



built in traffic System for NextKast onAir
Simple User Manual And User Guide
v1.0

NextTraffic

built in traffic System for NextKast

1. Introduction

NextTraffic is the built-in traffic and commercial scheduling system inside NextKast OnAir. It allows broadcasters to schedule and reconcile commercial spots without relying on external traffic software, while maintaining a clean and tightly integrated workflow inside the automation system.

NextTraffic operates as a **hybrid system**, combining:

StudioLink Web Interface (Primary Input & Management)

- Clients/Customers are entered and managed in StudioLink
- Orders are entered and managed in StudioLink
- Billing information is reviewed remotely
- Invoices can be marked as paid directly from the web interface

StudioLink serves as the primary data-entry portal, allowing sales teams and remote staff to manage all traffic-related information from anywhere.

In-Studio NextKast Interface (Spot Matching & Scheduling)

- The in-studio interface receives orders entered in StudioLink
- Staff match each order to the correct audio assets/commercial files
- NextKast uses these matched assets to schedule spots during playlist generation
- Reconciliation and on-air verification happen within the studio system

This hybrid design allows:

- Remote traffic and sales operations
- In-studio control over actual audio playout
- A unified pipeline from order entry → asset matching → scheduling → reconciliation → billing

2. Core Concepts

NextTraffic is built around several core concepts that define how commercial scheduling works inside NextKast OnAir.

2.1 Customers

Customers represent advertisers.

In NextTraffic's hybrid workflow:

- **Customers are created and managed in StudioLink**
 - Client information automatically syncs to the in-studio NextKast interface
 - Each **Customer** can have multiple active or historical orders
-

2.2 Orders

Orders define what a client is buying.

Orders include:

- Campaign name
- Date range
- Days of week
- Number of spots or specific placement rules
- Notes and billing details

Orders are entered in StudioLink, then synced to the in-studio interface where audio assets are matched.

2.3 Audio Assets (Commercial Files)

Orders entered from StudioLink do **not** include audio files.

The in-studio operator handles:

- Assigning the correct audio file(s) to each order
- Updating or replacing files when needed
- Ensuring filenames and versions stay consistent

This keeps sales and traffic staff focused on orders, while engineering/programming controls the actual on-air content.

2.4 Spots

A “spot” is a single instance of an order scheduled to play on-air.

A spot inherits its:

- Customer
- Order
- Matched audio file
- Scheduled time

Spots are automatically generated based on the order details.

2.5 Placement

Spot placement occurs inside playlists according to the station’s clocks/rotations.

NextKast uses **merge commands (mergeExternaltraffic)** within rotations to determine where commercial breaks exist.

NextTraffic fills those merges with scheduled spots.

There are **no merge templates** to maintain.

2.6 Reconciliation

After a spot plays on-air, NextKast logs the event.

Reconciliation allows staff to:

- See which spots actually aired
- Identify missed plays
- Generate affidavits
- Prepare billing and add discounts

Invoice payment status can be updated through **StudioLink**.

2.7 Hybrid Workflow Overview

- StudioLink handles: customers, **orders, billing, invoice status**
- In-studio NextKast handles: **audio matching, playlist placement, reconciliation**

Both systems sync continuously to provide a unified traffic workflow.

3. Creating an Order

NextTraffic uses a hybrid workflow: orders are **created in StudioLink** and **matched to audio in the in-studio interface**.

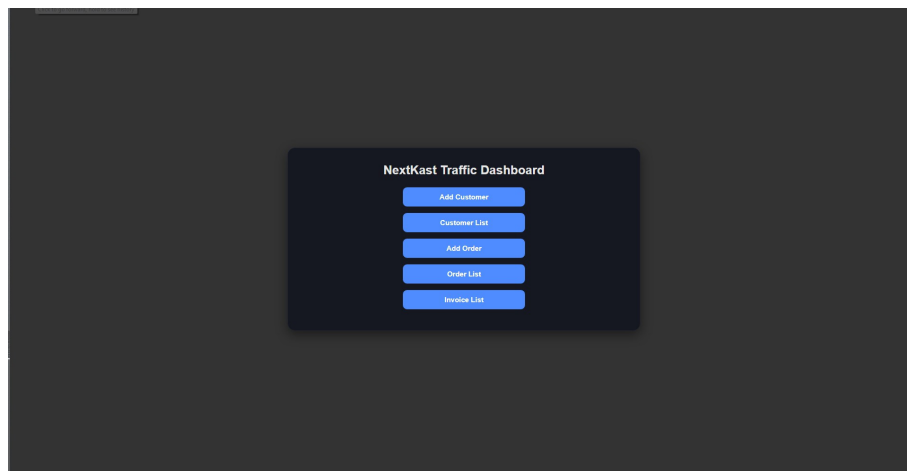
This section describes the full process from start to finish.

3.1 Where Orders Are Created

Orders are entered **exclusively in the StudioLink web interface**, allowing traffic, sales, and remote staff to work from anywhere.

When an order is saved:

- It automatically syncs to the in-studio NextKast system
- It appears immediately for audio assignment and on-air scheduling

A screenshot of the 'New Order' form in the StudioLink web interface. The form is dark-themed with a top navigation bar containing buttons: 'Customer List', 'Add Customer', 'Order List', 'Add Order', 'Invoice List', and 'Home'. The main form area is titled 'New Order' and includes a subtitle: 'Choose customer, rate profile, campaign & dates. Final scheduling happens in NextKast.' The form fields are organized into two columns. The left column includes: 'Customer' (a dropdown menu with 'Select customer...' and a 'Generate' button), 'Rate Profile' (a dropdown menu with '--- Select ---'), 'Campaign Name' (a text field with 'Back to School 2023'), 'End Date' (a date picker with 'mm/dd/yyyy'), 'Payment Terms' (a dropdown menu with 'Net 30'), and 'Notes (optional)' (a text area with 'Any order notes...'). The right column includes: 'Sales Order #' (a text field with 'SO-2022-0817-000001'), 'Schedule Profile' (a dropdown menu with '--- Select ---'), 'Start Date' (a date picker with 'mm/dd/yyyy'), and 'Total Budget (optional)' (a text field with '0000.00'). At the bottom right of the form are 'Cancel' and 'Create Order' buttons.

3.2 Required Order Information

Orders are created in the **StudioLink** web interface on the **Edit Order** screen.

At the top, StudioLink guides you:

“Choose customer, rate profile, campaign & dates. Final scheduling happens in NextKast.”

The main fields are:

Customer

Select the customer this order belongs to from the **Customer** dropdown.

All customers are created and managed in StudioLink.

