

8. Traffic Workflow Summary (Quick Start)

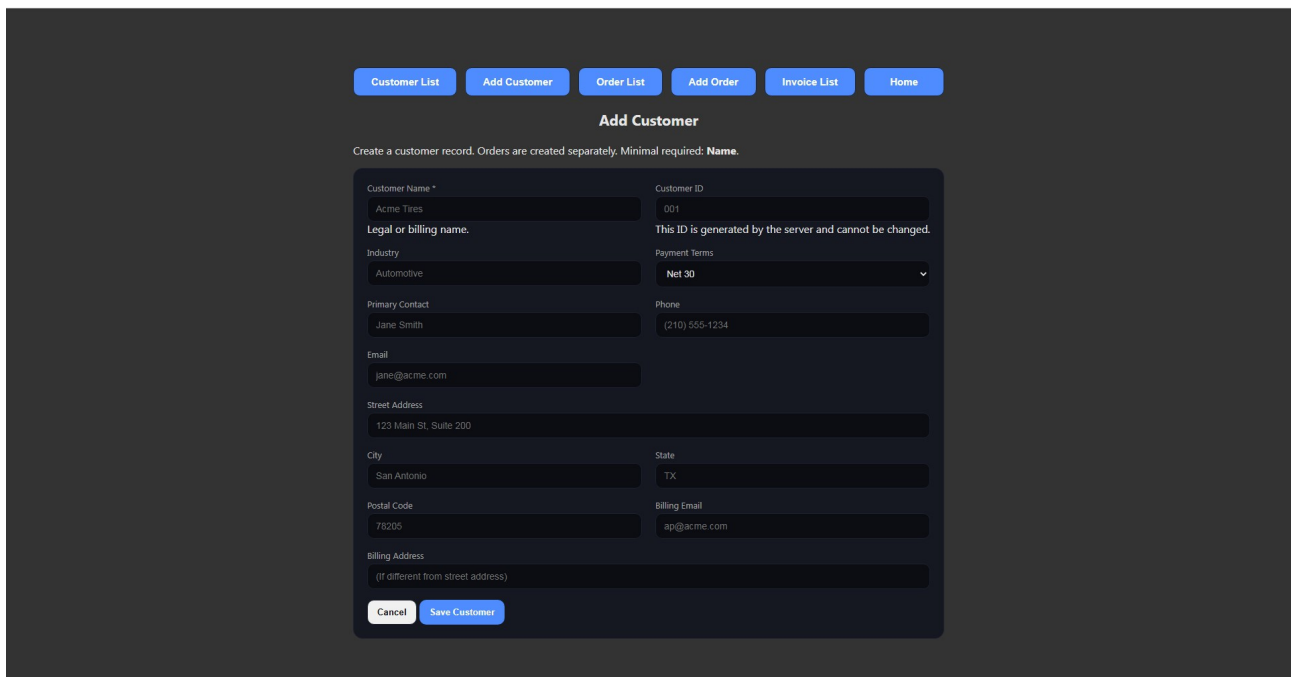
A clear, step-by-step overview of how NextTraffic works from start to finish.

NextTraffic is designed as a **hybrid traffic system**, combining StudioLink for order entry and billing with NextKast for audio assignment and automated scheduling. This section summarizes the entire workflow in one place.

8.1 Step-by-Step Workflow Overview

Step 1 — Create or Select Customer (StudioLink)

- Add new customer in StudioLink, or
- Use an existing customer
Customers are fully managed online so sales and traffic can work remotely.



