



## **eMediaOffice Tutorial for Media Buyers**

This document is meant to describe how a buyer (advertiser or agency) uses the eMediaOffice web portal to electronically communicate with their station trading partners.

### **What is the eMediaOffice Web Portal?**

The eMediaOffice web portal is a place where buyers can view electronic documents sent to them from stations they buy. From there, they can send avail requests to multiple stations, receive avail responses, send orders to multiple stations and receive posted spots. All of this electronic interaction can be downloaded or uploaded from the buyer's software. For example, for the first time, agencies can receive pre-posted spots from stations and download them into their buying software without typing in a single spot!

eMediaOffice uses the standards put forth by the TVB, AAAAs and other industry vendors to enable communication between the trading partners, regardless of what software they use.

### **So how does this help me?**

Using the eMediaOffice web portal, buyers can finally communicate electronically with every station in the country. Less work for you and the stations you work with by electronically sending spot information instead of re-typing data over and over.

### **Is it more work for me?**

No! It's less work.

For example, sending an avail request using the portal is as easy as logging in and filling out a few fields pertaining to the specific request. You can then send it to 10, 100, or 1000 stations, all with one request. You can also send orders using your own software. Currently that includes: Arbitron (TvScan 2000 and SmartPlus), Strata, Donovan, Spot Desk, Media Bank, Media Ocean, and Harris.

## Okay, then! Where do I sign up?

Go to <http://www.emediaoffice.com> and register as a new user.

Menu

- Home
- Help
- Contact Us

**eMediaOffice Login**

Email Address

Password

**Log In**

[Forgot Password?](#)  
[Register as New User](#)

broadcast radio internet  
 cable print

**EVERYTHING YOU NEED**  
 at your fingertips...

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Step 2 are the only fields not required.

Email Address <input type="text" value="lalie@onedomain.com"/>	Phone Number <input type="text" value="205-313-3995"/>
First Name <input type="text" value="Lalie"/>	Website <input type="text"/>
Last Name <input type="text" value="Houston"/>	Company Type <input type="text" value="agency"/>
Company <input type="text" value="OneDomain"/>	Password <input type="password" value="....."/>
Address 1 <input type="text" value="501 Riverchase Parkway E"/>	Confirm Password <input type="password" value="....."/>
Address 2 <input type="text"/>	<b>Register</b>
City, State, Postal Code <input type="text" value="Birmingham"/> , <input type="text" value="AL"/> , <input type="text" value="35244"/>	

Next time, you'll need only to log in.

Once registered, log in and you'll see your eMediaOffice Inbox. It works much like an email inbox: To view an item, just click on it.

Menu Welcome Lallie Houston

**My Inbox**

Delete Selected ✖ Refresh

<input type="checkbox"/>	From	Subject	Type	Date
<input type="checkbox"/>	Bridgette Juett ( OneDomain, Inc. )	ODI test 51911	AVAIL	May 19, 2011
<input type="checkbox"/>	Bridgette Juett ( OneDomain, Inc. )	QUEBEC TOURISM	AVAIL	May 23, 2011

2 Message(s), 2 Unread

When you're expecting reports, you don't have to keep checking for them; you'll get an email with a link to eMediaOffice:

## eMediaOffice avail from MCBS

Mon, May 23, 2011 @ 03:22 PM

Dear Lallie Houston,  
 You have been sent an eMediaOffice avail from [bridgette@onedomain.com](mailto:bridgette@onedomain.com) at MCBS.  
 To view this avail you just need to return to [eMediaOffice.com](http://www.eMediaOffice.com) and login. This  
 avail will appear in your eMediaOffice "In Box".  
<http://www.eMediaOffice.com>

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Just click the link in the email you receive to go to your InBox and open the document.

Click on the subject line to open, just like an email. This is a “preview” and much like a PDF. You can print it or save it “as is”, and you can create a .pdf from it (see icons in the first bar directly above the document field). But, look above that bar: These icons allow you to download the document in your choice of format, *depending on the type of software you use!* You have **MediaBank**, **TAM**, **Proposal XML** or **Excel**. You may not see the TAM (Donovan Data System’s TV Avails Manager product) icon with each report, as this is an optional choice for the station (sender of the report)— they can opt to include a TAM download or not. If you’re viewing a post or pre-post schedule, you may see **TVB XML**

**MediaOffice**

Welcome Lallie Houston

Menu

- My Inbox
- My Avail Requests
- New Request
- My Contacts
- Update Profile
- Change Password
- Log Out
- Help
- Contact Us

