REKEY,C,15	SUBKEY,C,1	PA	LINE	TEXT,C,60
F M->ADDR_1		1	3	NAME: First Line of Address
F M->ADDR_1		1	5	DESC: Enter the Street Address if necessary for future
F M->ADDR_1		1	6	reference for mailings etc.
F M->ADDR_2		1	3	NAME: Second Line of Address
F M->ADDR_2		1	5	DESC: Second Address Line for use only if First Address
F M->ADDR_2		1	6	Line cannot hold entire Address.
F M->AMT_01		1	3	NAME: Optional Amount 01
F M->AMT_01		1	5	DESC: This field is used to input additional information
F M->AMT_01		1	6	about a Lead. It is not used by the Adtracker
F M->AMT_01		1	7	System. To change the Field's name to something
F M->AMT_01		1	8	more descriptive update the Lead Control File.
F M->AMT_01_L		1	3	NAME: Optional Amount 01 Label
F M->AMT_01_L		1	5	DESC: Optional Amounts are available so that each Adtracker
F M->AMT_01_L		1	6	System can be 'Customized' to some extent. The name
F M->AMT_01_L		1	7	entered here will show as the fields name on the
F M->AMT_01_L		1	8	Lead Information File. Each Optional field can then
F M->AMT_01_L		1	9	be used to enter in Information you find useful.
F M->AMT_02		1	3	NAME: Optional Amount 02
F M->AMT_02		1	5	DESC: This field is used to input additional information
F M->AMT_02		1	6	about a Lead. It is not used by the Adtracker
F M->AMT_02		1	7	System. To change the Field's name to something
F M->AMT_02		1	8	more descriptive update the Lead Control File.
F M->AMT_02_L		1	3	NAME: Optional Amount 02 Label
F M->AMT_02_L		1	5	DESC: Optional Amounts are available so that each Adtracker
F M->AMT_02_L		1	6	System can be 'Customized' to some extent. The name
F M->AMT_02_L		1	7	entered here will show as the fields name on the
F M->AMT_02_L		1	8	Lead Information File. Each Optional field can then
F M->AMT_02_L		1	9	be used to enter in Information you find useful.
F M->CABLE_NET		1	3	NAME: Cable Network
F M->CABLE_NET		1	5	DESC: A four letter abbrieviation for a Cable Network.
F M->CABLE_NET		1	6	(Example: CNN = Cable News Network.)
F M->CABLE_NET		1	7	The Cable Networks must first be set up on the
F M->CABLE_NET		1	8	Abbrievation File. Any Placements on Cable should
F M->CABLE_NET		1	9	then identify the Cable Network. This Information
F M->CABLE_NET		1	10	will be used to match Leads to Placements.
F M->CALL_LTRS		1	3	NAME: Call Letters:
F M->CALL_LTRS		1	5	DESC: The 4 letters used to Identify a Television or
F M->CALL_LTRS		1	6	Radio station. These must be added to the
F M->CALL_LTRS		1	7	Electronic Media File before they can entered in
F M->CALL_LTRS		1	8	any other screen.
F M->CAMP_ID		1	3	NAME: Campaign Identifier
F M->CAMP_ID		1	5	DESC: Code used to identify an 'Advertising Campaign'.
F M->CAMP_ID		1	6	The Campaign Identifiers are first set up on the
F M->CAMP_ID		1	7	Abbrieviation File. Then all Creatives within the
F M->CAMP_ID		1	8	Campaign are added with this Campaign ID.
F M->CAMP_ID		1	9	The purpose is to allow the Lead Analysis Report
F M->CAMP_ID		1	10	to be printed for a specific Campaign. This field
F M->CAMP_ID		1	11	is completely optional.

F	M->CHANNEL	1	3	NAME: Channel Number
F	M->CHANNEL	1	5	DESC: The Television Channel number. Leave 0 for Radio
F	M->CHANNEL	1	6	and Print.
F	M->CITY	1	3	NAME: City
F	M->CITY	1	5	DESC: Part of the Lead's Address. Enter in all capitals
F	M->CITY	1	6	or upper and lower case.
F	M->CODE_01	1	3	NAME: Optional Code 01
F	M->CODE_01	1	5	DESC: This field is used to input additional information
F	M->CODE_01	1	6	about a Lead. It is not used by the Adtracker
F	M->CODE_01	1	7	System. To change the Field's name to something
F	M->CODE_01	1	8	more descriptive update the Lead Control File.