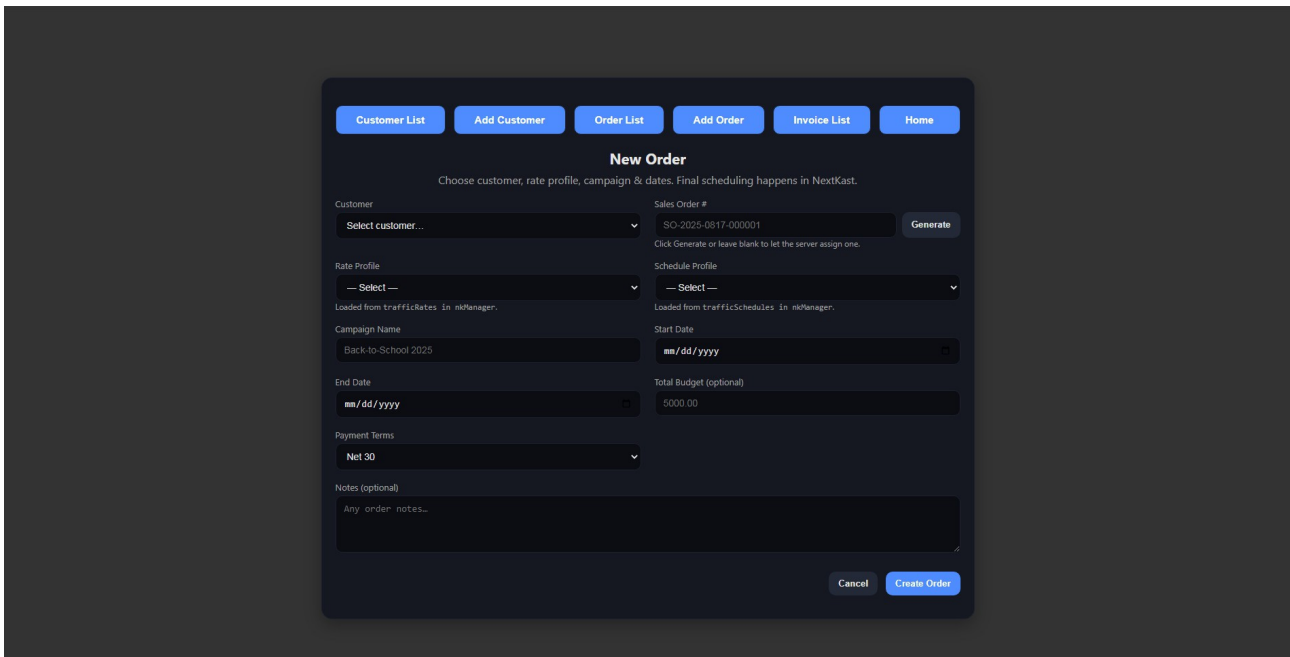
The screenshot shows a web interface for adding a customer. At the top, there is a navigation bar with buttons for 'Customer List', 'Add Customer', 'Order List', 'Add Order', 'Invoice List', and 'Home'. Below this is the 'Add Customer' form, which includes a title 'Add Customer' and a subtitle 'Create a customer record. Orders are created separately. Minimal required: Name.' The form is divided into two columns of input fields. The left column contains: 'Customer Name *' (Acme Tires), 'Legal or billing name.' (Acme Tires), 'Industry' (Automotive), 'Primary Contact' (Jane Smith), 'Email' (jane@acme.com), 'Street Address' (123 Main St, Suite 200), 'City' (San Antonio), 'Postal Code' (78205), and 'Billing Address' (If different from street address). The right column contains: 'Customer ID' (001), 'Payment Terms' (Net 30), 'Phone' ((210) 555-1234), 'State' (TX), and 'Billing Email' (ap@acme.com). At the bottom of the form are 'Cancel' and 'Save Customer' buttons.

Step 2 — Create Order (StudioLink)

Enter:

- Campaign name
- Date range
- Rate profile
- Schedule profile
- Notes, terms, budget (optional)

StudioLink syncs the order instantly to the in-studio NextKast system.



The screenshot shows a 'New Order' form with the following fields and options:

- Customer:** A dropdown menu labeled 'Select customer...'. To its right is a 'Sales Order #' field containing 'SO-2025-0817-000001' and a 'Generate' button. Below this is a note: 'Click Generate or leave blank to let the server assign one.'
- Rate Profile:** A dropdown menu labeled '-- Select --'. Below it is the text 'Loaded from trafficRates in mManager.'
- Schedule Profile:** A dropdown menu labeled '-- Select --'. Below it is the text 'Loaded from trafficSchedules in mManager.'
- Campaign Name:** A text field containing 'Back-to-School 2025'.
- Start Date:** A date picker field showing 'mm/dd/yyyy'.
- End Date:** A date picker field showing 'mm/dd/yyyy'.
- Total Budget (optional):** A text field containing '5000.00'.
- Payment Terms:** A dropdown menu showing 'Net 30'.
- Notes (optional):** A text area with the placeholder 'Any order notes...'.

