



# Yield Management Tools

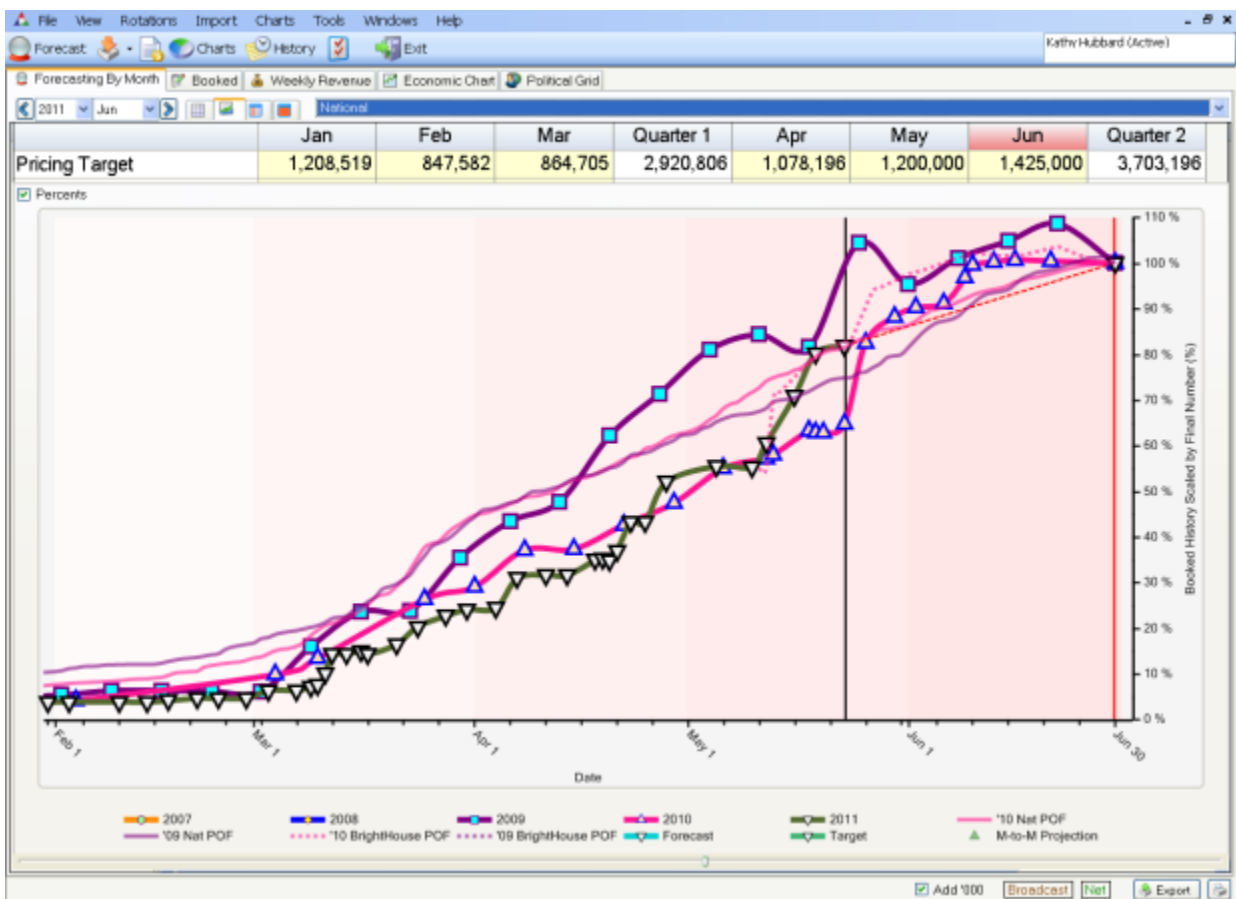
# Snapshots of Our Tools



# Forecasting Station Revenue

We use pacing trends from multiple years to forecast your revenue. We compare your pace to national pacing averages.

