

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.

Welcome Station User!

[Orders](#) | [Order Search](#) | [Admin](#) | [User Guide](#) | [Logout](#)

Station All	Advertiser All	Agency All	
Salesperson All	Market All	Status All	Start Date <input type="text"/>

- My Tasks (7)

<input type="checkbox"/>	Advertiser Product	Station Market	Combo Est.	Agency Buyer	Dollars / Spots Flight	Rep Company Salesperson	Downloaded	Con # Con Type	Order Status Version #
<input type="checkbox"/>	PABST BREWING CO Beer Festival	STAT-FM* LOS ANGELES ...	12	PABST BREWING C... Christine Olofsson	1770 / 16 9/14/09 - 9/27/09	KATZ RADIO GROUP barrington rose	N	23241182 S	Injected 1
<input type="checkbox"/>	DODGE Summer Rebates	STAT-FM* LOS ANGELES ...	108	Creativos Group, Inc. Christine Olofsson	1575 / 21 8/3/09 - 8/23/09	KATZ RADIO GROUP barrington rose	N	23241112 S	*Injected 1
<input type="checkbox"/>	FREDDIE MAC Student Loans	STAT-FM* LOS ANGELES ...	458	Creativos Group, Inc. Chris Olofsson	700 / 13 8/3/09 - 9/27/09	KATZ RADIO GROUP barrington rose	N	23241114 S	New 3
<input type="checkbox"/>	AIRBAG SAFETY Safety Tips	STAT-FM* LOS ANGELES ...	124	ABRAMSON LABUS ... Chris Olofsson	1410 / 18 8/3/09 - 8/16/09	KATZ RADIO GROUP barrington rose	N	23241113 S	New 1
<input type="checkbox"/>	FORD CARS Cars and Truck Winter ...	STAT-FM* LOS ANGELES ...	123	1-2-1 INTERACTIVE ... Christine Olofsson	300 / 3 3/23/09 - 4/12/09	KATZ RADIO GROUP barrington rose	Y	23240854 S	New 3
<input type="checkbox"/>	VERIZON download button test	STAT-FM* LOS ANGELES ...	1	Carat Test Radio Buyer	0 / 2 3/9/09 - 3/15/09	KATZ RADIO GROUP Aaron Shapiro	Y	23240857 S	New 1
<input type="checkbox"/>	VERIZON STAT test	STAT-FM* LOS ANGELES ...	1	CARAT CANADA Buyer	4 / 4 3/23/09 - 3/29/09	KATZ RADIO GROUP Aaron Shapiro	Y	23240930 S	*New 1

+ Awaiting Answers (5)

+ Completed (0)

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.

The screenshot shows the Marketron Exchange Client application interface. At the top, there is a navigation bar with buttons for "Orders", "Order Search", "Admin", "User Guide", and "Logout". Below this is a "Welcome Station User!" header. A row of buttons includes "Download", "Confirm", "Return", "Print", "Order History", and "Inject". Red arrows point to the "Confirm" and "Inject" buttons. Below the buttons is a "Back to List" button and a "Hide Header" button. The main content area displays order details in a grid format:

Agency:	ABRAMSON LABUS VAN DEVELDE	Market:	LOS ANGELES CA	Status:	New (1)
Advertiser:	AIRBAG SAFETY	Station:	STAT-FM	Demos:	Adults 18-44
Product:	Safety Tips	Rep Company:	KATZ RADIO GROUP	Survey:	
Buyer:	Chris Olofsson	AE:	barrington rose	Flight:	8/3/09 - 8/16/09
Cash Dollars:	\$1,410.00	Spots:	18	Contract #:	23241113
Trade Dollars:	\$0.00	GRPs:		CPE:	ASA/APA/124
Total Dollars:	\$1,410.00	CPP:			

Below the details is a "Show Notes" button and a "Monthly Totals" button. A table shows the line items:

Ln	Time	Days	Len	Dpt	Rate	Note	8/3	8/10
1	6a-10a	MTuWThF	60	AM	\$50		2	2
2	10a-3p	MTuWThF	60	MD	\$75		3	3
3	3p-7p	MTuWThF	60	PM	\$85		3	3
4	7p-12a	MTuWThF	60	EV	\$125		1	1

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.