The selected customer will later be used in NextKast to match the order to the correct commercial audio.

Sales Order

Field: **Sales Order #**

- You can click **Generate** to have the server assign an order number (e.g., SO-20251114-103823), or
- Enter your own custom order number.

This ID is used for internal reference and invoicing.

Rate Profile

Field: **Rate Profile** (dropdown)

- Options are **loaded from trafficRates in nkManager** (in-studio NextKast).
- Rate profiles are **created and stored in the NextKast user interface**, not in StudioLink.

A **rate profile** defines:

- The rates for each hour
- Weekday vs weekend differences
- Rate Profiles contain per/day spot price information as well as discount percentages

StudioLink simply lets you select which predefined rate profile to apply to the order.

Schedule Profile

Field: **Schedule Profile** (dropdown)

- Options are **loaded from trafficSchedules in nkManager**.
- Schedule profiles are also **created and stored in the NextKast user interface**.

A **schedule profile** determines **how often a commercial plays daily**, based on:

- Times per hour, or
- Flex schedule (times per day)

StudioLink selects the schedule profile; the actual scheduling logic is applied later inside NextKast when generating playlists.

Campaign Name

Field: **Campaign Name**

A descriptive name for the campaign (e.g., Black Friday 2025 or test1).
This is used for identification in both StudioLink and the in-studio interface.

Start Date / End Date

Fields: **Start Date**, **End Date**

- Define when the order becomes active and when it ends.
- Only dates within this range are considered for scheduling.

These dates are used by NextKast to decide which days should generate spots.

Total Budget (optional)

Field: **Total Budget (optional)**

- Enter the total dollar amount for the order, if desired.
- Used for reference and billing; not required for scheduling.

Payment Terms

Field: **Payment Terms**

Example: Net 30

Defines how and when the client is expected to pay.
This appears with the order and later in invoice context.

Notes (optional)

Field: **Notes (optional)**

Freeform text for internal notes about the order (e.g., copy instructions, make-good notes, special handling).

Buttons at the bottom:

- **Cancel** – discard changes
- **Save Changes** – save or update the order and sync it to NextKast

3.3 Saving an Order

When saved, an order:

- Syncs instantly to NextKast in-studio
- Creates spot requirements for each day in the date range
- Waits for audio file matching in the studio interface

No audio is uploaded or selected in StudioLink.

Audio is handled by the studio operator.

3.4 Matching Audio to the Order (In-Studio)

After an order syncs into the in-studio NextKast interface, the studio operator must link the correct commercial audio file to that order.

The workflow is:

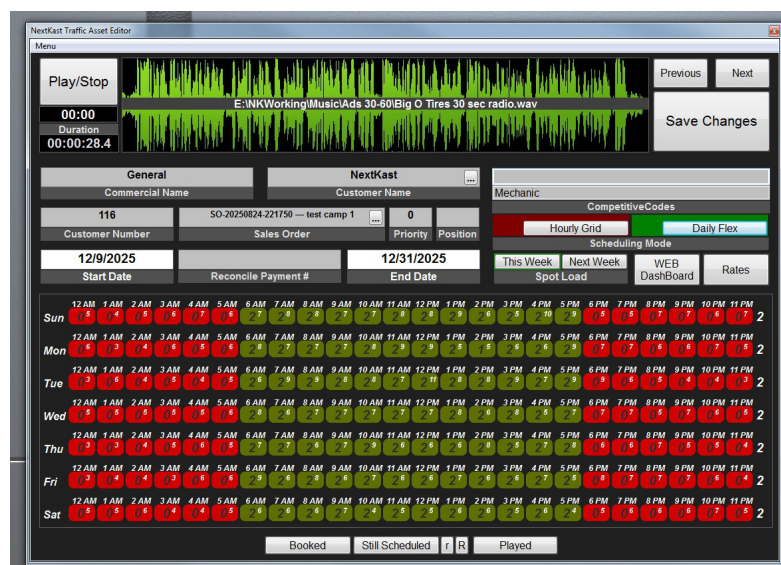
1. **Import the commercial audio** into the **Commercial** category in NextKast.
2. **Double-click** the imported commercial to open its metadata window.
3. In the **Custom** dropdown, **select the customer** associated with the order.
4. Once the customer is selected, **all orders belonging to that customer appear**.
5. Select the **specific order** that this audio file should be matched to.

Each order includes:

- Start and end dates
- Play schedule
- Rate schedule
- Other order metadata entered through StudioLink

Selecting the correct order **links the audio asset to the commercial order**.

This tells the audio file **when it should schedule** and ensures the spot appears at the right times during playlist generation.



3.5 Order Lifecycle Summary

1. **Sales/traffic enter client + order in StudioLink**
2. **Order syncs to studio**
3. **Studio operator assigns audio**
4. **NextTraffic generates required spots**
5. **Scheduler places them into playlists**

This keeps the workflow clean:

- Remote staff handle the business
- Studio staff control the audio
- NextKast handles the scheduling logic

4. How Spots Are Scheduled

Spot scheduling in NextTraffic is a coordinated process between **StudioLink**, where orders are entered, and the **NextKast in-studio system**, where final scheduling occurs. NextKast uses each order's **schedule profile**, **rate profile**, and **audio assignment** to determine when spots should be placed.

4.1 How Spot Requirements Are Generated

After an order is created in StudioLink and synced to NextKast, the in-studio system generates spot requirements using:

- The order's **Start/End Dates**
- The **Schedule Profile** selected in StudioLink
- The customer→order→audio match performed in the studio

NextKast uses the schedule profile to determine **how many spots per day** are needed and **how they should be distributed**.

4.2 Understanding Schedule Profiles

Schedule Profiles are created in the NextKast Manager interface and selected in StudioLink.

Two types of scheduling are supported:

A. Times Per Hour Scheduling

Example:

- Play 2 spots every hour
- Between 6 AM and 7 PM

NextKast will place one spot in each commercial break until the quota is met.

B. Flex Schedules (Times Per Day)

Flex schedules allow specifying the **total number of times per day**, with flexible distribution.

Example flex schedule:

- Play 8 times per day
- Between 5 AM and 10 PM
- No fixed hours
- Spots distributed evenly or as space allows

NextKast automatically:

- Calculates the daily requirement
- Distributes the spots into merge positions across the allowed hours
- Ensures the count is met regardless of the number of hourly merges

4.3 Understanding Rate Profiles

Rate Profiles do **not** affect scheduling.
They are used strictly for billing and invoicing.

