



ACI ■ 2485 S. Marion Avenue ■ Lake City, FL ■ 32025 ■ Phone (386) 758-2266 ■ Fax (386) 755-9369 ■ services@acimedia.com

See Spot Run for Windows

Overview:

For nearly 20 years, ACI Media has been providing broadcasters with sound software solutions. Our products and services are a result of more than 30 years of our own radio experience, and not just in the station, but also in ownership, which we feel offers us a different perspective on the value of a dollar. See Spot Run is the only traffic and billing system designed by a team of Traffic Directors, General Managers, Sales Managers and Certified Public Accountants. And it is the only affordable traffic and billing system designed to keep up with today's ever changing world of radio. SSR's simple and attractive approach allows for quick learning and easy operation in every aspect of the program, from Order Entry to Invoicing to Managerial Reporting. SSR is equipped with incredible flexibility making it simple enough for a single station and strong enough for multiple stations. What ever your station(s) needs, SSR can handle it.



Multiple Station Capabilities:

As the broadcast industry continues to consolidate, automate, and completely rearrange it's way of doing business, most traffic systems will become obsolete. However, SSR has the strength and flexibility to perform virtually any task at hand.

SSR is designed to easily accommodate everything from a single station to multi-station and multi-market clusters. In fact, SSR can handle an unlimited number of stations on a single system.

Reports:

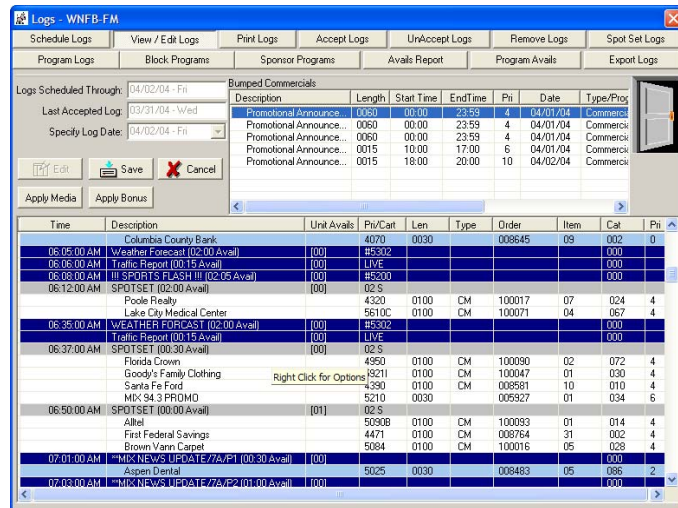
SSR offers a large assortment of managerial reports including histories, activities, sales goals, ordering, invoicing, customizable avails reporting, cart/copy inventory and more. All reports are viewed on screen before printing and

can be queued in the reports spooler for later viewing, printing, faxing and emailing. You may also choose to export any report to an assortment of file formats including Word, Excel, HTML, TXT, CSV and WMF.

Log Creation:

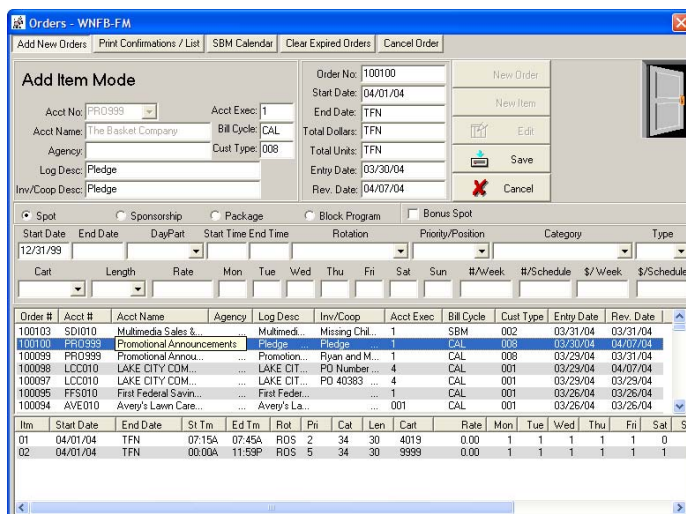
Creating a commercial log is simple with SSR's attractive, on-screen approach. SSR makes it easy for any station or cluster to generate even the most complex commercial log.

SSR's innovative approach to setting up spotsets, sponsored programs and block programs is easier than ever. And unlike many other traffic systems, there are no templates to insert or worry about. Just create your programs and SSR will automatically run them for you.



Editing a commercial log has never been easier. Reschedule, remove, or move spots with a simple drag and drop. View important contract information pertaining to each spot by simply double clicking on it. Creating and editing a log has never been this easy. And thanks to SSR's advanced scheduling routine, bumped spots are at a minimum.

Order Entry:



In SSR for Windows we have created a simple way to incorporate all your order needs into a single screen. No more confusing orders for remotes, packages, sponsorships and spot schedules. The order will interact with your Spotset Logs and Program Logs to create your commercial logs. For programs and sponsorships, just select from your list of created programs, choose how often the advertiser will run and define the billing amount. It's that simple. We have even made a Standard Broadcast Calendar available

onscreen to assist you with your order dates. Every aspect of order entry can be accessed on a single screen and billed on a single order, whether it be per spot billing, package billing, programs, remotes, talent fees, etc. You may choose to omit or redefine commission rates for individual parts of an order such as package amounts and production costs. This allows for simple, attractive confirmations and invoices that you and your clients can comprehend.

