



February 2010 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.



With the launch of TVB's e-port system there are lots of questions about electronic transfers. If you're confused, take this class to get an understanding of our WebAvails. How to activate it, how to use it and how the WebAvails are being used.

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, Feb 2 nd	2:00pm MST – Trender / Ranker
Thur, Feb 4 th	2:00pm MST – Intro to Media
Date	Classes Week 2
Tues, Feb 9 th	9:00am MST – Intro to Media
Wed, Feb 10 th	9:00am MST – Beginner Flight Plan
Thur, Feb 11 th	9:00am MST – Advanced Flight Plan
Date	Classes Week 3
Tues, Feb 16 th	2:00pm MST – Auto Posting
Wed, Feb 17 th	2:00pm MST – Trender / Ranker
Thur, Feb 18 th	2:00pm MST – Beginner Flight Plan
Date	Classes Week 4
Tues, Feb 23 rd	9:00am MST – Qualitap
Wed, Feb 24 th	9:00am MST – Internet Module
Thur, Feb 25 th	9:00am MST – Web Avails / Electronic Transfer

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.

Inventory Training

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

CLASSES ARE FREE
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