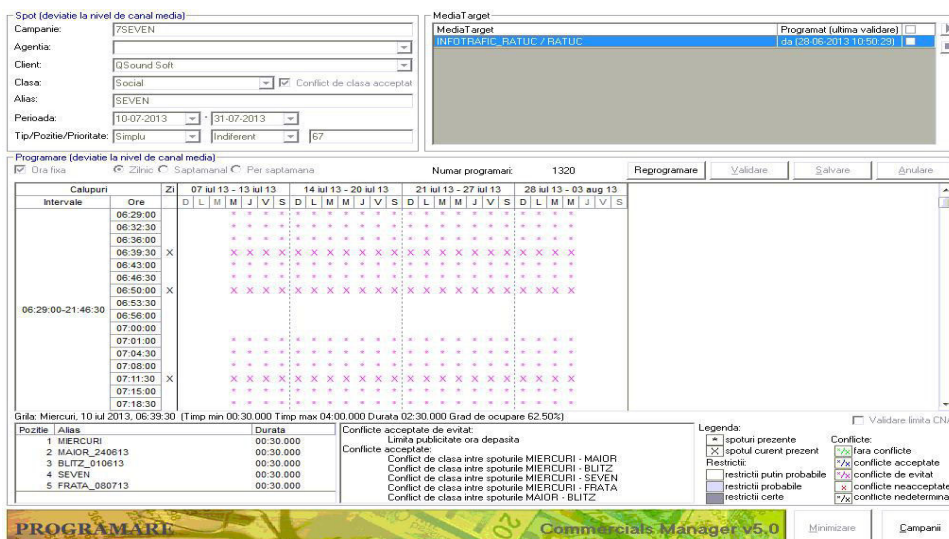
3.5 press the "New" button in the "Inregistrari" (Recordings) interface

3.6 the following interface opens up:

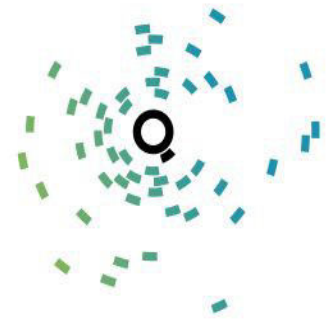


Define the alias and the spot duration. The Mpeg Player interface allows the pre-audition or the visualization of the audio files to be scheduled under the form of advertising spots. Press the “Acceptare” (Accept) button.

3.7 In the “Comenzi” (Orders) interface press the “Schedule” button. An interface similar to the one below is displayed:



Commercials Manager



The spot can be scheduled:

- daily: marking the "ZI" (DAY) column in the **"Programare (deviatie la nivel de canal media)" [Schedule (deviation at the level of the media channel)]** table next to the times when we want to schedule the spot;

Ore	Zi	14 iul 13 - 20 iul 13							21 iul 13 - 27 iul 13							28 iul 13 - 03 aug 13						
	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S	
06:29:00		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
06:32:30	X					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
06:36:00		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
06:39:30	X					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
06:43:00		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
06:46:30		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
06:50:00	X					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
06:53:30		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
06:56:00		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
07:00:00	X					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

- weekly: marking the "Saptamana" (Week) column in the **"Programare (deviatie la nivel de canal media)" [Schedule (deviation at the level of the media channel)]** table next to the weekdays on which we want to schedule the spot;

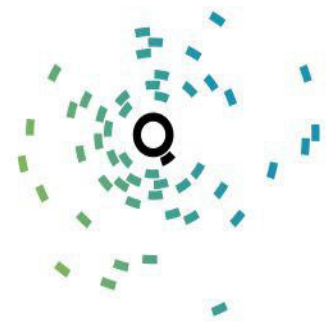
Saptamana	14 iul 13 - 20 iul 13							21 iul 13 - 27 iul 13							28 iul 13 - 03 aug 13						
	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S
X	X	X			X	X		*	X	X	X	X	X	X	X	X	X	X	X	X	X
				X				X	*	*	*	*	*	X	*	*	*	*	*	*	*
X	X	X		X	X			*	X	X	X	X	X	X	X	X	X	X	X	X	X
			X					*	*	*	*	X	*	*	*	*	*	*	*	*	X
X		X			X	X		*	X	X	X	X	X	X	X	X	X	X	X	X	X

- on a weekly basis: marking in the column with the weekdays related to the table **"Programare (deviatie la nivel de canal media)" [Schedule (deviation at the level of the media channel)]** next to the times/days at/on which we want to schedule the spot.