Media Bank | TAM | **Proposal XML** | Use these icons to download

1 / 1 75% Find

**QUEBEC TOURISM REV** OneDomain Test

Schedule Dates: 09/12/2011 - 10/23/2011  
 Advertiser: QUEBEC TOURISM  
 Advertiser Product: DESTINATION QUEBEC TRAVEL  
 Spot Length(s): :30  
 Agency: CARMICHAEL LYNCH ADVERTISING  
 Buyer:  
 Estimate #: 49093  
 Proposal ID: 49093  
 Market: Metropolis [0]

Acct. Exec: Administrator  
 Phone #:  
 FAX #:  
 Email: [bridgette@onedomain.com](mailto:bridgette@onedomain.com)

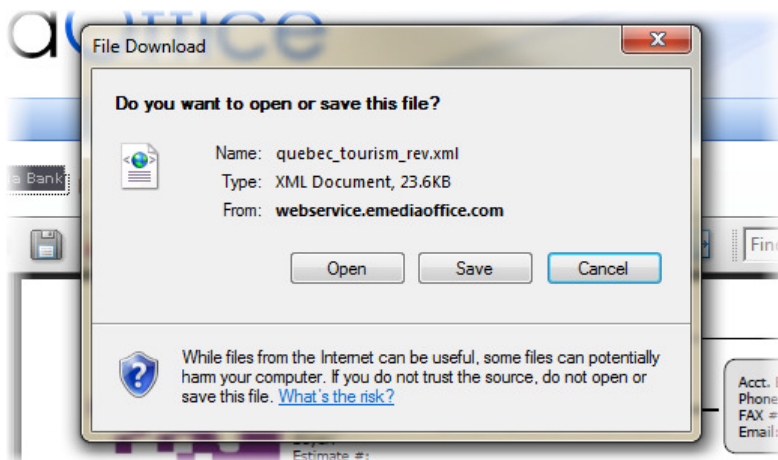
Program Name	Time Period	DMA P25-54	DMA P35+
Book	SL	Rate	Rtg
<b>TALK-CBS</b>	Mo-Fr 1:00p-2:00p		
4th Qtr (sell)	:30	\$80.00	p0.8 p1.6
Feb/2011LP-Nov/2010LP	:30	\$80.00	0.8 1.6
<b>DR. PHIL</b>	Mo-Fr 3:00p-4:00p		
4th Qtr (sell)	:30	\$90.00	p1.6 p3.3
Feb/2011LP-Nov/2010LP	:30	\$90.00	1.6 3.3
<b>ENT TONIGHT 30</b>	Mo-Fr 6:30p-7:00p		
4th Qtr (sell)	:30	\$120.00	p1.7 p3.5
Feb/2011LP-Nov/2010LP	:30	\$120.00	1.7 3.5
<b>MCBS NEWS 10P</b>	Mo-Fr 10:00p-10:30p		
4th Qtr (sell)	:30	\$980.00	p2.4 p4.6
Feb/2011LP-Nov/2010LP	:30	\$980.00	2.4 4.5

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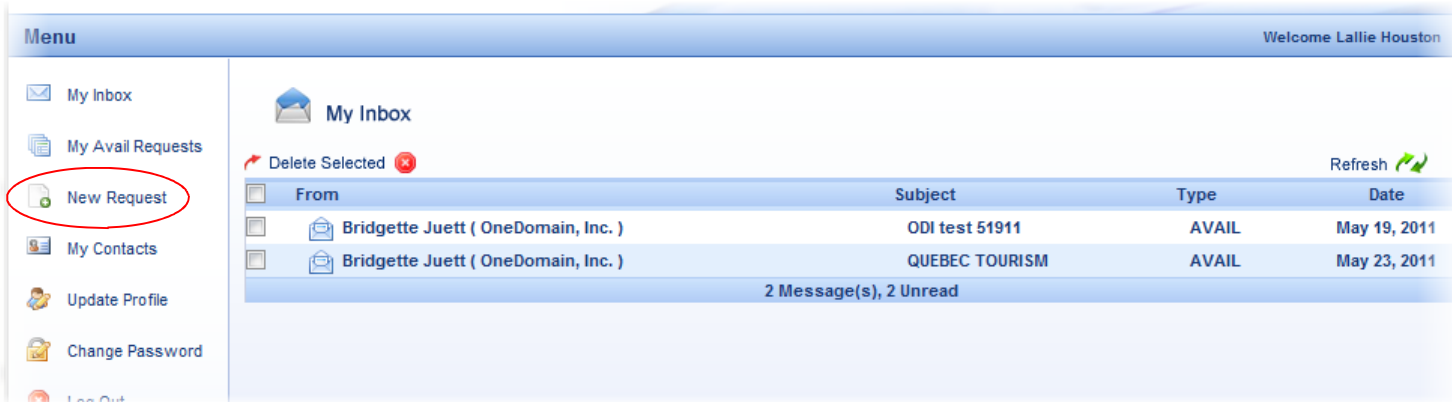
**Excel** simply opens the report as an Excel document inside your web browser (or you can save it), where you can edit it, and then print or save.

