



December 2009 Training Schedule

Class Descriptions

Intro to Media

If you are new to the media business and need to get a handle on the terms that are thrown around the station, INTRO TO MEDIA is the class. We recommend this class to those new to media before they take Beginner Flight Plan or other classes. It's an introduction of terms and uses of our system.

Beginner Flight Plan

Designed for AE's new to our software. This class covers the basics of building simple Avails, Plans and Orders.

Advanced Flight Plan

Learn to create an annual proposal, then work through the short cuts that will make you an expert user of TvSCAN

Trender – Ranker

Packaging with ads on a station website has become standard place. Learn how to use the Internet Module within TvSCAN.

Auto Posting

Posting schedules is part of many buys, especially agency buys. Learn not only how to build a post from scratch, but how to load one from a traffic system and know how to interpret and manipulate data so that an advertiser sees the true results of a schedule on your station.

Date	Classes Week 1	
Tues, Dec 1 st	9:00am MST – Intro to Media	Register
Wed, Dec 2 nd	9:00am MST – Beginner Flight Plan	Register
Thur, Dec 3 rd	9:00am MST – Advanced Flight Plan	Register
Date	Classes Week 2	
Tues, Dec 8 th	2:00pm MST – Trender / Ranker	Register
Wed, Dec 9 th	2:00pm MST – Auto Post	Register
Thur, Dec 10 th	2:00pm MST – Selling Against Cable	Register
Date	Classes Week 3	
Tues, Dec 15 th	9:00am MST – Beginner Flight Plan	Register
Wed, Dec 16 th	9:00am MST – Advanced Flight Plan	Register
Thur, Dec 17 th	2:00pm MST – Trender / Ranker	Register

Inventory Training

Inventory training is offered on an individual basis. For instruction creating or maintaining inventory email: fbenton@marketron.com

Training Updates

If you would like to know when the training schedules are updated email: fbenton@marketron.com

You will receive the monthly training schedules once a month so that you can more easily plan your schedule.

CLASSES ARE FREE
CLICK HERE TO REGISTER