

TrafficONE

FROM INSTALL TO YOUR FIRST INVOICE

Quick Start

Ten steps, in order: install, open your station, set it up, take an order, build the day, and bill it.

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Before you start

This guide takes a new installation of TrafficONE all the way to your first invoice. It is the short road: ten steps, in the order you actually do them. Each step names the window you work in, so if you want the detail — every field, every option — the *User Manual* covers the same ground at length.

Work through it once with a real advertiser and a real spot. At the end you will have a scheduled commercial log for a day, the charges applied to it, and an invoice you can print. From then on, the daily routine is only the last three steps.

What you need before you begin

- A PC running Windows, and your station's TrafficONE installer.
- One advertiser, one spot, and what they bought: how many plays, in which hours, between which dates.
- Your format clocks, if you already run music from the same database.

1. Install TrafficONE

Run the installer and accept the defaults unless your IT tells you otherwise.

If more than one person will use TrafficONE, install it on **every** machine and keep them all on the same version. A mismatched version is the most common cause of odd behaviour on a shared database.

NOTE

Each day, the first time you open a database, TrafficONE keeps a dated copy of it in the [Dailybak](#) folder. Up to seven are kept, one for each day of the week, so you can always go back to the start of any day you worked.

2. Open your station

TrafficONE opens on the **Open Database** window, which lists the databases it finds. Select yours and click **Open**.

If your database is somewhere else, the drive and folder boxes on the right let you browse to it, and **Network** reaches a shared location. **Restore** brings back one of the daily copies.

IMPORTANT

Ask your IT to keep a copy of your database off the machine — a network share or a cloud folder. If a drive fails, that file is what you need to be running again somewhere else.

3. Set the Traffic Director password

Open **System** → **Traffic Settings** and go to the **Personnel** tab. Enter a **Traffic Director Password**.

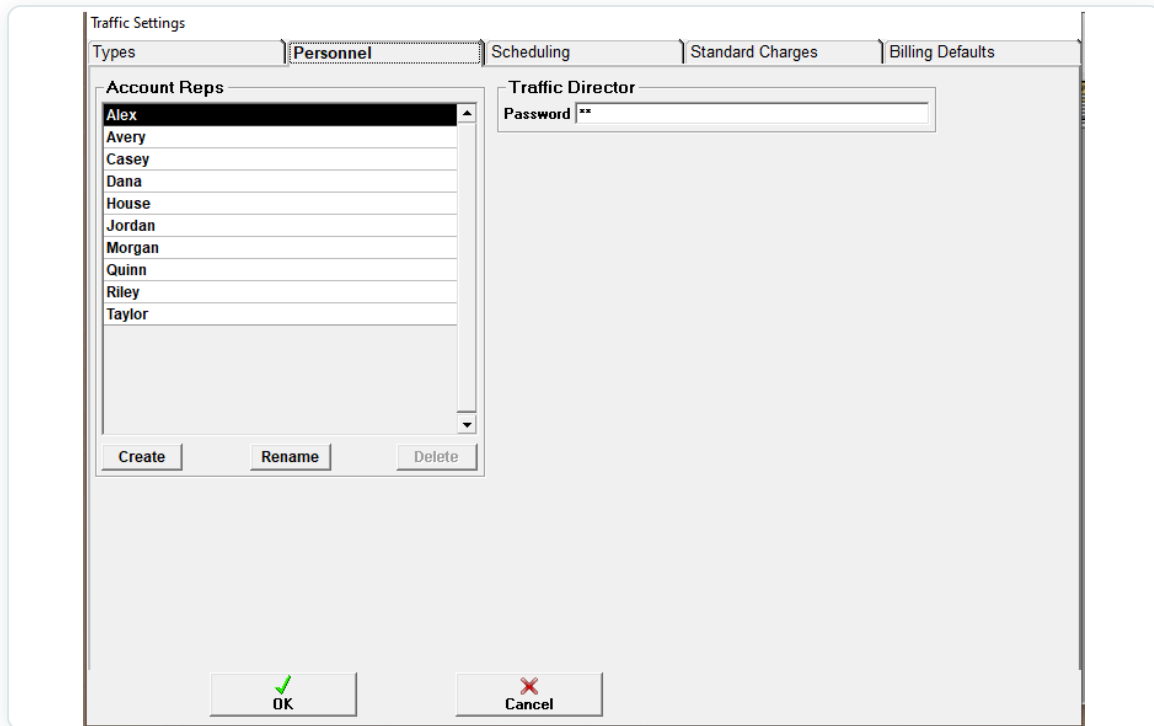


Figure 1 The Personnel tab of the Traffic Settings window

Do this before anything else, because one thing depends on it: **orders will not schedule until they are approved**, and approving an order asks for this password. It is also what lets you edit an invoice and enter adjustments to an account.