F	M->CODE_01_L	1	3	NAME: Optional Code 01 Label
F	M->CODE_01_L	1	5	DESC: Optional Codes are available so that each Adtracker
F	M->CODE_01_L	1	6	System can be 'Customized' to some extent. The name
F	M->CODE_01_L	1	7	entered here will show as the fields name on the
F	M->CODE_01_L	1	8	Lead Information File. Each Optional field can then
F	M->CODE_01_L	1	9	be used to enter in Information you find useful.
F	M->CODE_02	1	3	NAME: Optional Code 02
F	M->CODE_02	1	5	DESC: This field is used to input additional information
F	M->CODE_02	1	6	about a Lead. It is not used by the Adtracker
F	M->CODE_02	1	7	System. To change the Field's name to something
F	M->CODE_02	1	8	more descriptive update the Lead Control File.
F	M->CODE_02_L	1	3	NAME: Optional Code 02 Label
F	M->CODE_02_L	1	5	DESC: Optional Codes are available so that each Adtracker
F	M->CODE_02_L	1	6	System can be 'Customized' to some extent. The name
F	M->CODE_02_L	1	7	entered here will show as the fields name on the
F	M->CODE_02_L	1	8	Lead Information File. Each Optional field can then
F	M->CODE_02_L	1	9	be used to enter in Information you find useful.
F	M->CODE_03	1	3	NAME: Optional Code 03
F	M->CODE_03	1	5	DESC: This field is used to input additional information
F	M->CODE_03	1	6	about a Lead. It is not used by the Adtracker
F	M->CODE_03	1	7	System. To change the Field's name to something
F	M->CODE_03	1	8	more descriptive update the Lead Control File.
F	M->CODE_03_L	1	3	NAME: Optional Code 03 Label
F	M->CODE_03_L	1	5	DESC: Optional Codes are available so that each Adtracker
F	M->CODE_03_L	1	6	System can be 'Customized' to some extent. The name
F	M->CODE_03_L	1	7	entered here will show as the fields name on the
F	M->CODE_03_L	1	8	Lead Information File. Each Optional field can then
F	M->CODE_03_L	1	9	be used to enter in Information you find useful.
F	M->CODE_ID	1	3	NAME: Abbreviation
F	M->CODE_ID	1	5	DESC: Abbreviations are used in Adtracker to make entering
F	M->CODE_ID	1	6	data easier. Abbreviations may consist of letters,
F	M->CODE_ID	1	7	numbers and/or special characters. All Data Entry
F	M->CODE_ID	1	8	in Adtracker uses the Abbreviation instead of a
F	M->CODE_ID	1	9	full name.
F	M->CODE_NAME	1	3	NAME: Full Name
F	M->CODE_NAME	1	5	DESC: Complete name of what an Abbreviation stands for.
F	M->CODE_NAME	1	6	The Full Name is entered so that when using the
F	M->CODE_NAME	1	7	<F7> key it can be displayed on the Screen.

F	M->COMMENT1	1	3	NAME: Comments
F	M->COMMENT1	1	5	DESC: Any message that will be helpful when this record
F	M->COMMENT1	1	6	is displayed in the future.
F	M->COMMENT2	1	3	NAME: Comments
F	M->COMMENT2	1	5	DESC: Any message that will be helpfull when this record
F	M->COMMENT2	1	6	is displayed in the future.
F	M->COMMENTS	1	3	NAME: Comments
F	M->COMMENTS	1	5	DESC: Any message that will be helpfull when this record
F	M->COMMENTS	1	6	is displayed in the future.
F	M->COST	1	3	NAME: Placement Cost
F	M->COST	1	5	DESC: The amount charged to run a Placement. If you paid
F	M->COST	1	6	one price for several Placements enter only the
F	M->COST	1	7	portion of the cost that you can assign to this
F	M->COST	1	8	placment. For example: If 5 placements cost a total
F	M->COST	1	9	of $10,000 you could enter in $2,000 for each
F	M->COST	1	10	placement.
F	M->CO_ID	1	3	NAME: Company Identifier
F	M->CO_ID	1	5	DESC: Three letter code used to refer to a Company
F	M->CO_ID	1	6	throughout the Adtracker System. You may use letters
F	M->CO_ID	1	7	and/or numbers in this field.
