PLATFORM OVERVIEW

Welcome to MediaForce

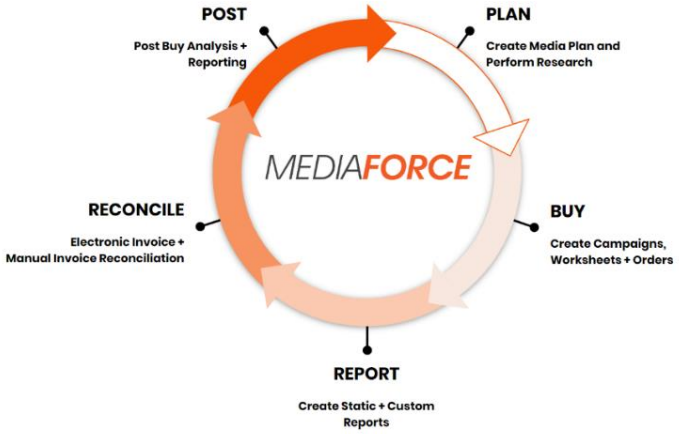
MediaForce is a fully integrated and affordable media planning and buying platform that allows the user to research, build, place, track and maintain their media buys from start to finish.

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.

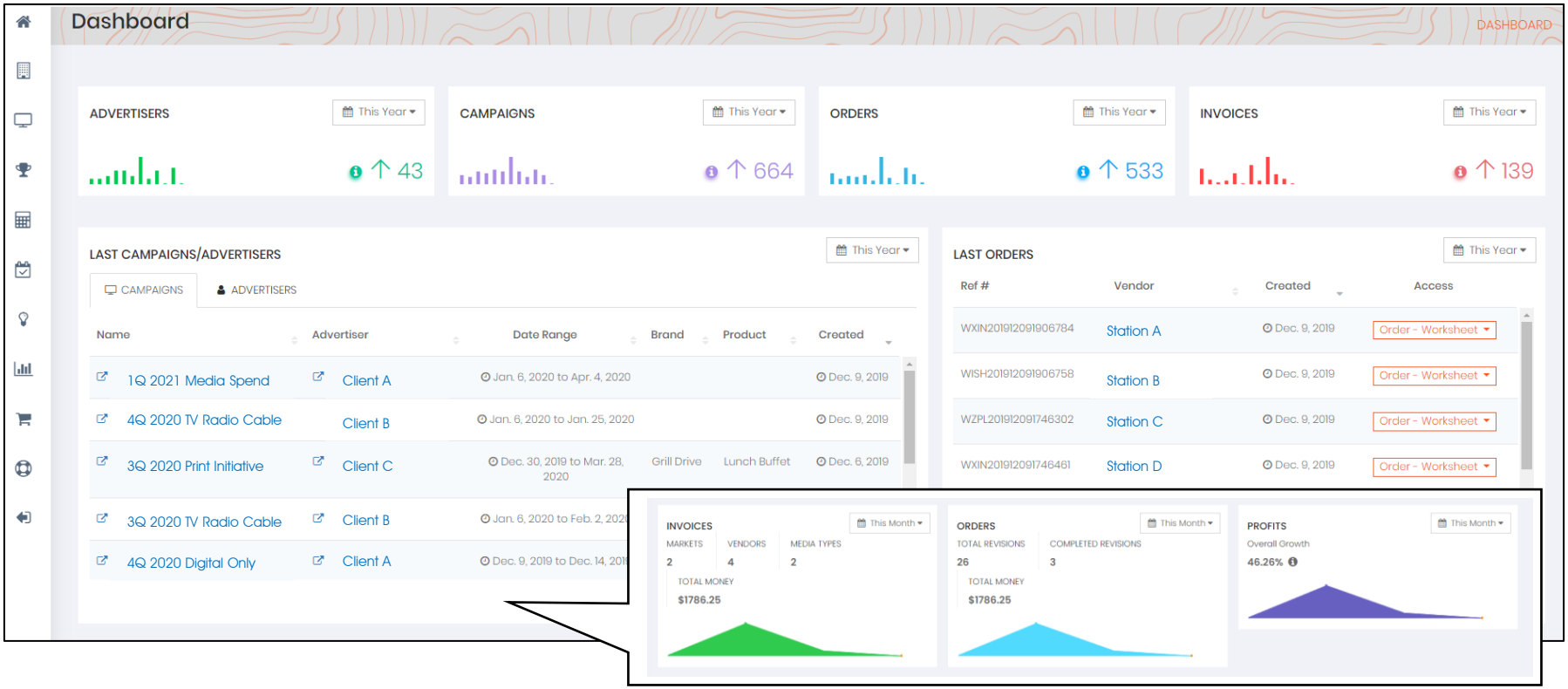
Our fully supported cloud based servers allow you to use MediaForce 100% remotely with only an internet connection and Google Chrome browser.

