

Natural Log Glossary of Terms

Account Rep

Natural log refers to "radio ad sales personnel" who work for the station as Account Reps.

Accounts Receivable

The unpaid amount customers owe you.

Accounts Receivable Adjustment

A transaction you enter in NL to reflect an increase [Debit] or decrease [Credit] in the amount a customer owes you other than a payment received or an invoice issued. This could be the result of a bad debt write-off, a trade-credit, or a debit to record a returned check.

Accounts Receivable Aging Report

This report shows the unpaid balance for each customer as of the report date. It does not show total sales, only the remaining unpaid balance. To report total sales, use the invoiced sales report under [\[Reports\]](#)[\[Transactions\]](#).

Accounts Receivable Reconciliation Report

This report shows the beginning balance, plus invoiced sales, less payments received, plus-or-minus adjustments, to show the end-of-period balance.

Account Statement

An account statement in NL shows all activity on a customer account within the specified period, including prior balances, payments, invoices, and adjustments. It does not show individual runtimes which are shown on invoices. See Account Statements.

Adjacency

This is a commercial avail that occurs immediately before or after some program. For example, this might be an item that must run immediately before or after the news. Most broadcasters charge extra for adjacencies. You can set up Stand-Alone avails for these items and you usually restrict the Avail-Types to prevent an advertiser who did not purchase an adjacency from being logged into that avail.

Agency

This is a person or company that places advertising on your station on behalf of a sponsor. They usually provide copy as part of the service they render to the advertiser. In exchange they are usually allowed an Agency Commission discount on the gross invoice amount. They collect the full amount from the advertiser and pay the station the net amount.

Agency Commission

This is the % commission of the Gross invoice amount allowed for an agency purchase. Gross minus Agency Commission = Net. Note: If other Discounts are given, the agency commission is based on the Discounted-Gross invoice amount.

AlphaNumeric Data Field

This is a data field in Natural Log that can contain any combination of numbers, letters, and punctuation.

Avails

In NL Log Templates, any line with * on it. This indicates one item from a Broadcast Order may be scheduled into that slot. There are 2 types of avails, Commercial Breaks and Stand-Alone avails.

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Avail-Types

During log generation NL will only put ordered items into avail slots whose Log Template Avail-Type matches the Broadcast Order Avail-Type. **Normally the Avail-Type in both NL Log Templates and Broadcast Order Lines should be Unrestricted!** This means any item from the Broadcast Order can be logged into any avail slot within the order line's time window. The only time you use Avail-Types is when you want to force a particular customer's item into a particular avail slot or to reserve an avail slot for a particular type of ordered item [such as a program sponsorship or adjacency]. In that case the same Avail-Type must be entered on both the Log template and the Broadcast Order. See Avail-Types on Log Templates and Avail-Types on Broadcast Orders.

Balance-Forward Account Statement

This is a type of account statement in NL that lists a non-detailed beginning balance, new activity such as payments, invoices and adjustments, and an ending balance. It does not show individual runtimes which are shown on invoices. Also see Open-Item Account Statement. Please note that selecting these statement types does not change the internal record keeping of NL. You can always switch between Open-Item and Balance-Forward statements for individual customers without any loss of data.

Billing Cycle

This controls the closing dates for a billing period and allows you to group invoices to be billed at different times. This may be Broadcast Month, Calendar Month, End-of-Schedule, Demand, Weekly, or Special1 through Special9.

Book-Ends

[Also known as Tops 'n Tails] A term used to describe an advertiser that requests the very first avail in a commercial break and the very last avail in the same commercial break. Some advertisers use the Book-Ends approach to tell part of their advertising "story" in the opening of a commercial break, then complete it in the closing of the same commercial break. This type spot placement should command a large cost premium over regular spot placement.

Broadcast Invoice

An invoice in NL shows only the broadcast items run from a single broadcast order during the current billing period. It does not include any prior balances. See Account Statement and Broadcast Invoices.

Broadcast Month

This month starts on the Monday after the last Sunday of the prior calendar month and always ends on the last Sunday of the month. It will always have either 4 or 5 standard broadcast weeks. This is the month used by most advertising agencies. Broadcast month and standard broadcast month have the same meaning.

