

OnAir

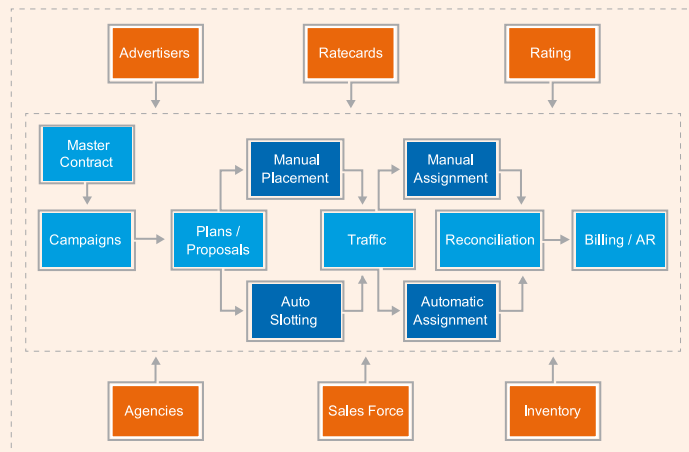
Sales and Traffic

SALES AND TRAFFIC

OnAir's comprehensive sales and traffic management tools provide full real-time control over primary and secondary inventory, empowering sales managers to conduct flexible sales strategies that streamline operations and increase revenues. OnAir allows you to leverage existing inventory by carefully controlling its release, shift inventory dynamically across network tiers and sales units, extend sales options to new forms of advertising and strategize pricing based on live avails data. OnAir's Billing and AR functions link seamlessly with sales and traffic to provide versatility and new levels of efficiency. Extensive configuration options and an unlimited number of invoice templates allow you to design separate or combined billing strategies for airtime charges, non-airtime charges and adjustments. OnAir provides media executives with instant access to the cost and revenue data they need to make informed business decisions and maintain their competitive edge.

FEATURES

- Built-in support for secondary content (e.g., banners, product placements, logos) includes inventory management, pricing, integration into proposals and contracts, reconciliation, and billing
- Flexible pricing, including multiple ratecard definition, with the ability to set automatic adjustments based on data range, spot length, and volume
- Flexible sales strategies, which allow inventory to be sold by program, program group, day part, genre, pool, and package
- Consolidated contracts that may include airtime (primary and secondary), adjustments and non-airtime elements such as production fees
- Billing on-demand by milestone or by contract, using standard broadcast or Gregorian periods



BENEFITS

- Increase your revenues with up-to-date avails information and optimized inventory allocation
- Sophisticated decision-support tools allow you to compare alternative planning schedules by cost and revenue in order to select schedules with the highest profitability
- The all-in-one approach ensures that all information is accurate at any point of time, preventing synchronization problems across the system
- Maintain full control over how much inventory is released to staff and when
- Maintain full control over all financial processes with workflow and auditing
- Achieve faster payments and fewer discrepancies with electronic invoicing
- Interface easily with existing financial systems



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