While you are here, the **Account Reps** list on the left is where you name your sales people. You will pick one of them on every order.

4. Put spot breaks in your format clocks

A spot cannot be scheduled where there is no break to put it in, so this is the step that makes the rest possible.

On the **Formats** window, open a format clock and click **Insert Item**. When the *Add Format Clock Item* window appears, click **Special** and double-click **Spot Break**. Then close that window, right-click the break, and click **Properties**.

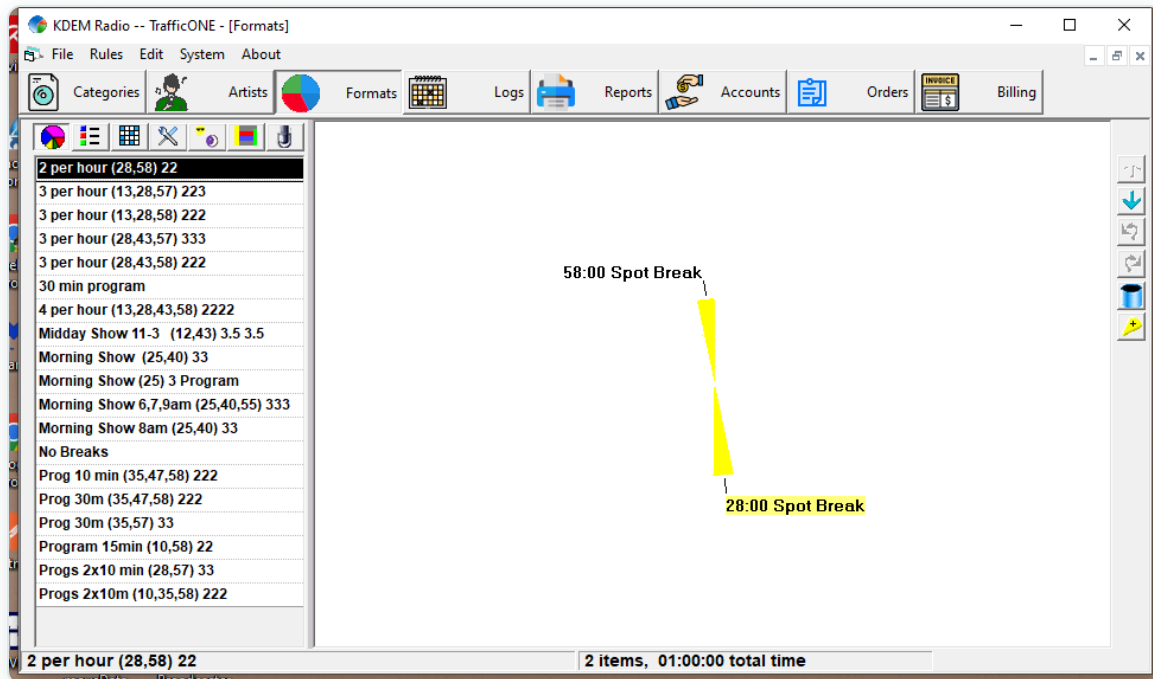
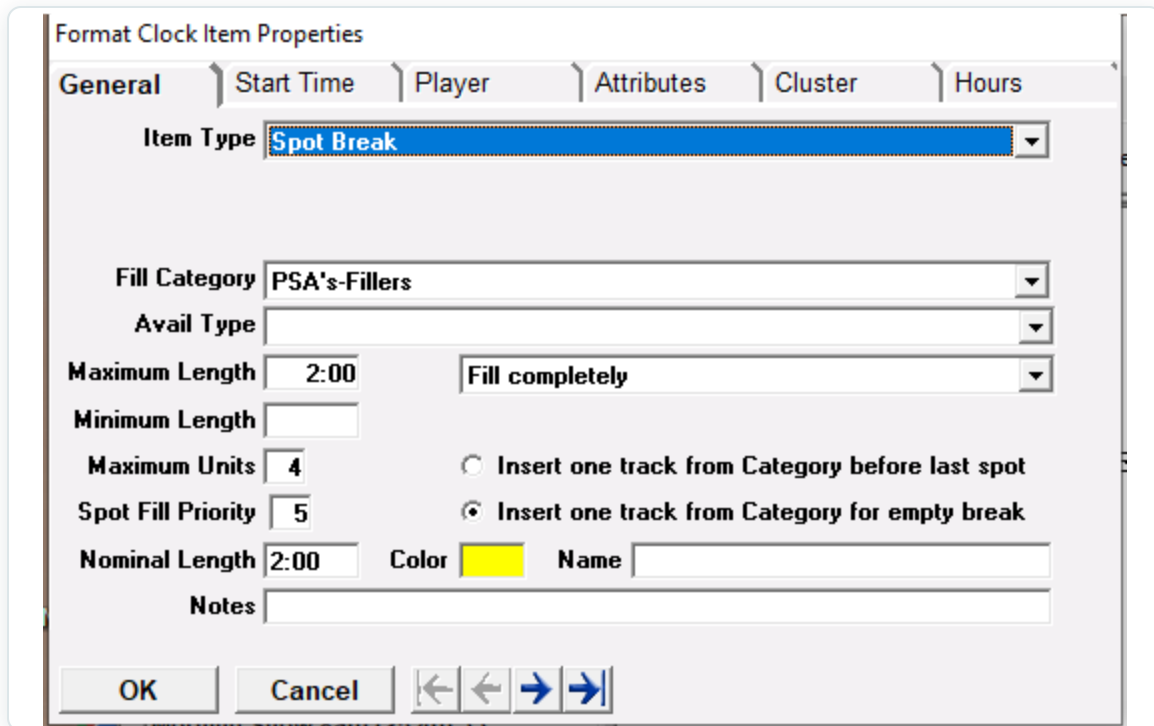


