

OnAir

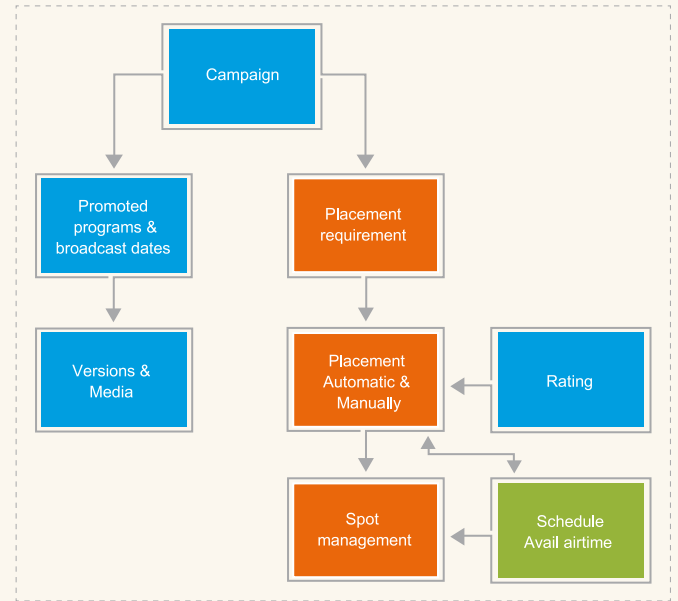
Promotion Management

PROMOTION MANAGEMENT

OnAir provides innovative tools for the management of effective promotion campaigns to increase your target audience. OnAir features an optimization engine that automatically generates promotion plans on the basis of defined goals, placing the appropriate spots accurately in the broadcast schedule. User-defined rules validate the integrity of your schedule, ensuring that the right version of the right promotion is associated with a given event. OnAir's **Multi Plan** tool applies the relevant criteria to prioritize spot placement during finalization of the playlist, helping you achieve your overall marketing objectives.

FEATURES

- Built-in support for secondary promotions
- Campaigns can be defined for a wide variety of targets – a series, a single episode, a one-time event, a specific day, an entire season or for general company use
- Scheduling limitations and relativity can be defined to constrain promo placement
- Management of a promo-material library featuring item status control
- Royalty tracking for music used in promo spots
- Embedded workflow control system and configurable rules to create an error-free schedule



BENEFITS

- Boost the ratings of promoted events to increase sales revenues
- All-in-one management of promotion campaigns, assets and version control
- Maximize the utilization of your promotion inventory
- Increase campaign precision by deploying a wide range of campaign requirements
- Ensure accurate proximity to the promoted event using automated scheduling
- Maintain schedule integrity and avoid violation of rules and regulations



SintecMedia

Media Business Solutions

NEW YORK

110 W. 40th St.
Suite 1108
New York, NY 10018, USA
Tel: +1.917.606-5310
Toll Free +1.866.Sintec1
Fax: +1.917.606.5311

COLORADO

600 Grant Street
Suite 410
Denver, CO 80203, USA
Tel: +1.303.830.0600
Toll Free +1.866.Sintec1
Fax: +1.303.830.0601

ISRAEL

POB 34406
Jerusalem, 91342
Israel
Tel: +972.2.651.5122
Fax: +972.2.651.5133

UK

37 Broadhurst Gardens
London NW6 3QT
UK
Tel: +44.79.855.14281
Fax: +44.207.372.2328