At the bottom right of the form are 'Cancel' and 'Create Order' buttons.

Step 3 — Import Commercial Audio (NextKast Manager)

- Import the commercial into the **Commercial** category in NextKast
- Double-click the file to edit it

Audio is **never** uploaded through StudioLink.

Step 4 — Link Audio to the Order (NextKast Studio)

Inside the commercial's metadata window:

1. Choose the **Customer** in the Custom dropdown
2. All orders for that customer appear
3. Select the correct order
4. Save

This links:

- The audio
- To the order
- Which belongs to the customer
- With dates and schedule rules applied

Now the system knows **what** to play and **when** to play it.

The screenshot displays the NextKast Traffic Asset Editor interface. At the top, there is a menu bar and a play/stop button. Below this is a waveform visualization of the audio file, with a duration of 00:00:28.4. The file name is 'E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav'. To the right of the waveform are 'Previous' and 'Next' buttons, and a 'Save Changes' button.

The main area is divided into several sections:

- General:** Commercial Name (116), Customer Name (SO-20250824-221750 — test camp 1), Customer Number (116), Sales Order (0), Priority (0), Position (0).
- NextKast:** A dropdown menu.
- Mechanic:** A dropdown menu.
- CompetitiveCodes:** A dropdown menu.
- Scheduling Mode:** Radio buttons for 'Hourly Grid' and 'Daily Flex'.
- Scheduling Mode:** Radio buttons for 'This Week' and 'Next Week'.
- Start Date:** 12/9/2025
- End Date:** 12/31/2025
- Spot Load:** A dropdown menu.
- WEB Dashboard:** A button.
- Rates:** A button.

The bottom section is a scheduling grid showing the days of the week (Sun through Sat) and the time slots (12 AM, 1 AM, 2 AM, 3 AM, 4 AM, 5 AM, 6 AM, 7 AM, 8 AM, 9 AM, 10 AM, 11 AM, 12 PM, 1 PM, 2 PM, 3 PM, 4 PM, 5 PM, 6 PM, 7 PM, 8 PM, 9 PM, 10 PM, 11 PM). Each cell in the grid contains a number representing the number of spots scheduled for that time slot on that day. The numbers are color-coded: red for booked spots and green for still scheduled spots. At the bottom of the grid are buttons for 'Booked', 'Still Scheduled', 'r', 'R', and 'Played'.

Step 5 — NextKast Generates Required Spots (Automatically)

Using:

- Start/end dates
- Schedule profile
- Flex or hourly rules

NextKast calculates the **number of spots** needed for each day or hour.

Step 6 — Rotations Define Break Locations

Merge commands inside rotations define:

- Where commercial breaks are
- How many spots fit per hour
- The structure of each hour

There are **no merge templates** — the rotation *is* the break structure.

Editing Rotation:Drive

51.8 Estimated Hours Repeat More Rules

Sweeper	Category	Time
<input type="checkbox"/>	TOH	00:00
<input type="checkbox"/>	RequestAI	00:22
<input type="checkbox"/>	POWER	00:40
<input checked="" type="checkbox"/>	HRecent2017	03:53
<input type="checkbox"/>	AllIntro	06:57
<input type="checkbox"/>	NewMusic	07:07
<input type="checkbox"/>	mergeExternalTrafficLog	10:15
<input type="checkbox"/>	POWER	14:15
<input checked="" type="checkbox"/>	Hot Top40	17:28
<input type="checkbox"/>	goto	20:57
<input type="checkbox"/>	ads120	21:02
<input type="checkbox"/>	Station Drops	23:04
<input type="checkbox"/>	POWER	23:14
<input checked="" type="checkbox"/>	HRecent2016	26:27
<input type="checkbox"/>	AIOutroAndIntro	30:28
<input type="checkbox"/>	POWER	30:43
<input type="checkbox"/>	High	33:56
<input type="checkbox"/>	Station Drops	37:33
<input type="checkbox"/>	POWER	37:43
<input type="checkbox"/>	AllIntro	40:56
<input type="checkbox"/>	Hot Top40	41:06
<input checked="" type="checkbox"/>	HRecent2015	44:35
<input type="checkbox"/>	goto	48:15
<input type="checkbox"/>	ads120	48:20