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.



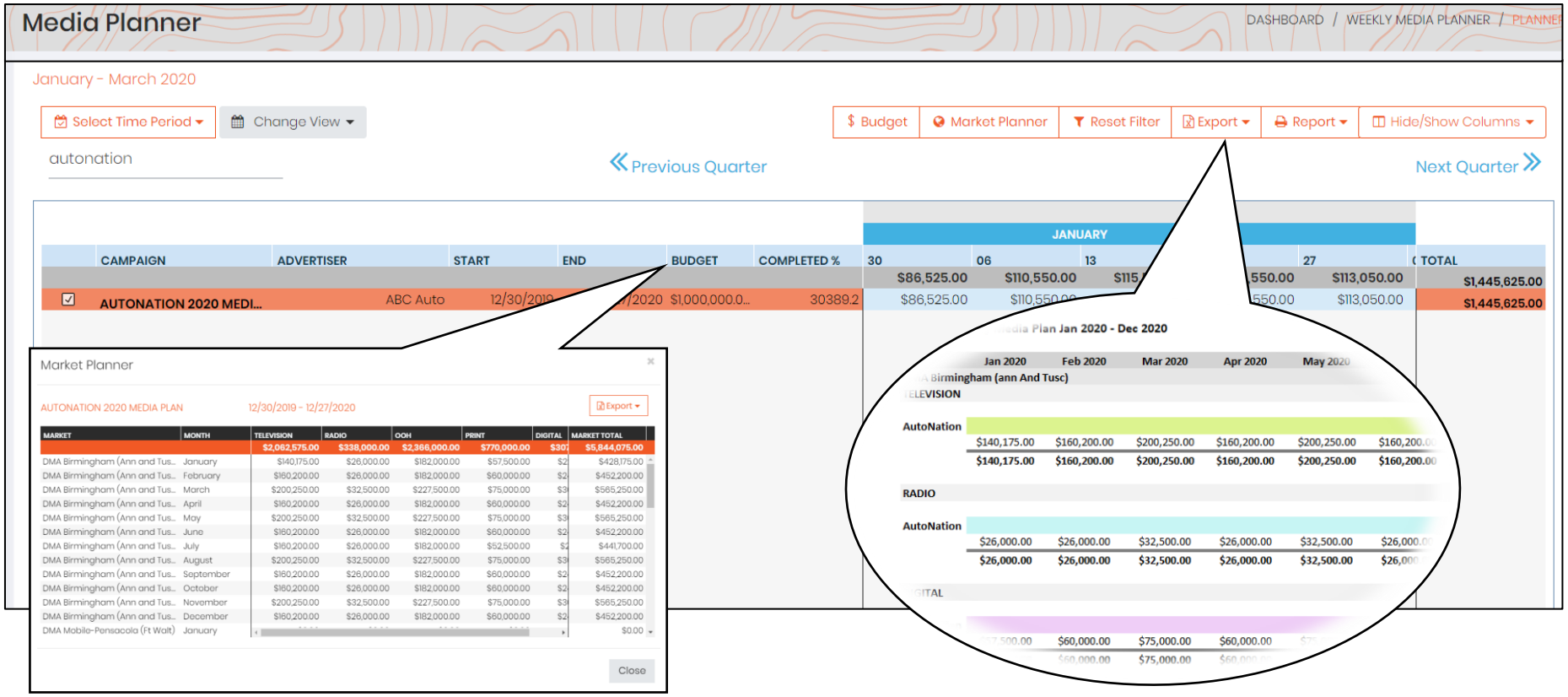
Integrated Dashboard

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.