Ore	14 iul 13 - 20 iul 13							21 iul 13 - 27 iul 13							28 iul 13 - 03 aug 13							
	D	L	M	M	J	V	S	D	L	M	M	J	V	S	D	L	M	M	J	V	S	
06:29:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
06:32:30					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
06:36:00					X	*	*	*	*	*	*	X	*	*	*	*	*	*	*	*	*	*
06:39:30					*	X	X	X	*	X	X	*	X	X	X	*	X	X	X	X	X	X
06:43:00					*	*	*	*	*	X	*	*	*	*	*	*	*	*	*	*	*	X
06:46:30					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
06:50:00					*	X	X	X	*	*	X	*	X	X	X	*	*	X	X	X	X	X
06:53:30					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
06:56:00					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
07:00:00					X	X		X			X	X		X			X				X	

Upon each marking in the schedule table, the user is warned with regard to the total number of defined scheduled times.

Commercials Manager



Programare (deviatie la nivel de canal media)

Ora fixa Zilnic Saptamanal Per saptamana

Numar programari: 844

At the end, press the “Validare” (Validate) button (1) and then the “Start programare” (Start schedule) button (2).

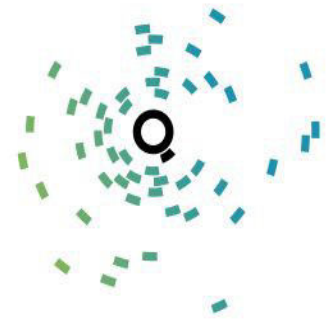
MediaTarget

MediaTarget	Programat (ultima validare)	
INFOTRAFIC_RATUC / RATUC	da (28-06-2013 10:50:29)	<input type="checkbox"/>

Numar programari: 896

Reprogramare **Validare 1** Salva Anulare

2



6. AUTO PROMO

This module ensures the scheduling of those recordings, which are not part of an advertising campaign, but are part of a more dynamic broadcasting program for the radio station. It enables the scheduling of jingles, promos, announcements or any other type of recording which is of interest for the radio station but is not an advertising spot.

The screenshot displays the 'Auto Promo' configuration interface. It includes a list of 'Clase AutoPromo' with checkboxes for 'AutoPromo Compus'. The 'Comenzi' section has buttons for 'Adaugare', 'Modificare', 'Stergere', and 'Programare'. The 'Clasa AutoPromo' section has fields for 'Nume', 'Descriere', 'Prefix', and 'Sufix'. The 'Subclasa AutoPromo' section has fields for 'Nume' and 'Descriere'. The 'Autopromo' section has a table with columns for 'Alias', 'Durata', 'Data inceput', and 'Data sfarsit'. The 'MPEG Player' window shows a digital display and playback controls. The bottom of the screen features a banner for 'Oferta' and 'Commercials Manager v5.0' with 'Minimizare' and 'Menu' buttons.

In order to schedule an Auto Promo, follow the steps below:

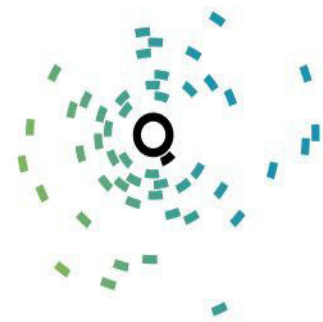
1. Create the Auto-Promo class

- in the "Comenzi" (Orders) menu, press the "Adaugare" button;

- in the "Clasa AutoPromo" (AutoPromo Class) menu give a name to the class, a brief description (if applicable) and press the "Salvare" (Save) button.

After having defined the Auto Promo classes, we shall get a display similar to the one below:

Commercials Manager



Nome	AutoPromo Compus
Acapella	<input type="checkbox"/>
BIP	<input checked="" type="checkbox"/>
DOC.FIX	<input checked="" type="checkbox"/>
DOCUMENTARE	<input checked="" type="checkbox"/>
Jingles	<input type="checkbox"/>
Promo	<input type="checkbox"/>
PubOut	<input type="checkbox"/>
QBOXPROMO	<input checked="" type="checkbox"/>
Semnal Info Trafic	<input type="checkbox"/>

When generating an advertising grid, if a certain recording related to an Auto Promo class is conditioned by another recording, use the Auto Promo Compus (Compound Auto Promo) facility. With the help of this feature, an Auto Promo class is conditioned by another Auto Promo class at the beginning of the broadcast (Prefix) or at the end of the broadcast (Suffix). Thus, 3 Auto Promo recordings will appear in the Advertising grid for one scheduled Auto Promo class.