Broadcast Orders

Broadcast Orders are the means by which NL knows how you want to schedule broadcasts for a customer, how to invoice it, and the rules you want NL to follow when scheduling the broadcasts. Each Broadcast Order in NL results in a separate invoice.

Calendar Month

The month we normally think of starting on the 1st and ending on the 28th in February (except leap years), the 30th in April, June, September, and November, and the 31st in all other months. This is the month used by most non-agency accounts.

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Charged Log

This is a log that is a "final" log whose billable items have been attached to invoices. Charging the log can be done in either the [Log Editor](#) or [Broadcast Billing](#) sections of NL. Charging the log is what causes the billable items on the log to be attached to the customers' invoices. Before a log is charged the log's billable items do not show on invoices. After a Log is charged billable items show on the invoices but the log may no longer be edited from the [Log Editor](#) [but invoiced items [can](#) be edited from the [Invoice Editor](#)]. For this reason, logs should be charged only [after](#) they are [reconciled](#) [and corrected if needed] to accurately reflect what actually aired.

Commercial Break

In an NL [Log Template](#), a group of [avails](#) in which more than one commercial item may run sequentially as part of a single break or stopset from regular non-commercial programming. This is designated on the Log Template with a ** on the first avail line and **^ on following avail lines so that there are as many lines starting with * as commercial items allowed in the break

Co-Op

This is a situation in which a manufacturer or distributor pays some or all of a local store's ad costs to advertise the manufacturer's product. This usually requires the submission of invoices and affidavits showing the script actually run. See [entering Co-Op scripts](#) in Copy Manager and [printing Co-Op script affidavits](#) in order entry.

Copy

This is a single script or prerecorded item to be scheduled in NL. During order entry you just specify the exact CopyID of the individual piece of copy to be scheduled when that order line runs. This CopyID should exactly match the AudioCut ID (or Filename) within your automation system. See [Automation](#)

CopyID

Up to 20 [alphanumeric](#) characters used to [uniquely](#) identify a piece of copy in the NL system. This CopyID is attached to the order lines so NL knows which copy to schedule. This must exactly match the ID given the same audio cut in your [automation](#) system.

Copy Schedule

This consists of 2 or more individual pieces of [Normal Copy](#) and/or [Packets](#), and/or [Rotators](#). These items sequentially substitute for each other after the previous piece of copy expires. During order entry you just specify the exact CopyID of the Schedule itself to be scheduled when that order line runs. When NL creates the log, it will find the appropriate individual CopyID within the Schedule and schedule it. There is no limit to how many Copy items you can put in a Copy Schedule

Credit Adjustment

A decrease [Credit] in the amount a customer owes you other than a payment received. This could be the result of a bad debt write-off or a [trade-credit](#).

Date Selector

When you click a date selection dropdown box, you'll see a calendar for picking the date. To select a date, use the arrows around the month to select the month, the arrows around the year to select the year, then click in the cell containing the desired day-of-month. You can also use the up arrow, down arrow, page-up [up month], and page-down [down month] keys on the keypad to navigate the calendar. To switch between [Calendar Month](#) and [Broadcast Month](#) display click the small button in the upper left corner of the dropdown display. You can set the default display type in [Program Options](#).

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Date Formatting

NL prints dates on documents such as Invoices and Statements using the Windows date format and regional settings you designate in the Windows Control Panel.

Debit Adjustment

An accounts-receivable transaction you enter in NL to reflect an increase in the amount a customer owes you other than an invoice being issued. This could be the result of a debit to record a returned check.

Demand Billing Cycle

Should almost never be used. This Billing Cycle tells NL to generate an invoice for this order only when the NL user specifically selects the order to be billed. Note: If you select **All** billing cycles in the Broadcast Invoices section, NL will generate an invoice once per calendar month for "Demand" Billing-Cycle orders.

Discounted-Gross Invoice Amount

This is the Gross invoice amount less Discounts-Allowed [before any commissions or trade credits are deducted and before taxes are added]. If there are any discounts allowed, agency commission is computed on the Discounted-Gross Invoice amount.

Discounts-Allowed

This is the % of the Gross invoice amount allowed as discounts other than agency commissions.

Electronic Invoice

Any non-paper method of delivering invoices. NL supports email pdf files as well as most of the popular broadcast electronic invoice clearinghouses.

