

PLATFORM OVERVIEW



Welcome to MediaForce

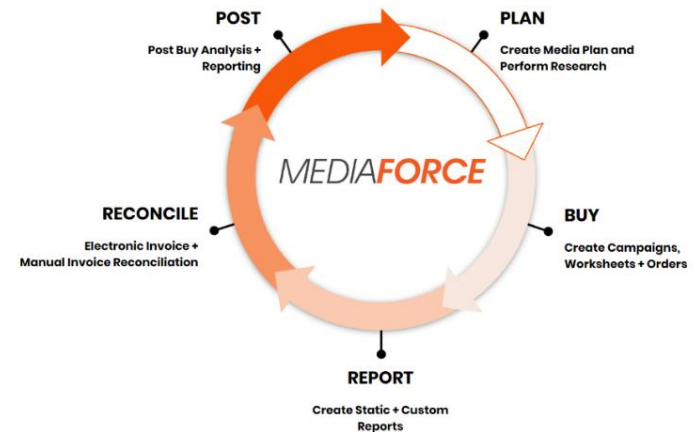
MediaForce is a **fully integrated and affordable** media planning and buying platform that allows the user to research, build, place, track and maintain their media buys from start to finish.

MediaForce follows the standard **media buy cycle** while utilizing the newest technical advancements in the advertising industry such as electronic avails and invoicing.

We **integrate** with a variety of industry partners, including Nielsen and Comscore or you can also use MediaForce manually, without a ratings subscription. We also offer digital integrations with platforms like Google Analytics and Centro Basis DSP.

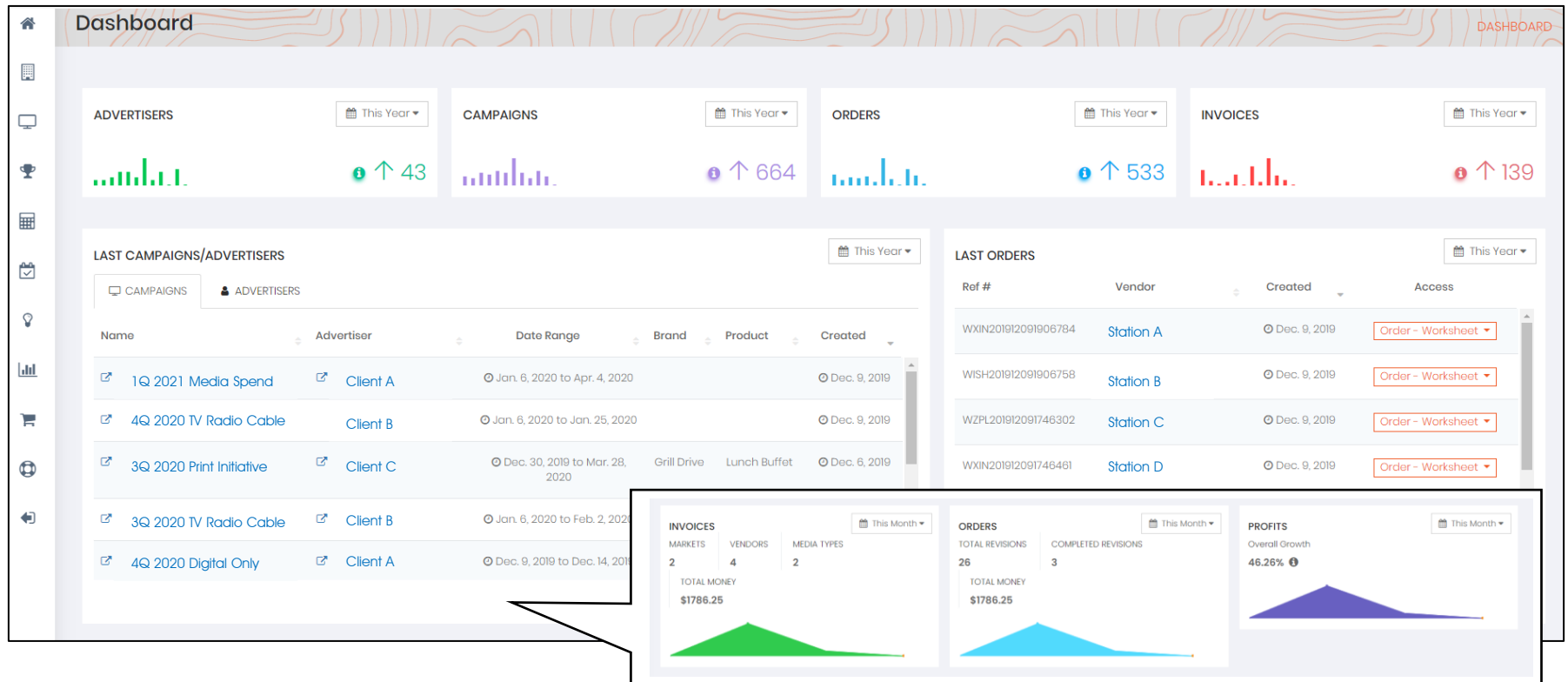
Our fully supported **cloud based** servers allow you to use MediaForce 100% remotely with only an internet connection and Google Chrome browser.