2. Create the Auto Promo subclass

-select the Auto Promo class defined at the previous step;

-in the orders menu press the “Adaugare” (Add) button;

- in the “Subclasa AutoPromo” (AutoPromo subclass) menu, give a name to the subclass and provide a short description (if applicable);

Nome
BIP

- in the Autopromo menu press the “Adauga Spot” (Add Spot) button;

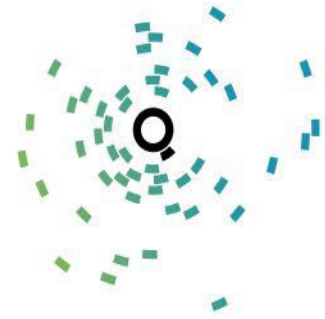
- the following interface opens up:

Director: C:\Studio II\BUFFV
Alias: BIP3
Durata: 0:40:00 (mm:ss.ms) Sufix (specializare canal media)

Alias: SEVEN

Time: 00:03:00

Commercials Manager



Define the alias and the duration of the recording. The Mpeg Player interface enables the pre-audition or visualization of the audio files to be scheduled under the form of Auto Promo. Press the “Acceptare” (Accept) button.

- In the “Sezoane” (Seasons) and “Ore” (Hours) menu schedule the previously defined Auto Promo aliases in order to include them in the advertising grid, as shown below:

Sezoane

Oricare

	Data inceput	Data sfarsit
<input checked="" type="checkbox"/>	7 ianuarie	29 februarie
<input checked="" type="checkbox"/>	1 martie	31 mai
<input checked="" type="checkbox"/>	1 iunie	31 august
<input checked="" type="checkbox"/>	1 septembrie	30 noiembrie
<input checked="" type="checkbox"/>	1 decembrie	6 decembrie
<input checked="" type="checkbox"/>	7 decembrie	6 ianuarie

Ore

Oricare

Ora
<input checked="" type="checkbox"/> 06:29:00
<input checked="" type="checkbox"/> 06:32:30
<input checked="" type="checkbox"/> 06:36:00
<input checked="" type="checkbox"/> 06:39:30
<input checked="" type="checkbox"/> 06:43:00
<input checked="" type="checkbox"/> 06:46:30
<input checked="" type="checkbox"/> 06:50:00
<input checked="" type="checkbox"/> 06:53:30

Autopromo

Alias	Durata	Data inceput	Data sfarsit
BIP1	00:40:000		
BIP2	00:40:000		
BIP3	00:40:000		
BIP4	00:40:000		

3. Schedule the Auto Promo by pressing the “Programare” (Schedule) button in the “Clase Auto Promo => Comenzi” (Auto Promo Classes => Orders) menu. An interface similar to the one below opens up:

Programare

Intervale	Ore	Difuzari	Duminica	Luni	Marti	Miercuri	Joi	Vineri	Sambata
	12:53:30	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	12:56:00	P+A							
	13:00:00	P+A	DOC.FIX	DOC.FIX	DOC.FIX	DOC.FIX	DOC.FIX	DOC.FIX	DOC.FIX
	13:01:00	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	13:04:30	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP
	13:08:00	P+A	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE
	13:11:30	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	13:15:00	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP
	13:18:30	P+A	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE
	13:22:00	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	13:25:30	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP
	13:29:00	P+A	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE
	13:32:30	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	13:36:00	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP
	13:39:30	P+A	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE
	13:43:00	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	13:46:30	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP
29:00-21:46:	13:50:00	P+A	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE
	13:53:30	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	13:56:00	P+A							
	14:00:00	P+A	DOC.FIX	DOC.FIX	DOC.FIX	DOC.FIX	DOC.FIX	DOC.FIX	DOC.FIX
	14:01:00	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	14:04:30	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP
	14:08:00	P+A	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE
	14:11:30	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	14:15:00	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP
	14:18:30	P+A	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE
	14:22:00	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	14:25:30	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP
	14:29:00	P+A	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE
	14:32:30	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	14:36:00	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP
	14:39:30	P+A	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE	DOCUMENTARE
	14:43:00	P+A	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO	QBOXPROMO
	14:46:30	P+A	BIP	BIP	BIP	BIP	BIP	BIP	BIP

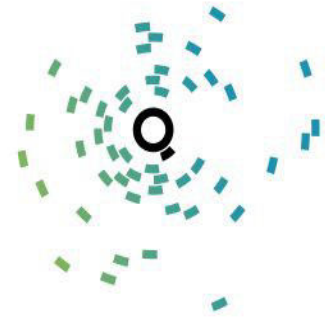
Oferta

Commercials Manager v5.0

Minimizeaza

AutoPromo

For the scheduling, select each time slot and then select the desired Auto Promo class in the slot. At the end, press the “Salvare” (Save) button.



7. OFFER

The module helps the radio station to define its advertising space offer, with a clear indication of the advertising spot broadcasting times and of the broadcasting costs for each time slot. Likewise, one can include offered discounts depending on the duration of the advertising spots, volume discounts for important agreements or welcome bonuses.

7.1 “Intervale/Ore” (Time Slots/Hours) Tab

The time slot must be defined first. This requires the user to establish the start time and the end time and can be performed with the help of the “Adaugare” (Add), “Modificare” (Change) and “Stergere” (Delete) buttons.

