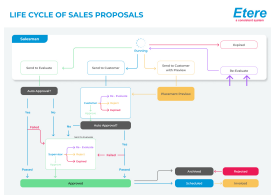


ETERE AIRSALES INTEGRATED ACCOUNTING

Featuring an intuitive interface, the Etere Airsales system empowers users to effortlessly create comprehensive proposals for advertisements, streamlining the process from start to finish.

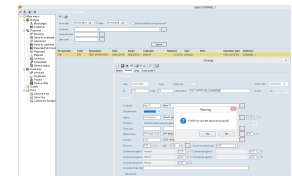


Life Cycle of Sales
Proposal

Etere Airsales' integrated accounting system offers a seamless end-to-end process that encompasses invoicing for both pre-paid and post-paid advertisements, efficient payment tracking through daily, weekly, and month-end reports, as well as streamlined management of agency and Account Executive commissions. It facilitates proactive oversight of credit limits and stops, effective cash aging, handling of advances and collections, automated generation and emailing of PDF invoices, and export to external accounting systems. Additionally, it ensures as-run reconciliation post-broadcast automation, delivering a comprehensive solution for accounting and financial management.

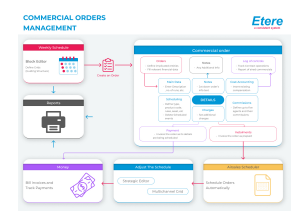
Proposal Management

- ☐ Single and multi-year orders for primary and secondary events
- ☐ Detailed information (for example, product, channels, discounts, surcharges)
- ☐ Scheduling rules for automatic campaign planning
- ☐ Approval control of contract discrepancies
- ☐ Financial data (tax codes, payment terms, commissions)
- ☐ Rate cards per time slot, channel, and customer
- ☐ User rights management, even for complex organisational structures
- ☐ Proposals evaluation, monitoring, and management



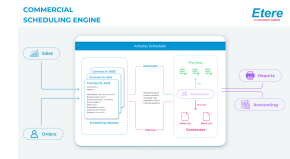
Commercial Management

- ☐ Multiple assets (for example, different channels or periods) proposal creations
- ☐ Detailed and customized sales proposals according to customer specifications
- ☐ Flexible schedule grids
- ☐ Key booking features such as automatic pricing based on time of the day (for example, breakfast, lunch, dinner, and late night)
- ☐ Automatic spot placement based on critical scheduling criteria (i.e., top, bottom, priority, rotation, or optimization)
- ☐ Elaborate proposals and generated orders for commercials
- ☐ Schedule commercials automatically, saving time and resources



Orders Management

- ☐ Commercial order to calculate and report costs and revenue generated from selling commercial slots
- ☐ Commissioning and planning of commercial activity
- ☐ Professionally generated commercial orders
- ☐ Efficient management, maximizing productivity, and air time planning
- ☐ Manage Accounts Executive data and paid a commission
- ☐ Insert multiple order lines for each order
- ☐ Invoice scheduled events either manually or automatically
- ☐ Settle invoice deadlines and Account Executive payments



On-Demand Report Export and Print

The Reports section offers highly customizable features to streamline data consultation during proposal management. Key highlights include:

- ☐ Sales reports are generated using the web-based Etere Reporting Service
- ☐ Print and export in the most common formats, including PDF, CSV, DOC, XLS, and XML
- ☐ Price List Grid Report allows custom document creation that details the scheduling structure used for proposals within a specific date range
- ☐ Account Executive AsRun Report provides a detailed document containing all the events sold
- ☐ Filter by period, customer, and order, as well as specify essential information such as the date, time, duration and status
- ☐ Access to more than 150 customisable report templates

The screenshot shows a 'Price list classification' report. It features a table with columns: Time, Week, Priority, and a grid of classification codes (e.g., 10000000, 10000001, etc.). The data is organized into rows, with some cells containing numerical values and others containing text descriptions.