If you are an **Advertising Agency** or **Advertiser** with an internal marketing department, let MediaForce help you execute your media plans and media buys with incredible ease, providing upward mobility for your company and your clients.



Integrated Dashboard

The **Dashboard** is the first thing you see as you log into the web-based platform. This executive overview gives you a snapshot of everything going on in the system at any given time. Monitor your client media spend and recall recent campaigns in an instant while tracking recent orders and comparing metrics across various time frames.



Media Planner

Before creating a media buy, utilize the **Media Planner** tool to organize your dollars and GRPs and set up goals for your campaigns. Here you can input market CPP goals and play with the media mix function to optimize your client's spending. You can also easily generate presentation-ready flowcharts and spreadsheets from this module.

Media PlannerDASHBOARD / WEEKLY MEDIA PLANNER / PLANNER

January - March 2020

Select Time Period

Change View

\$ Budget

Market Planner

Reset Filter

Export

Report

Hide/Show Columns

autonation

Previous Quarter

Next Quarter

CAMPAIGN	ADVERTISER	START	END	BUDGET	COMPLETED %	30	06	13	27	TOTAL
<input checked="" type="checkbox"/> AUTONATION 2020 MEDI...	ABC Auto	12/30/2019	12/27/2020	\$1,000,000.00	30389.2	\$86,525.00	\$110,550.00	\$115,500.00	\$113,050.00	\$1,445,625.00

Market Planner

AUTONATION 2020 MEDIA PLAN

12/30/2019 - 12/27/2020

Export

MARKET	MONTH	TELEVISION	RADIO	O&H	PRINT	DIGITAL	MARKET TOTAL
DMA Birmingham (Ann and Tus...	January	\$140,175.00	\$26,000.00	\$182,000.00	\$67,500.00	\$2	\$428,175.00
DMA Birmingham (Ann and Tus...	February	\$180,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	March	\$200,250.00	\$32,500.00	\$227,500.00	\$75,000.00	\$3	\$565,250.00
DMA Birmingham (Ann and Tus...	April	\$180,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	May	\$200,250.00	\$32,500.00	\$227,500.00	\$75,000.00	\$3	\$565,250.00
DMA Birmingham (Ann and Tus...	June	\$180,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	July	\$180,200.00	\$26,000.00	\$182,000.00	\$52,500.00	\$2	\$441,700.00
DMA Birmingham (Ann and Tus...	August	\$200,250.00	\$32,500.00	\$227,500.00	\$75,000.00	\$3	\$565,250.00
DMA Birmingham (Ann and Tus...	September	\$180,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	October	\$180,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	November	\$200,250.00	\$32,500.00	\$227,500.00	\$75,000.00	\$3	\$565,250.00
DMA Birmingham (Ann and Tus...	December	\$180,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Mobile-Pensacola (ft Walt)	January						\$0.00

Close

Media Plan Jan 2020 - Dec 2020

Birmingham (ann And Tusc)

TELEVISION

AutoNation

Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020
\$140,175.00	\$160,200.00	\$200,250.00	\$160,200.00	\$200,250.00
\$140,175.00	\$160,200.00	\$200,250.00	\$160,200.00	\$200,250.00