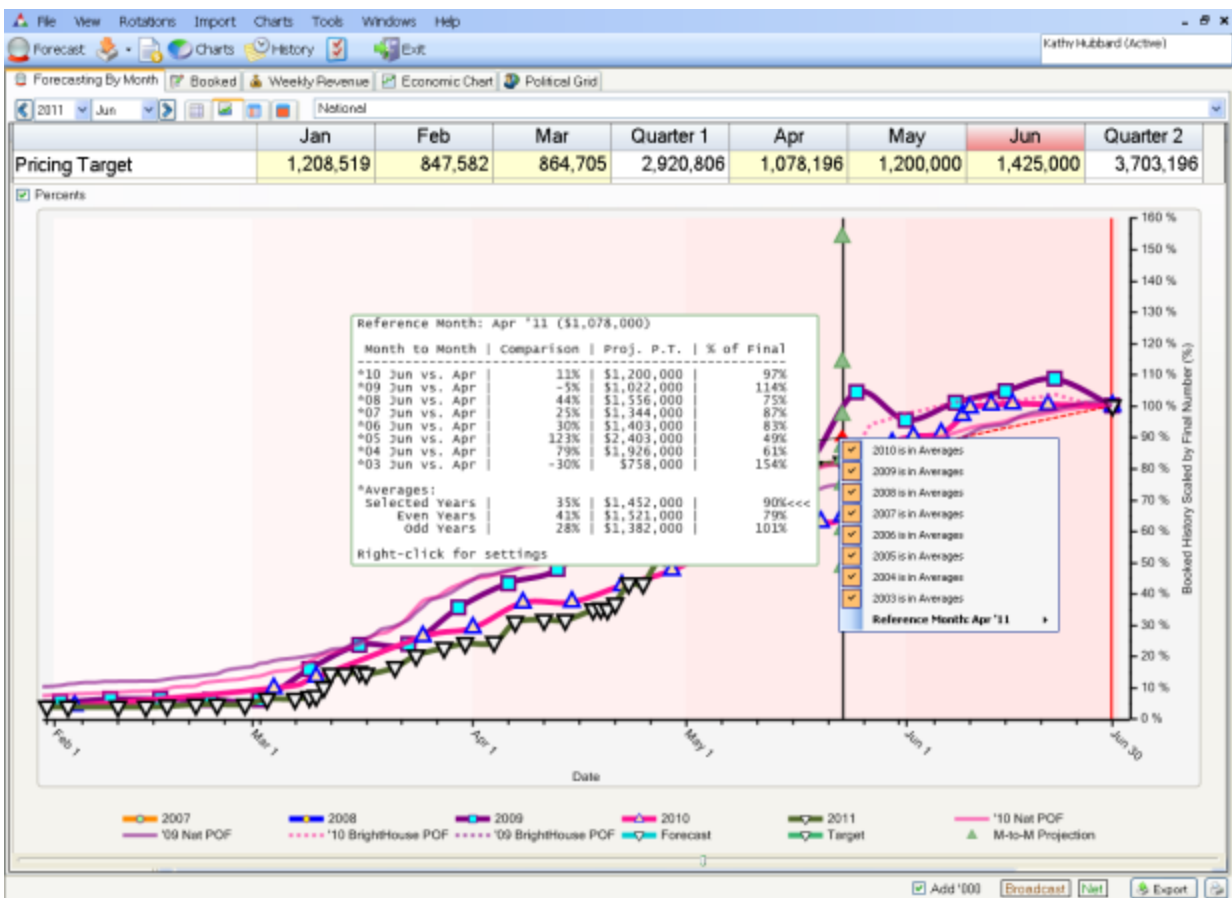
We store historical finals and audits for multiple years so that they are easily referenced while forecasting.



# Sophisticated Forecasting Tools

There is an economic theory that the most recent past is the best indicator of near future performance.

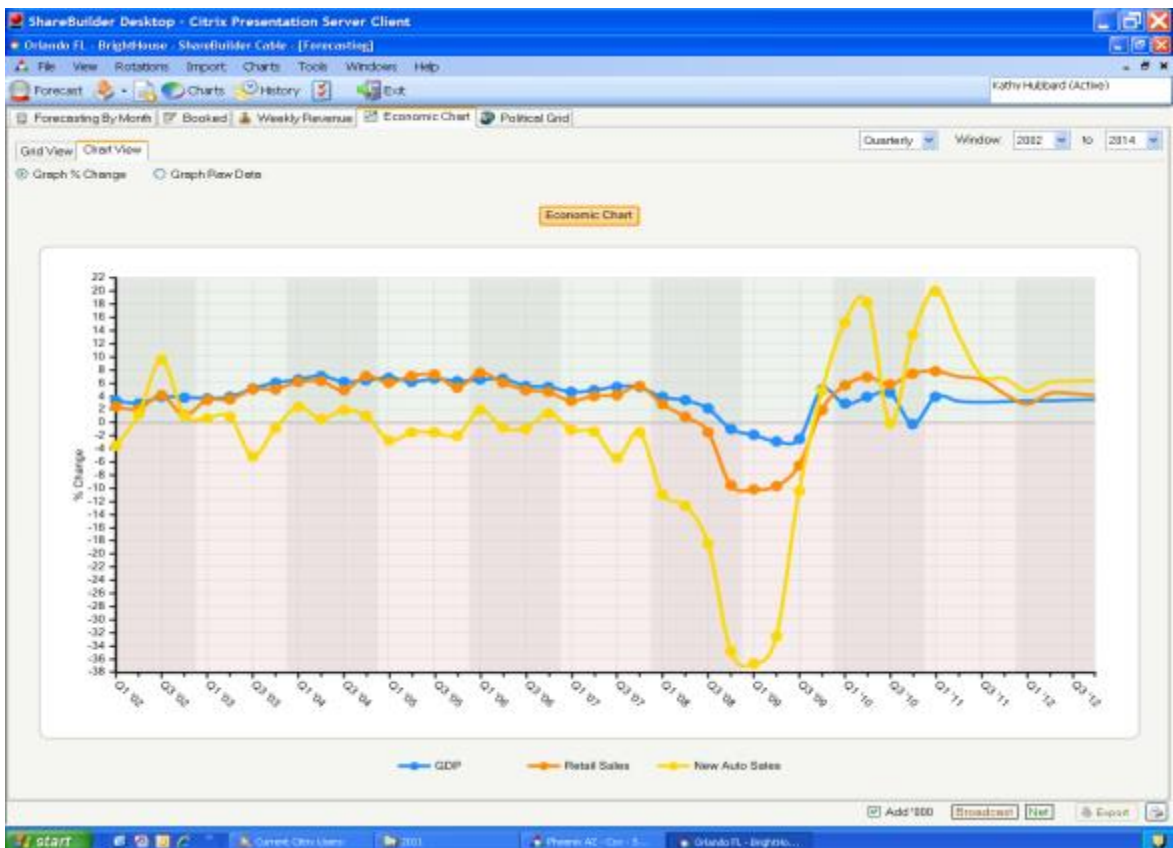
We have used this to create Month-to-Month Projections. This allows you to use the performance of recent months to help predict the future.



# Economic Data

We have compiled various economic data (GDP, New Auto Sales and Retail Sales) that is accessible through ShareBuilder.