A Rate Profile defines:

- Hourly rates
- Weekday and weekend rate differences
- How the invoice is calculated

StudioLink selects a rate profile, but **NextKast uses it later when creating the invoice** and applying the correct spot values.

Rate cards can be saved and loaded from the File menu in the nkManager Traffic Editor Window. They are saved as profile files and can be selected from studioLink Web Interface.

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

The main interface is divided into several sections:

- General:** Includes fields for 'Commercial Name', 'Customer Number' (116), 'Sales Order' (SO-20250824-221750 — test camp 1), 'Start Date' (8/1/2025), 'Reconcile Payment #', and 'End Date' (10 Dec 2025).
- NextKast:** Includes a 'Customer Name' field and a 'Priority' field (0).
- CompetitiveCodes:** Includes a 'Mechanic' field and a 'Scheduling Mode' section with 'Hourly Grid' (selected) and 'Daily Flex' options.
- Scheduling Mode:** Includes 'This Week', 'Next Week', 'Spot Load', 'WEB DashBoard', and 'Rates' buttons.

The bottom section is the 'Traffic Rate Card' for a 'Price Scale' of '15 Seconds'. It shows a grid of hourly rates for weekdays (Mon-Fri) and weekends (Sat-Sun). The rates are as follows:

	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
WKDAY Mon-Fri	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$5.00	\$5.00	\$5.00	\$5.00	
WKEND Sat-Sun	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$2.00	\$2.00	\$2.00	\$2.00	

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

4.4 Merge Positions (Commercial Breaks)

NextKast uses **merge commands**(mergeExternalTraffic) inside rotations to define commercial breaks.

A merge command:

- Creates a break location
- Allows multiple spots to fill that slot
- Determines how many commercial opportunities exist each hour

There are **no merge templates** to maintain.
Break structure lives entirely inside the rotation.

Merge Positions must set duration, aprox time of merge and select the commercial category to pull from as show below

The screenshot displays the 'Editing Rotation: Drive' window. On the left, a table lists rotation items with columns for 'Sweeper', 'Category', and 'Time'. The 'mergeExternalTrafficLog' item is highlighted. On the right, the 'Category List' window is open, showing the 'mergeExternalTrafficLog' function selected. The 'Function Duration' is set to 00:04:00. The 'Select Traffic SubFolder' dropdown is set to 'Ads 30-60'. The 'Time of Merge In Seconds' is set to 900. Below the dialog, a grid shows the rotation schedule for the week, with red blocks indicating commercial breaks. At the bottom, a 'clock' shows the 'Approximate Rotation Runtime' as 1 hour, 7 minutes, and 13 seconds. Buttons for 'Save Rotation' and 'Clear Rotation' are visible.

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

4.5 Placement During Playlist Generation

When playlists are generated:

1. NextKast checks all active orders
2. Uses each order's schedule profile to determine the required number of plays
3. Uses merge commands in the rotation to find available break positions
4. Assigns the linked audio file for the order
5. Inserts spots until all daily or hourly requirements are met

Playlist generation is where final scheduling "happens."
StudioLink provides the rules; NextKast performs the actual placement.

4.6 Handling Overflow/ Rescheduling Day

If there are not enough merge positions to satisfy an order's required plays:

- Spots that cannot fit are reported
- You can adjust:
 - Order schedule (via schedule profiles)
 - Number of daily/hourly plays
 - Break structure in rotations
 - Or add additional merge positions

This prevents overfilling commercial breaks.

Important!-Rescheduling Day

When you have to re-schedule a day in NextKast please remember to press the (R) button, this will reset all scheduled positions for the adds in the commercial folder and allow them to re-merge as needed because of the day re-generate

4.7 Spot Updates After Edits

If an order is changed in StudioLink (dates, schedules, notes), or audio is changed in NextKast:

- Future playlists reflect the new information
 - Past playlists stay unchanged
 - The system recalculates required spots from the next generation cycle onward
-

4.8 Summary of Scheduling Flow

1. Order created in StudioLink
2. Schedule Profile selected → determines how often per day/hour
3. Rate Profile selected → determines billing only
4. Audio asset imported and assigned in the studio
5. NextKast generates required spot counts
6. Scheduler inserts them into merge positions
7. Playback logs create the basis for reconciliation and invoicing