RADIO

AutoNation

Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020
\$26,000.00	\$26,000.00	\$32,500.00	\$26,000.00	\$32,500.00
\$26,000.00	\$26,000.00	\$32,500.00	\$26,000.00	\$32,500.00

DIGITAL

Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020
\$67,500.00	\$60,000.00	\$75,000.00	\$60,000.00	\$75,000.00
\$67,500.00	\$60,000.00	\$75,000.00	\$60,000.00	\$75,000.00

Research Analytics: TV, Radio & Cable

With **Nielsen** and/or **Comscore Integrations**, you can create a variety of research reports quickly and easily. Look at trends, audience composition and quickly create client-friendly charts and graphs from the data pulls.

[n Nielsen Ratings](#)

[Dashboard](#)

TELEVISION

[Station Ranker](#)

[PAV Ranker](#)

[AQH Audience Composition](#)

[AQH Market Composition](#)

RADIO

[Station Ranker](#)

[AQH Audience Composition](#)

[Cume Audience Composition](#)

[AQH Market Composition](#)

Television Ratings Ranker

Green Bay-Appleton 08/24/20

Export Ranker
Custom Charts

Go to Configuration
Show/Hide Columns

Green Bay-Appleton
P25-54
By Hour
Generated 08/24/20 10:20 AM

GROUP	DAY	PROJECTION 2/2020; L1				SHARE 3/2020; L1			
		P25-54	322810	THOUSAN...	PROGRAM	P25-54	322810	THOUSAN...	PROGRAM
WDJT-TV 58.1 (5)		0	0	1		0			
WBAY-TV 21 (5)		1.1				1			
	Monday	1							
	Tuesday	1.1							
	Wednesday	1.1							
	Thursday	1.3							
	Friday	1.2							
WLUK-TV 11.1 (5)		1.3							
	Monday	1.4							
	Tuesday	1.3							
	Wednesday	1.3							
	Thursday	1.3							
	Friday	1.2							
WFRV-TV 5.1 (5)		0.2							
WGBA-TV 26.1 (5)		0.2							
WACY-TV 32.1 (5)		0							
WCWF 14.1 (5)		0.1							
WGBA-TV 26.2 (5)		0							

Television Ratings Ranker Charts

3/2020; L1 (REFERENCE)

Click the slices to view Ratings by hour.

WBAY-TV 21
WLUK-TV 11.1
WFRV-TV 5.1
WGBA-TV 26.1
WFRV-TV 5.2

GaleForce Digital Inc.

ACTN2 NWS-5:30
ACTN2 NWS-5:30
ACTN2 NWS-5:30
ACTN2 NWS-5:30
ACTN2 NWS-5:30

16
15
17
18
15

GOOD DAY W5-6A
GOOD DAY W5-6A
GOOD DAY W5-6A
GOOD DAY W5-6A
GOOD DAY W5-6A

18
21
18
19
22

0.1
0.1
0
0.1
0

2
2
1
1
0

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Quick Access Order: Generating the IO

Create a form template for easy **Order** generation and send client IOs directly to vendors via the Orders application. Orders can be exported for export to a variety of accounting system packages to track client spend.

The screenshot displays the 'Orders' application interface. At the top, a blue banner reads 'CLICK HERE TO CREATE AN ORDER'. Below this, a toolbar includes 'Select All', 'Deselect All', 'Download', and 'Accounting Exports'. A search bar labeled 'SEARCH ORDERS' and a 'Show 10 entries' dropdown are also present. The main table lists orders with columns for Ref #, Vendor, Worksheet Version, Sent to Vendor, and Sent to Accounting. Each row includes action buttons: 'Go to Worksheet', 'Cancel', 'Export', and 'View/Send'. A callout bubble points to the 'View/Send' button for the first order, which opens a 'Send Order' modal. This modal shows the order details and provides a form to enter the recipient's email and agency information. Another callout bubble points to the 'Cancel' button for the first order, which opens a 'Cancel Order' modal. This modal shows the order details and provides a form to enter the reason for cancellation.

