A complete and intuitive advertising manager
as an innovative web-application

- Multiplatform : PC and MAC
- Thin client : runs in a Web browser locally or through the Internet.
- Interoperable : RSS XML and Web Services.
- Modern: HTML5 and AJAX.

Easy to use advertising campaign manager :
- Prepare your advertising slots and automate their schedule
- Quickly create advertising campaigns, focusing either on the financial or the broadcasting aspect
- Easy-to-use scheduler for spots - one click is enough.
- Review your finished slots before exporting them to your customer or directly in your Chyro™ system

Operable in any circumstances :
- support any non-latin language through the use of the UTF-8 standards
- no client software installation required : an up-to-date internet browser is all you need
- operable locally or remotely through a secure Internet access
- unlimited concurrent user sessions

- **Multiple broadcast channels support**

- **Advanced search language**

- **Easy to use financial manager**
  - Pre-sets or customizable discounts
  - Dynamic recomputation of prices to reflect changes, including a lock system to control what is adjusted

- **Comprehensive slots planner**
  - Fine control of pricing (sector-based primetime periods, price adjustment based on spot length, positions, etc.)
  - Define slot's jingles and interstitials
  - Integration with other Chyro™ products allows dynamic jingles or interstitial selection
  - Create week-long, pre-configured patterns and quickly apply them to any given week

- **Progressive level of details of campaign planning :**
  - High level : shape your campaign quickly to deduce costs.
  - Mid level : shape days by defining time periods and allocating specific spots
  - Low level: schedule a specific spot to a specific slot,

- **Preview and fine-tune your completed slots**
  - Last minute adjustements - move, edit or remove any given slot
  - Integration with other Chyro™ products allow to include scheduled programs in the preview
  - Out-of-campaign spot scheduling

- **Manage your local advertising insertions**
  - Supports SCTE-35 insertions

- **Access to our integrated APIs : Get, Set, Search.**