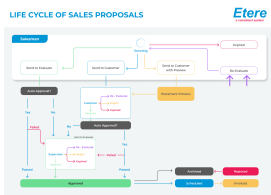


## ETERE AIRSALES INTEGRATED ACCOUNTING

Featuring an intuitive interface, the Etere Airsales system empowers users to effortlessly create comprehensive proposals for advertisements, streamlining the process from start to finish.

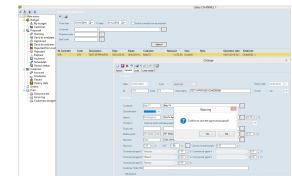


Life Cycle of Sales  
Proposal

Etere Airsales' integrated accounting system offers a seamless end-to-end process that encompasses invoicing for both pre-paid and post-paid advertisements, efficient payment tracking through daily, weekly, and month-end reports, as well as streamlined management of agency and Account Executive commissions. It facilitates proactive oversight of credit limits and stops, effective cash aging, handling of advances and collections, automated generation and emailing of PDF invoices, and export to external accounting systems. Additionally, it ensures as-run reconciliation post-broadcast automation, delivering a comprehensive solution for accounting and financial management.

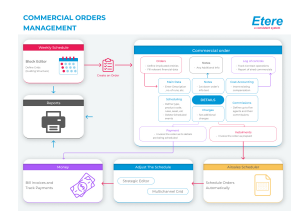
### Proposal Management

- ☐ 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



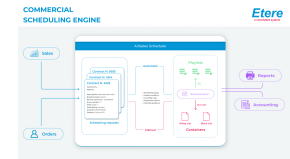
### Commercial Management

- ☐ 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 offers highly customizable features to streamline data consultation during proposal management. Key highlights include:

- ☐ 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

The screenshot shows a 'Price list classification' report. It is a table with multiple columns and rows, displaying detailed scheduling and pricing information. The columns include 'Time', 'Week', 'Priority', 'Priority 1', 'Priority 2', 'Priority 3', 'Priority 4', 'Priority 5', 'Priority 6', 'Priority 7', 'Priority 8', 'Priority 9', 'Priority 10', 'Priority 11', 'Priority 12', 'Priority 13', 'Priority 14', 'Priority 15', 'Priority 16', 'Priority 17', 'Priority 18', 'Priority 19', 'Priority 20', 'Priority 21', 'Priority 22', 'Priority 23', 'Priority 24', 'Priority 25', 'Priority 26', 'Priority 27', 'Priority 28', 'Priority 29', 'Priority 30', 'Priority 31', 'Priority 32', 'Priority 33', 'Priority 34', 'Priority 35', 'Priority 36', 'Priority 37', 'Priority 38', 'Priority 39', 'Priority 40', 'Priority 41', 'Priority 42', 'Priority 43', 'Priority 44', 'Priority 45', 'Priority 46', 'Priority 47', 'Priority 48', 'Priority 49', 'Priority 50', 'Priority 51', 'Priority 52', 'Priority 53', 'Priority 54', 'Priority 55', 'Priority 56', 'Priority 57', 'Priority 58', 'Priority 59', 'Priority 60', 'Priority 61', 'Priority 62', 'Priority 63', 'Priority 64', 'Priority 65', 'Priority 66', 'Priority 67', 'Priority 68', 'Priority 69', 'Priority 70', 'Priority 71', 'Priority 72', 'Priority 73', 'Priority 74', 'Priority 75', 'Priority 76', 'Priority 77', 'Priority 78', 'Priority 79', 'Priority 80', 'Priority 81', 'Priority 82', 'Priority 83', 'Priority 84', 'Priority 85', 'Priority 86', 'Priority 87', 'Priority 88', 'Priority 89', 'Priority 90', 'Priority 91', 'Priority 92', 'Priority 93', 'Priority 94', 'Priority 95', 'Priority 96', 'Priority 97', 'Priority 98', 'Priority 99', 'Priority 100'. The rows represent different time slots and their corresponding prices and priorities.