Ora inceput (hh:mm:ss)	Ora sfarsit (hh:mm:ss)	Timp minim (mm:ss)	Timp maxim (mm:ss)
08:01:00	09:00:59	00:30	04:00
09:01:00	10:00:59	00:30	04:00
10:01:00	11:00:59	00:30	04:00
11:01:00	12:00:59	00:30	04:00
12:01:00	13:00:59	00:30	04:00
13:01:00	14:00:59	00:30	04:00
14:01:00	15:00:59	00:30	04:00
15:01:00	15:59:59	00:30	04:00
16:00:00	16:59:59	00:30	04:00
17:00:00	17:59:59	00:30	04:00
18:00:00	18:59:59	00:30	04:00
19:00:00	20:00:59	00:30	04:00
20:01:00	20:59:59	00:30	04:00
21:01:00	22:00:59	00:30	04:00
22:01:00	22:59:59	00:30	04:00
23:01:00	23:59:59	00:30	04:00

Comenzi

Adaugare Modificare Stergere

Interval

Ora inceput: 21 : 1 : 0 (hh:mm:ss)

Ora sfarsit: 22 : 0 : 59 (hh:mm:ss)

Timp minim: 0 : 30 (mm:ss)

Timp maxim: 4 : 0 (mm:ss)

Salvare Anulare

The second step resides in defining the time slot hours. When pressing the “Adaugare” (Add) button, the “Ora interval” (Time slot hour) becomes active. After each defined time slot hour, state the type of event that can be scheduled at the entered time. The type of event can be advertising, auto promo or special event. This can take the values ForceIN, Line1-IN, Line1-OUT, Line2-IN, Line2-OUT, thus replacing the settings which had to be made manually in the Event module of the STUDIO Q software. The time marked with one of these options shall have a special identifier in the advertising grid, which is automatically recognized by the STUDIO Q software upon the loading. Each LineIN must be followed by a LineOUT.

At the end press the “Salvare” (Save) button.

Ora (hh:mm:ss)	Difuzare	Timp minim (mm:ss)	Timp maxim (mm:ss)
21:05:00	Publicitate + Autopromo	00:30	04:00
21:20:00	Publicitate + Autopromo	00:30	04:00
21:45:00	Publicitate + Autopromo	00:30	04:00
22:00:00	Publicitate + Autopromo	00:30	04:00

Comenzi

Adaugare Modificare Stergere

Ora interval

Ora: 21 : 5 : 0 (hh:mm:ss)

Timp minim: 0 : 30 (mm:ss)

Timp maxim: 4 : 0 (mm:ss)

Publicitate

Autopromo

Mix special

ForceIN

Line1-IN

Line1-OUT

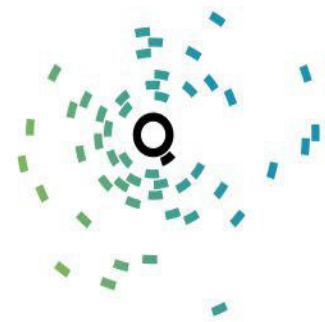
Line2-IN

Line2-OUT

<Refresh>

Salvare Anulare

Intervale/Ore Oferte Ajustari Discounturi Estimari



7.2 Offers Tab

In the current offers tab (1), the current offers for each time slot in turn are defined. Based on the tariffs established in this menu, the application shall calculate the prices to be paid by the clients for the advertising campaigns. All reports presented in Chapter 1 – Reports are generated according to the prices established in this menu. Once the current offer expires, the offer history can be viewed in the Previous Offers interface (2).

Actuale

Nume	Data inceput	Data stansit
oferta 2013	18-03-2013	18-08-2013

Comenzi: Adaugare Modificare Stergere

Publicare

Oferta curenta

Nume: oferta 2013

Descriere:

Valabilitate: 18-03-2013 - 18-08-2013

Interval (hh:mm:ss)	Tarif (EUR)	Tarif weekend (EUR)
18:00:00 - 18:59:59	200.00	100.00
19:00:00 - 20:00:59	200.00	100.00
20:01:00 - 20:59:59	200.00	100.00
21:01:00 - 22:00:59	200.00	100.00
22:01:00 - 22:59:59	100.00	65.00
23:01:00 - 23:58:59	100.00	65.00

Interval (hh:mm:ss):

Tarif (EUR):

Tarif weekend (EUR):

Salvare Anulare

Anterioare

Nume	Data inceput	Data stansit
oferta 2013	01-01-2013	18-03-2013

Comenzi: Reactualizare Stergere

Oferta veche

Nume: oferta 2013

Descriere:

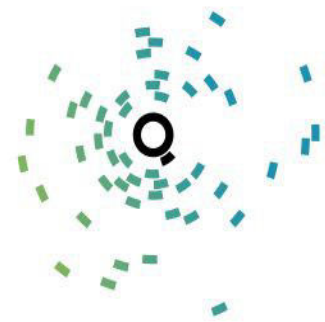
Valabilitate: 01-01-2013 - 18-03-2013

Interval (hh:mm:ss)	Tarif (EUR)	Tarif weekend (EUR)
18:00:00 - 18:59:59	250.00	100.00
19:00:00 - 20:00:59	200.00	100.00
20:01:00 - 20:59:59	200.00	100.00
21:01:00 - 22:00:59	200.00	100.00
22:01:00 - 22:59:59	100.00	65.00
23:01:00 - 23:58:59	100.00	65.00

Intervale/Ore
Oferte
Ajustari
Discounturi
Estimari

7.3 Adjustments Tab

This interface aims at creating a dynamic correlation between the spot duration and the broadcasting costs. A relationship between the spot duration (in seconds) and the cost reduction or increase (percentage) in relation to the basis cost (30-second spot) is defined. These adjustments are defined with the help of the “Adaugare” (Add), “Modificare” (Change), “Stergere” (Delete) buttons.



Actualizare Anterioare

Nume	Data inceput	Data starsit
oferta 2013	01-01-2013	18-03-2013

Ajustari tarife (interpolare in puncte)

Durata spot (mm:ss)	Ajustare tarif
00:01	0.00%
00:09	0.00%
00:10	50.00%
00:14	0.00%
00:15	70.00%
00:16	50.00%
00:17	75.00%
00:19	0.00%
00:20	80.00%
00:21	66.67%
00:22	85.00%
00:24	0.00%
00:25	90.00%
00:26	83.33%
00:29	0.00%
00:30	100.00%

Comenzi

Ajustare tarif

Durata spot: : (mm:ss)

Ajustare tarif: (%)

Salvare Anulare

Intevale/Dre Oferte Ajustari Discounturi Estimari

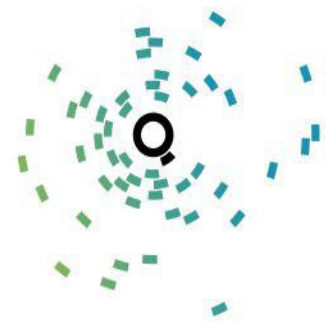
Oferta Commercials Manager v5.0 Minimizare Meniu

7.4 Discounts Tab

Volume discounts are common practice in media organizations and Commercials Manager has implemented this mechanism in order to optimally solve cost calculation issues related to advertising campaigns, offering volume discounts as well.

7.5 Estimates Tab

In order to achieve a dynamic sales system, adapted to the loading of the advertising blocks, a relationship between the block loading and the estimated broadcasting cost relative to the basis cost has been established.



8. SETTINGS

The basic information underlying an advertising campaign is established in this menu.

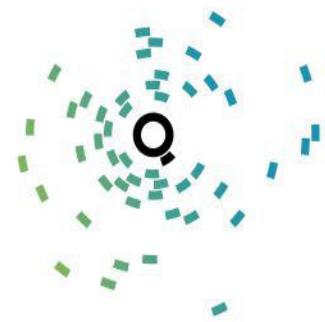
8.1 Classes

The classes of the future advertising campaigns are established with the help of the “*Adaugare*” (Add), “*Modificare*” (Change), “*Stergere*” (Delete) buttons. The “*Salvare*” (Save) button confirms the operation.

8.2 Seasons

The start date and the end date of a season (used in scheduling the auto promos) are established with the help of the “*Adaugare*” (Add), “*Modificare*” (Change), “*Stergere*” (Delete) buttons. The “*Salvare*” (Save) button confirms the operation.

Commercials Manager



Sezoane	
Inceput sezon	Sfarsit sezon
7 ianuarie	29 februarie
1 martie	31 mai
1 iunie	31 august
1 septembrie	30 noiembrie
1 decembrie	6 decembrie
7 decembrie	6 ianuarie

Comenzi		
<input type="button" value="Adaugare"/>	<input type="button" value="Modificare"/>	<input type="button" value="Stergere"/>

Sezon	
Luna inceput:	ianuarie
Zi inceput:	7
Luna sfarsit:	februarie
Zi sfarsit:	29

8.3 Taxes

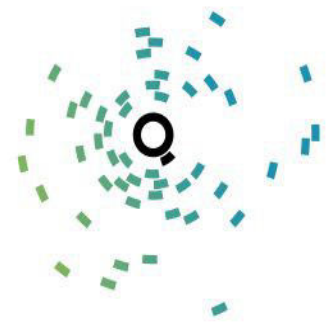
The EUR\RON exchange rate, the tax on alcoholic beverages and the CNA (National Audiovisual Council of Romania) advertising limit are established here. The confirmation occurs through the "Salvare" (Save) button.