End-of-Month Closing

The process to close an accounting period in NL. This should only be done after all invoices have been issued for that period and all payments and adjustments received during the period have been posted. You cannot enter any transactions dated prior to the last date closed in NL. This stops someone from messing up a previous A/R reconciliation. See end-of-month closing for more detailed information.

End-of-Schedule Billing Cycle

This Billing Cycle tells NL to generate an invoice for this order only at the end of the order run dates.

Fill-Code on Log Templates

This tells NL that the commercial break or stand-alone avail must be filled. See If-Used Fill-Code and Mandatory Fill-Code and Fill-Code

Fill-Priority on Log Templates

This tells NL the order in which to use commercial avails when generating a log. See Fill-Priority.

Final Invoices

This is the process in NL Broadcast Billing which finalizes, prints and post invoices to Accounts Receivable. Until process this is done, invoices do not show up in A/R. See Broadcast Invoices for more information.

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Gross Invoice Amount

This is the total of all charges on an invoice before any discounts, agency commissions, or trade credits are deducted and before any taxes are added. Also see discounted-gross invoice amount.

If-Used Fill-Code on Log Templates

This tells NL that the commercial break must be filled to the specified length [provided you entered a required length on the Log template] only if at least 1 item is logged within that commercial break. This is helpful for satellite network formats in which you must fill certain commercial breaks because the network does not cover them.

Invoice

An invoice in NL shows only the items run from a single broadcast order during the current billing period. It does not include any prior balances. See Account Statement.

Invoiced Sales Report

This report shows the invoiced sales for the report period. To get a report showing current customer balances see accounts receivable aging report.

ISCI

Industry Standard Coding Identification (ISCI) is a system for coding commercials established in 1970 and owned and operated by the American Association of Advertising Agencies. ISCI codes are eight characters in length - four alpha followed by four numeric, and are designed to have no spaces, hyphens or other characters (eg, ABCD1234). These identify the agency copy that was aired.

Level Package Billing

Every time an invoice is generated from an order with schedule lines from which at least 1 billable item was logged or the order has NO schedule lines, a specified flat amount is billed. Exception: If order status is HOLD and nothing was logged, no amount will be billed. Level Package Billing specified using **Billing Basis** on the Order entry screen.

Local Spots

These are spots carried and billed locally by the user of NL as opposed to network spots.

Log Templates

These are the basic logs that tell NL what each day's log should look like. It includes avails and commercial breaks where items from Broadcast Orders may be logged. Templates can also contain text to be printed on the log pages as well as automation commands. Every day of the week Monday-Sunday must have at least a Normal Daily Log Template. Special Date Log Templates are used only on a particular date in lieu of the Normal Daily Log Template for that day. You can also create Special Events Templates for programs such as sporting events. Each station in NL has its own set of Log Templates. See Log Template setup for more detailed information.

Macros

In NL a macro does not refer to any "Macros" you may use in your automation. For automation macros, see the section of the NL manual dealing with your specific automation system. In NL, a macro is simply a "multi-event" order line whose events must be scheduled together. This is useful if you sell a customer 2 items that need to be linked together.

Mail-Merge Data file

In NL Reports-Customer Lists you can create a tab-delimited file that can be used as a data source for MS Word document Mail-Merging. See MS Word user help for more information on performing the merge. NL support staff does not assist in performing the Mail-Merge into MS Word.

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Mandatory Fill-Code on Log Templates

This tells NL that the [commercial break](#) or [stand-alone avail](#) must be filled to the specified length [provided you entered a required length on the Log template] .

National Rep

A person or firm that represents your station for national ad agencies located in a different city in order to get national advertising buys in your station. The national rep is usually paid a commission based on a percentage of the net dollars they place on your station. You do not bill the National Rep, you bill the buying agency, then when the agency pays you, you separately pay the National Rep their commission. Also see [Unwired Network](#).

Net Invoice Amount

This is the [Gross](#) invoice amount less Agency Commission [if any].

Network Spots

These are spots carried live from a network or played later on a delay basis. If you want to list these spots on your log, NL allows a quick way to specify network avails on your Log Templates and you can use the [Network Spot Scheduler](#) to quickly enter them.

