

Media Advance Billing Procedures

The ideal process for advance billing of media is to create actual insertion orders to the publishers/stations and set your Client's Product media billing options to "Prebill" and bill your clients. Advantage is designed to pre-bill orders automatically. However, this is not always possible and this document is designed to handle scenarios where you do not have specific media placed yet and need to pre-bill all or part of a campaign without losing track of accrued media.

Option 1 – Using a media order

Setup

- Setup an "Advance Billed Media" vendor in Vendor Maintenance. No actual accounts payable invoices will be processed against this vendor.
 - Consider using a vendor code such as advmed – Advance Billed Media.

Processing

- Create insertion order(s) using the Advance Billed Media Vendor for the total amount of the billing. This can be done on a single insertion or on multiple insertions by media type.
- Bill the media order(s) based on the standard media billing processes.
- Once the real media plan has been determined, enter or import the insertion orders to the actual vendors into Advantage.
- Revise the amount on the advance billed media order(s) to zero or to the total amount of the real insertions entered in Advantage. This will create a net/gross credit to be billed.
- Bill the media orders for the 'real' plan and the revised advance billed media order(s) together.
 - To facilitate easy selection of these related media orders, update the orders include the same Client PO number or Campaign code and select by Client PO or Campaign in Billing Command Center.

Invoicing

- Multiple invoices may be generated. The common reasons for this include:
 - The assigned invoices setup on the client setup
 - Multiple media types are involved
 - Multiple offices are involved.

If this occurs, use the Client Cash Receipts applications to apply the credit against other invoices generated by this process. This will usually result in a wash but could result in a credit or billable amount.

- Instead of generating multiple invoices, the client can be set up to receive a combo invoice. The combo invoice will include multiple media types on the same zero invoice.

Option 2 – Using a production job

Setup

- Setup a Vendor Function in the Function Table:
 - Consider using a function code such as advmed – Advance Billed Media.
- Setting up a Sales Class
 - A media sales class can be used on the production job if sales classes are not tied to a specific media type in sales class maintenance
 - If the media sales class is tied to a specific media type, a production sales class will be needed. A new one can be set up or an existing one can be used.
 - If a new one is created, map the sales and cost of sales account in office maintenance for the new sales class. Consider mapping the new Sales Class to your default media sales and cost of sales accounts.
 - It is important to understand when the final reconciliation process is complete no billing will post to the income statement through this Sales Class.

Processing

- Open a new job using the appropriate Sales Class. (If a job has been final reconciled in the Advance Billing module it cannot be advance billed again, so a new job would be required.)
- In Billing Command Center, process an advance billing by inserting a line and selecting the advance billed media (vendor) function.
- Process the invoice to the client.
- Once the real media plan has been determined, enter or import the insertion orders.
- Applying the advance billed amount against the “real” media plan can be done all at once or on an interim basis.
 - To apply the entire advance billing against the “real” media plan –
 - In the reconciliation screen, select final reconcile to actual and bill.
 - The credit invoice can be processed directly from the reconciliation screen by using the Process Reconciliation button or through the standard billing selection process.
 - If you will be applying the advance on an interim basis –
 - Enter a negative amount for the net and any markup. The gross will calculate for the portion needed to apply against the “real” media plan.
 - The credit invoice can be processed directly from the reconciliation screen by using the Process Reconciliation button or through the standard billing selection process.

Invoicing

- Separate invoices will be created for the credit and the media orders. There could be multiple media invoices based on the reasons discussed in option 1 above. If this occurs, use the Client Cash Receipts applications to apply the credit against other invoices generated by this process. This will usually result in a wash but could result in a credit or billable amount.