

OMNISOFT

OMNISOFT

Lewis W. Dickey, Jr.

Executive Vice President

OMNISOFT INC. — Software made simple
2965 Pickle Rd. Toledo, Ohio 43616 419-698-4141

OMNISOFT

OMNISOFT PRICE SCHEDULE

<u>PRODUCT</u>	<u>MARKET SIZE</u>	<u>LICENSING FEE</u>
MAX - Traffic & Billing	1-25	\$750.00/mo.
	26-75	\$625.00/mo.
	76-150	\$500.00/mo.
	151 & up	\$375.00/mo.
ACCUTRAK - Call-Out Reasearch	ALL	\$275.00/mo.
INSTALLATION FEE	ALL	\$500.00 + Expenses

NOTE: ALL SYSTEMS ARE LICENSED FOR A MINIMUM OF THIRTY-SIX MONTHS.
MONTHLY LICENSING FEE INCLUDES UNLIMITED SUPPORT AND FREQUENT
UPDATES DURING THE LICENSING PERIOD.

HARDWARE REQUIREMENTS - IBM PC XT, AT or COMPATIBLES

OMNISOFT OFFERS FREE INSTALLATION DURING THE NAB CONVENTION

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ACCUTRAK

FIND OUT WHAT'S HOT - BEFORE "THEY" SAY YOU'RE NOT

ACCUTRAK is the world's most innovative Call-Out Music Research Program. It drastically reduces man hours and eliminates the hassles normally associated with Call-Out Research. Test Results are clear, concise, and instantly available. ACCUTRAK incorporates the proven research methods and formulas developed by MIKE McVAY, a nationally known and highly successful programming consultant. ACCUTRAK is so user-friendly, it's actually fun to use. It is the ultimate programming tool which will provide you with a freshly updated Play List each week. ACCUTRAK enables you to continuously monitor the likes and dislikes of a dynamic listening audience. With Accutrak, Call-Out Research is now practical, economical and effective.

PHONE NUMBER GENERATION

You supply the prefixes, and ACCUTRAK does the rest.

RESPONDENT INFORMATION

ACCUTRAK keeps track of each Resondent's Age, Sex, Favorite Station, and Last Time Called.

SONG TESTS

Enter up to 40 Song Titles with Artists for each Test. Tests are numbered and can easily be referred to in order to track a Song's acceptance and eventual Burn-out.

IMMEDIATE TEST RESULTS

ACCUTRAK tabulates the data INSTANTLY and provides highly useful and easy to read results. Results are available both ON-SCREEN and in Print-Out form. ACCUTRAK offers numerous song rankings, as well as a sophisticated, in-depth AGE and SEX Cell breakdown for each Song to determine if Dayparting is necessary.

COMPETITIVE ANALYSIS

ACCUTRAK enables you to analyze Song Data by Competitive Station and make the necessary offensive and defensive adjustments.

COMPATIBILTY

ACCUTRAK will run on any IBM PC or COMPATIBLE and can be mastered in just minutes.

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MAX - Traffic & Billing Features

MANAGEMENT REPORTS

- 52 Week Availability Reports in Units and Minutes with Bar Graphs
- Sales Projections by Salesperson, Region, Type, and Contract
- 1-5 year to date Client and Salesperson Revenue History
- Monthly A/R Journal Reports for easy General Ledger Entry
- Average Cost per Spot Analysis
- Production Credit Report for BMI/ASCAP Credits
- Daily Revenue Report by Salesperson, Product, Region, and Type
- Daily Collections Report by Salesperson, Region, and Type
- Entire Manual is On-Screen in the form of Help Files

