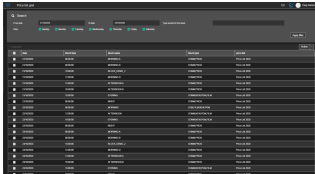# EA1450 ETERE RADIO AIRSALES LITE

Etere Airsales Lite is an integrated software solution featuring all the software tools you need to manage radio commercial planning and program schedules.
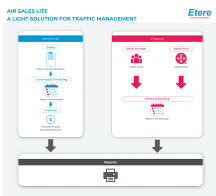

Airsales price list grid

Etere Radio Airsales Lite is a streamlined, efficient and robust solution for radio stations. It is specifically designed for the easy management and scheduling of commercials for radio programs.

Etere Airsales Lite, as its name suggests, is a "lighter" version of Etere Airsales. Its versatile characteristics also make it a suitable solution for systematic scheduling of any other program type, which runs several times over a long period (e.g., radio ad campaigns). Etere Airsales Lite provides customers with an effective solution to manage advertisement campaigns for radios.

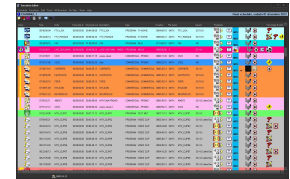Air Sales Lite Diagram

Air Sales Lite

Key Features

☐ One fixed Price for a particular program
☐ Multiple fixed Prices for the same frame
☐ Commercial planning
☐ Program planning
☐ Promo
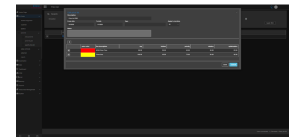☐ Accounting

Commercial Planning

Etere Airsales Lite is a simple commercial planning module with all the essential features to schedule commercial events, including invoicing. It includes key features in commercial planning, including managing timeslots and rotation tables based on a fixed schedule. Moreover, Etere Airsales Lite can be seamlessly integrated with Etere Executive Scheduling, the module stations used to create schedules in advance, including secondary events, and perform last-minute changes directly on running programs.

Accounting System

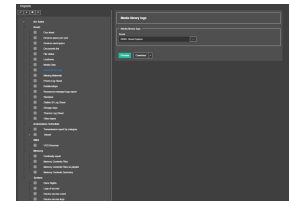Invoice commercial orders and reconcile them with the accounting system:
☐ Payments track with daily, weekly, and month-end reporting capabilities
☐ Integrated invoicing system aligned with the entire scheduling
☐ Pre-paid and post-paid manual/automatic invoicing
☐ Simplify payment processing, including lockbox imports
☐ Agencies and Accounts Executive commissions management
☐ Export to the external accounting system

Reporting Service

Etere Airsales Lite is tightly integrated with Etere Reporting Services. This solution permits the leverage of all key features of a web-based reporting server focused on simplifying the process of creating and editing reports by including the following features:
☐ Business on-demand reports on commercial planning
☐ Automatic mailing of business snapshots for a quick overview
☐ Fully based on Microsoft Reporting Services for maximum flexibility
☐ Embedded report manager fully integrated to create your reports
☐ Integration with Excel spreadsheets for easy custom statistics
☐ Rating comparisons of expected and actual audience analytics

Etere Ecosystem Integration

Etere Airsales Lite integrates seamlessly with modules across the Etere Ecosystem, including
☐ Etere Memory, for an easy visual as-run log control
☐ Etere Executive Scheduling to view scheduling and traffic data
☐ Etere Media Management, to transfer scheduled video to online servers
☐ Etere Loudness Control, to check the compliance of audio levels
☐ Etere Web, to get real-time access at any time and from any location
☐ Etere Promo Placement, to manage the entire promo activity