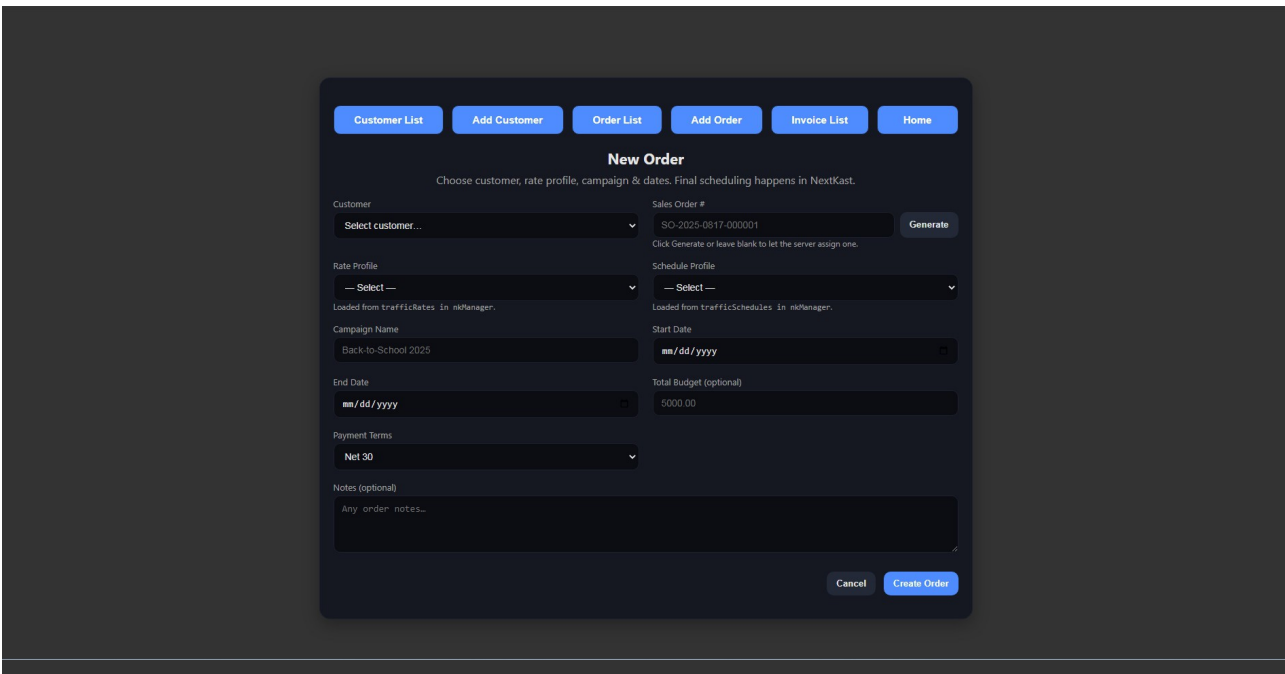
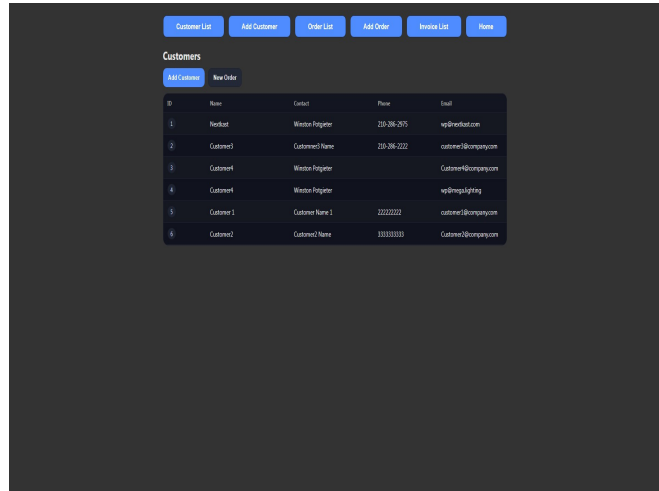
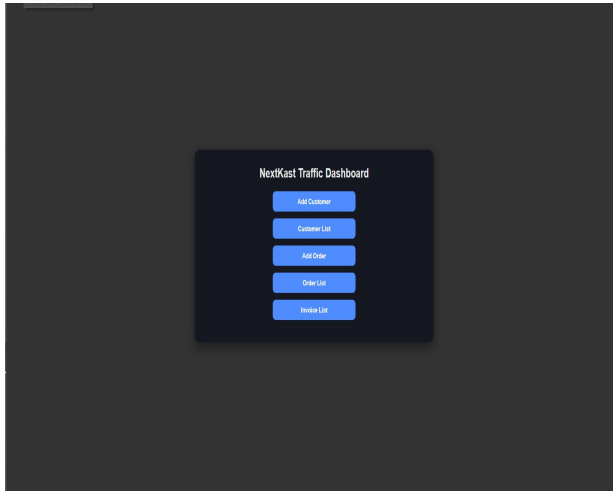
This keeps traffic simple, predictable, and fully integrated with the rotation-based structure of NextKast.

5. Managing Orders

NextTraffic orders are managed across two places:

StudioLink (remote entry and business management) and the **NextKast in-studio interface** (audio assignment and scheduling control).

Each side handles a specific part of the workflow.

A screenshot of the "New Order" form in the NextKast interface. The form is titled "New Order" and includes a subtitle: "Choose customer, rate profile, campaign & dates. Final scheduling happens in NextKast." It contains several input fields and dropdown menus for creating a new order.

Customer

Select customer... (dropdown)

Sales Order #

SO-2025-0617-000001

Generate

Click Generate or leave blank to let the server assign one.

Rate Profile

— Select — (dropdown)

Loaded from trafficRates in nkManager.

Schedule Profile

— Select — (dropdown)

Loaded from trafficSchedules in nkManager.

Campaign Name

Back-to-School 2025

Start Date

mm/dd/yyyy

End Date

mm/dd/yyyy

Total Budget (optional)

5000.00

Payment Terms

Net 30 (dropdown)

Notes (optional)

Any order notes...

Cancel Create Order

5.1 Managing Orders in StudioLink (Web Interface)

StudioLink is the primary location for **entering and maintaining the business side** of traffic orders.

From the StudioLink **Order List** and **Edit Order** screens, you can:

Create and Edit Orders

- Modify campaign name
- Update start/end dates
- Change schedule profile
- Change rate profile
- Update payment terms
- Add or edit notes
- Adjust budget
- Regenerate or manually specify the Sales Order number

Changes saved in StudioLink sync automatically to the in-studio NextKast system.

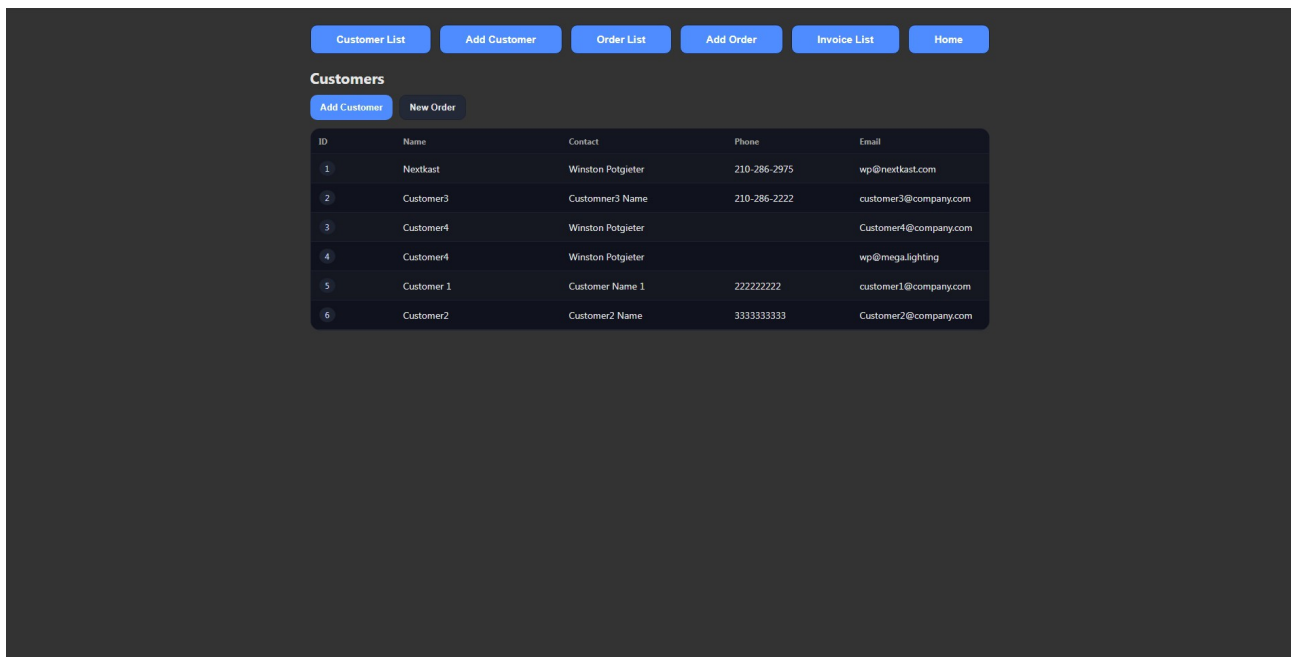
Sales Order #	Campaign	Client Name	Rate Profile	Start	End	Status
SO-20251114-103823	test1	Winston Potgieter		2025-11-01	2025-11-30	...
SO-20250828-133359	Stream Now	audio1		2025-09-01	2025-09-30	...
SO-20250827-084736	test	NextKast		2025-08-01	2025-08-31	...

