



## Getting Started with Strata & TVB ePort Is As Easy as 1, 2, 3...

Strata and the Television Bureau of Advertising are very pleased to announce the linkage of Strata and TVB ePort, the television industry standard for eBusiness transactions.

You will now be able to send and track all of your local broadcast television orders electronically via ePort to thousands of station or rep firm sellers, eliminating the need to fax orders, create pdf's and send e-mails to individual station account executives. In addition to sending orders, ePort gives you the capability to receive confirmations and makegood offers electronically, as well as send revisions. The entire order process is easy to monitor through an automated audit trail, and all data is kept confidential and secure. Discrepancies should be dramatically reduced as the re-keying of order information is reduced, increasing efficiency and saving both buyer and seller time and money.

Best of all, TVB ePort is absolutely free for advertisers and agencies to use; your local television broadcasters and national rep firms fund and support TVB ePort for your convenience.

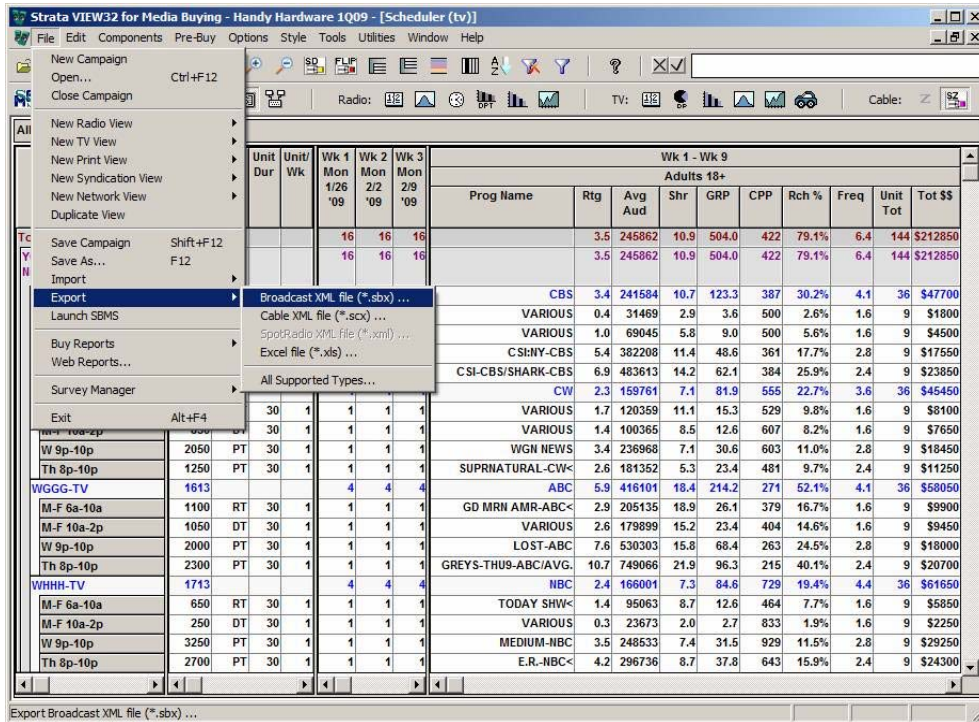
Here's how to get started...

- 1. Verify you are on a Strata version that can export a Broadcast XML file.**
  - a. Contact Strata Support for an upgrade if necessary.
- 2. Register for TVB ePort.**
  - a. Call TVB ePort at 877-808-9949 or visit [www.tvb-eport.net](http://www.tvb-eport.net) and request a username under the login area.
  - b. You will be contacted by TVB ePort Customer Support, and you will be assisted with setting up your agency.
- 3. Send all broadcast television orders via TVB ePort!**
  - a. Within 24 hours of setting up your agency, you are ready to ePort!

Help is always available...

- For assistance with Strata, including questions on exporting orders, contact your Strata representative or Customer Support at (800) 9 STRATA.
- For assistance with TVB ePort, including general information, demonstration, or registration, contact TVB Customer Support at (877) 808-9949 or [support@tvb-eport.net](mailto:support@tvb-eport.net).

1. Create an order in Strata and select export Broadcast XML file (\*.sbx).



2. Files are saved in a folder on your computer to access and upload to ePort site.

3. Log in to TVB ePort at [www.tvb-eport.net](http://www.tvb-eport.net) and Upload Orders.

