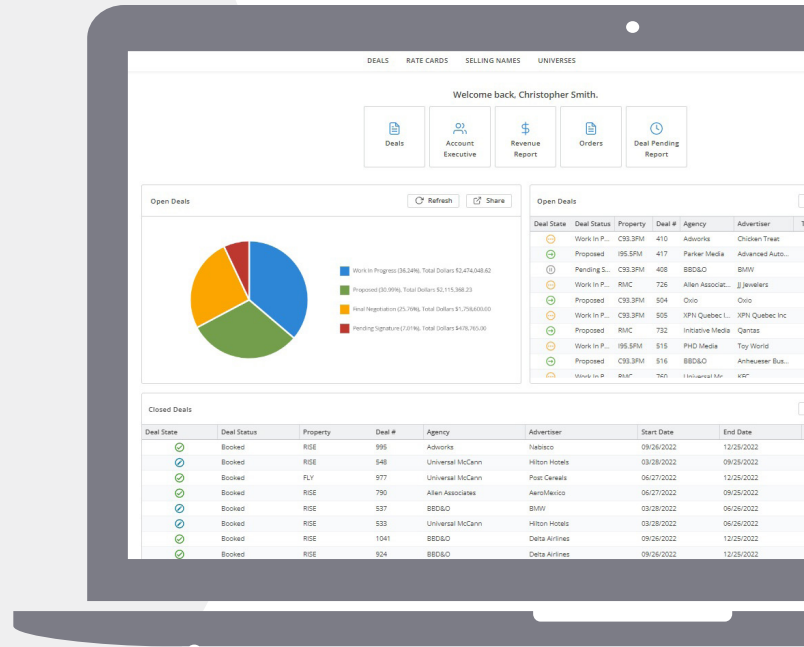


WO OMNI - SALES

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,RCM) 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

Line #	Property	Selling Name	Length	Display Times	Rate	#	7/4	7/11	7/18	7/25	\$	(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

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,RCM) FLY 785v1 Hilton Hotels/Universal McCann/Hilton 3rd Quarter 2022

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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

Pop-up view for Digital Assets:

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

Learn more about WO Omni – Sales today

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