

WO POLITICAL 2020

Say hello to uncovering rebates faster and retaining more political dollars

The upcoming 2020 Federal and State elections will have an enormous impact on the country's future. During this time, broadcast TV stations need to allocate many resources to manage political ad spending and the minute details governing LUR (lowest unit rate) laws. FCC laws require that broadcasters guarantee lowest unit charges in the 45 days before a primary or primary runoff election and in the 60 days before a general election for any legally qualified candidate. Any violation of this law will result in possible rebates to the candidate and potential revenue loss for the broadcaster.

WO Political 2020 is the latest extension of WideOrbit's ongoing effort to make it easier to manage and monetize media. Broadcasters need efficient tools to analyze political data and gain a holistic view of the information, without the need to manually compile reports. The newest addition to our cloud-based *Unified Sales Suite*, *WO Political 2020* consists of a combination of dashboards that provide rate guidance, insights into preemptions, and that monitor LUR violations during one of the most valuable times in broadcast TV media sales.

WO Political 2020 allows you to:



Eliminate extra time spent monitoring political ad dollars to optimize revenue and avoid costly violations



Increase administrative efficiency so sales teams can focus on closing new business



Identify pricing problems quickly so they can be resolved proactively



Access synchronized, reliable data through a direct integration with *WO Traffic*

WO POLITICAL 2020 IS THE RIGHT CHOICE WHEN YOUR TEAM WANTS TO:

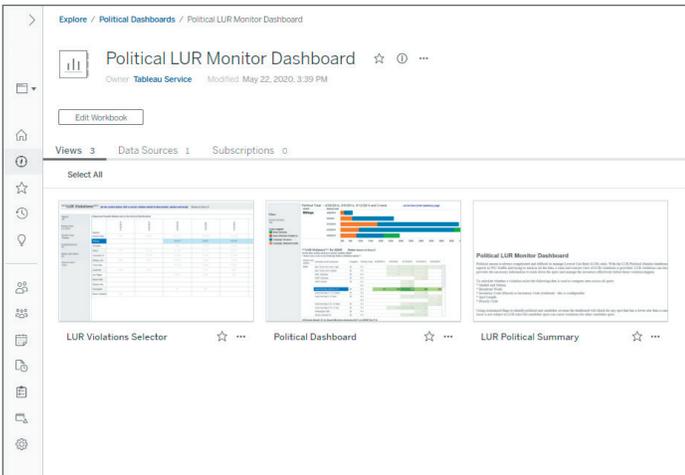
Minimize LUR violations and avoid costly pricing decisions

Free up time for the sales team so they can focus on selling

Reduce the risk of revenue loss by avoiding political rebates

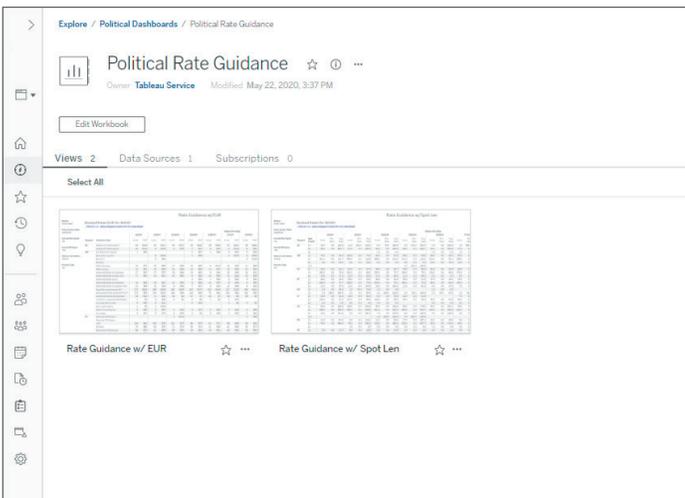
Keep more revenue by effectively managing preemptions

THREE MAIN DASHBOARDS



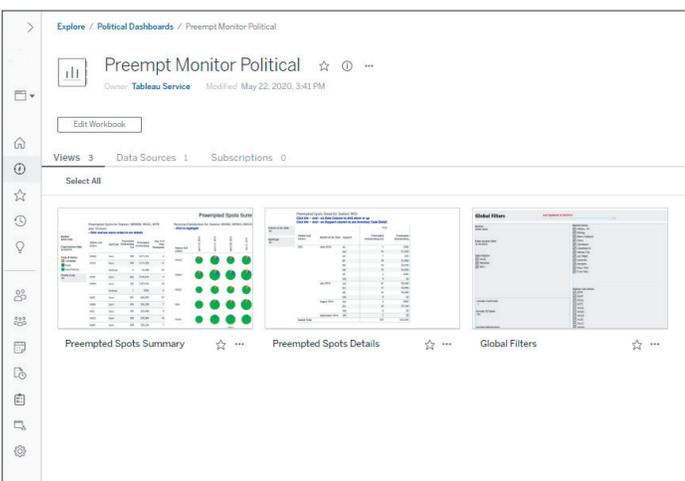
Political LUR Monitor Dashboard

Allows effective monitoring of inventory before LUR violations occur, as well as evaluating any rebates owed, detailed by Candidate, Priority Code, Order Number, and more. A summary by stations and markets quickly shows Corporate/Group management an overview of their potential revenue loss.



Political Rate Guidance

Setting rates during a political season can be tedious and challenging. The political rate guidance dashboard assists sales management in making informed decisions. Equalized Unit Rate (EUR) and Minimum Rate data by daypart, inventory code, and spot length are easily accessible.



Preempt Monitor Political

Monitor and manage non-political and political preemptions to maximize inventory and revenue during the busy political season.

Learn more about *WO Political 2020* today

CONTACT US

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