Non-Broadcast Invoice

An invoice in NL shows only the non-broadcast items (such as talent fees, line charges, etc.) billed current billing period. It does not include any prior balances. See [Account Statements](#) and [Non-Broadcast Invoices](#).

Non-Log Charge

Non-Log Charge does not place anything on the log but passes the specified charge invisibly through the log to the invoice. This might be used for production or talent fees or any item you want to bill on that is not to shown on the commercial log to be aired. See [Order Entry LogTypes](#)

Normal Daily Log Template

These are the default [Log Templates](#) used by NL when creating a log unless it finds a [Special Date Log Template](#). There must be a Normal Daily Log template for each weekday. See [Log Template setup](#) for more detailed information.

Other Log Template

These are Log templates you save under a specific name for later use. For example, you might save the Friday Normal Daily Log Template as Other Log Template named "Friday-Old". Then you can edit the Friday Normal Daily Log Template to add some more commercial breaks for a heavy advertising period. Later when you want to revert to the original Friday Log Template, open the "Friday-Old" Other Log Template and copy it back to the Friday Normal Daily Log Template. See [Log Template setup](#) for more detailed information.

Open-Item Account Statement

This is a type of account statement in NL that lists all unpaid invoices plus any current-period account activity. It does not show individual runtimes which [are](#) shown on [invoices](#). Also see [Balance-Forward Account Statement](#). Please note that selecting these statement types does not change the internal record keeping of NL. You can always switch between Open-Item and Balance-Forward statements for individual customers without any loss of data.

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Packets

This consists of 2 or more individual pieces of Normal Copy that run together and substitute for each other in various days and/or time periods. During order entry you just specify the exact CopyID of the Packet itself to be scheduled when that order line runs. When NL creates the log, it will find the appropriate individual CopyID within the Packet and schedule it. There is no limit to how many Copy items you can Packet together.

Payments

Receipt of payment for an invoice that has already been issued. If you receive payment for an invoice that has not yet been issued, that is a prepayment. Payments are applied to pay individual invoices already issued in NL. Prepayments are applied as a credit on a customer's account to be used in the future.

Per Broadcast Billing

Each broadcast is billed at a cost per broadcast as specified on the Order Lines. This is specified using **Billing Basis** on the Order entry screen.

Preemption Level

On the Order-Line entry screen, this lets NL know how important it is for an ordered the item to be logged. If you are oversold and NL cannot schedule all ordered items, it needs to know what items to log first and what items can be bumped. Items with Preemption level 0 are logged first, then preemption level 2, then 3, and so on. Less important items should have inferior preemption levels (7,8,9) so they get bumped. More important items should have superior preemption levels (0,1,etc.) so they are more certain to be logged. ANY items not logged are always placed in the log's Bump-Item file regardless of their preemption level.

PrePayments

Receipt of payment for an invoice that has not yet been issued. If you receive payment for an invoice that has already been issued, that is a payment. Payments are applied to pay individual invoices already issued in NL. Prepayments are applied as a credit on a customer's account to be used in the future.

Product Codes / Product Protect

These allow you to protect similar products from appearing together on the log. Then during order entry you put 1 or 2 Product Codes on the Order. Natural Log will then provide the required protection between all Orders that have been assigned the same Product Code. This prevents 2 car dealers from running too close together. Product code separation only applies to items logged from different customers. To separate items logged from the same customer see Customer Spot Separation or Order Spot Separation.

Revenue Source

Assigned at the customer level, Revenue Source allows you to filter your sales reports as National/Agency, National/Direct, Local/Agency, Local/Direct, Other/Agency, Other/Direct, National Rep, or Unwired Network sales.

Revenue Types

Revenue Types allow you to "break out" certain sales into separate sales reports. When you enter an Order, you will assign that Order to a Revenue Type. All Natural Log reports allow you to specify which Revenue Types to include in the report. These are most often used to designate orders as Cash, Trade, etc. Natural Log has 3 default Revenue Types that are sufficient for most users. See Creating Revenue Types.

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Rotator

This consists of 2 or more individual pieces of Normal Copy and/or Packets. These items sequentially rotate with each other in the percentages specified. During order entry you just specify the exact CopyID of the Rotator itself to be scheduled when that order line runs. When NL creates the log, it will find the appropriate individual CopyID within the Rotator and schedule it. There is no limit to how many Copy items you can rotate.

