# CAPS 2 Mediaplanner

CAPS 2 Mediaplanner application provides automation for radio facility commercial department workflow. Application can be used by commercial departments of small and medium regional radio stations with simple organizational structure including those broadcasting on multiple frequencies.

Mediaplanner is one of the parts of CAPS 2 radio automation system which helps to keep all relevant information within one Data Base. Customer's and commercial's records are stored in the same MDB. This allows providing automated generation of commercials play list and easy integrating it in the on-air schedule. Means for analysis of commercials' on-air runs are provided.
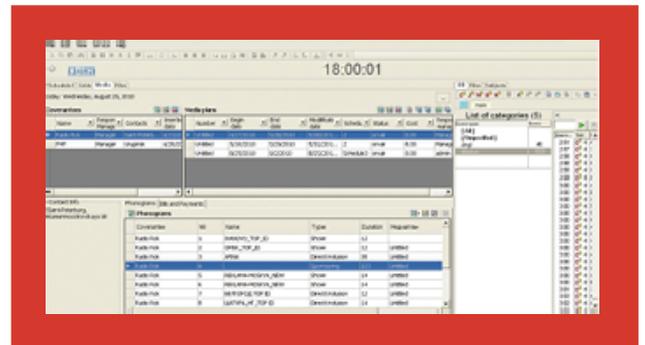
**CAPS 2 Mediaplanner** features supporting commercial department workflow:

Contact of sales manager with advertiser

Compiling and confirming of media-plan in the relevant departments of radio station and advertiser

Price calculation due to media-plan Automated generation of commercials schedule

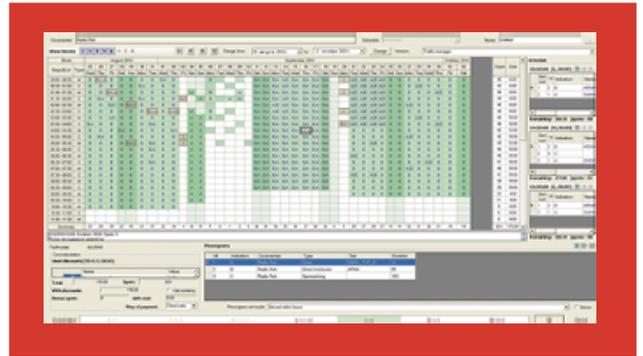Generation of reports of commercials runs for radio station and for advertiser



**CAPS 2 Mediaplanner** supports flexible scale of rates. Commercials charge rates for every frequency could be set depending on the time of the day or day of the week. Various kinds of factors, indexes and extra charges are supported; the list of them is user definable. Discounts and extra charges can be applied manually or automatically.

**CAPS 2 Mediaplanner** application provides separation of working tasks within commercial department by means of administration system depending on the role of a user in the department. Every advertiser is affixed to a certain manager who can solely define all details of relevant media plan. Procedure of multi-stage confirmation of media plan provides keeping within the defined workflow of the commercial department. Chief of the department can monitor and control every stage of the workflow.
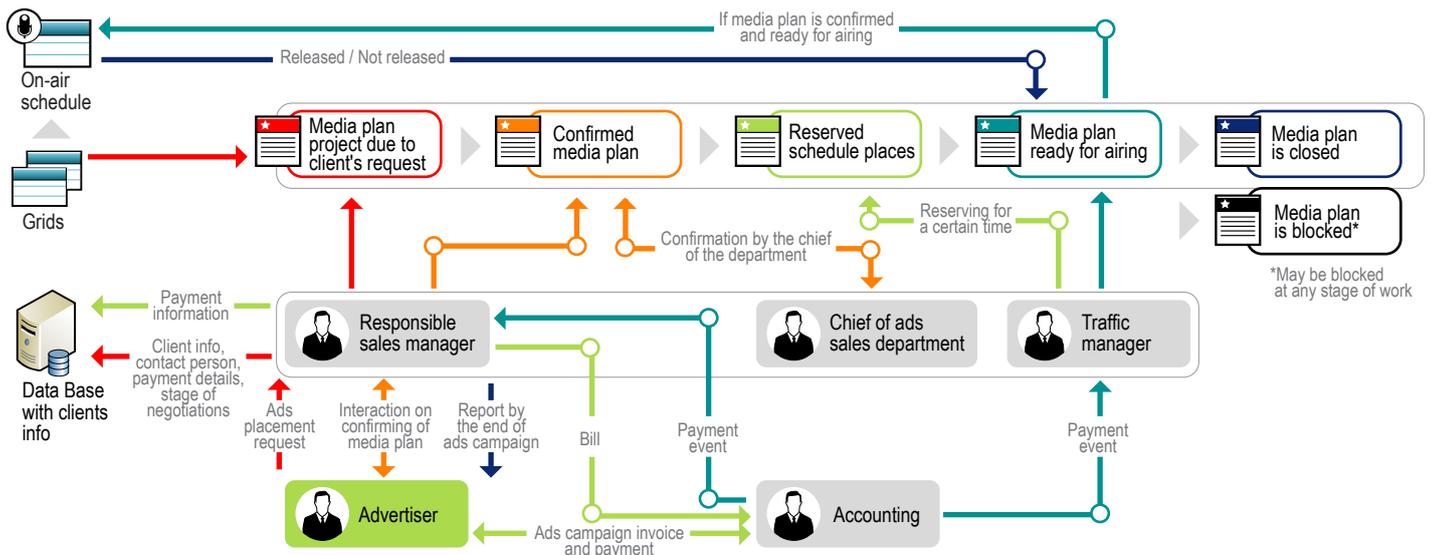
# CAPS 2



**CAPS 2 Mediaplanner** allows organizing of the workflow of a regional advertisement facility working with several small radio stations, e.g. regional radio center, rebroadcasting several frame radio stations. Charge rates, factors and indexes as well as other individual settings could be set for every radio stations while means of analysis help to get the whole overview of the results.

**CAPS 2 Mediaplanner** is available in 2 configurations:

**Sales Manager configuration:** CAPS 2 Mediaplanner and MDB
**Traffic-manager configuration:** CAPS 2 Mediaplanner, MDB, Schedule and Skeletons modules



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**System requirements:**

CAPS 2 system is working on Microsoft Windows 7 (NTFS file system) on Intel-compatible personal computers. The system requirements are as follows;
RAM: optimal requirements of operating system + 256 Mb
HDD: 50 MB minimum for installation and start of work;
Processor: depends upon exact application. Minimal requirements are the same as for operating system;
Local network interface 100 Mbit/s minimum
USB ports;
Keyboard and mouse
VGA screen resolution minimum 1024x768
Availability of one Microsoft SQL Server 2008 for big installations
Type of audio card is determined due to the target of the workstation

The most important factor is the reliability of the hardware platform and correctly configured operating system. Failure of the on-air computer leads to many troubles which could be avoided by using of reliable hardware platform and hot reserve on-air machine which will take over the failed one without any interruption of the broadcasted program.