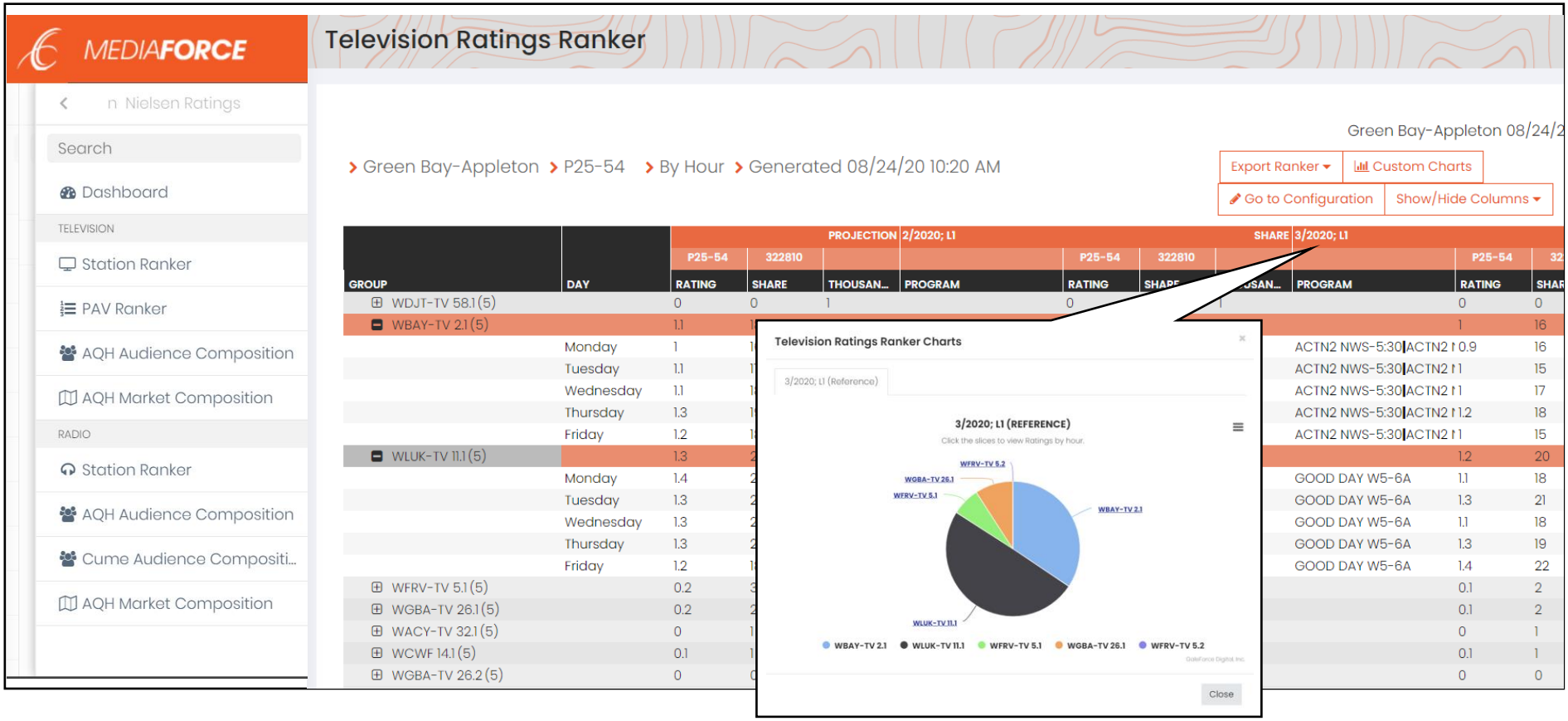
Media Planner

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.



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.



Worksheet
Insertion Order

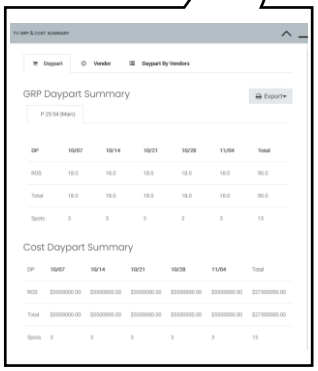
Create IOs for multiple markets and media types in the same view. Show as many (or few) fields as you would like, and customize the available columns to your preference.