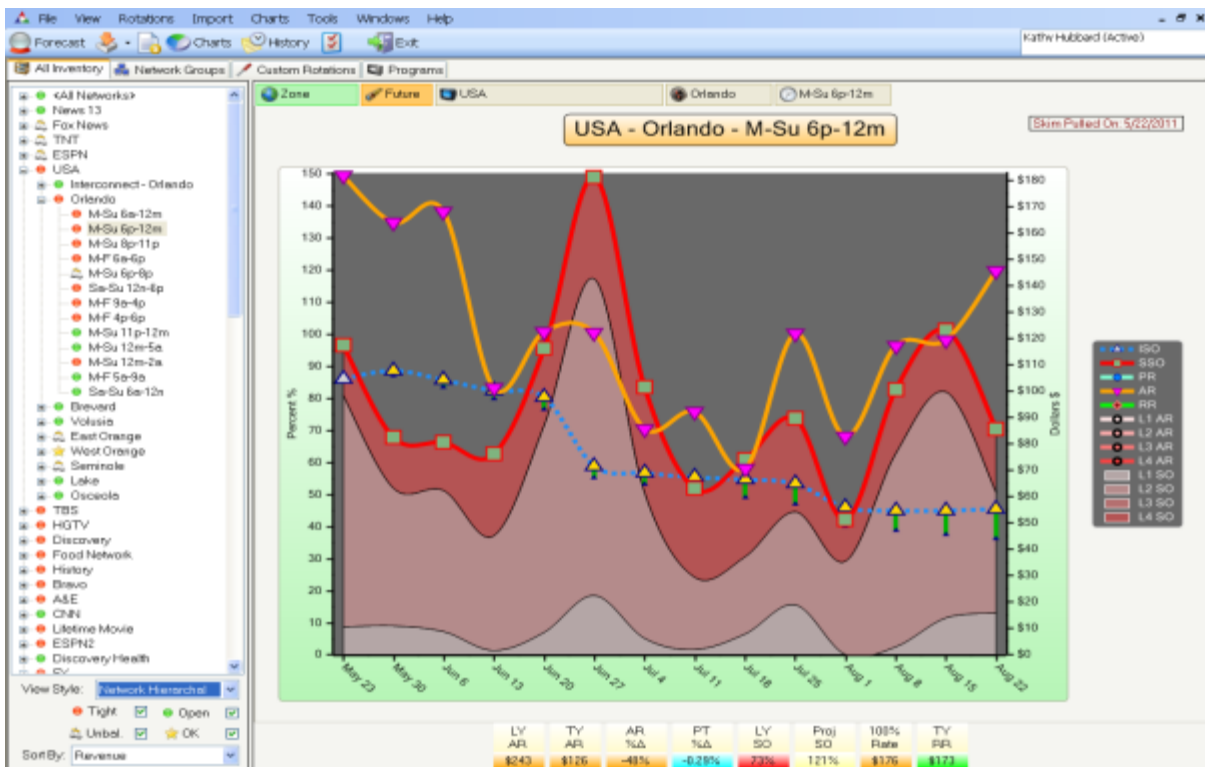
This can give you a sense of how your business has been impacted by economic factors and help you plan for the future based on our projections.



# Charting Inventory

Charts make inventory easy to view and understand. Having this data available at a glance gives you extensive insight into what kinds of spots are consuming your inventory.

Inventory can be viewed by network, by zone or by show and can be sorted by revenue, tightness or simply alphabetically. With a few button clicks, you can see sellouts and average rates for every week on any rotation on any network in any zone.



# Creating Rate Cards

Each week, we send customized rate cards with rates based on current supply and demand. These rate cards can be downloaded directly into Strata, saving untold hours of work.

Rate cards include color-coding to highlight rates that have changed since the previous rate card.

