

# How to Create an Order

1. Create and Save your schedule
2. Select 'Actions' Copy to Proposal

The screenshot shows the TAPSCAN software interface. At the top, there are navigation tabs: Home, Research, Schedules, Proposals, Orders, and Accounts. The user is logged in as Jennifer Bratten. The main area displays a schedule for 'Order' with a description 'Add Description'. Below this, there are fields for Survey (SP14, P 25-54, Use Qualitative Adjustment), Market (HUNTINGTON-ASHLAND), Start/End Date (09/29/2014 - 10/26/2014), and Geo (Metro). A toolbar contains various actions like Expand/Collapse All Rows, Delete Rows, Reset Values, Move Rows, Save, Save As, Export to Excel, View/Print as PDF, and Actions. The 'Actions' menu is open, showing options: Add Flights, Modify Stations, Copy To Proposal (highlighted with a red box), and Save to Local Folder. Below the menu is a table with columns: Move Row, Delete/Reset, On/Off, Daypart, Length, Unit Rate, Net Reach, Frequency, Gls, CPM, and Total Cost. The table contains several rows, including 'Radio Total', 'WDGG-FM', 'Flight A - 4 wks (09/29, 10/06, 10/13, 10/20, 10/27)', and 'One Week Total'. There are also rows for specific dayparts: M-F 6A-10A, M-F 10A-3P, and M-F 3P-7P.

The page at <https://tapweb.nielsen.com> says:

CONTINUE? - The following outlets must be entered in Account management or deleted from the Schedule  
WDGG-FM  
Click OK to create accounts for these stations, or click Cancel to return to the Schedule.

3. The system will prompt you to enter your station as a vendor. Click OK

**Create Vendor** [Help](#)

Call Letters: **WDGG-FM**  
Business Type: Radio Station

**Primary Contact**

First Name

Last Name

Email

Phone (Work)   
(800) 555-1212

Phone (Mobile)   
(800) 555-1212

[Select Vendor from Accounts](#)

4. Contact information is optional. Click on Save

5. You are now on the proposal tab. Click the plus sign next to the advertiser

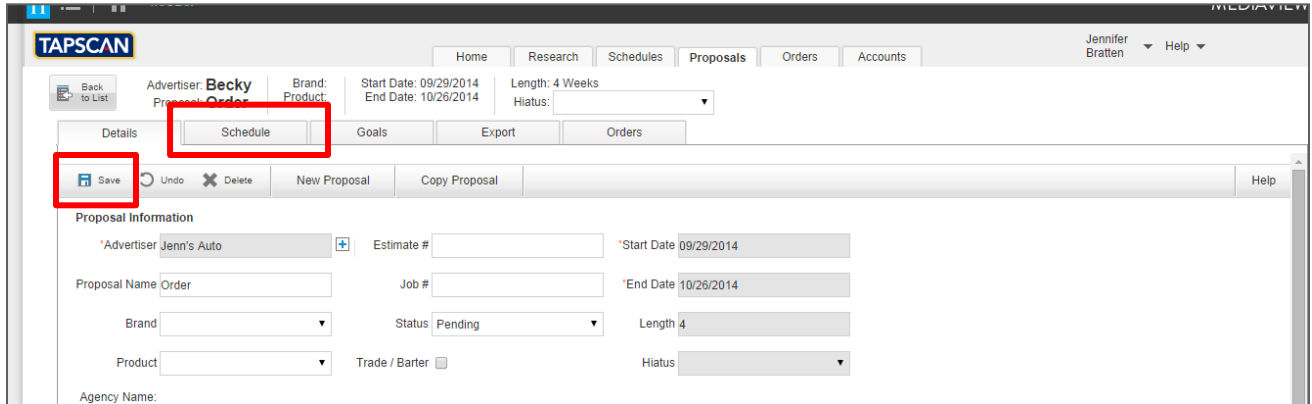
The screenshot shows the TAPSCAN web application interface. At the top, there are navigation tabs: Home, Research, Schedules, **Proposals**, Orders, and Accounts. Below the navigation, there are fields for Advertiser (Proposal: Order), Brand, Start Date (09/29/2014), End Date (10/26/2014), Length (4 Weeks), and Hiatus. The 'Proposals' tab is active, and the 'Advertiser' field in the 'Proposal Information' section is highlighted with a red box. The 'Advertiser' field has a plus sign next to it, indicating where to click to add a new advertiser.