Manage Customer

Because each order belongs to a customer, StudioLink allows you to:

- Add new customers
- Edit customer details
- Review customer history

Client modifications sync automatically to the studio system.



Invoice & Payment Status

StudioLink also provides tools for billing:

- Generate invoices
- View all invoices for a client or order
- Mark invoices as **paid**
- Review payment history

These updates reflect in the NextTraffic system, ensuring accurate billing records without needing access to the studio computer.

NextKast Traffic Asset Editor


Menu

Play/Stop

00:00

Duration

00:00:28.4



E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav

Previous

Next

Save Changes

General

Commercial Name

116

Customer Number

8/1/2025

Start Date

2025-06-01

NextKast

Customer Name

SO-20250824-221750 — test camp 1

Sales Order

10 Dec 2025

End Date

2025-12-02

Mechanic

CompetitiveCodes

Hourly Grid

Daily Flex

Scheduling Mode

This Week

Next Week

Spot Load

WEB

DashBoard

Rates

Create/Print Invoice

apply payment to list

Date/Time	Asset Path	Price	Invoice	Download
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		

Booked

Still Scheduled

r

R

Played

Create/Print Invoice, right click to re-generate invoice based on what is currently listed

INVOICE



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

Invoice #:INV-20251209-075925
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

5.2 Managing Orders in the In-Studio NextKast Interface

The in-studio workflow focuses on **audio assignment and scheduling logic**, not business entry.

From the NextKast interface, you can:

Match Audio Assets to Orders

As described in Section 3.4:

- Import commercial audio into the “Commercial” category
- Double-click the file
- Select the customer
- Choose the correct order from that customer’s list
- Link the audio to the order

This is required for the order to schedule on-air.

View Order Details for Scheduling

The studio interface displays all relevant scheduling data synced from StudioLink:

- Start/end dates
- Selected schedule profile
- Daily/hourly play requirements
- Notes that may affect scheduling

This allows the operator to confirm everything is correct before playlist generation.

Resolve Scheduling Issues

If there are conflicts like:

- Not enough merge positions
- Order date range mismatch
- Missing assigned audio

The studio operator will see warnings or unassigned orders.

Adjustments can then be made either:

- In StudioLink (order details), or
- In NextKast (audio assignment / rotation structure).

5.3 What Cannot Be Done In the Studio

To keep workflow clean and prevent accidental conflicts:

- **Clients cannot be created or edited in-studio**
- **Orders cannot be created or edited in-studio**

- **Rate Profiles and Schedule Profiles cannot be created in StudioLink**
(They are created in NextKast Manager and selected via StudioLink)

StudioLink handles data entry; NextKast handles execution.

5.4 The Hybrid Order Management Workflow (Summary)

1. Sales/Traffic Staff (StudioLink):

- Create customer
- Create order
- Select rate and schedule profiles
- Update dates, campaign info, and terms
- Handle invoicing and mark payments

2. Studio Operator (NextKast):

- Import audio
- Assign audio to the correct order
- Verify scheduling structure
- Resolve conflicts before playlist generation

3. NextKast Scheduler:

- Places spots automatically based on linked audio and selected schedule profile

This clean separation ensures accurate business records while maintaining tight control over what actually goes to air.

6. Reconciliation & Reporting

Reconciliation ensures that what was **scheduled** matches what actually **aired** on the station. NextTraffic links every spot aired in NextKast to its corresponding order so that billing is always accurate and transparent.

6.1 How Reconciliation Works

Whenever a commercial plays on-air:

1. NextKast creates a playback log entry
2. The log entry is saved into the audio file that played
3. The audio file is linked to a specific order and customer
4. The system records the play for reconciliation and billing

This guarantees that:

- Every spot aired is captured
- No spot is billed unless it actually aired
- Missed plays are easily identified

6.2 Viewing Aired Spots

Inside the in-studio NextKast interface, staff can review:

- Scheduled vs. actual plays
- Daily/weekly totals
- Missed or late plays
- Which audio file was used
- Which customer/order each play belongs to

These tools ensure orders are fulfilled accurately and highlight any issues that need attention.

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

The main interface is divided into several sections:

- General:** Includes fields for 'Commercial Name' (116), 'Customer Number' (SO-20250824-221750 — test camp 1), 'Sales Order' (0), 'Priority' (0), and 'Position'.
- NextKast:** Includes fields for 'Start Date' (8/1/2025), 'End Date' (10 Dec 2025), and 'Reconcile Payment #'.
- Mechanic:** Includes 'CompetitiveCodes' and 'Scheduling Mode' (This Week, Next Week, WEB DashBoard, Rates).
- Buttons:** 'Create/Print Invoice', 'apply payment to list', and 'Create/Print Invoice, right click to re-generate invoice based on what is currently listed'.

The bottom section is a table of aired spots:

Date/Time	Asset Path	Price	Invoice	Revenue
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, there are buttons for 'Booked', 'Still Scheduled', 'r', 'R', and 'Played'.

6.3 Handling Missed Spots (Make-Goods)

If a required spot does not air—for example due to:

- No audio being assigned
- Insufficient merge positions
- Technical issues
- Manual operator intervention

—NextKast identifies the missed play.

You can then:

- Add a manual make-good
- Adjust the order in StudioLink
- Review logs to confirm the correction

6.4 Invoice Generation

Invoices are created and managed inside **nkManager Traffic Editor**, using:

- Actual aired spot counts
- The selected rate profile
- Customer and order information
- Payment terms

nkManager Traffic Editor allows users to:

- Generate invoices
- View all invoices for an order or client
- Mark invoices **paid**
- Track payment history

The tight link between reconciliation and invoicing ensures billing accuracy.