F	M->CO_NAME	1	3	NAME: Company Name
F	M->CO_NAME	1	5	DESC: Full Name of the Company designated by the
F	M->CO_NAME	1	6	Company ID. This name will be displayed on Screens
F	M->CO_NAME	1	7	and Reports in Adtracker.
F	M->CREATIV_ID	1	3	NAME: Creative ID
F	M->CREATIV_ID	1	5	DESC: Ten letter abbreviation/code used to identify
F	M->CREATIV_ID	1	6	a Creative. It is assigned when the Creative is
F	M->CREATIV_ID	1	7	added to the System.
F	M->DATE_01	1	3	NAME: Optional Date 01
F	M->DATE_01	1	5	DESC: This field is used to input additional information
F	M->DATE_01	1	6	about a Lead. It is not used by the Adtracker
F	M->DATE_01	1	7	System. To change the Field's name to something
F	M->DATE_01	1	8	more descriptive update the Lead Control File.
F	M->DATE_01_L	1	3	NAME: Optional Date 01 Label
F	M->DATE_01_L	1	5	DESC: Optional Dates are available so that each Adtracker
F	M->DATE_01_L	1	6	System can be 'Customized' to some extent. The name
F	M->DATE_01_L	1	7	entered here will show as the fields name on the
F	M->DATE_01_L	1	8	Lead Information File. Each Optional field can then
F	M->DATE_01_L	1	9	be used to enter in Information you find useful.
F	M->DATE_02	1	3	NAME: Optional Date 02
F	M->DATE_02	1	5	DESC: This field is used to input additional information
F	M->DATE_02	1	6	about a Lead. It is not used by the Adtracker
F	M->DATE_02	1	7	System. To change the Field's name to something
F	M->DATE_02	1	8	more descriptive update the Lead Control File.
F	M->DATE_02_L	1	3	NAME: Optional Date 02 Label
F	M->DATE_02_L	1	5	DESC: Optional Dates are available so that each Adtracker
F	M->DATE_02_L	1	6	System can be 'Customized' to some extent. The name
F	M->DATE_02_L	1	7	entered here will show as the fields name on the
F	M->DATE_02_L	1	8	Lead Information File. Each Optional field can then

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F   M->DATE_02_L              1   9      be used to enter in Information you find useful.
F   M->DESC                   1   3 NAME:  Description
F   M->DESC                   1   5 DESC:  A short note used to identify what the record is
F   M->DESC                   1   6      refering to.
F   M->FIELD_01               1   3 NAME:  Optional Field 01
F   M->FIELD_01               1   5 DESC:  This field is used to input additional information
F   M->FIELD_01               1   6      about a Lead.  It is not used by the Adtracker
F   M->FIELD_01               1   7      System.  To change the Field's name to something
F   M->FIELD_01               1   8      more descriptive update the Lead Control File.
F   M->FIELD_01_L             1   3 NAME:  Optional Field 01 Label
F   M->FIELD_01_L             1   5 DESC:  Optional Fields are available so that each Adtracker
F   M->FIELD_01_L             1   6      System can be 'Customized' to some extent.  The name
F   M->FIELD_01_L             1   7      entered here will show as the fields name on the
F   M->FIELD_01_L             1   8      Lead Information File.  Each Optional field can then
F   M->FIELD_01_L             1   9      be used to enter in Information you find useful.
F   M->FIELD_02               1   3 NAME:  Optional Field 02
F   M->FIELD_02               1   5 DESC:  This field is used to input additional information
F   M->FIELD_02               1   6      about a Lead.  It is not used by the Adtracker
F   M->FIELD_02               1   7      System.  To change the Field's name to something
F   M->FIELD_02               1   8      more descriptive update the Lead Control File.
F   M->FIELD_02_L             1   3 NAME:  Optional Field 02 Label
F   M->FIELD_02_L             1   5 DESC:  Optional Fields are available so that each Adtracker
F   M->FIELD_02_L             1   6      System can be 'Customized' to some extent.  The name
F   M->FIELD_02_L             1   7      entered here will show as the fields name on the
F   M->FIELD_02_L             1   8      Lead Information File.  Each Optional field can then
F   M->FIELD_02_L             1   9      be used to enter in Information you find useful.