TRAFFIC FEATURES

- Very simple to learn and operate (1-day training and install)
- Entire Manual is On-Screen in the form of Help Files
- Quick, easy order entry with AUTOMATIC ERROR CHECKING
- Accommodates UNLIMITED Horizontal and Vertical Rotations within a SINGLE ORDER
- 52 Week automatic Contract scheduling with instant sales order confirmation print-out.
- Flexible Log Creation allows an infinite number of formats
- Ideal for all Satellite Music Formats with priority breaks
- COMPLETELY SCHEDULE AND PRINT A DAILY LOG IN JUST 5 MINUTES
- Adjustable Stop-Set Separation
- TAP / Package / ROS Scheduling Flexibility
- BUMPED SPOTS FILE ELIMINATES LOST SPOTS IN SYSTEM
- 10 Different Priorities for Contracts and Commercial Breaks
- 99 Different Priorities for Product Separation
- Logs can be viewed entirely and edited On-Screen
- Sales Orders listed by Start and End Dates
- Copy Rotation by Various Run Percentages
- Carts listed by Start and End Dates

BILLING FEATURES

- INSTANT AUTOMATIC BILLING WITH 5 CYCLES (BROADCAST, CALENDER, WEEKLY, END OF RUN, ON DEMAND)
- Invoices print ready to mail w/Times (if specified) and Product
- Alphabetical and Numerical Listing of Advertisers and Agencies
- Statements print out automatically ready to mail
- Automatic Aging with percentages instantly available
- Detailed Receivables Analysis
- Tamper Proof Accounts Receivable with automatic Audit Trails
- Special Trade Account Sales and Income handling

FM Availability Report For 10-18-85

Daypart	Allowed		Sold		Available	
	Units	Time	Units	Time	Units	Time
12A - 6A	69	49:00	4	4:00	65	45:00
6A - 10A	38	36:00	28	25:30	10	10:30
10A - 3P	42	45:00	42	39:00	0	6:00
3P - 7P	34	36:00	33	31:30	1	4:30
7P - 12P	45	45:00	21	20:30	24	24:30

100			XXXXX	XXXXX		
			XXXXX	XXXXX		
90			XXXXX	XXXXX	XXXXX	XXXXX
			XXXXX	XXXXX	XXXXX	XXXXX
80			XXXXX	XXXXX	XXXXX	XXXXX
		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
70		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
60		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
50		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
40		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
30		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
20		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
		XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
10	XXXXX	XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
	XXXXX	XXXXX	XXXXX	XXXXX	XXXXX	XXXXX

	8%	5%	70%	73%	86%	100%	87%	97%	45%	46%
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Units	Time	Units	Time	Units	Time	Units	Time	Units	Time
12A - 6A		6A - 10A		10A - 3P		3P - 7P		7P - 12P	

Average Spot Price Analysis for 3-31-86

	12A-6A	6A-10A	10A-3P	3P-7P	7P-12A	Total
# of 30's	4	20	22	25	18	89
Avg. Price	18.75	35.62	34.05	35.45	30.61	34.59
Revenue	180.00	712.40	749.10	886.25	550.98	3078.73

# of 60's	2	32	28	17	26	105
Avg. Price	20.41	42.15	35.01	38.52	28.88	35.96
Revenue	40.82	1348.80	980.28	654.84	750.88	3775.62

FM Aging Report for Salesperson: PLD

Advert No. Advertiser Name	Over 120	Over 90	Over 60	Over 30	Current	Total
F00300						
ABACUS II	900.00	720.00	0.00	0.00	0.00	1620.00
F00830						
A M C ENTERTAINMENT	0.00	0.00	0.00	1705.00	0.00	1705.00
F05200						
DOMINO'S PIZZA	0.00	300.00	500.00	1200.00	1200.00	3200.00
F07250						
JOHN'S CHEVROLET	540.00	0.00	60.00	0.00	0.00	600.00
F12020						
LYONS STORE	0.00	0.00	700.00	300.00	0.00	1000.00
F15340						
TARTAR PLUMBING	150.00	50.00	0.00	0.00	200.00	400.00
F19030						
WILSON'S	0.00	0.00	0.00	720.00	0.00	720.00
Sum of Aging:	1590.00	1070.00	1260.00	3925.00	1400.00	9245.00