Menu

Play/Stop

00:00

Duration

00:00:28.4

E:\INKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav

Previous

Next

Save Changes

General

Commercial Name

116

Customer Number

SO-20250824-221750 — test camp 1

Sales Order

NextKast

Customer Name

0

Priority

Position

12/9/2025

Start Date

12/31/2025

End Date

Reconcile Payment #

Mechanic

Competitive Codes

Hourly Grid

Daily Flex

Scheduling Mode

This Week

Next Week

WEB

Spot Load

DashBoard

Rates

	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	
Sun	0.5	0.4	0.5	0.6	0.7	0.6	2.7	2.8	2.8	2.7	2.7	2.8	2.8	2.9	2.6	2.5	2.10	2.9	0.5	0.5	0.7	0.7	0.6	0.7	2
Mon	0.6	0.3	0.4	0.6	0.5	0.6	2.8	2.7	2.7	2.7	2.8	2.9	2.9	2.5	2.5	2.6	2.6	2.9	0.7	0.7	0.6	0.6	0.7	0.5	2
Tue	0.3	0.6	0.4	0.5	0.4	0.5	2.6	2.9	2.9	2.8	2.8	2.7	2.11	2.8	2.8	2.9	2.7	2.9	0.9	0.6	0.5	0.4	0.4	0.3	2
Wed	0.5	0.5	0.5	0.5	0.5	0.6	2.8	2.6	2.7	2.7	2.7	2.7	2.7	2.8	2.6	2.8	2.5	2.7	0.7	0.7	0.5	0.7	0.6	0.5	2
Thu	0.3	0.3	0.4	0.5	0.6	0.5	2.7	2.7	2.6	2.7	2.9	2.6	2.6	2.6	2.8	2.5	2.7	2.8	0.6	0.6	0.7	0.5	0.5	0.4	2
Fri	0.3	0.4	0.4	0.3	0.6	0.6	2.9	2.6	2.8	2.6	2.7	2.6	2.6	2.7	2.6	2.6	2.7	2.5	0.8	0.7	0.7	0.7	0.6	0.4	2
Sat	0.5	0.5	0.6	0.4	0.4	0.5	2.6	2.6	2.6	2.7	2.4	2.5	2.5	2.6	2.6	2.5	2.6	2.4	0.5	0.6	0.6	0.6	0.7	0.5	2

Booked

Still Scheduled

r R

Played

INVOICE



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

Invoice #:INV-20251209-075925
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

6.5 Reporting for Clients

nkManager Traffic Editor provides clear reporting tools such as:

- Aired spot totals
- Date and time breakdowns
- Order notes
- Payment status
- Campaign summaries

These reports support communication with clients and internal bookkeeping.

6.6 Reconciliation Workflow Summary

1. Orders created in StudioLink
2. Audio assigned in NextKast
3. Spots scheduled and played
4. NextKast logs every playback
5. Playback logs feed reconciliation
6. StudioLink builds invoices from aired data
7. Staff mark invoices paid

This provides a fully connected workflow from scheduling to billing.

7. Rate & Schedule Profile Setup (In NextKast Manager)

How billing and scheduling templates are created inside the studio interface.

Rate Profiles and Schedule Profiles are **created and managed inside the NextKast Manager** (the in-studio interface). These profiles are then selected in StudioLink when creating orders.

This section explains how each profile type works and how to set them up correctly.

7.1 Understanding the Two Profile Types

NextTraffic uses two types of profiles:

1. Rate Profiles

Used for **billing**

- Define the value of a spot
- Hour-by-hour rate structure
- Weekday vs weekend differences
- Used when generating invoices in StudioLink
- Has no effect on scheduling
- Can be loaded and saved from file in menu

The screenshot displays the NextKast Traffic Asset Editor interface. At the top, there's a 'Menu' bar. Below it, a 'Play/Stop' button and a duration field showing '00:00' and '00:00:28.4' are visible. A large green audio waveform is shown with the file path '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.

Below the waveform, there are several input fields organized into sections:

- General:** Commercial Name, Customer Number (116), Start Date (8/1/2025), Reconcile Payment #.
- NextKast:** Customer Name, Sales Order (SO-20250824-221750 — test camp 1), Priority (0), Position.
- End Date:** 10 Dec 2025.
- CompetitiveCodes:** Mechanic.
- Scheduling Mode:** Hourly Grid (selected), Daily Flex.
- Spot Load:** This Week, Next Week.
- WEB DashBoard:** Rates.

At the bottom, there's a 'Price Scale' dropdown set to '15 Seconds', a 'Traffic Rate Card' section showing a 10% discount, and a 'Done' button. The rate card displays a grid of rates for weekdays (Mon-Fri) and weekends (Sat-Sun) across 24 hours. Weekday rates are \$5.00 for most hours, with a \$25.00 peak from 7 AM to 6 PM. Weekend rates are \$2.00 for most hours, with a \$10.00 peak from 10 AM to 6 PM.

	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
WKDAY Mon-Fri	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00
WKEND Sat-Sun	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00

At the very bottom, there are buttons for 'Booked', 'Still Scheduled', 'r', 'R', and 'Played'.