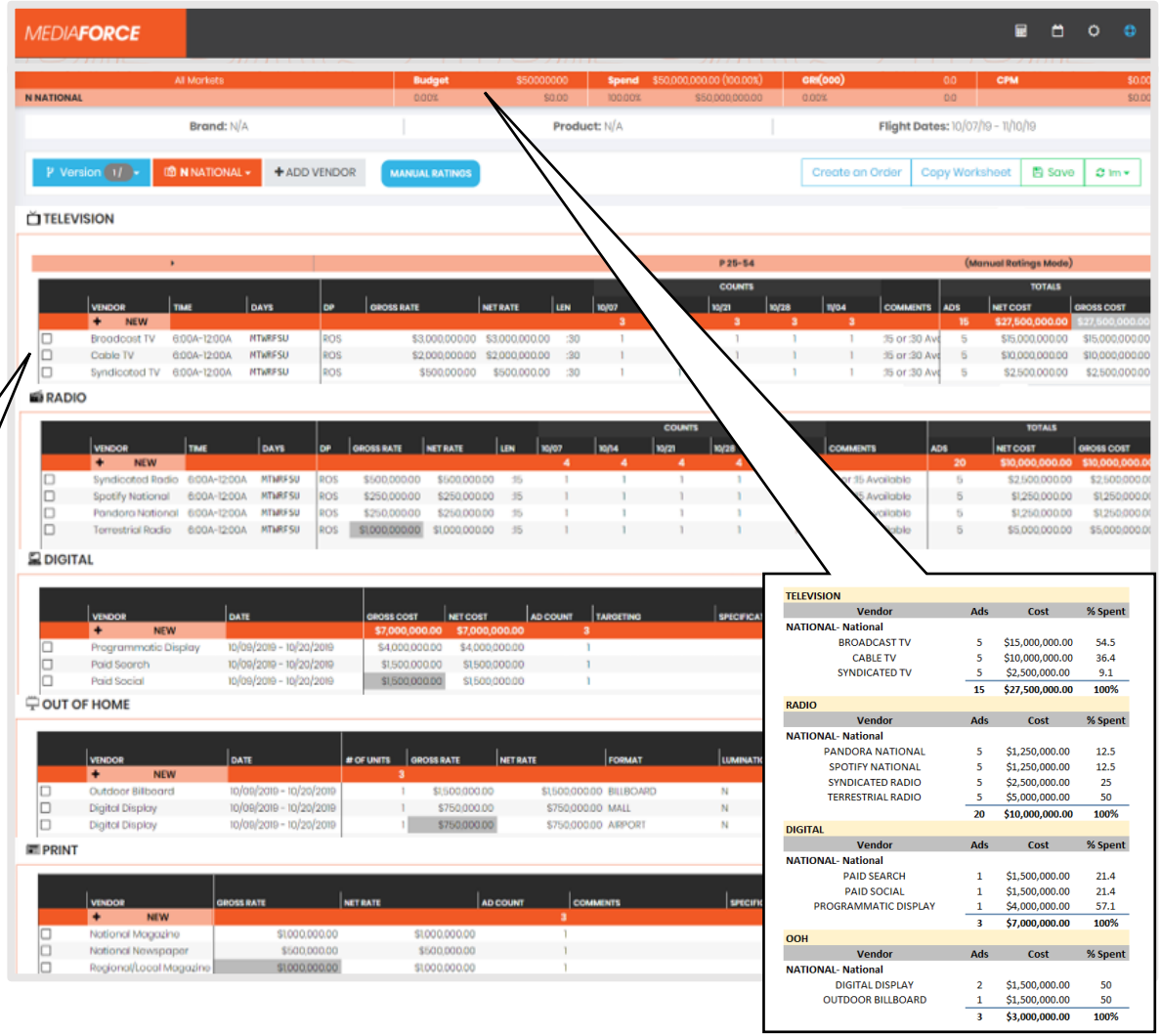
Available media types:

- TV
- Cable
- Radio
- Digital
- Print
- OOH
- Mail
- Other

Direct Integrations:

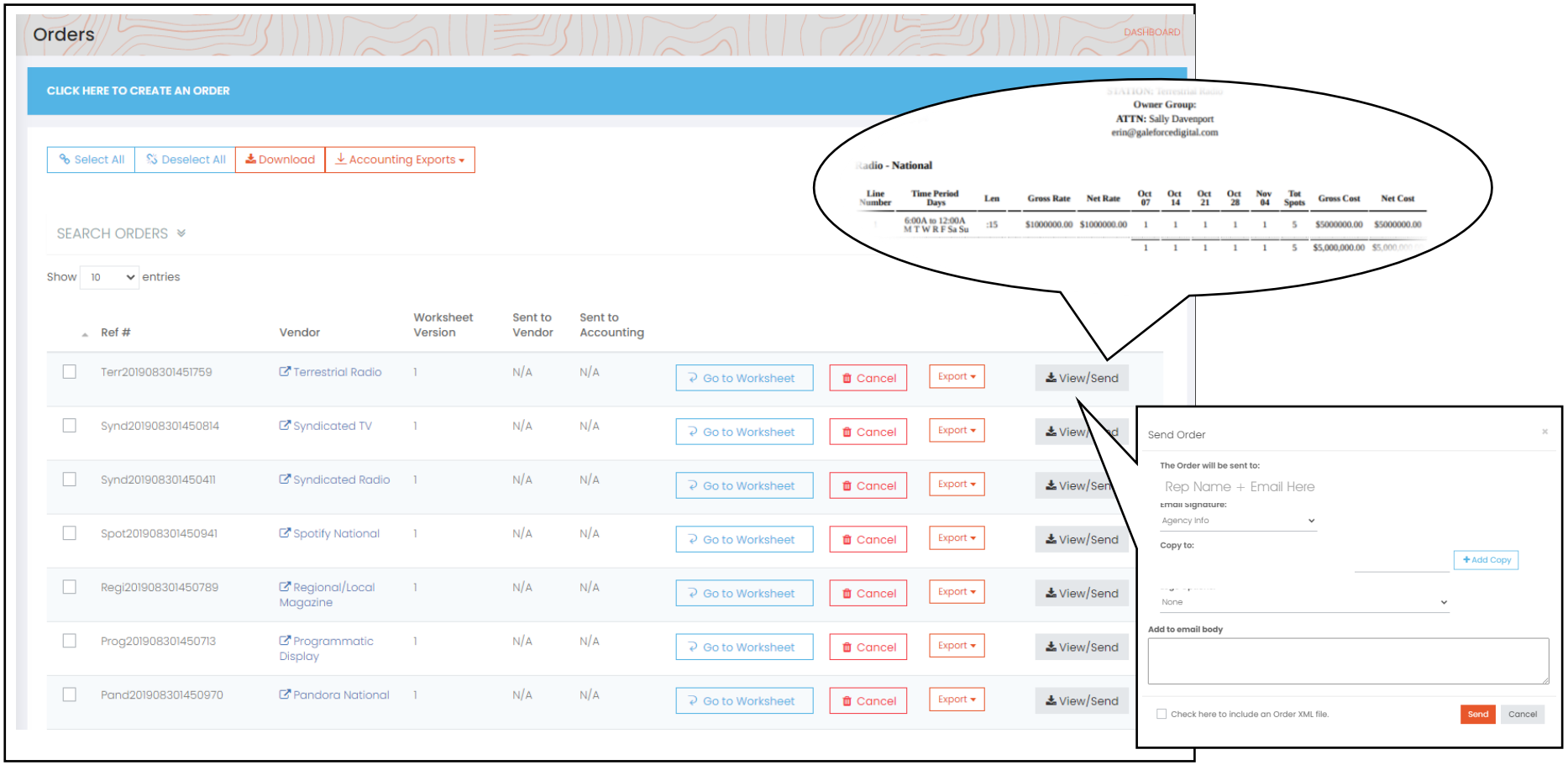
- Nielsen TV & Audio
- Comscore TV
- Google Analytics
- Centro Basis