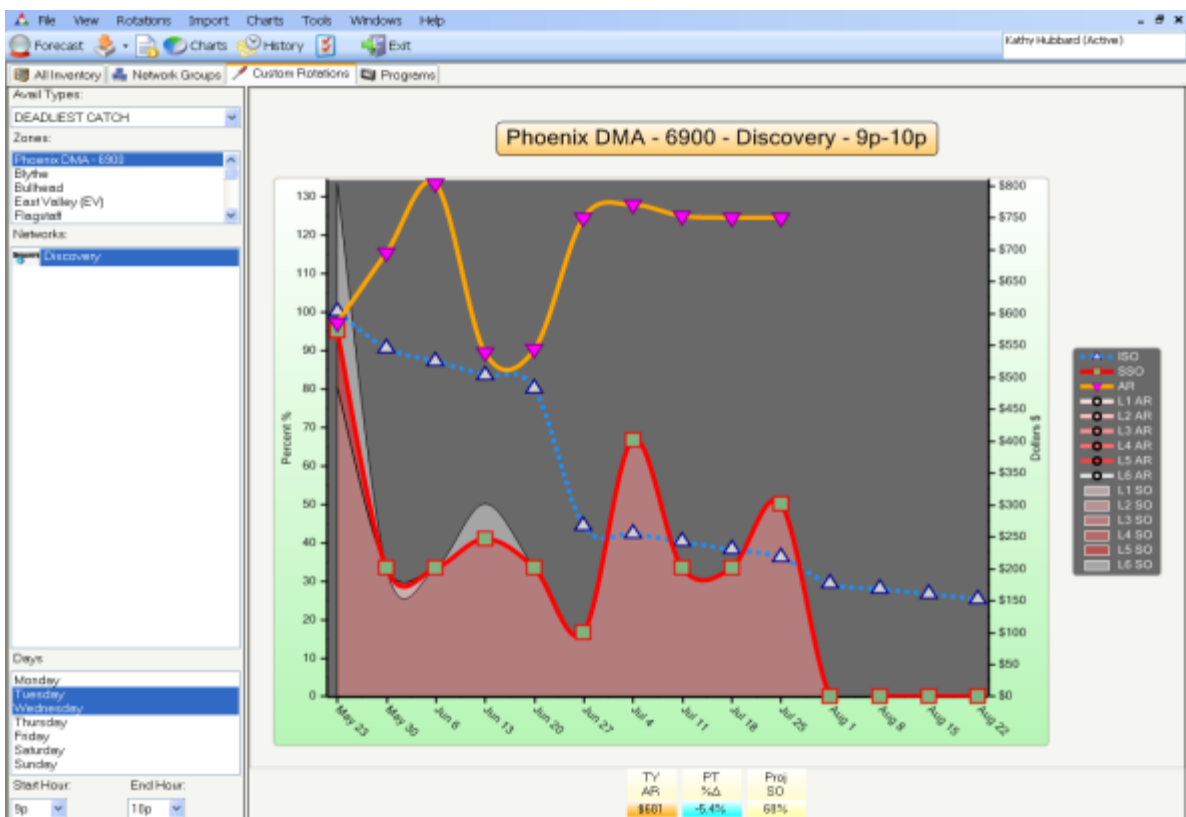
The screenshot shows a Microsoft Excel spreadsheet titled "Rate Card 4-28-11 Q2-Q3 Auto Weeks with Thresholds - 3 Dollar Minimum.xls". The spreadsheet has columns labeled A through U. Column A contains dates (5/2/2011), column B contains descriptions (e.g., "M-Su 12m-2a"), column C contains codes (e.g., "FSFL", "FX", "FXNC"), and columns D through U contain numerical values. The spreadsheet is color-coded to highlight changes from the previous rate card. The status bar at the bottom indicates "Ready" and "100%" zoom.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	[ART	DA	END	DATE	DAY	PARTS	SCRIPT	NET	WORK	MATCH	251	957	1448	6767	7696	6995	8200	9638	9637	9639	9640
423	5/2/2011	8/1/2011	M-Su	12m-2a	FSFL	B		3	3	3	14	3	3	3	3	3	3	3	3	3	3
424	5/2/2011	8/1/2011	M-Su	12m-5a	FSFL	B		3	3	3	8	3	3	3	3	3	3	3	3	3	3
425	5/2/2011	8/1/2011	M-Su	6a-12m	FSFL	B		3	5	3	5	3	3	3	3	3	3	3	3	3	3
426	5/2/2011	8/1/2011	M-Su	6p-12m	FSFL	B		9	5	5	9	3	3	9	3	3	3	3	3	3	3
427	5/2/2011	8/1/2011	M-Su	6p-8p	FSFL	B		10	5	10	9	3	3	10	3	3	5	3			
428	5/2/2011	8/1/2011	M-Su	8p-11p	FSFL	B		10	6	6	14	4	4	10	4	4	4	4	4		
429	5/2/2011	8/1/2011	Sa-Su	12m-6p	FSFL	B		7	10	3	8	3	3	7	3	3	3	3			
430	5/2/2011	8/1/2011	Sa-Su	6a-12n	FSFL	B		3	3	3	3	3	3	3	3	3	3	3			
431	5/2/2011	8/1/2011	M-F	4p-6p	FX	B		24	7	9	115	6	6	24	4	18	6	6			
432	5/2/2011	8/1/2011	M-F	5a-9a	FX	B		20	5	10	40	10	10	20	5	16	5	3			
433	5/2/2011	8/1/2011	M-F	6a-6p	FX	B		22	5	8	50	5	5	22	4	16	5	5			
434	5/2/2011	8/1/2011	M-F	9a-4p	FX	B		22	5	8	50	5	5	22	4	16	5	5			
435	5/2/2011	8/1/2011	M-Su	11p-12m	FX	B		75	35	20	330	22	22	75	30	40	22	12			
436	5/2/2011	8/1/2011	M-Su	12m-2a	FX	B		14	3	3	80	3	3	14	5	6	3	3			
437	5/2/2011	8/1/2011	M-Su	12m-5a	FX	B		14	3	3	85	3	3	14	5	5	3	3			
438	5/2/2011	8/1/2011	M-Su	6a-12m	FX	B		40	16	14	210	7	7	40	14	26	10	5			
439	5/2/2011	8/1/2011	M-Su	6p-12m	FX	B		75	35	20	330	22	22	75	30	40	22	12			
440	5/2/2011	8/1/2011	M-Su	6p-8p	FX	B		75	35	20	335	22	22	75	30	40	22	12			
441	5/2/2011	8/1/2011	M-Su	8p-11p	FX	B		90	40	24	395	28	28	90	35	50	26	14			
442	5/2/2011	8/1/2011	Sa-Su	12m-6p	FX	B		40	8	10	140	7	7	40	14	20	12	3			
443	5/2/2011	8/1/2011	Sa-Su	6a-12n	FX	B		14	5	10	80	8	8	14	5	7	5	5			
444	5/2/2011	8/1/2011	M-F	4p-6p	FXNC	B		85	70	40	140	70	70	85	30	35	26	12			
445	5/2/2011	8/1/2011	M-F	5a-9a	FXNC	B		105	80	26	235	35	35	105	22	40	22	16			
446	5/2/2011	8/1/2011	M-F	6a-6p	FXNC	B		75	50	28	125	35	35	75	20	30	24	7			
447	5/2/2011	8/1/2011	M-F	9a-4p	FXNC	B		75	50	28	125	35	35	75	20	30	24	7			
448	5/2/2011	8/1/2011	M-Su	11p-12m	FXNC	B		185	70	50	195	75	75	185	50	75	50	20			
449	5/2/2011	8/1/2011	M-Su	12m-2a	FXNC	B		16	6	3	18	3	3	16	5	5	3	3			
450	5/2/2011	8/1/2011	M-Su	12m-5a	FXNC	B		10	6	3	9	3	3	10	3	5	3	3			
451	5/2/2011	8/1/2011	M-Su	6a-12m	FXNC	B		105	55	26	140	40	40	105	26	40	22	10			
452	5/2/2011	8/1/2011	M-Su	6p-12m	FXNC	B		185	70	50	195	75	75	185	50	75	50	20			
453	5/2/2011	8/1/2011	M-Su	6p-8p	FXNC	B		185	70	50	195	75	75	185	50	75	50	20			
454	5/2/2011	8/1/2011	M-Su	8p-11p	FXNC	B		235	110	80	250	95	95	235	75	100	60	30			
455	5/2/2011	8/1/2011	Sa-Su	12m-6p	FXNC	B		35	35	12	45	22	22	35	7	10	8	5			
456	5/2/2011	8/1/2011	Sa-Su	6a-12n	FXNC	B		35	45	12	130	22	22	35	12	20	9	5			