Figure 2 A format clock with two spot breaks

For a first pass, three properties matter and the rest can wait:

- **Maximum Length** — the longest total spot time allowed in the break. Leave it blank for no limit.
- **Maximum Units** — the most spots allowed in the break. Blank for no limit.
- **Nominal Start Time**, on the **Start Time** tab — the approximate, typical start time of the break. This is the time reported on logs and printed on invoices as the time of play, and the time separations between spots are measured from, so it is worth entering properly.



The image shows a 'Format Clock Item Properties' dialog box with several tabs: General, Start Time, Player, Attributes, Cluster, and Hours. The 'General' tab is active. It contains the following fields and controls:

- Item Type:** A dropdown menu set to 'Spot Break'.
- Fill Category:** A dropdown menu set to 'PSA's-Fillers'.
- Avail Type:** A dropdown menu.
- Maximum Length:** A text box containing '2:00'.
- Fill completely:** A dropdown menu.
- Minimum Length:** An empty text box.
- Maximum Units:** A text box containing '4'.
- Spot Fill Priority:** A text box containing '5'.
- Nominal Length:** A text box containing '2:00'.
- Color:** A yellow color swatch.
- Name:** An empty text box.
- Notes:** An empty text box.
- Buttons:** 'OK', 'Cancel', and four navigation arrows (left, right, double left, double right).
- Radio Buttons:** Two options are present: 'Insert one track from Category before last spot' (unselected) and 'Insert one track from Category for empty break' (selected).

Figure 3 The properties of a spot break

IMPORTANT

If you run music and traffic in the same database, the spot breaks in your traffic clocks must match the ones in your music clocks.

5. Create the advertiser

On the **Accounts** window, click **File → New Account** — or **File → New Agency**, if what you are entering is the agency that will be billed. An account is the entity you send the bill to, so create one for each customer you will invoice.