Taxe	
Curs EUR/LEI:	4.4000
Taxa de bauturi alcoolice:	12 (%)
Taxa de publicitate:	0 (%)
TVA:	24 (%)
Limita publicitate ora CNA:	12 (min)

8.4 Media Channel Settings

The rules for the generation of an advertising grid are established here.

Commercials Manager



Setari Canal media
Comenzi

Modificare Setari

Grila publicitate

Semnale:

- Semnal inceput: Jingles
- Semnal sfarsit: Acapella
- Sufix alias spot: []
- Sufix calup: []

Autopromo la inceput de calup Autopromo la sfarsit de calup

Concatenare grile retea: National Regional

Limita publicitate ora: [0] (min)

Salvare Anulare

- “*semnal început*” (*start signal*): represents the auto promo category that will be inserted first in the advertising grid
- “*semnal sfârșit*” (*end signal*): represents the auto promo category that will be inserted last in the advertising grid
- “*sufix alias spot*” (*spot alias suffix*)/ “*sufix calup*” (*block suffix*): represents a marking which establishes the moment separating national advertising from local advertising upon the import of an advertising grid into the STUDIO Q, on the broadcasting station, in the list of events. It can take the values [L!] or [N!].
- It is a setting used for national radio networks with satellite broadcasting. Confirm the modification with the “Salvare” (Save) button.

9. PARTNERS

The contact persons for an advertising campaign, the companies interested in advertising campaigns or the trademarks are registered in this interface.

9.1 Contact persons

Commercials Manager



Persoana contact	Telefon	Funcție
Gherman Claudiu	0264/588/779	
Lidia Iepure	0264/413.031	
Mirela Dcheana		Director Marketing
Rus Ionut	0264413031	Director Tehnic
Oclavian Sforaiac	0749040098	
Radu Francu	0744632639	
Radu Nicolae	0744760433	
Raluca Sia	0724353507	
Ramona Bratu	0723205265	

Comenzi:	
<input type="button" value="Adaugare"/>	<input type="button" value="Modificare"/>
<input type="button" value="Stergere"/>	<input type="button" value="Import QTM"/>

Persoana contact:	
Nume:	Gherman Claudiu
Descriere:	
Adresa:	Memorandumului, Nr. 22
Telefon:	0264/588/779
E-mail:	
Funcție:	
<input type="button" value="Salvare"/> <input type="button" value="Anulare"/>	

Persoane contact	Firme	Marci
------------------	-------	-------

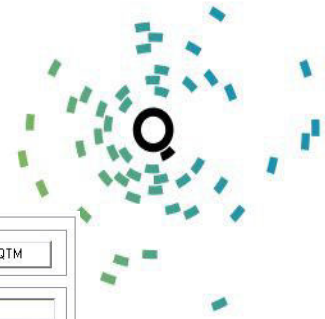
Parteneri	Commercials Manager v5.0	<input type="button" value="Minimizare"/>	<input type="button" value="Meniu"/>
------------------	--------------------------	---	--------------------------------------

Contact persons are managed in the database with the help of the “*Adaugare*” (Add), “*Modificare*” (Change), “*Stergere*” (Delete) buttons. The contact persons defined here shall be assigned to the companies for which the advertising campaign is created. The names of the contact persons defined in this menu shall also appear in the reports presented under section 1 in this manual.

9.2 Companies

The companies for which advertising campaigns are being created are established here. The contact persons defined under the previous section are assigned to the companies in this menu. The information defining a certain company is established here: name, description, address, phone, e-mail, tax registration number, bank details, and bank account. The “*Agentie*” (Agency) checkbox specifies whether the company entered in the database is an agency or not. The company is a mandatory element in the creation of an advertising campaign.

Commercials Manager



Firma	Persoana contact	Telefon	Cod fiscal
Praktiker	Mirela Ocheana		
QSound Soft	Lidia Iepure	0264/413.031	
RIMBEK			
UTCLUJ	Gherman Claudiu	0264/112.358	
Qual Media	Andreea Nealcos		
Radio Management	Bogdan Sendroiu		
RAIFFEISEN BANK	Ciprian Baracu		
RAM MEDIA	Bogdan Sendroiu		
RAMI MANAGEMENT	Radu Francu		
RBBS INNOVATION GROUP	Gabriel Poenaru	J08/1486/2011	RO29104212
REAL Hypermarket Romania	Ciprian Baracu		
Reckitt Benckiser Romania	Vlad Ilie		
RED BULL ROMANIA	Radu Nicolae		
Redactia Stiri RFM	Giuliano	0744 44 44 44	rx 3456789
REHAU	Radu Nicolae		
RENAULT	Georgiana Levarda		
Reset Media SRL	Catalina Juncu		RO13845660
RIGMDS TRADE SRL	Gabriel Poenaru	J40/12901/1994	RO5950168
RINGIER SA	Cristiana Gavrilu		
RMGC	Radu Nicolae		

