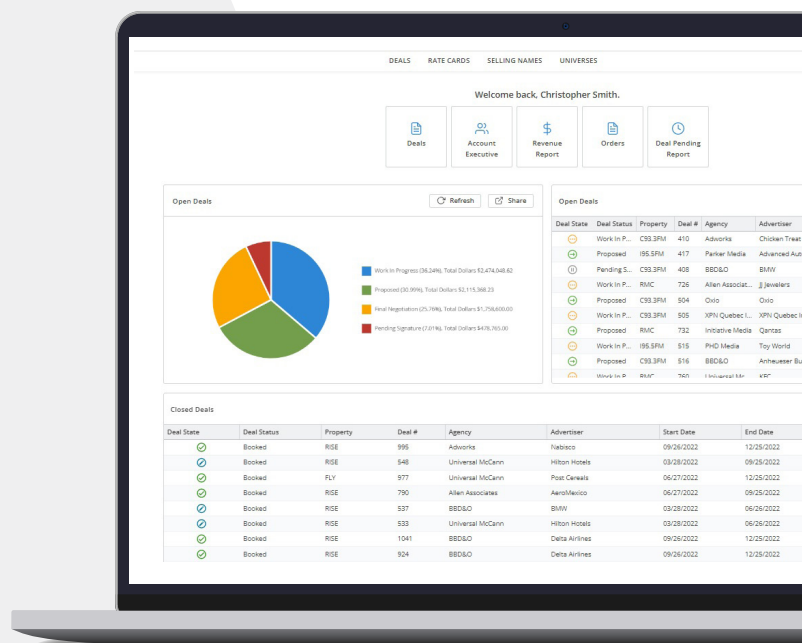


## WO OMNI – SALES

Say hello to cross-platform media sales for linear and digital sellers

A modern, web-based media sales tool for multi-channel and multi-platform proposal management



### Cross-platform selling

Generate one proposal with multiple channels, including both linear and digital assets



### Rate cards

Create linear and digital rate cards with suggested rate types, rates, and impression estimates



### Integrated traffic operations

Systematically generate linear orders for internal trafficking, and digital insertion orders integrated with external ad servers



### Modern web-based UI

Work from anywhere with a modern and intuitive web-based UI

## A media sales tool that keeps pace with your evolving business

As consumer patterns change, media buyers and sellers want to transact linear and digital impressions in a single campaign. WO Omni – Sales allows you to leverage your linear and digital assets together, within a single proposal, incorporating rates cards with combined rate types, rates, and impression estimates. A single cross-platform proposal shows you total impressions and CPMs for your linear and digital inventory, as well as sub-totals by channel and platform. Once in progress, you can steward your cross-platform campaigns, and transfer impressions between channels and platforms to offset anticipated under-delivery and keep the campaign on track.

WO Omni can be deployed as a complete traffic operations solution, from proposal-to-payment, or integrated with best-of-breed third-party systems. WO Omni – Sales is designed to meet the needs of an ever-changing industry, with a modern and intuitive UI to support multi-channel and multi-platform media sales.

# WideOrbit understands your business challenges

WO Omni – Sales addresses evolving industry requirements, so you can generate more business while saving time and money

## Do you want to include multiple channels in a single proposal?

Here's a multi-channel proposal in WO Omni – Sales.

Deal [RISE,RMC] FLY 785v1 Hilton Hotels/Universal McCann/Hilton 3rd Quarter 2022 ( ) ^

GENERAL  
Deal/Ver/Avg: 785 / 1 / -  
Advertiser: Hilton Hotels  
Flight Dates: 06/27/2022 - 09/25/2022

TOTALS  
Amount: \$30,240.25  
(000): 7,302.640  
CPM: \$4.14

AIRTIME  
Amount: \$27,640.25  
(000): 7,002.640  
CPM: \$3.95  
Units: 88  
GRP: 147.1  
CPP: \$187.94