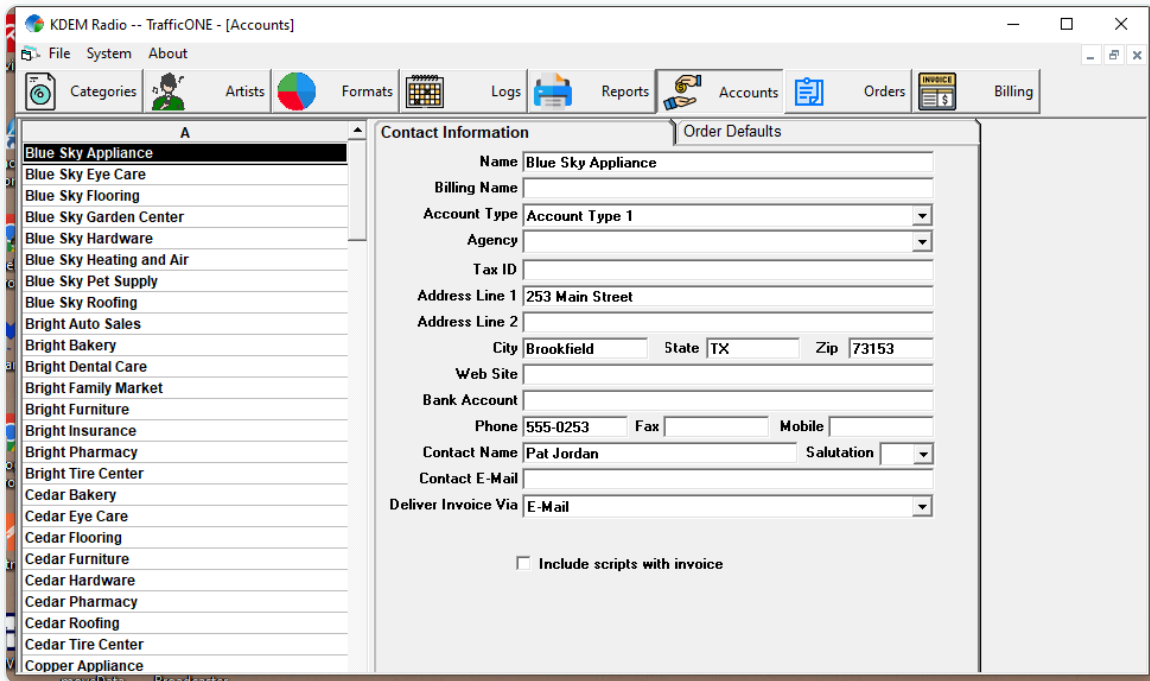


Figure 4 The Accounts window

Fill in:

- **Name** — used for the account everywhere in the program.
- **Billing Name** — used instead of Name on invoices and statements. Leave it blank and Name is used.
- **Agency** — if an agency brought you this advertiser, select it here. The agency is then billed for this account's invoices and is the party that has to pay them.

NOTE

There is no OK button on this window. When you move to another account, to another window, or close the database, TrafficONE asks whether to save what you changed.

TIP

Before you enter your second order for this account, look at the **Order Defaults** tab. Whatever you put there is filled in for you on every new order for this account.

6. Create the spot

When you created the account, TrafficONE created a **spot folder** with the same name. On the **Tracks** window you will find it among the categories, in plum-coloured text, after all the music and non-music ones.