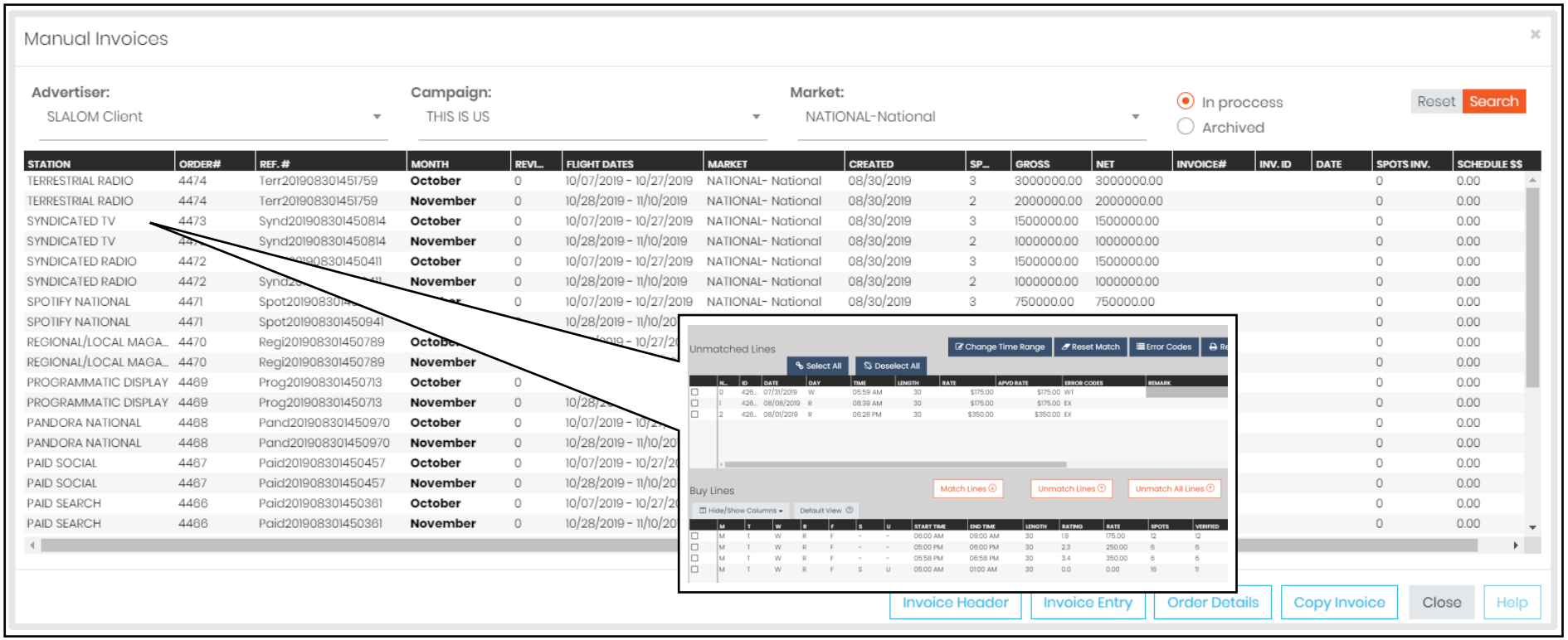
Quick Access Order: Generating the IO

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.



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)



STATION	ORDER#	REF. #	MONTH	REVI...	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	[illegible]	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	[illegible]01908301450411	**October**	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
SYNDICATED RADIO	4472	Synd[illegible]	**November**	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00
SPOTIFY NATIONAL	4471	Spot201908301[illegible]	[illegible]	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	750000.00	750000.00				0	0.00
SPOTIFY NATIONAL	4471	Spot201908301450941			10/28/2019 - 11/10/20[illegible]									0	0.00
REGIONAL/LOCAL MAGA...	4470	Regi201908301450789	**Octob[illegible]**		[illegible]019 - 10/27/2[illegible]									0	0.00
REGIONAL/LOCAL MAGA...	4470	Regi201908301450789	**November**											0	0.00
PROGRAMMATIC DISPLAY	4469	Prog201908301450713	**October**	0										0	0.00
PROGRAMMATIC DISPLAY	4469	Prog201908301450713	**November**	0	10/28/[illegible]									0	0.00
PANDORA NATIONAL	4468	Pand201908301450970	**October**	0	10/07/2019 - 10/2[illegible]									0	0.00
PANDORA NATIONAL	4468	Pand201908301450970	**November**	0	10/28/2019 - 11/10/20[illegible]									0	0.00
PAID SOCIAL	4467	Paid201908301450457	**October**	0	10/07/2019 - 10/27/2[illegible]									0	0.00
PAID SOCIAL	4467	Paid201908301450457	**November**	0	10/28/2019 - 11/10/20[illegible]									0	0.00
PAID SEARCH	4466	Paid201908301450361	**October**	0	10/07/2019 - 10/27/2[illegible]									0	0.00
PAID SEARCH	4466	Paid201908301450361	**November**	0	10/28/2019 - 11/10/20[illegible]									0	0.00