# Pricing Top-Shelf Inventory

Our system can make sure that cheap spots are not falling into high value areas, ensuring that the best inventory gets the best rates.

This allows you to create and review custom rotations easily. You can be certain that special programming is including only spots that were bought specifically for the special at appropriately high rates.





# Data Mining

We created a customizable report that allows you to sort, organize and export your inventory data so that you can quickly see revenue and sellout level for any piece of business.

This special capability allows you to dig deep into data to see specifics and opportunities, or to see the big picture, all with only a few clicks of the mouse.

Network	Air Date/ Hour	Averts per Hour	Sold	Revenue	Layer	Priority Code	Contract Number	Customer Number	Line Start	Line Stop	Line Hour Start	Line Hour End
Customer: Ad Council												
Customer: AD SALES PROMOTIONS												
Customer: AMERICAN FREIGHT												
Customer: BAER'S FURNITURE												
Retail Unit: Comcast In Orlando												
Retail Unit: East Orange County												
Week: 5/23/2011												
USA	5/25/2011 18	3	1.0	\$77	Layer 2	740	11131639	01799	5/23/2011	5/29/2011	18	23
USA	5/25/2011 19	3	1.0	\$77	Layer 2	740	11131639	01799	5/23/2011	5/29/2011	18	23
USA	5/25/2011 20	2	1.0	\$77	Layer 2	740	11131639	01799	5/23/2011	5/29/2011	18	23
USA	5/25/2011 22	2	1.0	\$77	Layer 2	740	11131639	01799	5/23/2011	5/29/2011	18	23
USA	5/28/2011 20	2	1.0	\$43	Layer 2	740	11131639	01799	5/23/2011	5/29/2011	18	23
USA	5/28/2011 22	1	1.0	\$43	Layer 2	740	11131639	01799	5/23/2011	5/29/2011	18	23
USA	5/29/2011 21	2	1.0	\$43	Layer 2	740	11131639	01799	5/23/2011	5/29/2011	18	23
Week: 5/30/2011												
Week: 6/6/2011												
Week: 6/27/2011												
Week: 7/4/2011												
Week: 7/25/2011												
Week: 8/1/2011												
Week: 8/8/2011												
Week: 8/22/2011												
Retail Unit: Seminole County												
Retail Unit: West Orange County												
Customer: BCBS												
Customer: BHMS Marketing												
Customer: BHN Ad Sales Promotions												
Customer: BILL RAY NISSAN												
Customer: BRIGHT HOUSE MARKETING												
Customer: CARL BLACK OF ORLANDO												
Customer: CENTRAL FL AUTO WHOLESALE, INC.												
Customer: CENTRAL FLORIDA HONDA DEALERS												
Customer: CHAMPION POWERSPORTS ***												
Customer: CITY KIA ***												
Customer: COMCAST CROSS CHANNEL MARKET												
Customer: Comfort Furniture												
Customer: CONNECTICUT SCHOOL OF BROADCAST												
Customer: CORY FAIRBANKS MAZDA												
Customer: DAVID MAUS AUTO GROUP												
Customer: Disney Destinations												
Customer: GOVERNMENT RELATIONS PSA'S												

# Allocation Report

Our Allocation Reports provide recommendations on how to distribute your inventory between interconnect and zone.