The screenshot shows the TAPSCAN web application interface with a modal window open. The modal window displays a table of advertisers. The 'Add New' button at the bottom of the modal is highlighted with a red box. The table has the following data:

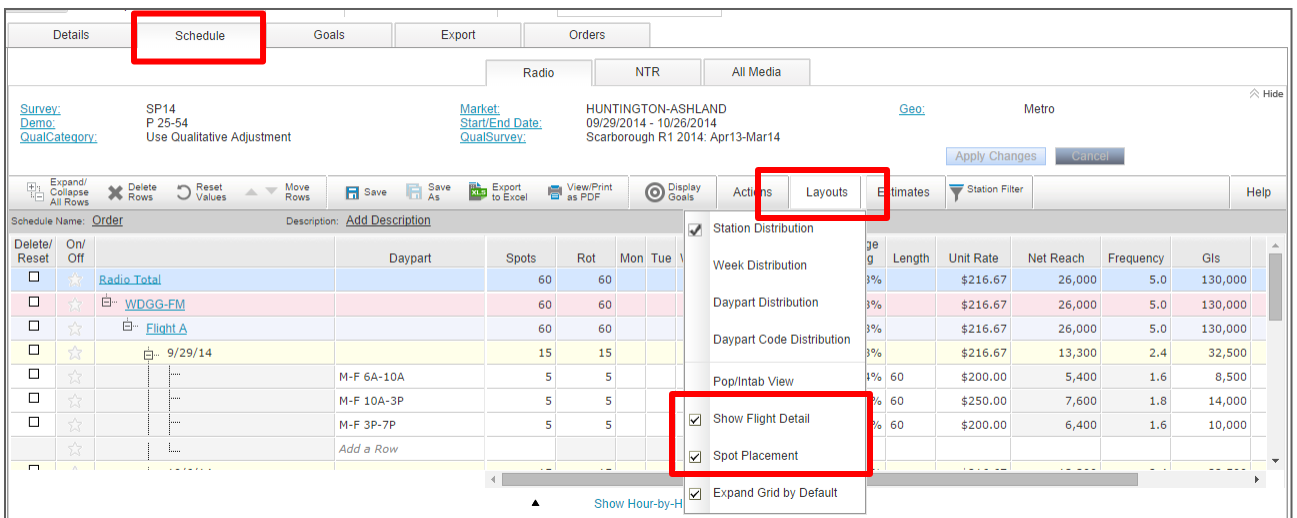
Advertiser Name	Advertiser Source	Advertiser Type	Agency Name
Becky	Direct	Local	
Jenn's Auto	Direct	Local	
Jerry's	Direct	Local	

6. Select the advertiser or add a new one. Click OK

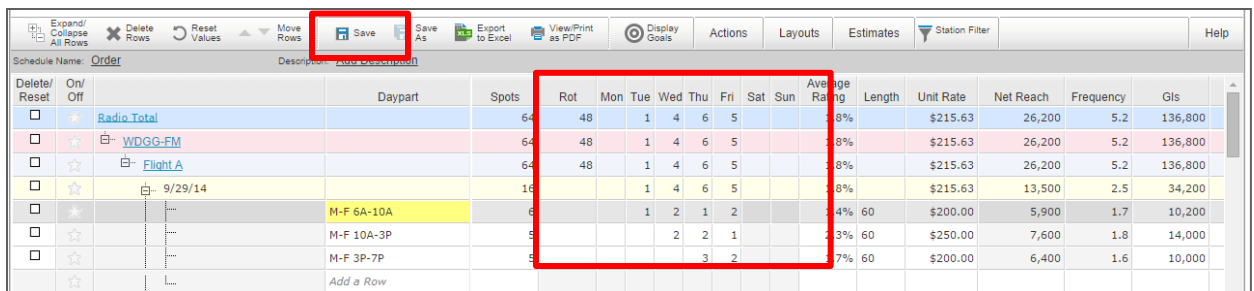
## 7. Click Save and move to the schedule tab