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					6.31		127.0

WEEK	ADS ORDERED	GROSS COST ORDERED	GRP ORDE						GRP DIFF.	GRP DELIVERED %
Jul 29, 2019	20	$2,850.00	28.5						7.9	127.7
Aug 05, 2019	20	$2,850.00	28.5						7.5	126.3

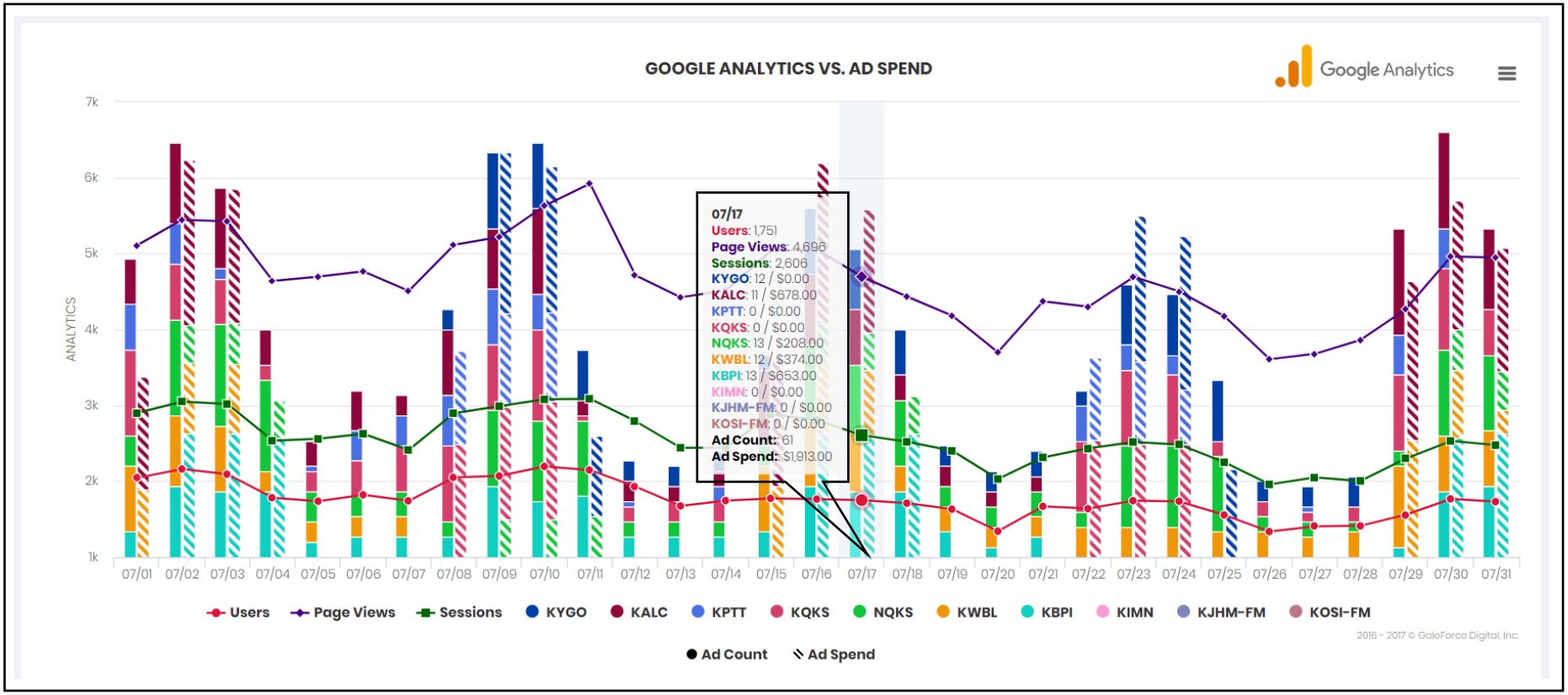
DAYPART	ADS ORDERED	GROSS COST ORDERED	GRP ORDE						GRP DIFF.	GRP DELIVERED %
BS	16	$0.00	0.0					00	13.5	0.0
EM	12	$2,100.00	22.8					6.71	-0.6	97.4
EN	6	$1,500.00	13.8					3.54	1.9	113.8
PA	6	$2,100.00	20.4					0.00	0.6	102.9