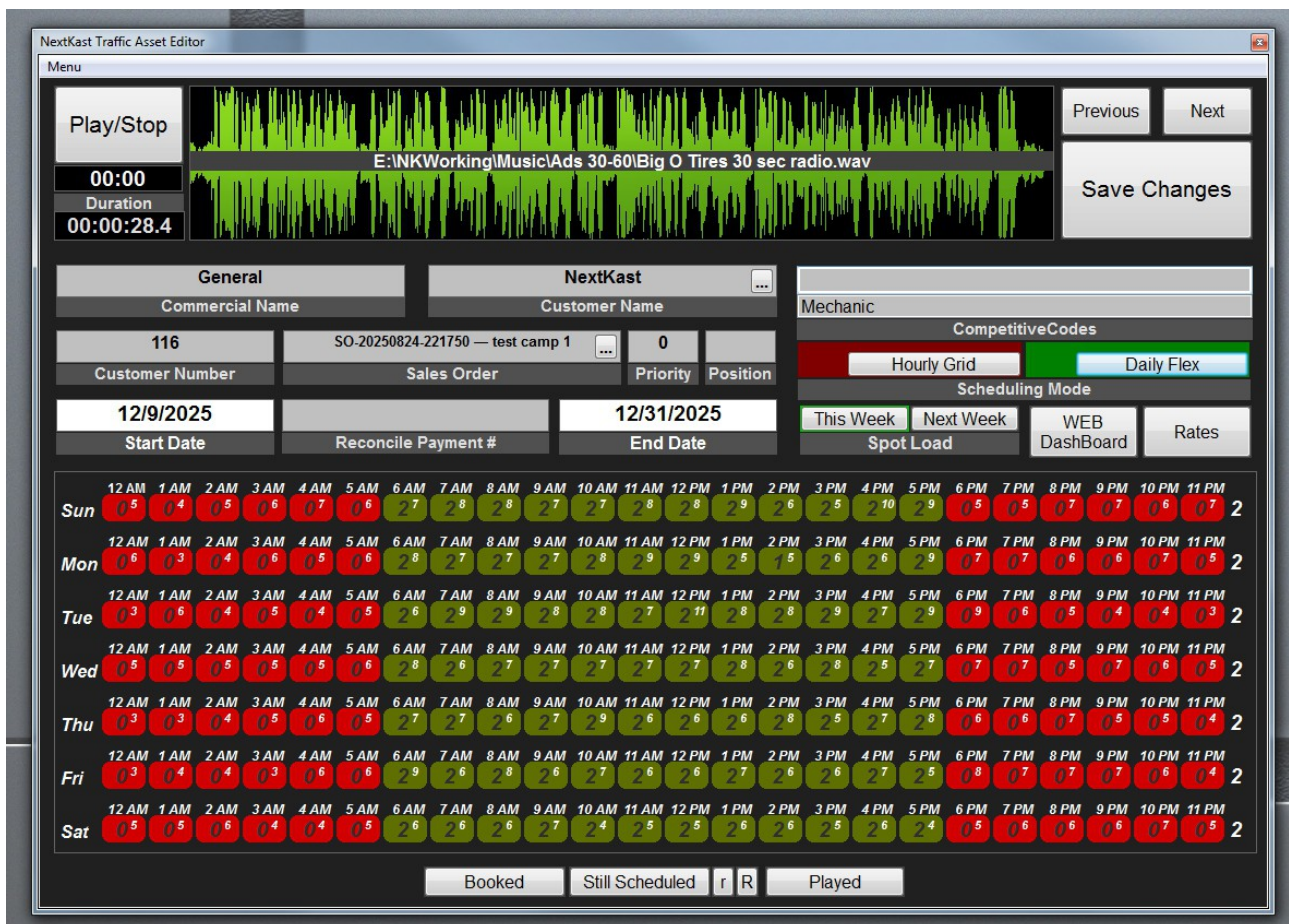
2. Schedule Profiles

Used for **scheduling**

- Define how often a commercial should run
- Hour-based OR flex (times per day)
- Used during playlist generation
- Has no effect on billing
- Can be loaded and saved from file in menu

StudioLink can only **select** profiles.

NextKast Manager is where you **create** and **edit** them.



7.2 Creating a Rate Profile

Rate profiles determine what a station charges for a spot.

In NextKast Manager:

1. Open **Traffic Settings** → **Rate Profiles**
2. Click **Add New Profile**
3. Enter a **Profile Name** (e.g., “Standard 2025 Rates”)
4. For each hour (0–23):
 - Enter a weekday rate
 - Enter a weekend rate

Example:

Hour	Weekday Rate	Weekend Rate
06:00	\$10	\$5
12:00	\$25	\$15
17:00	\$35	\$20

5. Save the profile

The profile now appears in StudioLink whenever an order is created or edited.

7.3 Creating a Schedule Profile

Schedule Profiles define **how many times per day or per hour** an order should play.

In NextKast Manager:

1. Open **Traffic Settings** → **Schedule Profiles**
2. Click **Add New Profile**
3. Enter a **Profile Name** (e.g., “8x Per Day Flex”)

Then choose a **schedule type**:

A. Times Per Hour Scheduling

Use this when you want consistent hourly presence.

Example:

- 1 play every hour
- Between 6 AM and 7 PM

Setup:

- Select **“Times Per Hour”**
- Enter how many plays per hour
- Select active hours
- Save

NextKast ensures the specified number of plays run each hour (spread across available breaks).

B. Flex Scheduling (Times Per Day)

Flex scheduling is more dynamic and based on **daily totals**.

Example:

- 8 plays per day
- Between 5 AM and 10 PM

Setup:

- Select “**Flex / Times Per Day**”
- Enter total plays per day (e.g., 8)
- Select allowed hours
- Save

Flex scheduling is distributed automatically:

- No fixed hours
- NextKast spreads the plays throughout the day
- Ensures the daily count is met using available merge positions

This makes flex profiles ideal for:

- Broad reach campaigns
- Non-peak-specific advertisers
- Simplified scheduling

7.4 Editing Profiles

You can update:

- Hourly rates
- Daily totals
- Active hours
- Profile names

Changes take effect immediately for:

- Newly generated playlists
- Future days
- Updated orders in StudioLink

Existing playlists already generated will not retroactively change.

7.5 Best Practices for Profiles

- Use separate rate profiles for each pricing tier
- Keep schedule profiles simple (clients understand “5 per day” better than hourly logic)
- Use flex schedules for general advertisers
- Use hourly schedules for premium time blocks
- Review merge positions to ensure profiles can be fulfilled
- Name profiles clearly (e.g., “4xDay Weekdays Only”)

7.6 How Profiles Integrate With Orders

When creating an order in StudioLink:

- User selects **Rate Profile** → tells the system how to price the campaign
- User selects **Schedule Profile** → tells the system how often to run it

During playlist generation:

- NextKast uses the **Schedule Profile** to schedule spots
- StudioLink uses the **Rate Profile** to calculate invoice totals

Both profiles must exist in NextKast Manager for StudioLink to offer them.

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.