Category List

Insert Playlist Macro

Select Playlist Macro Function: mergeExternalTrafficLog

Select Traffic SubFolder

Function Duration: 00 : 04 : 00

Time of Merge In Seconds: 900

Save Changes Cancel

Ads 30-60 Aggressive Classic EDM Intro goto HRecent2014 Intro

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

S
M
T
W
T
F
S

clock Approximate Rotation Runtime
1 hour, 7 minutes, and 13 seconds

Drive Save Rotation Clear Rotation

Step 7 — Playlist Generation (Scheduling Happens Here)

When hourly playlists are generated:

- Breaks (merge commands) are read
- Spots required for that hour/day are pulled
- Audio assigned to the order is inserted
- Flex or hourly rules are applied
- Everything is placed automatically

The moment playlists are generated, scheduling for commercials is complete.

Step 8 — Spots Air On-Air (Playback Logging)

When a spot plays:

- NextKast writes a log entry
- The log references the audio file
- The audio file references the order and customer
- The play becomes part of reconciliation

This ensures billing reflects actual on-air performance.

The screenshot displays the NextKast Traffic Asset Editor interface. At the top, there is a waveform visualization for the audio file "E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav". Below the waveform, the duration is shown as 00:00:28.4. The interface includes several tabs and buttons for navigation and actions, such as "Previous", "Next", "Save Changes", "Hourly Grid", "Daily Flex", "This Week", "Next Week", "WEB DashBoard", "Rates", "Create/Print Invoice", and "apply payment to list".

The main section contains a table with the following data:

Date/Time	Asset Path	Price	Invoice	Daumen A
10/1/2025 2:16:10 PM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$50.00		
10/1/2025 5:28:55 PM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$50.00		
10/1/2025 7:09:13 AM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$50.00		
10/2/2025 9:11:17 AM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$50.00		
10/2/2025 9:14:24 PM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$10.00		
10/3/2025 10:15:57 AM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$50.00		
10/3/2025 5:36:58 AM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$10.00		
10/3/2025 9:30:18 PM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$10.00		
10/4/2025 11:36:17 AM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$20.00		
10/4/2025 5:23:29 PM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$20.00		
10/4/2025 7:21:30 AM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$20.00		
10/5/2025 10:20:06 AM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$20.00		
10/5/2025 3:21:24 PM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$20.00		
10/6/2025 1:14:35 PM	E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav	\$50.00		

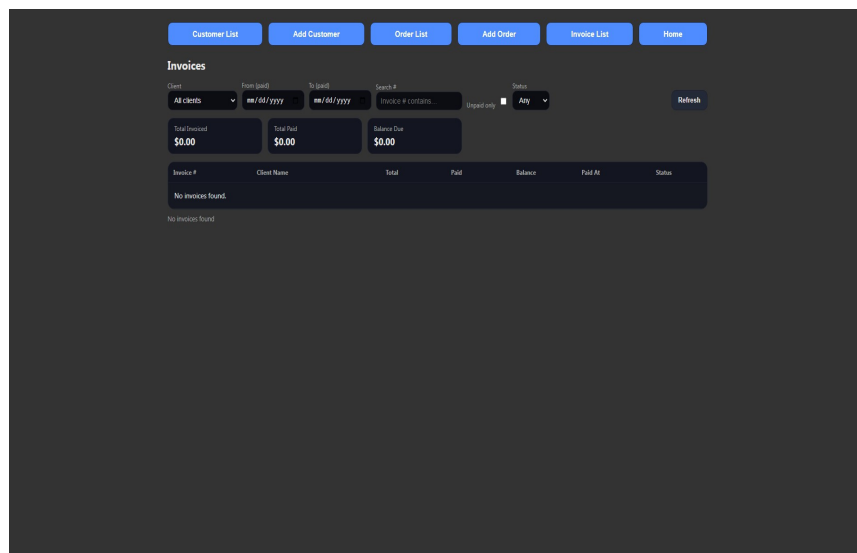
At the bottom of the interface, there are buttons for "Booked", "Still Scheduled", "r", "R", and "Played".