8. To manually place spots, check 'show flight detail' and 'spot placement'. For rotators skip this step.



8. Enter spots by day and save



## 8. Click 'Actions' and 'Create Order'

Back to List | Advertiser: **Jenn's Auto** | Brand: Product: | Start Date: 09/29/2014 | Length: 4 Weeks  
 Proposal: **Order** | End Date: 10/26/2014 | Hiatus:

Details | Schedule | Goals | Export | Orders

Radio | NTR | All Media

Survey: SP14 | Market: HUNTINGTON-ASHLAND | Geo: Metro  
 Demo: P 25-54 | Start/End Date: 09/29/2014 - 10/26/2014  
 QualCategory: Use Qualitative Adjustment | QualSurvey: Scarborough R1 2014: Apr13-Mar14

Apply Changes | Cancel

Expand/Collapse All Rows | Delete Rows | Reset Values | Move Rows | Save | Save As | Export to Excel | View/Print as PDF | Display Goals | Actions | Layouts | Estimates | Station Filter | Help

Schedule Name: **Order** | Description: **Add Description**

Delete/Reset	On/Off	Daypart	Spots	Rot	Average Rating	Length	Unit Rate	Net Reach	Frequency	Gis
<input type="checkbox"/>	★	Radio Total	64		1.8%		\$215.63	26,200	5.2	136,800
<input type="checkbox"/>	★	WDDG-FM	64		1.8%		\$215.63	26,200	5.2	136,800
<input type="checkbox"/>	★	Flight A	64		1.8%		\$215.63	26,200	5.2	136,800
<input type="checkbox"/>	★	9/29/14	16		1.8%		\$215.63	13,500	2.5	34,200
<input type="checkbox"/>	★	M-F 6A-10A	6		1.4%	60	\$200.00	5,900	1.7	10,200
<input type="checkbox"/>	★	M-F 10A-3P	5		2.3%	60	\$250.00	7,600	1.8	14,000
<input type="checkbox"/>	★	M-F 3P-7P	5		1.7%	60	\$200.00	6,400	1.6	10,000
Add a Row										

Context Menu: Add Flights, Modify Stations, **Create Order**

Choose Vendors to Order | Help

Available	Selected
<input checked="" type="checkbox"/> Vendor <input checked="" type="checkbox"/> WDDG-FM	<input checked="" type="checkbox"/> Vendor <input checked="" type="checkbox"/> WDDG-FM

OK | Cancel

9. Select vendor and click OK

10. Click Save

11. Click Go To Orders Tab

Create or Edit Order | Help

View Vendor: **WDDG-FM** | Order #: 108-r0 | Order(s) successfully created | Apply to All Vendors

Contact: Jenn Bratten	Job #: <input type="text"/>	Order Start Date: 9/30/2014
Advertiser: Jenn's Auto	Estimate #: <input type="text"/>	Order End Date: 10/24/2014
Brand: <input type="text"/>	Contract #: <input type="text"/>	Notes: <input type="text"/>
Product: <input type="text"/>	Net %: 0.0%	
Proposal: Order	Billing Calculations: Gross	
Revenue: Local	Order Type: Cash	

Save | Return to Schedule | **Go To Orders Tab**

# 8. Click on your order to view or print

TAPSCAN														Home		Research		Schedules		Proposals		Orders		Accounts		Jennifer Bratten		Help					
Orders														View/Print as PDF		Send to ME		Edit		Cancel		Delete		Refresh		Today: 9/16/2014		Show All Rows (Clears Search)		Search		Help	
Order #	Rev #	Order Status	Vendor	Advertiser	Proposal Name	Gross Cost	Media	Market	Survey	Order Type	Start Date	End Date	Transfer Status/Date	Created																			
<a href="#">108</a>	0	Incomplete	WDGG-FM	Jenn's Auto	<a href="#">Order</a>	\$13,800.00	RADIO	HUNTINGT	SP14	Cash	9/30/2014	10/24/2014		9/16/2014 1:5																			
<a href="#">106</a>	0	Incomplete	WDGG-FM	Jenn's Auto	<a href="#">Order</a>	\$6,500.00	RADIO	HUNTINGT	SP14	Cash	9/29/2014	10/3/2014		9/15/2014 3:3																			
<a href="#">105</a>	0	Incomplete	KAMX-FM	Becky	<a href="#">Test</a>	\$0.00	RADIO	AUSTIN	AUG14	Cash	9/29/2014	10/26/2014		9/15/2014 2:3																			
<a href="#">104</a>	0	Complete	KMZT-AM	Becky	<a href="#">LEGAL SERVICES</a>	\$0.00	RADIO	LOS ANGEL	JUL14	Cash	8/25/2014	9/21/2014		8/22/2014 10:																			

