



# January 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.

### 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

### 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, Jan 5 <sup>th</sup>	2:00pm MST – Intro to Media	<a href="#">Register</a>
Wed, Jan 6 <sup>th</sup>	2:00pm MST – Beginner Flight Plan	<a href="#">Register</a>
Thur, Jan 7 <sup>th</sup>	2:00pm MST – Advanced Flight Plan	<a href="#">Register</a>
Date	Classes Week 2	
Tues, Jan 12 <sup>th</sup>	9:00am MST – Trender / Ranker	<a href="#">Register</a>
Wed, Jan 13 <sup>th</sup>	9:00am MST – Auto Post	<a href="#">Register</a>
Thur, Jan 14 <sup>th</sup>	9:00am MST – Selling Against Cable	<a href="#">Register</a>
Date	Classes Week 3	
Tues, Jan 19 <sup>th</sup>	2:00pm MST – Intro to Media	<a href="#">Register</a>
Wed, Jan 20 <sup>th</sup>	2:00pm MST – Beginner Flight Plan	<a href="#">Register</a>
Thur, Jan 21 <sup>st</sup>	2:00pm MST – Advanced Flight Plan	<a href="#">Register</a>
Date	Classes Week 4	
Tues, Jan 26 <sup>th</sup>	9:00am MST – RSP / Market Spending	<a href="#">Register</a>
Wed, Jan 27 <sup>th</sup>	9:00am MST – Qualitap	<a href="#">Register</a>
Thur, Jan 28 <sup>st</sup>	9:00am MST – Trender / Ranker	<a href="#">Register</a>

### Training Updates

If you would like to know when the training schedules are updated email: [fbenton@marketron.com](mailto: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](mailto:fbenton@marketron.com)

**CLASSES ARE FREE**  
**CLICK HERE TO**  
**REGISTER**