Orders

[CLICK HERE TO CREATE AN ORDER](#)

[Select All](#) [Deselect All](#) [Download](#) [Accounting Exports](#)

SEARCH ORDERS

Show 10 entries

Ref #	Vendor	Worksheet Version	Sent to Vendor	Sent to Accounting	
<input type="checkbox"/> Terr201908301451759	Terrestrial Radio	1	N/A	N/A	Go to Worksheet Cancel Export View/Send
<input type="checkbox"/> Synd201908301450814	Syndicated TV	1	N/A	N/A	Go to Worksheet Cancel Export View/Send
<input type="checkbox"/> Synd201908301450411	Syndicated Radio	1	N/A	N/A	Go to Worksheet Cancel Export View/Send
<input type="checkbox"/> Spot201908301450941	Spotify National	1	N/A	N/A	Go to Worksheet Cancel Export View/Send
<input type="checkbox"/> Regl201908301450789	Regional/Local Magazine	1	N/A	N/A	Go to Worksheet Cancel Export View/Send
<input type="checkbox"/> Prog201908301450713	Programmatic Display	1	N/A	N/A	Go to Worksheet Cancel Export View/Send
<input type="checkbox"/> Pand201908301450970	Pandora National	1	N/A	N/A	Go to Worksheet Cancel Export View/Send

Radio - National

Line Number	Time Period Days	Len	Gross Rate	Net Rate	Oct 07	Oct 14	Oct 21	Oct 28	Nov 04	Tot Spots	Gross Cost	Net Cost
1	6:00A to 12:00A MTWRF Sa Su	:15	\$1000000.00	\$1000000.00	1	1	1	1	1	5	\$5000000.00	\$5000000.00
					1	1	1	1	1	5	\$5,000,000.00	\$5,000,000.00

Owner Group:
ATTN: Sally Davenport
erin@galeforcedigital.com

Send Order

The Order will be sent to:

Rep Name + Email Here

Email signature:
Agency info

Copy to:

+ Add Copy

None

Add to email body

☐ Check here to include an Order XML file.

[Send](#) [Cancel](#)

Insertion Order Reconciliation

Enter invoices electronically or manually to track and reconcile against ordered media. Add value to client spend and ensure ROI by auditing **Media Invoices** thoroughly. MediaForce accept all EDI formats for broadcast media. Invoices can be exported for import to a variety of accounting system packages (Payables)

Manual Invoices

Advertiser:
SLALOM Client

Campaign:
THIS IS US

Market:
NATIONAL-National

☒ In process
☐ Archived

Reset

Search

STATION	ORDER#	REF. #	MONTH	REVL..	FLIGHT DATES	MARKET	CREATED	SP..	GROSS	NET	INVOICE#	INV. ID	DATE	SPOTS INV.	SCHEDULE \$\$
TERRESTRIAL RADIO	4474	Terr201908301451759	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	3000000.00	3000000.00				0	0.00
TERRESTRIAL RADIO	4474	Terr201908301451759	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	2000000.00	2000000.00				0	0.00
SYNDICATED TV	4473	Synd201908301450814	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
SYNDICATED TV	4473	Synd201908301450814	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00
SYNDICATED RADIO	4472	Synd201908301450411	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
SYNDICATED RADIO	4472	Synd201908301450411	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00
SPOTIFY NATIONAL	4471	Spot201908301450941	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	750000.00	750000.00				0	0.00
SPOTIFY NATIONAL	4471	Spot201908301450941	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	500000.00	500000.00				0	0.00
REGIONAL/LOCAL MAGA...	4470	Regi201908301450789	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
REGIONAL/LOCAL MAGA...	4470	Regi201908301450789	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00
PROGRAMMATIC DISPLAY	4469	Prog201908301450713	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
PROGRAMMATIC DISPLAY	4469	Prog201908301450713	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00
PANDORA NATIONAL	4468	Pand201908301450970	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
PANDORA NATIONAL	4468	Pand201908301450970	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00
PAID SOCIAL	4467	Paid201908301450457	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
PAID SOCIAL	4467	Paid201908301450457	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00
PAID SEARCH	4466	Paid201908301450361	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
PAID SEARCH	4466	Paid201908301450361	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00