ScriptID

Up to 20 alphanumeric characters used by your customer to identify a script. If entered in the Copy Manager, this is the ScriptID shown on invoices and affidavits in lieu of NL's internal CopyID.

Source on Log Templates

This tells NL if a commercial avail is for a local or network spot.

Special Billing Cycles

These Billing Cycles [**Special1** through **Special9**] are similar to the Demand billing cycle in that an invoice is only generated when the NL user specifically selects the order to be invoiced. The naming Special1 through Special 9 allows you to group the invoices requiring similar "demand-type" billing.

Special Date Log Template

These are Log Templates used only on their specified dates by NL when creating a log in lieu of the Normal Daily Log Template for that date. See Log Template setup for more detailed information.

Special Event Template

Log Templates useful for those stations that run programming that often changes times and days, such as sports programming. These Special Event Templates have the same formatting as regular Log Templates but they apply to less than a full day and may be scheduled to replace the regular Log template on any given date and time. During the period these special templates are scheduled, the regular Log Template for a day is not used. Order Lines may be linked to the Special Event Template so the order line runs anytime the special event is scheduled.

Sponsorship

This is a commercial avail that usually occurs within a program that denotes the program sponsor as opposed to an advertiser who just buys a number of spots within a particular time window. Most broadcasters charge extra for sponsorships. Sponsorships can be noted on invoices by using "Sponsorship" as the order line note during order entry. You usually set up Stand-Alone avails for these sponsorship items with Avail Type Restrictions so only advertisers who buy the sponsorship will be placed in that avail.

Spots-Per-Week Schedule

This is an order-line in which you specify how many spots are to run in a week and let NL decide how to distribute them on the allowed days. Also See Front Loading. In a normal schedule you specify how many spots run per day.

Stand-Alone Avail

This is an avail on a Log Template in which only one item from Broadcast Orders may be placed and the avail is not part of a commercial break. This might be used for a sponsorship or adjacency.

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Standard Broadcast Month

This month starts on the Monday after the last Sunday of the prior calendar month and always ends on the last Sunday of the month. It will always have either 4 or 5 standard broadcast weeks and is the month used by most advertising agencies. Broadcast month and standard broadcast are the same.

Standard Broadcast Week

This week always starts on Monday and ends on the next Sunday.

TFN

In NL, means "till further notice" and is a valid end date for an order or expiration date for a CopyID.

Trade Credit

This is the amount of credit allowed in exchange for non-cash compensation. Sometimes call **barter**.

Trial Invoices

This allows you to print a trial copy of your invoices before they final invoices are processed and posted. See [Broadcast Invoices](#) for more information. These trial invoices should never be issued to customers!

Trial Log

This is a log that can be generated to aid in troubleshooting scheduling or [Log Template](#) issues. It should never be used on-air and cannot be charged and finalized for invoicing. See [Trial Log](#).

Unwired Network

Similar to a National Rep, this is person or firm that represents your station for national ad agencies located in a different city in order to get national advertising buys in your station. The unwired network generally places ads on a group of stations [the unwired network of stations]. The Unwired Network is billed directly by your station for the net amount. They pay you the net amount less their additional National Rep commission and then bill the advertiser themselves for the ads you ran. Also see [National Rep](#). In NL, the major difference between National Rep and Unwired Network is that NL posts an automatic credit to the UnWired Network account for the National Rep commission because they will deduct it before paying you. Because the network automatically takes this discount from the net invoiced amount, NL does not deduct the UnWired Network commission on the printed invoice, only as an internal credit on their account. On National Rep orders, NL assumes you are billing the buying agency directly, collecting the net amount and separately paying your National Rep his commission.

Variable Package Billing

You specify amount(s) to be billed on various dates. This amount will be billed on the first invoice generated on or after that date even if nothing ran. Exception: If order status is HOLD and nothing was logged, no amount will be billed. This would be useful to bill different package amounts in different months even if no broadcast items ran. Variable Package Billing is specified using **Billing Basis** on the Order entry screen.

Weekly Billing Cycle

This Billing Cycle tells NL to generate an invoice for this order based on the standard broadcast week of Monday through Sunday. After each Sunday's log has been charged, a weekly Billing Cycle order will generate an invoice.

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