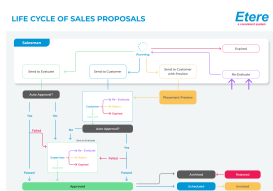


ETERE AIRSALES INTEGRATED ACCOUNTING

With a user-friendly interface, users can create a complete proposal through the integrated and user-friendly Etere Airsales system.

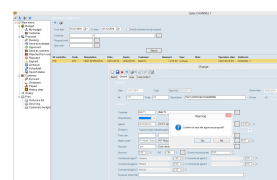


Life Cycle of Sales
Proposal

Etere Airsales integrated accounting enables an end-to-end process including invoicing of pre-paid and post-paid advertisements, payment tracking with daily, weekly and month-end reports, agencies and Account Executive commission management, proactive management of credit limits and credit stops, effective cash ageing, advances and collections, automatic generation and e-mailing of PDF invoices, export to external accounting system and as-run reconciliation after broadcast automation.

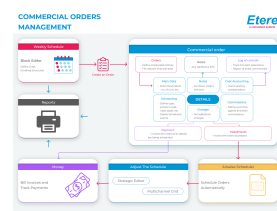
Proposal Management

- ☐ 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

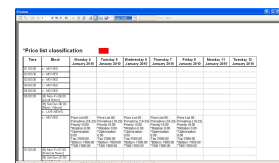
- ☐ Commercial order to calculate and report costs and revenue generated from selling commercial slots
- ☐ Commissioning and planning of commercial activity
- ☐ Professionally generated commercial orders
- ☐ Efficient management, maximizing productivity, and air time planning
- ☐ Manage Accounts Executive 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 contains customisable reports to streamline data consultation during proposal management.

- ☐ 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

A screenshot of the 'Price List Grid Report' interface. It displays a large, multi-column table with various data points related to scheduling and pricing. The table includes columns for 'Time', 'Week', 'Priority', 'Status', 'Channel', 'Order', 'Product', 'Price', 'Duration', 'Start Date', and 'End Date'. The data is organized into rows, with some rows highlighted in yellow and others in white, providing a clear visual structure for the information presented.