DIGITAL  
Amount: \$2,600.00  
(000): 300.000  
CPM: \$8.67

Header  
+ Add Selling Name - Clear Marks Import Lines Deal Prorate Quarter 2022 Q3 Rate Card: TV 2022 Public Rate Card v2.6

Line #	Property	Selling Name	Length	Display Times	Rate	#	7/4	7/11	7/18	7/25	Totals \$	(000)	CPM
1	RISE	R-Home Chef M-F	:30	0900-1000	\$237.50	13	2	2	1	1	\$3,087.50	1,022.931	\$3.02
2	RISE	R-Home Chef M-F	:30	0900-1000	\$356.25	13	2	2	1	1	\$4,631.25	1,022.931	\$4.53
3	RISE	R-World News Now M-F	:30	1700-1800	\$546.25	13	2	2	1	1	\$7,101.25	1,170.000	\$6.07
4	RISE	R-Prize Wheel M-F	:30	1800-1900	\$646.00	8	0	8	0	0	\$5,168.00	501.832	\$10.30
5	FLY	F-Early News Rotation M-Su	:30	1700-1800	\$152.00	15	2	2	3	1	\$2,280.00	1,400.895	\$1.63
6	FLY	F-Evening Rotation M-Su	:30	1800-2000	\$180.50	13	2	2	1	1	\$2,346.50	994.851	\$2.36
7	FLY	F-Prime Rotation M-Su	:30	2000-2300	\$232.75	13	2	2	1	1	\$3,025.75	889.200	\$3.40

New Version Discard Version Change Status Apply Cancel

## Do you want to combine linear and digital assets in a single proposal?

Here's a cross-media proposal in WO Omni – Sales with different views for airtime and digital.

Deal [RISE,RMC] FLY 785v1 Hilton Hotels/Universal McCann/Hilton 3rd Quarter 2022 ( ) ^

GENERAL  
Deal/Ver/Avg: 785 / 1 / -  
Advertiser: Hilton Hotels  
Flight Dates: 06/27/2022 - 09/25/2022

TOTALS  
Amount: \$30,240.25  
(000): 7,302.640  
CPM: \$4.14

AIRTIME  
Amount: \$27,640.25  
(000): 7,002.640  
CPM: \$3.95  
Units: 88  
GRP: 147.1  
CPP: \$187.94

DIGITAL  
Amount: \$2,600.00  
(000): 300.000  
CPM: \$8.67

Header  
+ Add Selling Name - Clear Marks Import Lines Deal Prorate Quarter 2022 Q3 Rate Card: TV 2022 Public Rate Card v2.6

Line #	Property	Selling Name	Display Times	Length	Rate	#	7/4	7/11	7/18	7/25	Totals \$	(000)	CPM
1	RISE	R-Home Chef M-F	0900-1000	:30	\$237.50	13	2	2	1	1	\$3,087.50	1,022.931	\$3.02
2	RISE	R-Home Chef M-F	0900-1000	:30	\$356.25	13	2	2	1	1	\$4,631.25	1,022.931	\$4.53
3	RISE	R-World News Now M-F	1700-1800	:30	\$546.25	13	2	2	1	1	\$7,101.25	1,170.000	\$6.07

New Version Discard Version Change Status Apply Cancel

Deal [RISE,RMC] FLY 785v1 Hilton Hotels/Universal McCann/Hilton 3rd Quarter 2022 ( ) ^

Header  
+ Add Selling Names Edit

Quarter 2022 Q3 Rate Card: RMC General 2022 v1.2

Line #	Property	Price Period	Selling Name	Rate Type	Rate	Impressions	Totals
9	RMC	6/27/2022 - 9/25/2022	Social Media Sponsorship	CPM-Actuals	\$5.00	200,000	\$1,000.00
8	RMC	6/27/2022 - 9/25/2022	728x90 & 300x250 Homepage Tak...	CPM-Actuals	\$16.00	100,000	\$1,600.00

New Version Discard Version Change Status Apply Cancel

## Learn more about WO Omni – Sales today

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