



September 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, Sept 1 st	9:00am MST Intro to Media	Register
	2:00pm MST Beginner Flight Plan	Register
Thur, Sept 3 rd	9:00am MST Beginner Flight Plan	Register
	2:00pm MST Advanced Flight Plan	Register
Date	Classes Week 2	
Tues, Sep 8 th	2:00pm MST Trender & Ranker	Register
Wed, Sept 9 th	2:00pm MST – Auto Posting	Register
Thur, Sept 10 th	2:00pm MST – RSP / Market Spending	Register
Date	Classes Week 3	
Tues, Sept 15 th	9:00am MST – Intro to Media	Register
Wed, Sept 16 th	9:00am MST – Beginner Flight Plan	Register
Thur, Sept 17 th	9:00am MST – Advanced Flight Plan	Register
Date	Classes Week 4	
Tues, Sept 22 nd	2:00pm MST – Qualitap	Register
Wed, Sept 23 rd	2:00pm MST – RSP / Market Spending	Register
Thur, Sept 24 th	2:00pm MST – Internet Module	Register
Date	Classes Week 5	
Tues, Sept 29 th	9:00am MST Beginner Flight Plan	Register
	2:00pm MST Advanced Flight Plan	Register

Inventory Training

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

CLASSES ARE FREE
CLICK HERE TO
REGISTER