Comenzi

Firma

Nume:

Persoana contact:

Descriere:

Adresa:

Telefon: Fax:

E-mail:

Cod fiscal:

Banca:

Cont bancar:

Agentie

Persoane contact Firma Marci

Parteneri Commercials Manager v5.0

9.3 Marks

The product mark which ensure a unique identification of the company on the market is entered in the database with the help of the “Adaugare” (Add), “Modificare” (Change), “Stergere” (Delete) buttons.

Marca
LG
MAGNUM GOLD
MARKET
Maybelline
MERCEDES
METRO
MICHELIN
MR PROPER

Comenzi

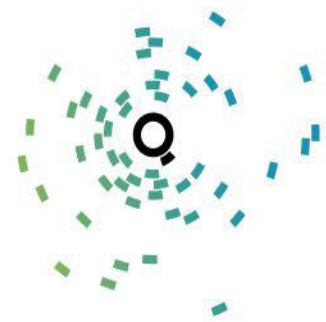
Marca

Nume:

Descriere:

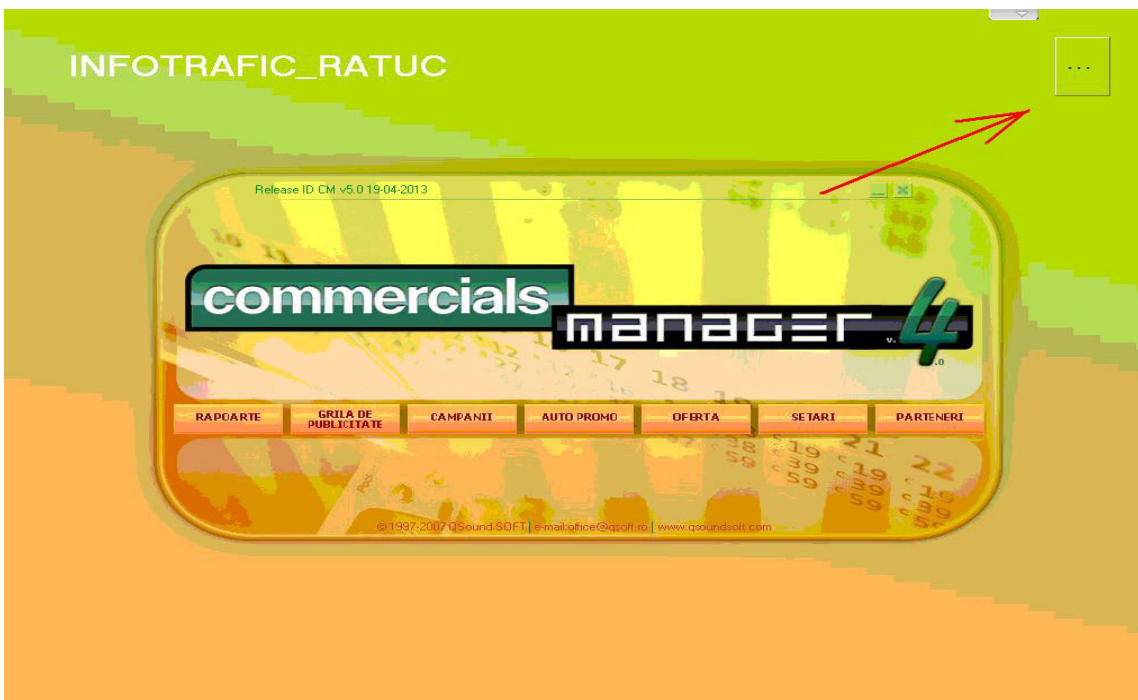
Persoane contact Firma Marci

Parteneri Commercials Manager v5.0



10. Media Group and Media Channel

In order to define a multi-station radio station in Commercial Manager, one must define a media group and a media channel related to the media group. In order to access the corresponding interface, from the main interface press the button indicated in the picture below:



10.1 Media Group

The media group is defined with the help of the “*Adaugare*” (Add), “*Modificare*” (Change), “*Stergere*” (Delete) buttons. The media group can be provided with a password, thus being accessed only by the persons knowing the password.