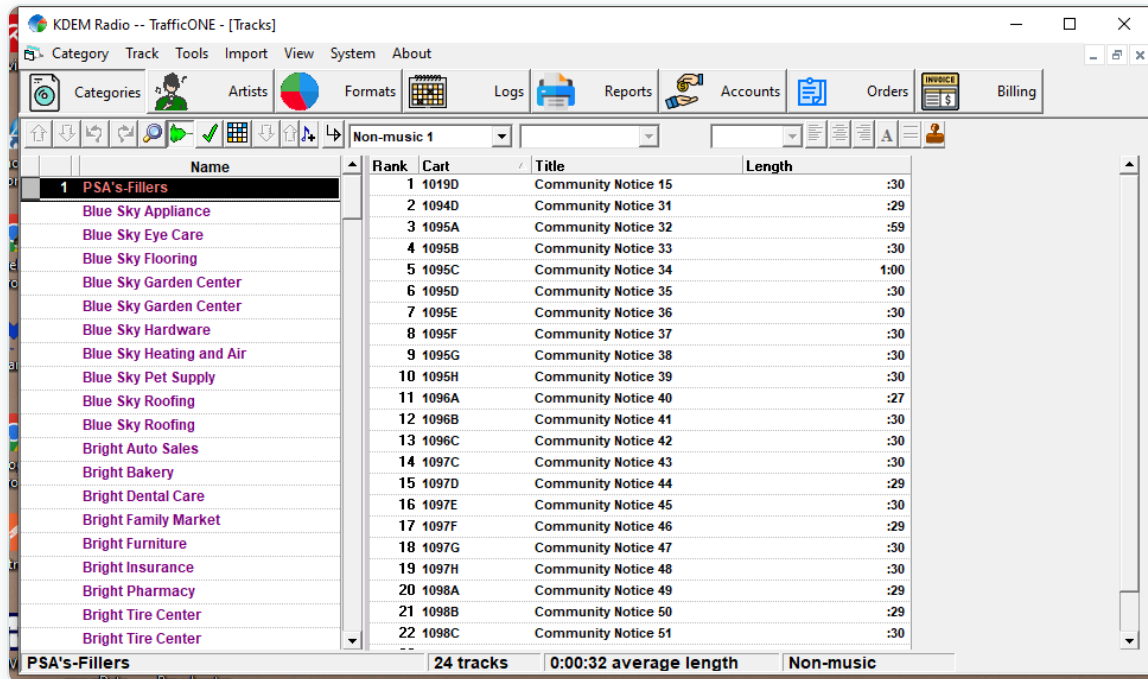


Figure 5 The Tracks window, with the spot folders in plum

Select that folder and click **Add Track**.

Commercial Spot

General Hours Custom History

Title Length

Cart ☐ Live Read

File

Folder Rank

Preview

Product 1 ISCI Code

Product 2

Announcer Start Date Start Hour

Quality End Date End Hour

Copy

Notes

OK Cancel New Delete

Figure 6 The Commercial Spot window

For your first spot, set these and leave the rest:

- **Title** — this is the name that appears on the invoice, so write it the way the customer should read it.
- **Length** — set it to the real length of the audio. The length is what fills the break.
- **Start Date / End Date** — the window the spot may air in. The hours beside them apply on the first and the last day only.
- **Cart** — the identifier written into the automation log. **File** is the path to the audio. For a live read, leave both blank and type the script into **Copy**.

NOTE

Product 1 / Product 2 and **Announcer** are how you keep two spots from airing too close together — the separation time is entered on the product, or on the announcer over on the Formats window. You do not need them on day one, but they are what stops two car dealers landing in the same break later.

7. Write the order

On the **Orders** window, create a new order for the account.

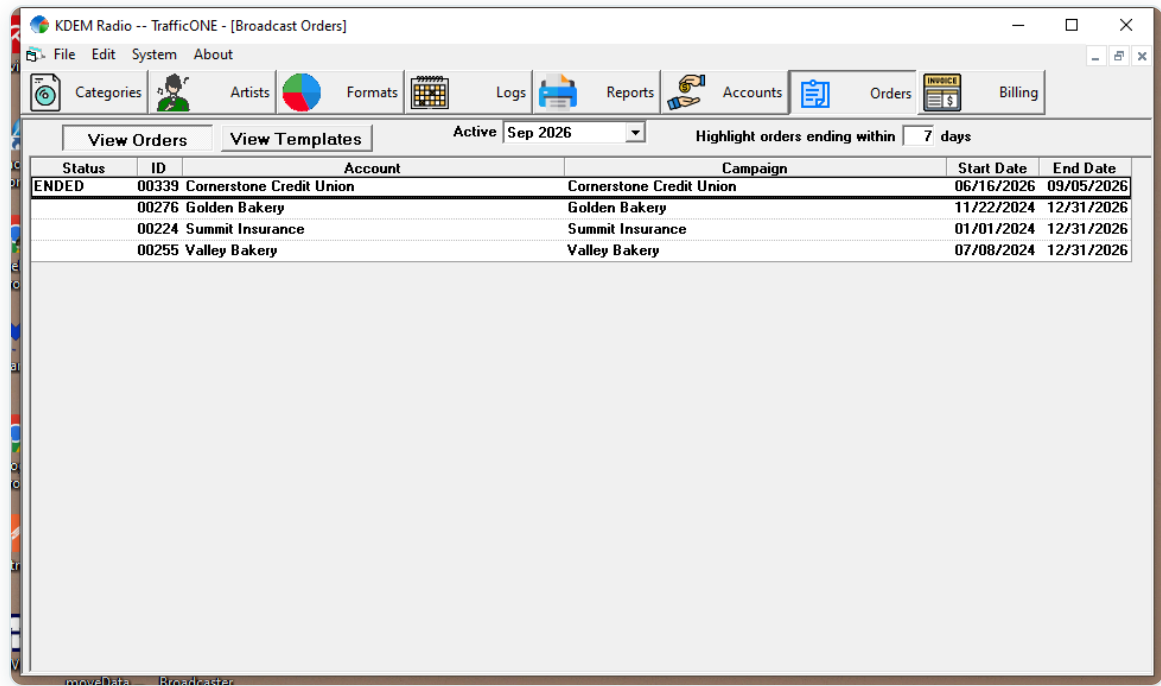


Figure 7 The Orders window

The **Order** window carries a lot of fields, and not every order needs all of them. Fields are pre-filled from the account's Order Defaults and from the Billing Defaults in the Traffic Settings.