Step 9 — Invoicing & Payments

In nkManager:

- Generate invoices
- View all invoices for all customers
- See which spots aired
- Apply rate profile pricing
- Mark invoices **paid**
- Track client payment history

nkManager is the billing hub; NextKast provides the playback records. The Invoice List is available via StudioLink and Invoices can also be marked paid there. This is the central place you can see what is owed and what has been paid.



INVOICE



NextKast Radio Automation
 354 W Quill Dr
 San Antonio, Texas 78228
 210-286-2975
 wp@nextkast.com

Invoice #: INV-20251209-075921
 Invoice Date: 12/09/2025
 Due Date: 1/8/2026
 Terms: net30

NextKast
 San Antonio, Texas, 78228
 Email:

Date/Time	Description	Duration	Amount
9/1/2025 1:15:08 PM	Big O Tires 30 sec radio	00:00:28.4	\$50.00
9/1/2025 7:14:55 AM	Big O Tires 30 sec radio	00:00:28.4	\$50.00
9/1/2025 7:17:36 PM	Big O Tires 30 sec radio	00:00:28.4	\$10.00
9/2/2025 10:19:25 AM	Big O Tires 30 sec radio	00:00:28.4	\$50.00
9/2/2025 4:18:18 PM	Big O Tires 30 sec radio	00:00:28.4	\$50.00
9/3/2025 2:17:11 PM	Big O Tires 30 sec radio	00:00:28.4	\$50.00
9/3/2025 5:15:28 PM	Big O Tires 30 sec radio	00:00:28.4	\$50.00
9/3/2025 7:15:54 AM	Big O Tires 30 sec radio	00:00:28.4	\$50.00
9/4/2025 9:13:08 PM	Big O Tires 30 sec radio	00:00:28.4	\$10.00
9/4/2025 9:13:28 AM	Big O Tires 30 sec radio	00:00:28.4	\$50.00
9/5/2025 10:18:34 AM	Big O Tires 30 sec radio	00:00:28.4	\$50.00
9/5/2025 5:19:32 AM	Big O Tires 30 sec radio	00:00:28.4	\$10.00
9/5/2025 9:15:59 PM	Big O Tires 30 sec radio	00:00:28.4	\$10.00
9/6/2025 3:24:55 PM	Big O Tires 30 sec radio	00:00:28.4	\$20.00
9/6/2025 5:15:38 PM	Big O Tires 30 sec radio	00:00:28.4	\$20.00
9/7/2025 10:21:12 AM	Big O Tires 30 sec radio	00:00:28.4	\$20.00
9/7/2025 3:18:19 PM	Big O Tires 30 sec radio	00:00:28.4	\$20.00

Invoice Total:	\$570.00
Discount (10.00%):	-\$57.00
	\$513.00

8.2 Workflow Summary Diagram

StudioLink (Remote)	NextKast (Studio nkManager)	StudioLink (Remote)
1. Create Customer	3. Import Audio	10. Mark Paid
2. Create Order	4. Link Audio to Order	11. Owed and Paid Reports
1a. Edit Customer	5. Spots Generated	12. Order Reports
2a. Edit Order	6. Breaks via Rotation	
	7. Playlist Generated	
	8. Spot Plays Logged	
	10. Generate Invoice/Mark Paid	

8.3 Why This Workflow Works

- Sales can work remotely
- Audio remains fully controlled in the studio
- Scheduling is predictable and rotation-based
- Flex/hours rules are simple and powerful
- Billing is tied directly to actual plays
- No merge templates
- Minimal operator overhead
- Highly reliable