WHHH-FM PRODUCTION CREDIT REPORT

FOR: 12/85

DATE PRINTED: 1/4/86

<u>TYPE</u>	<u># OF SPOTS</u>	<u>CREDIT PER SPOT</u>	<u>TOTAL</u>
60 SEC	2050	\$4.75	\$9737.00
30 SEC	1243	\$3.55	\$4412.65
5-15 SEC	87	\$2.10	\$182.70
GRAND TOTAL:			\$14,332.35

Sales

----- Projection -----

		OCT	NOV	DEC	JAN	FEB	MAR
AWL	AM:	1680.00	0.00	0.00	0.00	0.00	0.00
	FM:	2970.00	0.00	0.00	0.00	0.00	0.00
CAD	AM:	1215.00	0.00	0.00	0.00	0.00	0.00
	FM:	495.00	0.00	0.00	0.00	0.00	0.00
CAM	AM:	0.00	0.00	0.00	0.00	0.00	0.00
	FM:	520.00	520.00	650.00	520.00	520.00	390.00
DCP	AM:	300.00	0.00	0.00	0.00	0.00	0.00
	FM:	0.00	0.00	0.00	0.00	0.00	0.00
DDO	AM:	1100.00	0.00	0.00	0.00	0.00	0.00
	FM:	3620.00	1560.00	780.00	780.00	780.00	780.00
DOB	AM:	0.00	0.00	0.00	0.00	0.00	0.00
	FM:	2400.00	2400.00	3000.00	2400.00	600.00	0.00
DOC	AM:	900.00	0.00	0.00	0.00	0.00	0.00
	FM:	0.00	0.00	0.00	0.00	0.00	0.00
DRB	AM:	0.00	0.00	0.00	0.00	0.00	0.00
	FM:	0.00	0.00	0.00	0.00	0.00	0.00
DWD	AM:	2183.00	0.00	0.00	0.00	0.00	0.00
	FM:	10255.00	0.00	0.00	0.00	0.00	0.00
JWD	AM:	1150.00	0.00	0.00	0.00	0.00	0.00
	FM:	4450.00	0.00	0.00	0.00	0.00	0.00
LLB	AM:	0.00	0.00	0.00	0.00	0.00	0.00
	FM:	1960.00	1600.00	1600.00	1600.00	1600.00	1200.00
LWD	AM:	1443.00	0.00	0.00	0.00	0.00	0.00
	FM:	4295.00	4000.00	3400.00	4000.00	4000.00	3000.00
MWD	AM:	1095.00	0.00	0.00	0.00	0.00	0.00
	FM:	180.00	0.00	0.00	0.00	0.00	0.00
PJB	AM:	2040.00	0.00	0.00	0.00	0.00	0.00
	FM:	0.00	0.00	0.00	0.00	0.00	0.00
PLD	AM:	3852.00	0.00	0.00	0.00	0.00	0.00
	FM:	0.00	0.00	0.00	0.00	0.00	0.00
Total AM:		20073.00	0.00	0.00	0.00	0.00	0.00
Total FM:		35385.00	12480.00	12430.00	11700.00	9900.00	6870.00
Grand Total:		55458.00	12480.00	12430.00	11700.00	9900.00	6870.00

Region

Projection

		OCT	NOV	DEC	JAN	FEB	MAR
LOC	AM:	12798.00	0.00	0.00	0.00	0.00	0.00
	FM:	27085.00	6280.00	6280.00	5500.00	3700.00	2520.00
NAT	AM:	5100.00	0.00	0.00	0.00	0.00	0.00
	FM:	4840.00	3400.00	4250.00	3400.00	3400.00	2550.00
REG	AM:	2175.00	0.00	0.00	0.00	0.00	0.00
	FM:	3460.00	2800.00	1900.00	2800.00	2800.00	1800.00
Total AM:		20073.00	0.00	0.00	0.00	0.00	0.00
Total FM:		35385.00	12480.00	12430.00	11700.00	9900.00	6870.00
Grand Total:		55458.00	12480.00	12430.00	11700.00	9900.00	6870.00