ADVERTISER: POST BUY TEST — BREAK AVG: 0

Program	Rate	SL	ISCI	Week	Exp- DMA P25-54 RTG	Exp- DMA P25-54 CPP	DMA P25-54 RTG	DMA P25-54 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

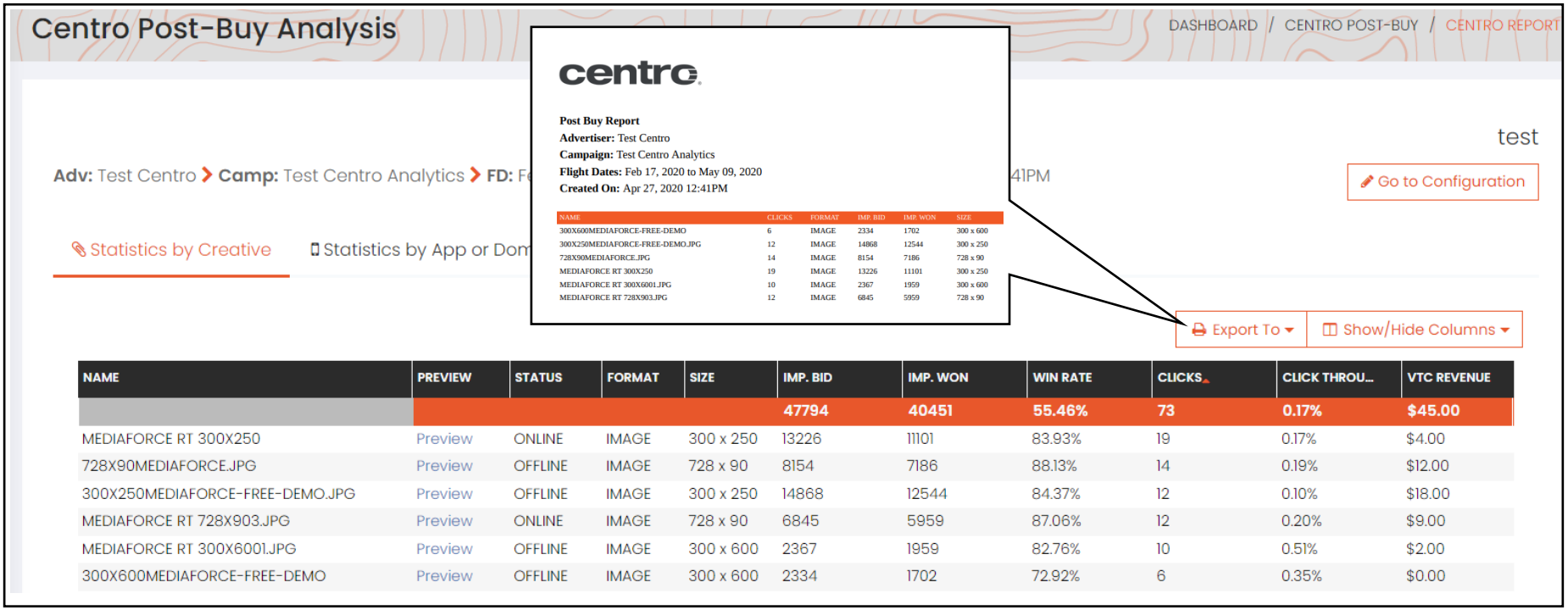
Media Insights with Google Analytics

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.



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