

See What's in SmartPlus

SmartPlus® is a comprehensive media-buying suite that allows you to analyze, plan and report from one application, making your workday easier and more productive.

The powerful features in SmartPlus make it the industry choice for media software. The buying modules take you step by step through the buying process, and the entire process can be monitored by both buyers and supervisors.

Plus, you can use SmartPlus from either the office or your home. The remote computing capability allows you to access SmartPlus through any hardwired connection, safely and securely.

From the initial research to payment and posting, SmartPlus is your key to a successful buy.

Smart Plus Modules

Campaign

For buys that run for multiple weeks in multiple markets, streamline your work by defining the parameters of your buy.

- Define your multimarket parameters once for single or multimedia campaigns.
- Define flight dates up to 52 weeks, including hiatus weeks.
- Buy both rated and unrated markets.
- Create batch-order reports.
- Build multilayered goal information for CPP, Budget and GRP.

Analysis

Ensure that your buy is reaching the right audience and the right number of people. Use this module to evaluate the performance of radio or television markets.

- View and compare trends, daypart rankers, audience composition and create projected books.
- Create average books on the fly.
- Compare different demos.
- Print competitive analysis reports.
- Batch-print multiple rankers.

Worksheet

This workhorse allows you to gather avails, estimate ratings, schedule spots and create station orders.

- Customize each buyer's worksheets.
- Save worksheet snapshots for future evaluation of makegoods.
- Use DMA® or hardwired cable universe (CDMA).
- Estimate ratings using multibook trends or competitive information.
- Import avails for radio, broadcast TV and cable from inventory, analysis or a third-party vendor through Proposal XML.
- Quickly change multiple avails at once with the Multiple Edit feature.
- Copy Worksheet to a new Campaign or spill market.
- View and print multiple summaries.
- Transfer orders and revisions to accounting interfaces.

Invoices

The e-business capability of SmartPlus allows you to easily verify schedules and confirm which spots aired properly.

- Import invoices with Electronic Data Interface.
- Transfer invoice information to your financial software.

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What's New With SmartPlus v9.12

The newest update for SmartPlus includes integration with Microsoft Outlook, in addition to other workflow improvements:

- Send orders directly from SmartPlus through Microsoft Outlook with the rep's e-mail and subject description automatically populated.
- New CPM Total Line in Worksheets.
- Improvements to XML Avail Imports.
- Addition of flight dates to the Campaign Goals Grid.

- Create spot-placement graphs for easy rotation analysis.
- Track invoices by total or detail.
- Reconcile invoices to order by station, day, network, rate, traffic and more.

Post Analysis

Once your buy has run, this module gives you the power to determine rating delivery against your goals.

- Create estimated versus approved post summaries.
- Print summary reports for all markets.
- Override TV and radio ratings for post analysis.
- Use available weekly data for TV post analysis.
- Create daily and weekly post reports.
- Post summary reports for station, dayparts and spot length.
- Post cable by system and network using ratings or impressions.

Planner

Bring it all together with this insightful module and monitor the activity both at a buyer and supervisor level.

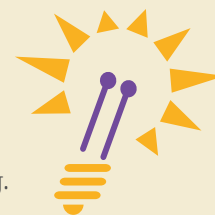
- View which campaigns have goals and estimates that have been ordered and invoiced.
- Easily access information on:
 - Media daily/weekly summary
 - Media schedule cost summary
 - Media schedule order summary

E-Business Functionality

SmartPlus is fully integrated with TVB ePort, the television industry standard for e-business transactions, allowing you to send orders electronically to stations and national rep firms at no additional charge.

- Build TV or cable schedules using avails with the Proposal XML specification.
- Send TV or radio orders electronically.

SmartReports



The SmartReportsSM add-on is reporting made easy. This browser-based application provides comprehensive management reporting.

SmartReports takes broadcast buys created with SmartPlus and print buys created with PrintPlus[®] and outputs them into easily customizable reports.

- Check order status, receive confirmations and send revisions.
- Import TV, radio and cable invoices electronically.

Choice of On-Site or Remote Computing

SmartPlus 9.x is compatible with Windows[®] XP Professional or Vista Business workstations and Windows SQL servers. It can support off-site buyers with Terminal Server and Citrix environments, allowing you to work confidently with the application's use of best practices in security.

Support and Training

- Customer support is available 24/7 at (800) 543-7300.
- In addition to on-site training, free on-demand and live instructor Web training is available at www.arbitrontraining.com

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