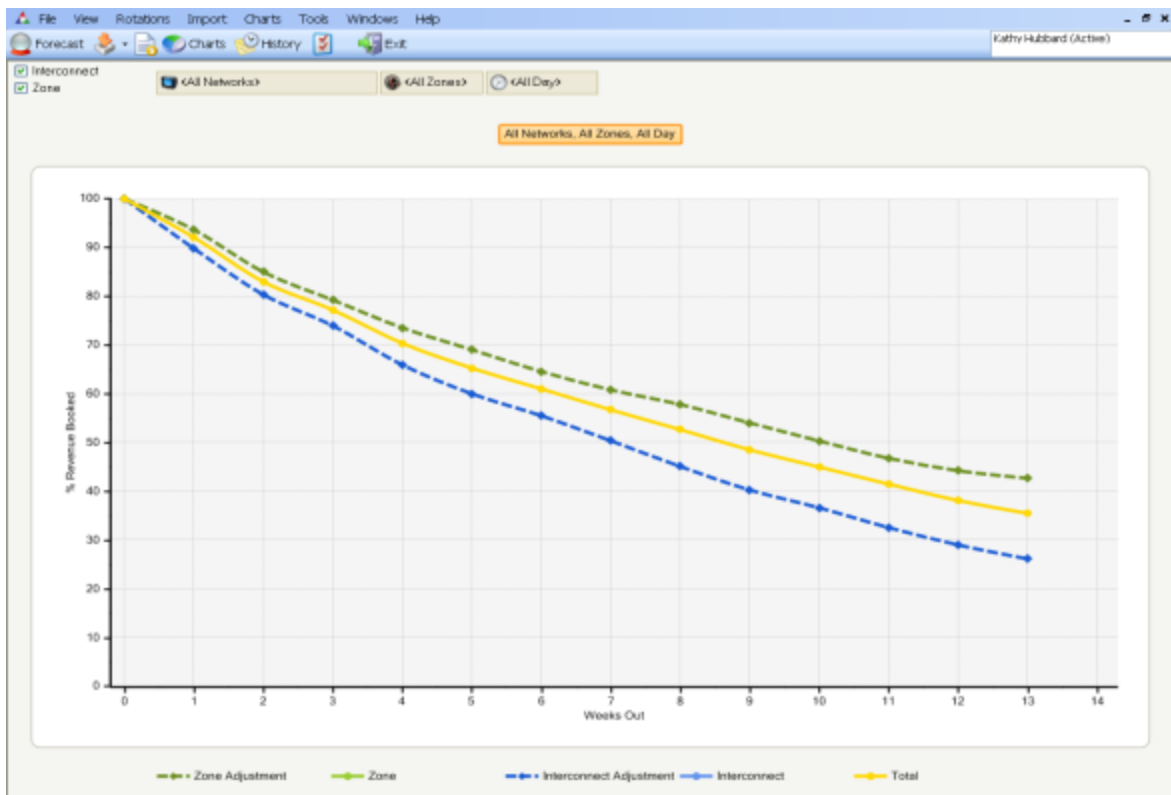
This allows you to evaluate whether moving inventory to or from a hard interconnect will make you more money.