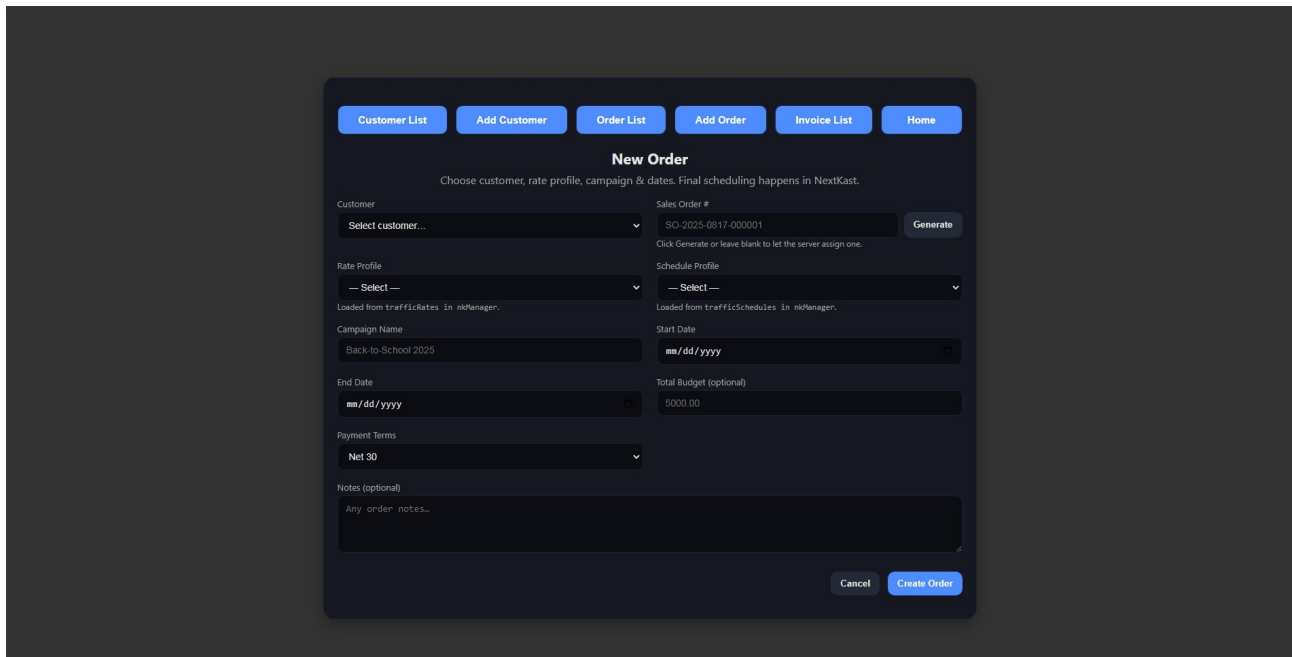
The screenshot shows the 'Add Customer' form in the StudioLink interface. At the top, there is a navigation bar with buttons: 'Customer List', 'Add Customer', 'Order List', 'Add Order', 'Invoice List', and 'Home'. Below the navigation bar, the title 'Add Customer' is centered. A note states: 'Create a customer record. Orders are created separately. Minimal required: Name.' The form itself is a dark-themed card with various input fields. On the left side, there are fields for 'Customer Name *' (containing 'Acme Tires'), 'Legal or billing name.' (empty), 'Industry' (containing 'Automotive'), 'Primary Contact' (containing 'Jane Smith'), 'Email' (containing 'jane@acme.com'), 'Street Address' (containing '123 Main St, Suite 200'), 'City' (containing 'San Antonio'), 'Postal Code' (containing '78205'), and 'Billing Address' (containing '(If different from street address)'). On the right side, there are fields for 'Customer ID' (containing '001' with a note 'This ID is generated by the server and cannot be changed.'), 'Payment Terms' (a dropdown menu showing 'Net 30'), 'Phone' (containing '(210) 555-1234'), 'State' (a dropdown menu showing 'TX'), and 'Billing Email' (containing 'ap@acme.com'). At the bottom of the form, there are two buttons: 'Cancel' and 'Save Customer'.

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 a dark theme. At the top, there are navigation buttons: 'Customer List', 'Add Customer', 'Order List', 'Add Order', 'Invoice List', and 'Home'. The form title is 'New Order' with a subtitle 'Choose customer, rate profile, campaign & dates. Final scheduling happens in NextKast.' The form is divided into two columns. The left column contains: 'Customer' (a dropdown menu), 'Rate Profile' (a dropdown menu), 'Campaign Name' (a text field with 'Back-to-School 2025'), 'End Date' (a date picker), 'Payment Terms' (a dropdown menu with 'Net 30'), and 'Notes (optional)' (a text area). The right column contains: 'Sales Order #' (a text field with 'SO-2025-0817-000001' and a 'Generate' button), 'Schedule Profile' (a dropdown menu), 'Start Date' (a date picker), and 'Total Budget (optional)' (a text field with '5000.00'). At the bottom right, there 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's a menu bar and a 'Play/Stop' button. Below this is a waveform visualization of the audio file 'E:\INKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav'. The duration is shown as 00:00:28.4. 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:** Contains fields for 'Commercial Name' (116), 'Customer Number' (SO-20250824-221750 — test camp 1), 'Sales Order' (0), 'Priority' (0), and 'Position'.
- NextKast:** A dropdown menu.
- Mechanic:** A dropdown menu.
- CompetitiveCodes:** A dropdown menu.
- Scheduling Mode:** Includes 'Hourly Grid' and 'Daily Flex' buttons.
- Start Date:** 12/9/2025
- End Date:** 12/31/2025
- Reconcile Payment #:**
- Spot Load:** Includes 'This Week' and 'Next Week' buttons.
- WEB Dashboard:**
- Rates:**

The bottom section is a large grid showing the schedule for each day of the week (Sun through Sat). Each day has a row of time slots from 12 AM to 11 PM. Each slot contains a number representing the number of spots scheduled for that time slot. For example, on Sunday, the 12 AM slot has 0.5 spots, the 1 AM slot has 0.4 spots, and so on. The total number of spots for each day is shown on the right side of the grid (e.g., 2 for Sunday, 2 for Monday, etc.).

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: [Empty]

Function Duration: **00 : 04 : 00**

☐ Time Stretch/Shrink

Save Changes Cancel

This is used when merging logs with Natural Log. This macro placed in a playlist will cause the next traffic element to be inserted into this playlist. set duration and category to auto fill. If Duration is [Empty]

Time of Merge In Seconds: **900**

Drive

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

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's a 'Menu' bar and a 'Play/Stop' button. A waveform visualization shows the audio file 'E:\NKWorking\Music\Ads 30-60\Big O Tires 30 sec radio.wav' with a duration of 00:00:28.4. Below this, there are tabs for 'General' and 'NextKast'. The 'General' tab shows 'Commercial Name' as '116' and 'Customer Number' as 'SO-20250824-221750 — test camp 1'. The 'NextKast' tab shows 'Customer Name' as 'Mechanic', 'CompetitiveCodes' as 'Hourly Grid', and 'Scheduling Mode' as 'This Week'. A 'Spot Load' section shows '2025-06-01' and '2025-12-02'. A 'Create/Print Invoice' button is visible. The bottom section is a log table with columns for 'Date/Time', 'Asset Path', 'Price', 'Invoice', and 'Daemon'. The log contains 15 entries, all for the same audio file, with prices ranging from \$10.00 to \$50.00. A 'Booked' button is at the bottom right.

Date/Time	Asset Path	Price	Invoice	Daemon
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		

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
info@nextkast.com

Invoice #: INV-20251209-075925
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