Quick Reference Guide

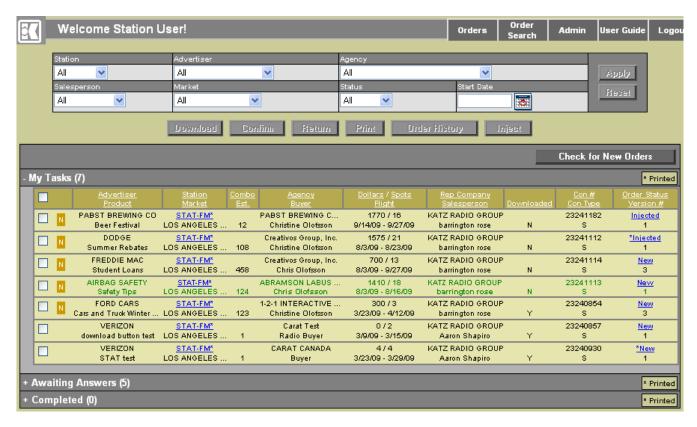## Delivery of Katz Station Order Website orders through Marketron Exchange

Radio stations being represented by **Katz Radio Group** to regional and national media buyers, and receiving their orders using Katz' *Station Order Website (SOW)* can now have those orders delivered through the *Marketron Exchange*. This completely eliminates the need to receive order faxes or download PDFs from the website, and re-key the order details into the station Traffic system.

If you are a Katz-represented station, but not yet using the Katz website to receive your orders, contact Steve Henderson at Katz: 813.531.6329, or steve.henderson@katz-media.com. Learning the system takes very little time and eliminates order faxes and phone calls in the future.

If you are already using the Katz website to print or download PDFs of your orders, the website can now transmit the order data to the Marketron Exchange and directly to your Traffic system. This saves even more time, and potential re-keying errors. Contact Steve (see the contact details above) to have your Katz website account enabled for order transmission via the *Marketron Exchange*.

Working with an Order

When logged into the Katz website, your orders are shown similar to the list below. Click the station call letters to show more details and take action on an individual order.

Inject and Confirm the Order

When viewing an order, click "Inject" to transmit the order to the Marketron Exchange. Then click "Confirm" to confirm the order back to Katz. These buttons are marked with red in the picture below.

That's all there is to it! Within a few minutes, the Marketron Exchange Client application running at your site will retrieve the order and place it where your Traffic system can import it.