Priority	Rule Reached	Network	Daypart	Movement		Oversold	Move From										Move To									
							From	To	Projected Yield		Present Sellout		Total	Units	Projected Yield		Present Sellout		Total	Units						
									Before	After	Before	After			Before	After	Before	After			Before	After	Before	After	Before	After
Priority1	Matching Yield Reached	A&E	MAF 6a-6p	Interconnect	All Zones	\$302	65%	86%	\$33	\$43	35%	45%	\$50	13	217%	187%	\$50	\$43	141%	121%	\$23	13				
Priority1	Matching Yield Reached	Bravo	MAF 6a-6p	Interconnect	All Zones	\$17	50%	83%	\$15	\$25	26%	43%	\$31	24	157%	122%	\$34	\$26	101%	78%	\$21	24				
Priority1	(1 of 2) Proj. Sellout Target Reached	ESPN2	MAF 6a-6p	Interconnect	All Zones	\$335	72%	98%	\$14	\$20	37%	51%	\$20	16	207%	173%	\$43	\$36	136%	114%	\$21	16				
Priority1	(2 of 2) Matching Yield Reached	ESPN2	MAF 6a-6p	Interconnect	All Zones	\$632	98%	155%	\$20	\$31	51%	80%	\$20	16	173%	149%	\$36	\$31	114%	98%	\$21	16				
Priority1	Matching Yield Reached	FX	MAF 6a-6p	Interconnect	All Zones	\$41	78%	81%	\$35	\$36	40%	42%	\$45	2	186%	181%	\$38	\$37	119%	116%	\$21	2				
Priority1	Matching Yield Reached	TBS	MAF 6a-6p	Interconnect	All Zones	\$391	61%	81%	\$39	\$53	32%	42%	\$64	15	176%	147%	\$64	\$53	114%	95%	\$36	15				
Priority1	Matching Yield Reached	USA	MAF 6a-6p	Interconnect	All Zones	\$154	81%	87%	\$62	\$66	42%	45%	\$76	4	179%	171%	\$69	\$66	117%	112%	\$39	4				
Priority1	(1 of 3) Proj. Sellout Target Reached	VH1	MAF 6a-6p	Interconnect	All Zones	\$123	85%	100%	\$10	\$12	44%	52%	\$12	9	165%	149%	\$34	\$31	107%	97%	\$21	9				
Priority1	(2 of 3) Pres. Sellout Target Reached	VH1	MAF 6a-6p	Interconnect	All Zones	NA	100%	189%	\$12	\$23	82%	98%	\$12	24	149%	119%	\$31	\$25	97%	77%	\$21	24				
Priority1	(3 of 3) Matching Yield Reached	VH1	MAF 6a-6p	Interconnect	All Zones	NA	189%	196%	\$23	\$24	98%	102%	\$12	1	119%	116%	\$25	\$24	77%	76%	\$21	1				
Priority3	Matching Yield Reached	ABC Family	MAF 6a-6p	Interconnect	All Zones	NA	33%	77%	\$6	\$14	17%	40%	\$16	34	136%	96%	\$20	\$14	88%	62%	\$15	34				
Priority3	Matching Yield Reached	Animal Planet	MAF 6a-6p	All Zones	Interconnect	NA	38%	58%	\$7	\$11	24%	37%	\$18	90	133%	83%	\$27	\$11	69%	28%	\$20	90				
Priority3	(1 of 2) Proj. Sellout Target Reached	CMT	MAF 6a-6p	All Zones	Interconnect	NA	83%	99%	\$9	\$11	54%	65%	\$11	14	108%	88%	\$16	\$13	86%	45%	\$15	14				
Priority3	(2 of 2) Matching Yield Reached	CMT	MAF 6a-6p	All Zones	Interconnect	NA	99%	106%	\$11	\$12	65%	69%	\$11	4	88%	83%	\$13	\$12	45%	43%	\$15	4				
Priority3	Proj. Sellout Target Reached	CNBC	MAF 6a-6p	All Zones	Interconnect	NA	76%	100%	\$15	\$19	49%	64%	\$19	36	133%	88%	\$15	\$10	69%	46%	\$11	36				
Priority3	Matching Yield Reached	Comedy Central	MAF 6a-6p	Interconnect	All Zones	NA	25%	32%	\$14	\$17	13%	16%	\$55	13	115%	105%	\$19	\$18	74%	68%	\$17	13				
Priority3	Matching Yield Reached	E!	MAF 6a-6p	Interconnect	All Zones	NA	43%	61%	\$15	\$21	22%	32%	\$35	16	125%	102%	\$27	\$22	81%	67%	\$17	16				
Priority3	Matching Yield Reached	ESPN	MAF 6a-6p	All Zones	Interconnect	NA	120%	124%	\$90	\$93	78%	80%	\$75	4	81%	75%	\$102	\$95	43%	40%	\$126	4				
Priority3	Matching Yield Reached	Food Network	MAF 6a-6p	Interconnect	All Zones	NA	51%	71%	\$28	\$39	26%	37%	\$55	17	136%	115%	\$46	\$39	88%	75%	\$34	17				
Priority3	(1 of 2) Proj. Sellout Target Reached	Fox News	MAF 6a-6p	Interconnect	All Zones	NA	75%	99%	\$66	\$87	39%	51%	\$88	16	129%	117%	\$170	\$154	84%	76%	\$131	16				
Priority3	(2 of 2) Matching Yield Reached	Fox News	MAF 6a-6p	Interconnect	All Zones	NA	99%	156%	\$87	\$138	51%	81%	\$88	18	117%	106%	\$154	\$139	76%	69%	\$131	18				
Priority3	(1 of 2) Proj. Sellout Target Reached	Headline News	MAF 6a-6p	Interconnect	All Zones	NA	93%	100%	\$7	\$8	48%	52%	\$8	4	111%	106%	\$18	\$17	73%	70%	\$16	4				
Priority3	(2 of 2) Matching Yield Reached	Headline News	MAF 6a-6p	Interconnect	All Zones	NA	100%	170%	\$8	\$13	52%	88%	\$8	23	106%	84%	\$17	\$14	70%	55%	\$16	23				
Priority3	Matching Yield Reached	HGTV	MAF 6a-6p	Interconnect	All Zones	NA	47%	65%	\$18	\$32	24%	44%	\$36	26	109%	81%	\$44	\$33	70%	52%	\$40	26				
Priority3	Matching Yield Reached	Lifetime	MAF 6a-6p	All Zones	Interconnect	NA	130%	144%	\$29	\$32	85%	95%	\$22	8	71%	62%	\$37	\$32	37%	32%	\$52	8				
Priority3	Matching Yield Reached	MTV	MAF 6a-6p	Interconnect	All Zones	NA	34%	47%	\$18	\$25	18%	24%	\$54	16	136%	113%	\$31	\$25	87%	72%	\$22	16				
Priority3	Matching Yield Reached	National Geographic	MAF 6a-6p	All Zones	Interconnect	NA	5%	36%	\$0	\$2	4%	23%	\$7	62	100%	43%	\$6	\$3	53%	22%	\$6	62				
Priority3	Matching Yield Reached	Spike TV	MAF 6a-6p	All Zones	Interconnect	NA	111%	119%	\$19	\$20	71%	76%	\$17	7	60%	53%	\$23	\$21	31%	28%	\$39	7				
Priority3	Matching Yield Reached	Travel	MAF 6a-6p	All Zones	Interconnect	NA	21%	41%	\$3	\$5	13%	26%	\$14	84	193%	86%	\$16	\$6	99%	34%	\$8	84				
Priority3	(1 of 2) Proj. Sellout Target Reached	WE	MAF 6a-6p	Interconnect	All Zones	NA	37%	99%	\$4	\$12	19%	51%	\$12	25	115%	81%	\$18	\$13	75%	53%	\$16	25				
Priority3	(2 of 2) Matching Yield Reached	WE	MAF 6a-6p	Interconnect	All Zones	NA	99%	106%	\$12	\$13	51%	55%	\$12	1	81%	80%	\$13	\$13	53%	53%	\$16	1				
Priority3	(1 of 2) Proj. Sellout Target Reached	Weather Channel	MAF 6a-6p	Interconnect	All Zones	NA	36%	99%	\$6	\$17	19%	51%	\$17	38	108%	72%	\$26	\$17	71%	47%	\$24	38				
Priority4	Matching Yield Reached	AMC	MAF 6a-6p	Interconnect	All Zones	\$158	128%	165%	\$21	\$28	67%	86%	\$17	10	224%	176%	\$35	\$28	149%	117%	\$16	10				
Priority4	Matching Yield Reached	BET	MAF 6a-6p	Interconnect	All Zones	\$202	101%	120%	\$35	\$41	52%	62%	\$34	9	205%	185%	\$46	\$41	133%	120%	\$22	9				
Priority4	Matching Yield Reached	Discovery	MAF 6a-6p	Interconnect	All Zones	\$181	109%	129%	\$36	\$43	56%	66%	\$33	7	180%	168%	\$47	\$44	115%	108%	\$26	7				
Priority4	Matching Yield Reached	Nickelodeon	MAF 6a-6p	Interconnect	All Zones	\$192	110%	125%	\$33	\$52	57%	65%	\$122	6	1170%	488%	\$375	\$156	1160%	484%	\$32	6				
Priority6	Matching Yield Reached	History	MAF 6a-6p	Interconnect	All Zones	NA	114%	125%	\$34	\$38	59%	65%	\$30	5	147%	139%	\$41	\$39	96%	90%	\$28	5				
Priority6	(1 of 2) Pres. Sellout Target Reached	TNT	MAF 6a-6p	All Zones	Interconnect	NA	108%	154%	\$40	\$57	69%	99%	\$37	47	115%	67%	\$102	\$59	60%	35%	\$89	47				
Priority6	(2 of 2) Matching Yield Reached	TNT	MAF 6a-6p	All Zones	Interconnect	NA	154%	157%	\$57	\$58	99%	101%	\$37	2	67%	66%	\$59	\$58	35%	34%	\$89	2				

