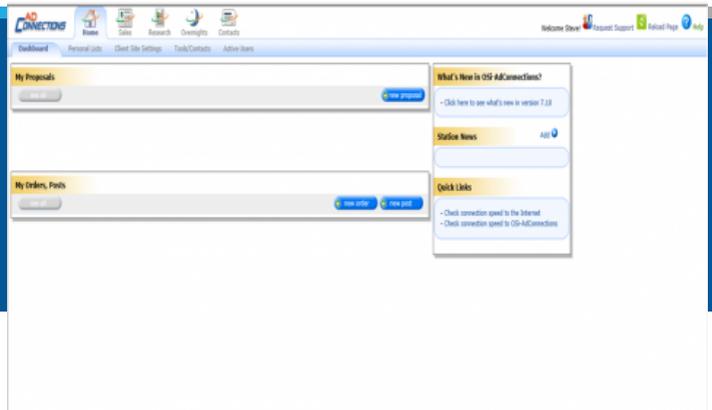


# LandmarkOSI™ Sales

Web-Based Sales Research and Proposals



LandmarkOSI™ Sales (formerly AdConnections™) delivers the new standard in broadcast sales technology. The system provides Web-based research and proposal tools to give you a competitive advantage in the marketplace.

## Instant Real-Time Sales

LandmarkOSI Sales' cloud technology offers immediate, real-time access to avails, packages, pending and report features. The system is accessible from anywhere, anytime with just a web browser, and the relational database ensures that all updates are immediately accessible to your sales team without disrupting workflow.

## Immediate Response and Access

With LandmarkOSI Sales, your sales team can respond immediately to out-of-area clients, last-minute requests or changes for avails and packages, and email them along with your favorite one-sheets. It's as easy as attaching and opening a file. The browser-based interface provides access from any secured computer.

We custom-design your system to ensure that your data is secure — there are no system overloads, downtime or waiting for installations or upgrades. There is also no competition for computer access while books are loaded or inventory is being maintained.

## Features

### Avails Master

- Real-time pending activity
- Ability to assign accounts from/to salesperson
- Quick search capabilities by agency/advertiser/salesperson/flight dates/dayparts

### Customer Relationship Manager (CRM)

- Agency, Advertiser, Product Category and Buyer

### Avails/Packages

- Customize each program to look at multiple spot lengths and books
- Create weekly packages for up to 100 weeks and daily packages up to 100 days
- Estimate and negotiate ratings for your station or the market on the fly
- Multiple book averages on the fly
- Attach important one-sheets to programs and email them to the buyer
- Email directly from an avail and package
- View multiple flights, books, demos and lengths all at once; no need to toggle between screens
- Create a package/schedule in a calendar view
- Move packages to orders in real time
- Hide/show columns and rows
- Print summary by station, flight, daypart, length, month and quarter

- Auto build package by budget or GRPs
- Add, delete, hide, clone, merge, move, copy rates and/or adjust multiple flights in one move
- Recover weeks or days in flight management
- Combine programming within or across dayparts to maximize inventory and increase selling power

## Real-Time Communication

- Full interoperability with [LandmarkOSI™ Traffic & Billing](#) delivers real-time inventory information and direct proposal-to-contract workflow
- Extensive integrations with multiple third-party traffic systems
- Real-time help with LandmarkOSI Sales “Send Message” feature
- Access to training and client service by phone or through LandmarkOSI Sales online Meeting Center

## Specifications

Specifications and designs are subject to change without notice.

LandmarkOSI Sales provides a central, web-based place to manage all sales-related activities. As a cloud-based, software-as-a-service (SAAS), everyone can access the system with just an internet connection. There is no need for expensive software or hardware, and there is no disruption to your business because we take care of everything behind the scenes.