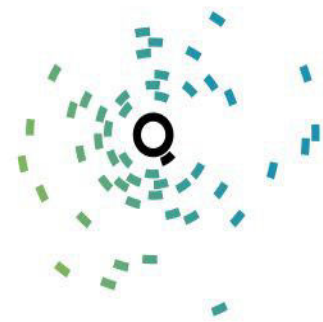
Grup media	Firma	Telefon
INFOTRAFIC_AMBIENTAL	QSound Soft	0264/413.031
INFOTRAFIC_EXPO	QSound Soft	0264/413.031
INFOTRAFIC_INSTORE	QSound Soft	0264/413.031
INFOTRAFIC_RATUC	QSound Soft	0264/413.031
PRAKTIKER	Praktiker	

Comenzi	
<input type="button" value="Adaugare"/> <input type="button" value="Modificare"/> <input type="button" value="Stergere"/>	
Grup media	INFOTRAFIC_RATUC
Nume:	QSound Soft
Descriere:	Retea statii autobus Cluj-Napoca
Adresa:	
Telefon:	0264/413.031
E-mail:	
Logo:	<input type="text"/>
	<input checked="" type="checkbox"/> Retea
Parola:	<input type="text"/>
Confirmare parola:	<input type="text"/>
<input type="button" value="Salvare"/> <input type="button" value="Anulare"/>	

Grupuri media | Canale media

Oferta | Commercial Manager v5.0 | |

Commercials Manager



If the “Retea” (Network) checkbox is checked, it means that the media group is part of a national radio network.

10.2 Media Channel

The media channel is preceded by a media group. The media group created under the previous section is set by default as the national media channel.

There are 2 types of media channels: regional channel and local channel..

CM, in its multi-station version, is designed for the following tree structure:

Media Group (National) => Media Channel (Regional) => Media Channel (Local)

Grup media	Firma	Telefon
INFOTRAFIC_AMBIENTAL	QSound Soft	0264/413.031
INFOTRAFIC_EXPO	QSound Soft	0264/413.031
INFOTRAFIC_INSTORE	QSound Soft	0264/413.031
INFOTRAFIC_RATUC	QSound Soft	0264/413.031
PRAKTIKER	Praktiker	

Canal media
INFOTRAFIC_RATUC / RATUC
INFOTRAFIC_RATUC / RATUC / CENTRU
INFOTRAFIC_RATUC / RATUC / CENTRU / Florin_Piersic
INFOTRAFIC_RATUC / RATUC / CENTRU / Memo
INFOTRAFIC_RATUC / RATUC / CENTRU / Mihai_Viteazu
INFOTRAFIC_RATUC / RATUC / CENTRU / Regionala
INFOTRAFIC_RATUC / RATUC / CENTRU / Teatru
INFOTRAFIC_RATUC / RATUC / GHEORGHENI
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Borsec
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Interservisan
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Malinului
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Pta_Cipariu
INFOTRAFIC_RATUC / RATUC / GHEORGHENI / Snagov
INFOTRAFIC_RATUC / RATUC / GRIGORESCU
INFOTRAFIC_RATUC / RATUC / GRIGORESCU / Grigorescu
INFOTRAFIC_RATUC / RATUC / GRIGORESCU / Petunii
INFOTRAFIC_RATUC / RATUC / IRIS
INFOTRAFIC_RATUC / RATUC / IRIS / 1 Mai
INFOTRAFIC_RATUC / RATUC / IRIS / Gara
INFOTRAFIC_RATUC / RATUC / MANASTUR
INFOTRAFIC_RATUC / RATUC / MANASTUR / Agronomie
INFOTRAFIC_RATUC / RATUC / MANASTUR / Billa
INFOTRAFIC_RATUC / RATUC / MANASTUR / Floresti
INFOTRAFIC_RATUC / RATUC / MANASTUR / Gradini
INFOTRAFIC_RATUC / RATUC / MANASTUR / Islezului
INFOTRAFIC_RATUC / RATUC / MANASTUR / Minerva
INFOTRAFIC_RATUC / RATUC / MARASTI
INFOTRAFIC_RATUC / RATUC / MARASTI / Arte
INFOTRAFIC_RATUC / RATUC / MARASTI / FSEGA
INFOTRAFIC_RATUC / RATUC / MARASTI / Ita

Comenzi	
<input type="button" value="Adaugare"/>	<input type="button" value="Modificare"/>
<input type="button" value="Stergere"/>	

Canal media	
Nume:	Mihai_Viteazu
Descriere:	
Adresa:	
Telefon:	Fax:
E-mail:	
Logo:	
Tip:	<input type="radio"/> National <input type="radio"/> Regional <input checked="" type="radio"/> Local
Canal national:	RATUC
Canal regional:	CENTRU
<input type="button" value="Salvare"/> <input type="button" value="Anulare"/>	

Grupuri media | Canale media

Oferta Commercials Manager v5.0

In the picture above, on the selected row we have:

- the media group: INFOTRAFIC_RATUC
- the national media channel: RATUC
- the regional media channel: CENTRU
- the local media channel: Mihai_Viteazu