Friday, 3-7-86

WWWM - 105.5 FM Favorites of Yesterday and Today

Start	End/Length	Cart	Description	Type	Contract	Priority
6:35:00P	3:00		Commercial Avail			2
	30	600	WOHO SUPERSAVER		15897	5
	1:00	654	HENRY J'S		F16116	3
6:46:00P	3:00		Commercial Avail			3
6:54:00P	3:00		Commercial Avail			1
	1:00	700	SOUTHSIDE LINCOLN ME		F16094	3
	1:00	980	AMERICAN RED CROSS		16095A	3
	1:00	419	RAX ROAST BEEF/CO-OP		F16125	3
7:35:00P	3:00		7:00PM-8:00PM COMMERCIAL AVAIL			2
7:46:00P	3:00		COMMERCIAL AVAIL			3
7:54:00P	3:00		COMMERCIAL AVAIL			1
	1:00	414	**DOMINICS**		F16159	3
	1:00	700	SOUTHSIDE LINCOLN ME		F16094	3
8:35:00P	3:00		8:00PM-9:00PM COMMERCIAL AVAIL			2
	1:00	400	GROUND ROUND/RIBS		F16008	3
8:46:00P	3:00		COMMERCIAL AVAIL			3
8:54:00P	3:00		COMMERCIAL AVAIL			1
	1:00	403	DOMINICS		F16158	3
	30	600	WOHO SUPERSAVER		15897	5
	1:00	511	KROGER/DELI		F16062	3
9:35:00P	3:00		9:00PM-10:00PM COMMERCIAL AVAIL			2
9:46:00P	3:00		COMMERCIAL AVAIL			3
9:54:00P	3:00		COMMERCIAL AVAIL			1
	30	600	WOHO SUPERSAVER		15897	5

WWWM " The Greatest Airshow on Earth

WOHO
1470 RADIO

2965 Pickle Rd. P.O. Box 7581

(419) 255-1470

WWWM
105 RADIO

Toledo, Ohio 43616

STEPHENSON & TAYLOR
1 FRIENDSHIP COMMON
30 10TH ST
TOLEDO

OH 43624

Invoice No : 101459 Printed 4-9-86
FM Contract No: F16124
Advertiser No : F04170
Advertiser : CENTRE SUPERMARKET
Salesperson: RBW

THIS SPACE CAN BE CUSTOMIZED DAILY
TO ANNOUNCE UPCOMING STATION
PROMOTIONS, EVENTS, SPECIALS PROGRAMS, OR PACKAGES

Date	Time	Length	Description	CART	Cost/Spot	Amount
3-31-86	9:33:00A	1:00	CENTRE SUPERMARKET.	440	@ 55.00	
3-31-86	1:33:00P	1:00	CENTRE SUPERMARKET	440	@ 55.00	
4-1-86	8:11:00A	1:00	CENTRE SUPERMARKET	440	@ 55.00	
4-1-86	4:50:00P	1:00	CENTRE SUPERMARKET	440	@ 55.00	
4-2-86	8:31:00A	1:00	CENTRE SUPERMARKET	440	@ 55.00	
4-2-86	1:33:00P	1:00	CENTRE SUPERMARKET	440	@ 55.00	
4-2-86	5:50:00P	1:00	CENTRE SUPERMARKET	440	@ 55.00	
TOTAL GROSS						385.00
4-7-86	LESS AGENCY COMM.					(57.75)
						=====
PAY THIS AMOUNT :						327.25

WOHO
1470 RADIO

WWWM
105 RADIO

2965 Pickle Rd. P.O. Box 7581

(419) 255-1470

Toledo, Ohio 43616

Statement Date: 4-7-86

CENTRE SUPERMARKET
STEPHENSON & TAYLOR
19 N. ERIE ST.
TOLEDO

OH 43624

THIS SPACE CAN BE CUSTOMIZED TO
INFORM CLIENTS OF UPCOMING SPECIAL EVENTS,
SALES PROMOTIONS, OR FOR USE WITH COLLECTION NOTICES