The other icons will allow you to download to your software. The familiar dialog below will pop up; you can choose to open (in your software) or save.

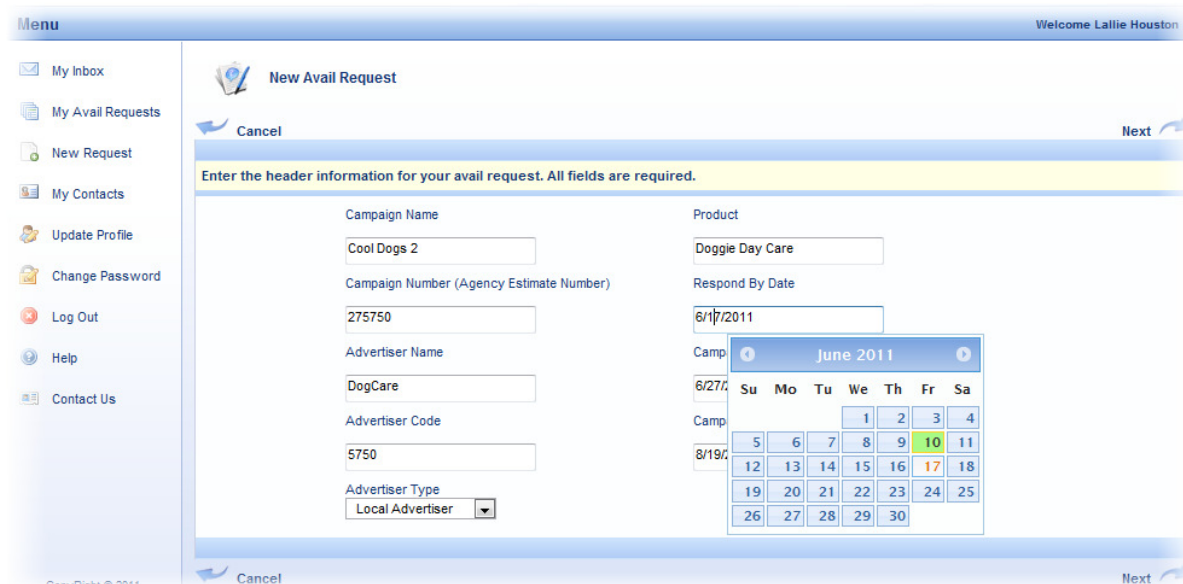
If you have problems opening in your software, please contact your software’s support first. We love to help, but at this point they will likely be the better choice!



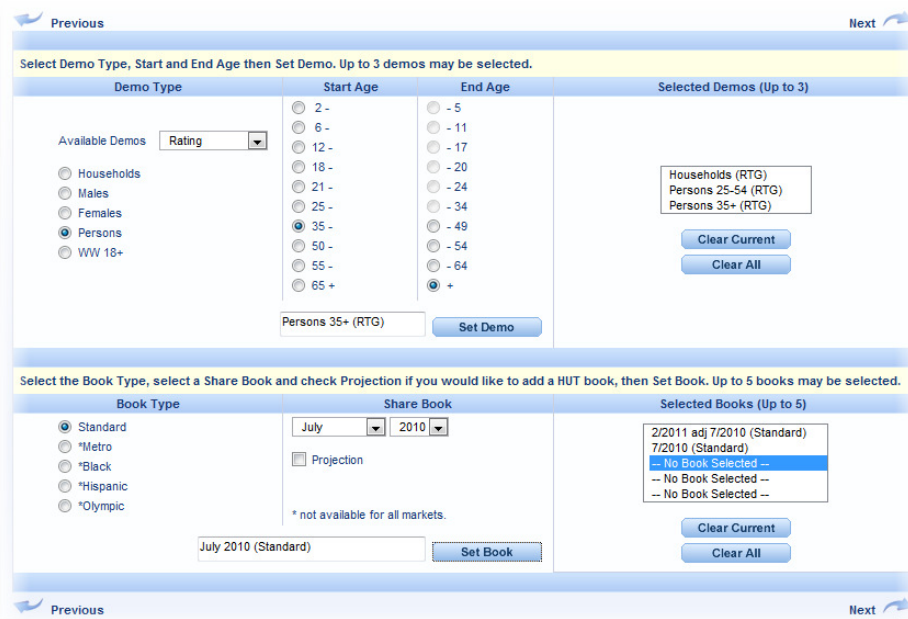
To create a new Avail Request, click **New Request** at the left of your Inbox. (You'll see your Inbox as soon as you log in.)