# Early-Late Tracking

Data is stored weekly so that over time you are able to see a pattern in the way zone and interconnect revenue is booked. This data can be viewed for each network by sell pattern.

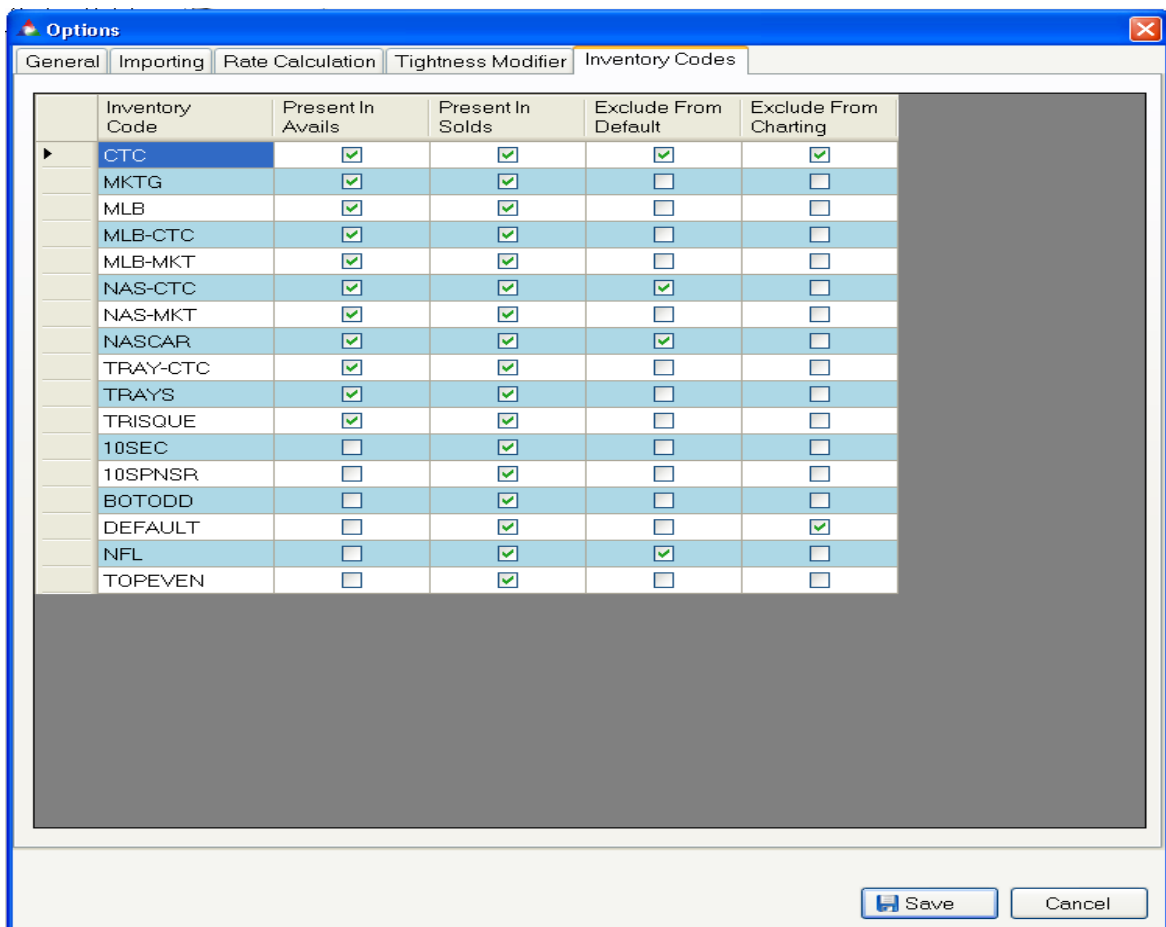
Knowing which types of inventory come in earlier or later than the money as a whole can improve the accuracy of price calculation. We store millions of data points to show you zones versus interconnects and the individual networks.



# Clear Inventory Picture

We have the sophistication to properly remove marketing spots from sellout levels and average rates. This gives you a clear picture of your inventory.

We can also use Avail Typing to exclude cheap spots from high value inventory.



Inventory Code	Present In Avails	Present In Solds	Exclude From Default	Exclude From Charting
CTC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MKTG	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MLB	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MLB-CTC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MLB-MKT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NAS-CTC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NAS-MKT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NASCAR	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TRAY-CTC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRAYS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRISQUE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10SEC	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10SPNSR	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BOTODD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DEFAULT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
NFL	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TOPEVEN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>