Unmatched Lines

Select AllDeselect All

Change Time RangeReset MatchError Codes

NL	ID	DATE	DAY	TIME	LENGTH	RATE	APVD RATE	ERROR CODES	REMARK
<input type="checkbox"/>	428.	07/31/2019	W	05:59 AM	30	\$175.00	\$175.00	WT	
<input type="checkbox"/>	428.	08/01/2019	R	06:39 AM	30	\$175.00	\$175.00	EX	
<input type="checkbox"/>	428.	08/01/2019	R	06:28 PM	30	\$350.00	\$350.00	EX	

Match LinesUnmatch LinesUnmatch All Lines

Buy Lines

Hide/Show ColumnsDefault View

NL	T	W	R	F	S	U	START TIME	END TIME	LENGTH	RATING	RATE	SPOTS	VERIFIED
<input type="checkbox"/>	M	T	W	R	F	-	05:00 AM	05:00 AM	30	2.3	250.00	6	6
<input type="checkbox"/>	M	T	W	R	F	-	05:58 PM	05:58 PM	30	3.4	350.00	6	6
<input type="checkbox"/>	M	T	W	R	F	S	05:00 AM	01:00 AM	30	0.0	0.00	16	11

Invoice HeaderInvoice EntryOrder DetailsCopy InvoiceCloseHelp

Delivery: Post Buy Reconciliation

Provide delivered KPIs to your clients and showcase your Agency's strength in negotiation by utilizing the **Post-Buy** module within MediaForce. This module allows you to check for delivery accuracy across station, daypart and timeframes, determine CPP/CMP target achievement and ensure transparency from media vendors.

(This feature requires a ratings subscription from Nielsen and/or Comscore and is available for TV, Radio & Cable)

Post Report

☰ Totals 📺 Station Summary 📅 Week Summary ⌚ Daypart Summary 🛒 Buy Line Summary

📄 Export To ▼

OVERALL	ADS ORDERED	GROSS COST ORDERED	GRP ORDERED	CPP ORDERED	ADS APPROVED	GROSS COST APPROVED	GRP DELIVERED	CPP DELIVERED	GRP DIFF.	GRP DELIVERED %
	40	\$5,700.00	57.0	\$100.00	35	\$5,525.00	72.4	\$76.31	15.4	127.0
STATION	ADS ORDERED	GROSS COST ORDERED	GRP ORDERED	CPP ORDERED	ADS APPROVED	GROSS COST APPROVED	GRP DELIVERED	CPP DELIVERED	GRP DIFF.	GRP DELIVERED %
WKYT-TV 27.1	40	\$5,700.00	57.0							
WEEK	ADS ORDERED	GROSS COST ORDERED	GRP ORDERED	CPP ORDERED	ADS APPROVED	GROSS COST APPROVED	GRP DELIVERED	CPP DELIVERED	GRP DIFF.	GRP DELIVERED %
Jul 29, 2019	20	\$2,850.00	28.5							
Aug 05, 2019	20	\$2,850.00	28.5							
DAYPART	ADS ORDERED	GROSS COST ORDERED	GRP ORDERED	CPP ORDERED	ADS APPROVED	GROSS COST APPROVED	GRP DELIVERED	CPP DELIVERED	GRP DIFF.	GRP DELIVERED %
BS	16	\$0.00	0.0							
EM	12	\$2,100.00	22.8							
EN	6	\$1,500.00	13.8							
PA	6	\$2,100.00	20.4							