Fill out the information for your request:



Then, choose demo and book preferences:



**Avail Request Markets and Affiliates**

Previous Next

To select the Market, highlight it and click the top arrow pointing to Selected Markets. To select All, choose the bottom button pointing to Selected Markets

Available Markets	Selected Markets	Affiliates
<ul style="list-style-type: none"> <li>BILOXI-GULFPORT</li> <li>BINGHAMTON</li> <li>BLUEFIELD-BECKLEY-OAK HILL</li> <li>BOISE</li> <li>BOSTON (MANCHESTER)</li> <li>BOWLING GREEN</li> <li>BUFFALO</li> <li>BURLINGTON-PLATTSBURGH</li> <li>BUTTE-BOZEMAN</li> <li>CASPER-RIVERTON</li> <li>CEDAR RAPIDS-WTRLO-WC&amp;DUB</li> <li>CHAMPAIGN&amp;SPRINGFLD-DECATUR</li> <li>CHARLESTON SC</li> <li>CHARLESTON-HUNTINGTON</li> <li>CHARLOTTE</li> <li>CHARLOTTEVILLE</li> <li>CHATTANOOGA</li> <li>CHEYENNE-SCOTTSLUF</li> <li>CHICAGO</li> </ul>	BIRMINGHAM (ANN AND TUSC)	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> - ABC Network</li> <li><input type="checkbox"/> - Azteca</li> <li><input checked="" type="checkbox"/> - CBS Network</li> <li><input checked="" type="checkbox"/> - CW Network</li> <li><input checked="" type="checkbox"/> - FOX Network</li> <li><input type="checkbox"/> - Independent</li> <li><input type="checkbox"/> - Independent Spanish</li> <li><input type="checkbox"/> - ION Network</li> <li><input type="checkbox"/> - My Network</li> <li><input checked="" type="checkbox"/> - NBC Network</li> <li><input type="checkbox"/> - PBS</li> <li><input type="checkbox"/> - TeleFutura</li> <li><input type="checkbox"/> - Telemundo</li> <li><input type="checkbox"/> - Univision</li> <li><input type="checkbox"/> - Unknown</li> </ul>

Previous Next

Enter the remaining details and you're done!

Welcome Lallie Houston

Previous Next

Select the information you want included in your avail by typing any Qualitative Criteria you are looking for. Check Yes or No to Include Reach and Frequency, and Goals. Then select Dayparts, Days and Spot Lengths. Days can be selected individually or clicking on the M-F and Sun-Sat options.

**Included Information**

Qualitative Criteria:

Include Reach and Frequency with response?  Yes  No

Include Goals to Stations?  Yes  No

Avail Comments:

**Dayparts**

Early Morning  Daytime  Early Fringe  Early News  Access  Prime  Late News

News  Late Fringe  Weekend  Sports  Specials  Kids  Orbits/Rotation

**Days**

Sunday  Monday  Tuesday  Wednesday  Thursday  Friday  Saturday

**Spot Lengths**

10 Seconds  15 Seconds  20 Seconds  30 Seconds  45 Seconds  60 Seconds  90 Seconds  120 Seconds

**Stations**

The following stations fall into the markets you selected and carry the affiliates you selected. To exclude one of these stations from the request check the box in the exclude column. If you would like the request to go to a specific user at the station you may input their email address in the provided field for the station. If you leave the email address blank the avail request will be sent to the email address OneDomain has on file for that station.

Station	Affiliate	Market	eMail	Exclude
- WBMA	ABC	BIRMINGHAM (ANN AND TUSC) (230)	<input type="text" value="lallie@onedomain.com"/>	<input type="checkbox"/>
- WBRC	FOX	BIRMINGHAM (ANN AND TUSC) (230)	<input type="text" value="lallie@onedomain.com"/>	<input type="checkbox"/>
- WIAT	CBS	BIRMINGHAM (ANN AND TUSC) (230)	<input type="text" value="lallie@onedomain.com"/>	<input type="checkbox"/>

Click Next when you're done, and you'll get a final confirmation screen detailing all your request choices. This screen will show rather than "next" . You'll see your sent avail request under **My Avail Requests** (to the left of your

Inbox).

Please feel free to call 800-246-5757, option 1, or email support@onedomain.com, or latrice@onedomain.com with any questions or concerns you may have.