Golden Bakery -- Broadcast Order 5392 Plays

General Settings Campaign Golden Bakery Start Date 11/22/2024 End Date 12/31/2026 Revenue Type ☒ Cash ☐ Trade Billing Type ☒ Gross ☐ Net Billing Period Calendar Month Account Rep House Billing Group		Billing Basis Charge Per Broadcast ☐ Use Standard Charges ☒ Apply package charge only for periods containing plays									
Charges Discount 0 % of Gross Agency Commission 0 Percent Rep Commission 0 Percent Trade Credit 0 Percent VAT 0 % of Gross Production Fee 0.00		Financing Interest Rate 0 Late Fee 0.00 Grace Period 10 days									
Items <table border="1"> <thead> <tr> <th>Description</th> <th>Start Date</th> <th>End Date</th> <th>Elmts</th> </tr> </thead> <tbody> <tr> <td>Bonus spots</td> <td>11/22/2024</td> <td>06/30/2026</td> <td>1</td> </tr> </tbody> </table>		Description	Start Date	End Date	Elmts	Bonus spots	11/22/2024	06/30/2026	1	Invoice Style Per Item Plays, Times, Length, Amount ☒ Affidavit ☒ CoOp Affidavit ☐ Show Rates On CoOp Affidavit Note PO # Copies 1	
Description	Start Date	End Date	Elmts								
Bonus spots	11/22/2024	06/30/2026	1								
Add View Delete ☒ Separate items from this order Consecutive Plays No Restriction		Approval / Memo Approved Print New Clone Delete OK Cancel									

Figure 8 The Order window

Set at least the **Campaign**, the **Start** and **End Date**, the **Billing Period**, the **Account Rep** and the **Billing Basis**. Then click **Add** to create an item — an item is a thing that plays.

On the **Order Item** window that opens, pick the **Track** you created in step 6, and set **Position** if the customer bought one. Leave it on *Any* otherwise.

8. Set the schedule

On the Order Item window, go to the **Schedule** tab. This is where you say *when it may play* and *how many times*.

Order Item

Elements

Start Date: 11/22/2024

End Date: 06/30/2026

Period Type: Day

☐ Schedule one play every break with matching avail

Plays A B C D 12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11

Mon 11/18

Tue 11/19

Wed 11/20

Thu 11/21

Fri 11/22 12

Sat 11/23 12

Sun 11/24 12

A B C D

Select Every

week

Select All

De-Select All

ID	Start Day	End Day	Total Hours	A	B	C	D
1	0 22 Nov 2024	24 Nov 2024	57	36			
2	2 25 Nov 2024	01 Dec 2024	133	84			
3	2 02 Dec 2024	08 Dec 2024	133	84			
4	2 09 Dec 2024	15 Dec 2024	133	84			
5	2 16 Dec 2024	22 Dec 2024	133	84			
6	2 23 Dec 2024	29 Dec 2024	133	84			
7	2 30 Dec 2024	05 Jan 2025	133	84			
8	2 06 Jan 2025	12 Jan 2025	133	84			
9	2 13 Jan 2025	19 Jan 2025	133	84			
10	2 20 Jan 2025	26 Jan 2025	133	84			

OK Cancel New Clone Delete

Figure 9 The Schedule tab of the Order Item window

The grid is one week — days down, hours across — and the list at the bottom holds every period from the item's Start Date to its End Date. Empty hours are hours the spot is not allowed to play.

To set a week:

- 1 Select the week in the list at the bottom.
- 2 Select hours in the grid — click and drag, or click an hour and hold Shift with the arrow keys.
- 3 Mark them A (or B, C, D), then type the number of plays for that section in the **Plays** boxes on the left.

You get four sections per day, A through D, so a customer who bought five plays in drive time and nine across the rest of the day is two sections, not two orders. If one number covers the day, you only need A.