929 B Government Baton Rouge, Texas 77095 Phone :(214) 674-2411	Media Buyer: Jenn Bratten Phone: (214) 674-2411 Email:	Advertiser: Jenn's Auto Proposal: Order Brand: Product:	Job#:	Date Created: 9/16/2014
Vendor: WDGG-FM Vendor Rep: Jennifer Bratten Phone: (214) 674-2411	Market: HUNTINGTON-ASHLAND Survey: SP14	Estimate#:	Contract#:	Order Status <input checked="" type="checkbox"/> New Order <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Cancel <input type="checkbox"/> Trade <input type="checkbox"/> Revised-Replaces & Supercedes
Flight Dates Start Date: 9/30/2014 End Date: 10/24/2014				

#	Spot Len	Daypart	Daypart Code	Daypart Title	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Spots	Unit Rate	Total Cost	
<b>Week 1 (Sep 29 - Oct 5)</b>																
1	60	M-F 6A-10A	AM	Morning Drive	0	0	1	2	1	2	0	0	6	\$200.00	\$1,200.00	
2	60	M-F 10A-3P	MD	Midday	0	0	0	2	2	1	0	0	5	\$250.00	\$1,250.00	
3	60	M-F 3P-7P	PM	Afternoon Drive	0	0	0	0	3	2	0	0	5	\$200.00	\$1,000.00	
<b>Weekly Totals:</b>																
						0	0	1	4	6	5	0	0	16	\$215.63	\$3,450.00
<b>Weeks 2 - 4 (Oct 6 - 26)</b>																
4	60	M-F 6A-10A	AM	Morning Drive	6	0	0	0	0	0	0	0	6	\$200.00	\$1,200.00	
5	60	M-F 10A-3P	MD	Midday	5	0	0	0	0	0	0	0	5	\$250.00	\$1,250.00	
6	60	M-F 3P-7P	PM	Afternoon Drive	5	0	0	0	0	0	0	0	5	\$200.00	\$1,000.00	
<b>Weekly Totals:</b>																
						16	0	0	0	0	0	0	16	\$215.63	\$3,450.00	
<b>Order Totals:</b>						48	0	1	4	6	5	0	0	64	\$215.63	\$13,800.00

**WDGG-FM Totals**

	Total Spots	Unit Rate	Total Cost	GRP/GRts	Gls	Reach	Freq	Gross CPP	Gross CPM
WDGG-FM	64	\$215.63	\$13,800.00	113.6	136,800	26,200	5.2	\$121.48	\$102.68

**Weekly Totals**

	Total Spots	Unit Rate	Total Cost	GRP/GRts	Gls	Reach	Freq	Gross CPP	Gross CPM
Week 1 (Sep 29 - Oct 5)	16	\$215.63	\$3,450.00	28.4	34,200	13,500	2.5	\$121.48	\$102.68
Week 2 (Oct 6 - 12)	16	\$215.63	\$3,450.00	28.4	34,200	13,500	2.5	\$121.48	\$102.68
Week 3 (Oct 13 - 19)	16	\$215.63	\$3,450.00	28.4	34,200	13,500	2.5	\$121.48	\$102.68
Week 4 (Oct 20 - 26)	16	\$215.63	\$3,450.00	28.4	34,200	13,500	2.5	\$121.48	\$102.68

**Monthly Broadcast Totals**

	Total Spots	Unit Rate	Total Cost	GRP/GRts	Gls	Reach	Freq	Gross CPP	Gross CPM
Oct 2014	64	\$215.63	\$13,800.00	113.6	136,800			\$121.48	\$102.68

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