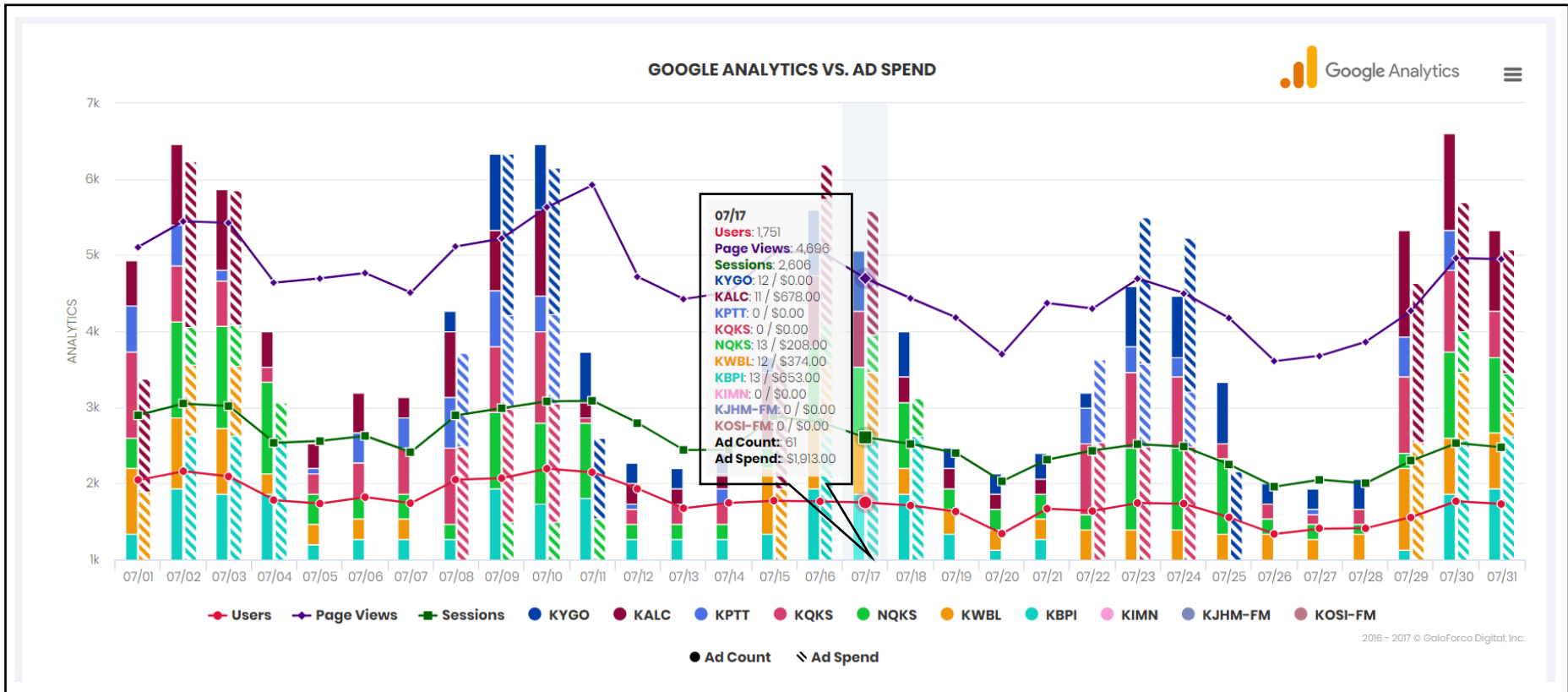
ADVERTISER: POST BUY TEST

BREAK AVG: 0

Program	Rate	SL	ISCI	Week	Exp- RTG	DMA P25-54 CPP	DMA P25-54 RTG	CPP
EYEWIT MORN 5A	\$25	:30		01/06/2020	0.7	\$35.71	0.6	\$42.76
EYEWIT MORN 5A	\$25	:30		01/06/2020	0.7	\$35.71	0.6	\$44.43
GD MRN AMR-ABC	\$25	:30		01/06/2020	1.4	\$17.86	0.8	\$30.20
GD MRN AMR-ABC	\$25	:30		01/06/2020	1.4	\$17.86	0.8	\$30.20
RACHAEL RAY	\$25	:30		01/06/2020	1.0	\$25.00	1.1	\$21.80
RACHAEL RAY	\$25	:30		01/06/2020	1.0	\$25.00	1.1	\$22.35
LVE-KELLY&RYAN	\$25	:30		01/06/2020	1.4	\$17.86	1.3	\$19.22
LVE-KELLY&RYAN	\$25	:30		01/06/2020	1.4	\$17.86	1.3	\$19.22
EYEWIT MORN 5A	\$25	:30		01/06/2020	0.7	\$35.71	0.6	\$44.43
EYEWIT MORN 5A	\$25	:30		01/06/2020	0.7	\$35.71	0.6	\$44.43
GD MRN AMR-ABC	\$25	:30		01/06/2020	1.4	\$17.86	0.8	\$30.20
GD MRN AMR-ABC	\$25	:30		01/06/2020	1.4	\$17.86	1.0	\$25.89
RACHAEL RAY	\$25	:30		01/06/2020	1.0	\$25.00	1.1	\$22.35
RACHAEL RAY	\$25	:30		01/06/2020	1.0	\$25.00	0.9	\$27.54
LVE-KELLY&RYAN	\$25	:30		01/06/2020	1.4	\$17.86	1.3	\$19.22
LVE-KELLY&RYAN	\$25	:30		01/06/2020	1.4	\$17.86	1.3	\$19.22