TIP

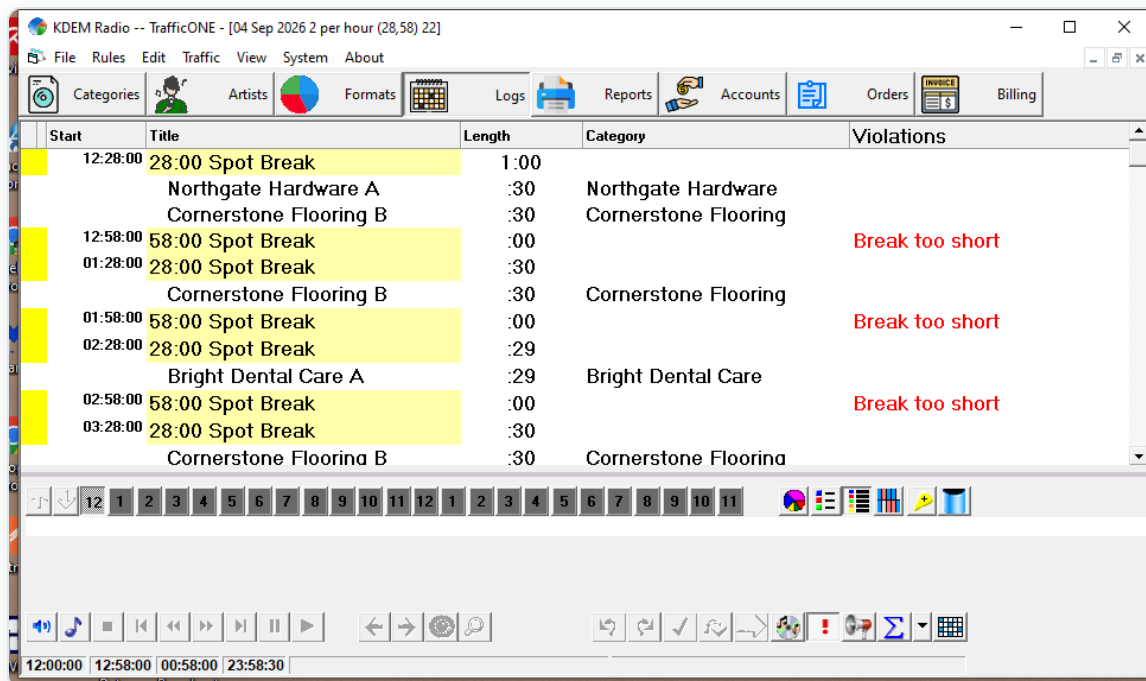
Rather than typing every week by hand: set the first one, click **Copy**, select the others, and click **Paste**. And if the customer bought a total per week or per month rather than per day, set **Period Type** to that instead — the daily numbers then act as a maximum for the day.

9. Build the day

IMPORTANT

Before you get here, the order has to be **Approved** — on the Order window, which asks for the Traffic Director password from step 3. An unapproved order does not schedule.

Open the day on the **Logs** window. Music and traffic are scheduled here, on one log.



The screenshot shows the TrafficONE application window titled "KDEM Radio -- TrafficONE - [04 Sep 2026 2 per hour (28,58) 22]". The interface includes a menu bar (File, Rules, Edit, Traffic, View, System, About) and a toolbar with buttons for Categories, Artists, Formats, Logs, Reports, Accounts, Orders, and Billing. The main window displays a table of scheduled items and violations.

Start	Title	Length	Category	Violations
12:28:00	28:00 Spot Break	1:00		
	Northgate Hardware A	:30	Northgate Hardware	
	Cornerstone Flooring B	:30	Cornerstone Flooring	
12:58:00	58:00 Spot Break	:00		Break too short
01:28:00	28:00 Spot Break	:30		
	Cornerstone Flooring B	:30	Cornerstone Flooring	
01:58:00	58:00 Spot Break	:00		Break too short
02:28:00	28:00 Spot Break	:29		
	Bright Dental Care A	:29	Bright Dental Care	
02:58:00	58:00 Spot Break	:00		Break too short
03:28:00	28:00 Spot Break	:30		
	Cornerstone Flooring B	:30	Cornerstone Flooring	

Below the table is a timeline view showing a sequence of numbers (12, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11) representing the day's schedule. At the bottom, there are playback controls and a status bar showing the current time range: 12:00:00 to 23:58:30.

Figure 10 A day log with its spot breaks

Click one of the two **traffic views** — *Spot Violations* or *Active Orders* — with the item view buttons. That is what tells the **Schedule** button to schedule commercials. Then click **Schedule**.

TrafficONE takes the items in the Active Orders list in priority (Rank) order and places them where they fit without violations, then runs many passes of moving and swapping to improve the separation. All the rules are applied for you: order separation, product separation, announcer separation, the same hour on consecutive days, the break's maximum length and units, and any position you required. Manual placement is rarely needed.

