



## What's New in Marketron TvSCAN V6.9

### ***Web Plan Creates Schedules Just for Web Ads***

You can now create schedules just for your web ads. You can go straight to a worksheet for web ads and create schedules without all the television information included. The same totals and Web Summary report as in Flight Plan are displayed.

### ***Editing CPM for Web Ads Can Recalculate Rates or Impressions***

This option allows you to choose whether changing the CPM for a line will recalculate the rate or the weekly impressions. Just click on the method you want to use. This option is available in both the Web tab of Flight Plan and the new Web Plan module.

### ***Web Ads Allow Multiple Types & Sizes***

You can now include packaged web ads in schedules that include multiple ad types and sizes. You can define these new ad packages in Web Inventory, or you can include them as one-time-only items in schedules.

### ***Web Ad Source Notation on Printed Reports***

You can enter sourcing information that will be included in the footnotes of the Web Summary report.

### ***Import Web Plans into Flight Plan***

Schedules created in the new Web Plan module can be imported into Flight Plan later to include with a television schedule.

### ***Clone Web Plans***

You can clone saved web schedules just like in Flight Plan.

### ***Cloned Inventory Items Added Right Below Original***

When cloning a line of inventory, the new item is added directly below the item that was cloned instead of being added to the bottom of the list.

### ***Customizable Menu Displays Just the Buttons You Want***

You can add and remove buttons from the Main Menu to include just the modules you use.

### ***New Live +3 Data for May Release***

We have revised TvSCAN in anticipation of the new Live +3 data to be released in May by Nielsen for set meter and LPM markets. The surveys are now listed with designators to differentiate between the three "data streams." Live +7 data has no designator (ex. HDMA or PAV), Live +3 data has a "3" in the labels (ex. HDMA3, PAV3) and Live Only data has an "L" in the labels (ex. HDMAL or PAVL).

### ***Progress Bars for Imports in Post***

We have added progress bars when importing invoices or posted spot files to indicate the files are loading.

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If you need assistance, please contact Marketron Broadcast Solutions HelpLine  
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