Additional Features:

- **Streamline Order Entry** - Single screen order entry with flexible contracts and line items; unlimited mixture of types of items on a contract such as spots, sponsorships, packages and miscellaneous bills, no limit on the number of contracts to an advertiser and available keyboard data entry. Weekly flight scheduling with the ability to select random weeks to run, while maintaining avails integrity.
- **Flexible Cart/Copy Rotation** - Handles multiple rotation plans for an advertiser.
- **Co-op Invoicing** - Handles multiple co-ops on a single order. Prints customized Co-op Invoices.
- **Flexible Inventory Management** - Handles your inventory the way you want it handled; achieves spot placement based on your specifications.
- **Multiple Log Formats** - Create and store an unlimited number of full day log formats; create and store entire seasons of sports programs in advance.
- **Program Flexibility** - Months/years can be created in a matter of minutes; changes are easy and efficient; allows fixed position and rotating sponsors.
- **On-screen Log Editing** - Manually arrange and rearrange spots within a log with a simple drag and drop.
- **Financial Management** - Analyze financial standings with complete A/R information, such as aged receivables and transaction histories.
- **EZ-Forms** - Use plain paper to generate customized, high quality Statements, Invoices, Affidavits and Confirmations.
- **Report Features** - All reports can be exported to commonly used formats, such as Word, Excel, HTML (web pages) and more, for viewing and adjusting outside of See Spot Run.
- **Automation Capabilities** - Save time by interfacing to automation. SSR is compatible with every major supplier of digital audio, music scheduling and yield management products, providing you with the benefits of seamless interfacing.



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Upgrade and Support Services

Upgrades:

“See Spot Run is everything we’d hoped for in a traffic system. It’s affordable, powerful and flexible. We have received personal attention since the day we contacted ACI and to be quite honest, couldn’t ask for more from a software supplier.”

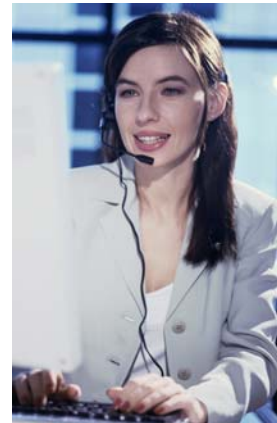
Shae Lipsey
General Manager
Cross Country Communications

As our industry continues to change so do the requirements of a Traffic System. That is why we designed See Spot Run for Windows. It was specifically designed to meet today’s traffic and billing demands without sacrificing the foresight of tomorrows needs. Our Upgrade Service consists of a minimum of two updates per year with each update containing a multitude of enhancements. The contents of an Upgrade rely heavily on the feed back from our current users as well as any current market trends.

Support:

As professional broadcasters, we understand the frustrations of entering your favorite agency's orders, handling their last minute copy changes and even dealing with the computer that seems to have a mind of it's own. That's why we focus heavily on our support and strive to offer the best service in the industry. We are the **only** company that offers support by radio professionals that use the software in real world applications, not just programmers sitting behind a monitor. We feel this gives us an advantage over our competitors and attributes to our high level of support satisfaction. Our Support Services include Unlimited Access to:

- Telephone support
- Email support
- Our Online Support Center, which includes –
 - Web based discussion forums that allow you to interact with our network of users and our online support staff.
 - The ACI Academy, our online learning facility, including live online training classes and interactive training tutorials.



Training:



We spend a great deal of time making sure that our products are very easy to use. In fact, a typical installation does not even require on-site training. We have developed an advanced interactive training and tutorial program that is more than sufficient. Most people can be up and running with just a few short training sessions. However, on-site training is also available. We may recommend our on-site training program for stations that will be utilizing virtually every aspect of the program or stations with little or no experience with a similar

program. Our goal is to meet your learning needs.

Consulting:

ACI consulting services provide custom strategies for our customers allowing maximum ROI and ensuring productivity. Our consulting services combine years of experience in software implementation, management, sales training, market evaluation, productivity analysis, research and more. Our team of consultants brings a practical “hands on” approach to understanding our client’s distinctive challenges, resulting in successful business solutions. Each commitment is approached with a detailed analysis evaluating current capabilities and resources, followed by recommendations for a tailored implementation strategy.



See Spot Run for Windows Hardware Specifications:

Single User:

Component	Minimum	Recommended
Processor:	Intel Pentium II@ 300MHz (or equivalent)	Intel Pentium III @ 750MHz (or equivalent)
RAM:	64mb or more	128mb or more
Available Hard Disk Space:	50mb or more	50mb or more
Operating System:	Windows 95/98/ME/2000/XP	Windows 98/2000/XP
Drives:	3.5 Floppy CD-ROM	3.5 Floppy CD-ROM
Modem:	56k (dialup)	DSL/Cable/T-1/T-3

Server:

Component	Minimum	Recommended
Processor:	Intel Pentium III@ 500MHz (or equivalent)	Intel Pentium III @ 1GHz (or equivalent)
RAM:	128mb or more	256mb or more
Available Hard Disk Space:	50mb or more	50mb or more
Operating System:	Windows 95/98/ME/2000/XP/Server 2003	Windows 2000/XP/Server 2003
Drives:	3.5 Floppy CD-ROM	3.5 Floppy CD-ROM
Modem:	56k (dialup)	DSL/Cable/T-1/T-3

We strongly recommend that the computer operating this software have Internet capabilities. This will allow for easy connectivity to our Online Support Center allowing our support staff to quickly assess and repair any problems that may occur. If you have any questions or concerns regarding the above requirements please contact our Support Center at (386) 758-2266 or email support@acimedia.com.