



November 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.

Internet Web Module

Station website sales are a part of many advertising proposals. Learn how to build WEB schedules and print combinations of WEB and TV Schedules.

Date	Classes Week 1	
Tues, Nov 3 rd	2:00pm MST – Selling Against Cable	Register
Wed, Nov 4 th	2:00pm MST – RSP / Market Spending	Register
Thur, Nov 5 th	2:00pm MST – Auto Post	Register
Date	Classes Week 2	
Tues, Nov 10 th	9:00am MST - Intro to Media	Register
Wed, Nov 11 th	9:00am MST – Beginner Flight Plan	Register
Thur, Nov 12 th	9:00am MST – Advanced Flight Plan	Register
Date	Classes Week 3	
Tues, Nov 17 th	2:00pm MST – Trender / Ranker	Register
Wed, Nov 18 th	2:00pm MST – Web Module	Register
Thur, Nov 19 th	2:00pm MST – Beginner Flight Plan	Register
Date	Week of Thanksgiving	
Nov 23 rd – Nov 27 th	No Classes	

Individual Inventory Training

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

Research on Demand

Maintaining a station's inventory is vitally important to the use of TvSCAN. Inventory is the database of information that is used to build most proposals in TvSCAN. Due to tighter budgets many stations don't have the personnel to maintain their Inventory properly. Let us handle that job for you, ask your sales rep about RESEARCH ON DEMAND today!

CLASSES ARE FREE
CLICK HERE TO
REGISTER