

## MARKETRON-2000 CONFIGURATION

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**AUTO\_IN PATH : X:\MKTN\WXYZ-FM\AUTO\_OUT\** Power-Link is looking for this station's "auto\_in" path which will usually be found similar to the example above. Or more specifically where should Power-Link put the resultant .plk reconcile information when it has generated it. For most purposes it will be returned to the station's auto\_in folder.

**STRIP LEADING ZEROS FROM CART NUMBER?** Is Power-Link to strip the beginning zeros from the cart number as it arrives in scheduling from Marketron? Answering (Y) will convert 000505 to 505.

**PROMPT ON UNASSIGNED (EMPTY) CART NUMBERS ON SPOT EVENTS? -:** When an event leaves Marketron2000 and it does not yet have agency tape information (ie: the contract does not have specific copy information) the exported event will not have a cart number. Do you want Power-Link to stop and prompt the user in this case?

**PASS NON-SPOT TYPE EVENTS?** Should Power-Link include program and comment items from the exported file in its transfer?

**RECONCILE NON-SPOT EVENTS?** Answering (N)o to this will instruct Power-Link to mark all non-commercial type events with a No Reconcile status. Therefore in reconcile, these events will not be held accountable for their air play.

**LEAVE SCHEDULE AIRTIMES ON AIRED EVENTS IN RECONCILE?** In reconciliation when Power-Link send the events back to Marketron, is it preferable to leave the original logged times on (just) the aired OK events. Answering (N)o will send back the actual aired times on all events and answering (Y)es will return the actual times on Inserted and Moved events but the original log time on the aired OK events.

**INSERTED EVENTS GO BACK AS (S)POT, (P)ROMO OR P(R)OMPT:** This determines what kind of event an inserted item will go back to the traffic system as.

**SEND BACK STATION CALL LETTERS "EXAMPLE CALL LETTERS" AS CALL LETTERS FOR INSERTS?** Is Power-Link to attach this station's call letters to the inserted event upon their return to Marketron?

**FOR INSERTED EVENTS, ENTER A DEFAULT MATERIAL CODE -----:** Enter up to a 3 letter material code to be prefaced to the cart number upon its return to Marketron. This applies to inserted Events only.

**MATERIAL CODES TO STRIP FROM CART NUMBER:** Since Marketron places Material codes in front of all cart number, many times these codes need to be stripped (and stored) so that the automation system will "see" just the part that applies to it. E.G. given a cart number of ABC1234, if you place ABC, as one of the material codes the resultant cart that will go to automation will be just the 1234 portion. The codes to be stripped can be one or multi lettered codes. They must be separated by a comma and they are processed from left to right top line then bottom line.

**KEEP CODE WITH CART?** Is Power-link to physically remove the material code from the cart (and store it internally for reconcile) or is it to simply store the code but leave it in place with the cart number to go on to automation?

**CUSTOM PROCESSES & MISC SETTINGS :** Pressing enter here will access a secondary menu with custom processes and less common user choices including the ability to configure Power-Link to use the .Log type export.

### Placing Information in User Field of Export

The field is accessed by the user in the following way:

When creating media, aka SpotCopy, they can enter a value into the "Production Orders" field. Not just anything in this field appears in the multi-purpose field, though. To make something go to automation, they must delimit the text with tildes (~). There are two ways to do it:

1. They can completely surround the automation codes with tilde: ~this will go to automation~ or..
2. They need only precede the automation code with a tilde, assuming nothing else is entered after the tilde but automation codes: this won't go ~this will