Media Insights with Google Analytics

Connect your client's **Google Analytics** account to MediaForce for a direct API link between platforms. With the Google Analytics API in MediaForce, you can overlay your client's web traffic count with their broadcast media delivery to measure campaign effectiveness and brand lift across traditional + digital media.



Centro Basis DSP Integration

Funnel digital programmatic campaign delivery data into MediaForce with our direct API Integration with **Centro Basis DSP**. This app allows you to pull in completed campaign post-buy reports alongside traditional media post-buy reports for a holistic view of campaign efficacy.

Centro Post-Buy Analysis

DASHBOARD / CENTRO POST-BUY / CENTRO REPORT

test

Adv: Test Centro > Camp: Test Centro Analytics > FD: Feb 17, 2020 to May 09, 2020

41PM

Go to Configuration

Statistics by Creative

Statistics by App or Domain

centro.

Post Buy Report
Advertiser: Test Centro
Campaign: Test Centro Analytics
Flight Dates: Feb 17, 2020 to May 09, 2020
Created On: Apr 27, 2020 12:41PM

NAME	CLICKS	FORMAT	IMP. BID	IMP. WON	SIZE
300X600MEDIAFORCE-FREE-DEMO	6	IMAGE	2334	1702	300 x 600
300X250MEDIAFORCE-FREE-DEMO.JPG	12	IMAGE	14868	12544	300 x 250
728X90MEDIAFORCE.JPG	14	IMAGE	8154	7186	728 x 90
MEDIAFORCE RT 300X250	19	IMAGE	13226	11101	300 x 250
MEDIAFORCE RT 300X600.JPG	10	IMAGE	2367	1959	300 x 600
MEDIAFORCE RT 728X90.JPG	12	IMAGE	6845	5959	728 x 90

Export To Show/Hide Columns

NAME	PREVIEW	STATUS	FORMAT	SIZE	IMP. BID	IMP. WON	WIN RATE	CLICKS	CLICK THROU...	VTC REVENUE
					47794	40451	55.46%	73	0.17%	\$45.00
MEDIAFORCE RT 300X250	Preview	ONLINE	IMAGE	300 x 250	13226	11101	83.93%	19	0.17%	\$4.00
728X90MEDIAFORCE.JPG	Preview	OFFLINE	IMAGE	728 x 90	8154	7186	88.13%	14	0.19%	\$12.00
300X250MEDIAFORCE-FREE-DEMO.JPG	Preview	OFFLINE	IMAGE	300 x 250	14868	12544	84.37%	12	0.10%	\$18.00
MEDIAFORCE RT 728X903.JPG	Preview	ONLINE	IMAGE	728 x 90	6845	5959	87.06%	12	0.20%	\$9.00
MEDIAFORCE RT 300X600.JPG	Preview	OFFLINE	IMAGE	300 x 600	2367	1959	82.76%	10	0.51%	\$2.00
300X600MEDIAFORCE-FREE-DEMO	Preview	OFFLINE	IMAGE	300 x 600	2334	1702	72.92%	6	0.35%	\$0.00



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1-866-233-8499



<https://www.facebook.com/GaleForceDigital>



<https://www.linkedin.com/company/gale-force-digital-technologies>



<https://www.capterra.com/p/179715/MediaForce/>