IMPORTANT

If an item cannot get all its plays, TrafficONE stops after it, and that usually means the day is over-sold. Lower that item's priority, or pre-empt some plays of the items above it, and click **Schedule** again.

10. Charge and bill

Two things separate a scheduled day from money.

First, charge the log. On the **Logs** window, select the log and click **Charge Schedule**. Until you do, the charges for the spots in that log do not reach any invoice.

NOTE

Once a log is charged you cannot edit or delete it. Charge it when you are satisfied with the day — normally after it has aired and been reconciled.

Then invoice. On the **Billing** window, the **Invoices** tab lists invoices of whatever status you pick with the drop-down on the left.

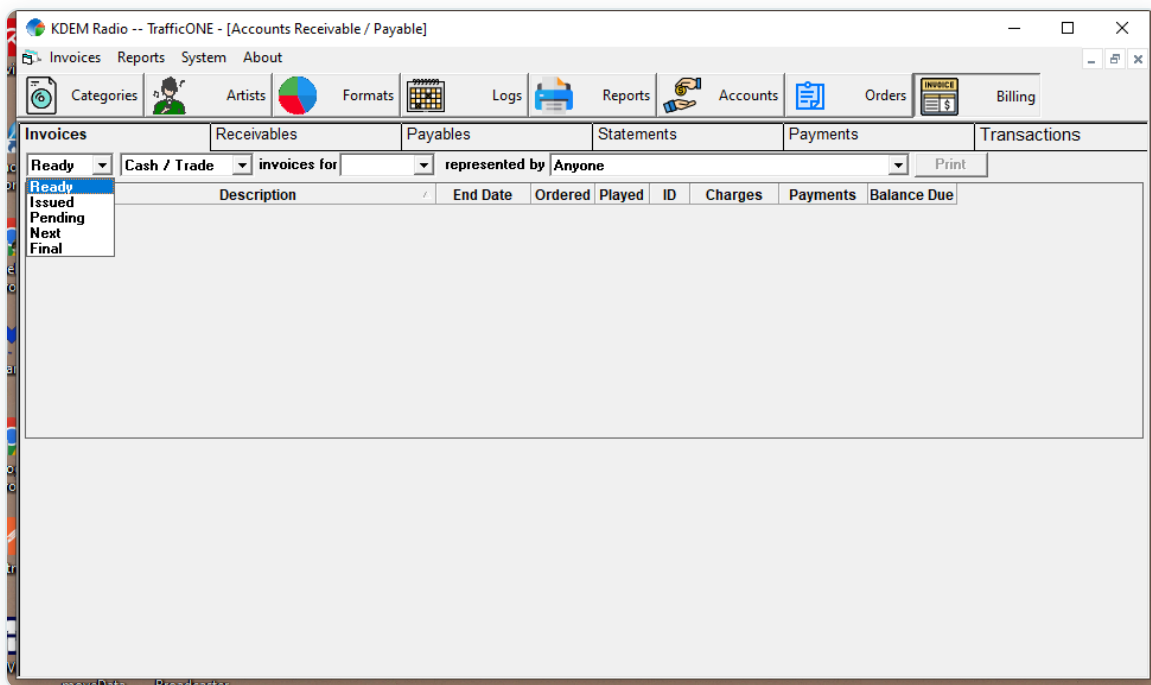


Figure 11 The Invoices tab of the Billing window

- **Ready** — orders charged through the end of the previous billing period with no invoice issued since. These are the ones waiting to be issued.
- **Pending** — charges on logs charged through to the current day, not ready yet.
- **Issued** — invoices already issued for a completed, charged billing period.
- **Next** — the next invoice due for an order.
- **Final** — an advance invoice for the whole order.

When you print, the **Style** you chose on the order decides how much detail goes on the page — from header totals only, through the plays and charge of each item on each day, to the full list of air times. The styles with no money on them are what you send as the affidavit.

From here on

The daily routine is the short end of this guide:

- 1 Schedule the day (step 9).
- 2 Reconcile it against what the automation actually aired.
- 3 Charge the log (step 10).

Selling something new adds steps 5 to 8 — account, spot, order, schedule — and only the first time for each advertiser.

What to read next in the *User Manual*

- **Traffic Settings Window** — your account reps, the standard charges table, the rule priorities, and the billing defaults that pre-fill every order.
- **Avail Windows** — what is still unsold, before you promise it.
- **Issuing Invoices, Receivables, Statements, Payments and Adjustments** — the rest of the billing side.
- **Backup and Restore** — worth ten minutes before you need it rather than after.