Date	Description	Amount
10-8-85	F9-10507/F15210 AG#A03150	420.00
10-8-85	F9-10608/F15396 AG#A03150	420.00
10-29-85	PMT F9-10507 CK3417	420.00
10-31-85	IN#100026 CN#F15389 AG#A03150	420.00
11-19-85	PMT F9-10608 CK3506	420.00
10-31-85	IN#100026 CCK 3618	420.00
12-9-85	IN#100494 CN#F15677 AG#A03150	480.00
1-11-86	IN#100765 CN#F15592 AG#A03150	420.00
1-14-86	IN#100766 CN#F15692 AG#A03150	420.00
1-14-86	IN#100771 CN#F15778 AG#A03150	480.00
12-9-85	IN#100494 CCK 1/21	420.00
1-11-86	IN#100765 CCK3961	385.00
3-10-86	IN#101195 CN#F16065 AG#A03150	165.00
1-14-86	IN#100766 CCK 4020	165.00
3-26-86	IN#101273 CN#F16112 AG#A03150	385.00
3-31-86	IN#101303 CN#F16112 AG#A03150	
4-7-86	IN#101459 CN#F16129 AG#A03150	
		=====
		1100.00

Over 120	Over 90	Over 60	Over 30	Current	Total
0.00	0.00	0.00	0.00	715.00	715.00

OMNISOFT

SALES ORDER

CONTRACT NO. _____ REV _____ DATE _____
 ADVERTISER NO. _____ AGENCY NO. _____
 ADV. NAME _____ AGENCY NAME _____
 START DATE _____ END DATE _____ AM / PM _____ T & A's _____
 SALES PERSON _____ REGION _____ TYPE _____ CO-OP _____ PACKAGE _____
 BILLING CYCLE _____ BILL TO _____ TRADE _____ TOTAL COST _____
 (C,B,W,or E) (C or A) (Package Only)
 CONFLICT CODE _____ CART NUMBER _____ PRODUCT _____
 COMMENT _____
 PRODUCTION: LIVE COPY _____ IN-HOUSE _____ TAPE _____

DATES		TIMES		SPOTS		#/WK	M	T	W	Th	F	S	Sn
CON WEEKS	#/WKS	START/END	LGTH	PTY	RATE								

TOTAL # OF SPOTS _____ WEEKLY COST _____ TOTAL COST _____

BILLING INFORMATION (New Accounts)

Advertiser: _____ Agency: _____
 Address: _____ Address: _____
 Contact: _____ Contact: _____
 Telephone: _____ Telephone: _____

APPROVAL

SALES MGR. _____ SALESPERSON _____

WOHO
1470 RADIO

WWWM
105 RADIO

2965 Pickle Rd. P.O. Box 7581

(419) 255-1470

Toledo, Ohio 43616

Contract Number: F15861 Revision: Contract Date: 1-3-86

Advertiser No.: F11045 Agency No.:

INACOMP COMPUTER CENTER

5702 MONROE ST.
SYLVANIA

OH 43560

OH

Start Date: 1-15-86 End Date: 1-23-86 AM or FM: F T & A's: Y

Salesperson: RAS Region: LOC Type: LOC CO-OP: N Package: Y

Billing Cycle: C Bill To: C Trade: N Total Cost: 400.00

Special Instructions: GRAND OPENING

1-15-86 to 1-17-86 Cart: Length: 1:00 Title: INACOMP

	M	T	W	T	F	S	S	Cost Per Spot
6:00:00A to 7:00:00P	1	1	1					

1-15

1-20-86 to 1-23-86 Cart: Length: 1:00 Title: INACOMP

	M	T	W	T	F	S	S	Cost Per Spot
6:00:00A to 7:00:00P	2	2	2	1				

1-20

Total Contract Cost: 400.00

Station Account Executive

Authorized By Client

OMNISOFT
SYSTEMS INCORPORATED

OMNISOFT INC. — Software made simple
2965 Pickle Rd. Toledo, Ohio 43616 419-698-4141