F   M->FST_NAM                1   3 NAME:  First Name
F   M->FST_NAM                1   5 DESC:  First Name of a Lead.  Enter the first name for
F   M->FST_NAM                1   6      later reference to this lead.
F   M->LEAD_DT                1   3 NAME:  Lead Date
F   M->LEAD_DT                1   5 DESC:  The Date a lead was first received.
F   M->LEAD_STAT              1   3 NAME:  Lead Status
F   M->LEAD_STAT              1   5 DESC:  A two letter abbreviation used to identify the
F   M->LEAD_STAT              1   6      Status of a Lead.  These are setup in the
F   M->LEAD_STAT              1   7      Abbreviation File.  Use the <F7> key to get a
F   M->LEAD_STAT              1   8      list of Lead Statuses.
F   M->LEAD_TM                1   3 NAME:  Lead Time
F   M->LEAD_TM                1   5 DESC:  The time a lead was received by phone.  This time
F   M->LEAD_TM                1   6      is critical because it is used by the system to
F   M->LEAD_TM                1   7      match to the appropriate Placement.
F   M->LEAD_TYPE              1   3 NAME:  Lead Type
F   M->LEAD_TYPE              1   5 DESC:  A 1 letter code designating the type of Lead:
F   M->LEAD_TYPE              1   6      'M' = Mail Lead
F   M->LEAD_TYPE              1   7      'P' = Phone Lead
F   M->LEAD_TYPE              1   8      'O' = Other Lead
F   M->LENGTH                 1   3 NAME:  Length
F   M->LENGTH                 1   5 DESC:  The length of a Television or Radio Commercial in
F   M->LENGTH                 1   6      number of seconds.
F   M->LST_NAM                1   3 NAME:  Last Name
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F   M->LST_NAM              1    5 DESC:  Last Name of Lead.  Enter the persons last name if
F   M->LST_NAM              1    6      you wish to refer to it later.
F   M->MARKET               1    3 NAME:  Market
F   M->MARKET               1    5 DESC:  An abbreviation used to identify a specific Market.
F   M->MARKET               1    6      (Example:  HOU = Houston)
F   M->MARKET               1    7      Market Abbrieviations are set up on the Abbrieviation
F   M->MARKET               1    8      File.
F   M->MEDIUM               1    3 NAME:  Medium
F   M->MEDIUM               1    5 DESC:  Two letter abbreviation for the various Advertising
F   M->MEDIUM               1    6      Media.  For a complete list of Media use the
F   M->MEDIUM               1    7      <F7> key.
F   M->OFFICE               1    3 NAME:  Office
F   M->OFFICE               1    5 DESC:  The Abbrieviation used to Identify the Office or
F   M->OFFICE               1    6      Branch of your Company.  These must be set up on
F   M->OFFICE               1    7      the Abbrieviation File.  If your Company has more
F   M->OFFICE               1    8      than one Office or Branch then the Lead Analysis
F   M->OFFICE               1    9      Report can be sorted by Office.  The Office must be
F   M->OFFICE               1   10      entered on every lead for this to be effective.
F   M->OFFICE               1   11      If you do not need reporting by Office leave blank.
F   M->PBLCTN_ID            1    3 NAME:  Publication Identifier
F   M->PBLCTN_ID            1    5 DESC:  Ten letter abbreviation used to identify a specific
F   M->PBLCTN_ID            1    6      Publication.  Publications must be added to
F   M->PBLCTN_ID            1    7      Abbreviation File before they can be entered on
F   M->PBLCTN_ID            1    8      other screens.
F   M->PHONE_EXT            1    3 NAME:  Phone Number Extension
F   M->PHONE_EXT            1    5 DESC:  Enter an Extension or leave blank if none given.
F   M->PHONE_NUM            1    3 NAME:  Phone Number
F   M->PHONE_NUM            1    5 DESC:  Enter in the primary phone number for the lead.
F   M->PHONE_NUM            1    6      If they have more than one phone number put the
F   M->PHONE_NUM            1    7      second number in the comments section.  If you do
F   M->PHONE_NUM            1    8      not wish to enter the area code you may use the
F   M->PHONE_NUM            1    9      right arrow to move the cursor over.
F   M->PLCMNT_DT            1    3 NAME:  Placement Date
F   M->PLCMNT_DT            1    5 DESC:  The Date when a Placement was run.  For Print
F   M->PLCMNT_DT            1    6      Creatives use the first Date it appeared.
F   M->PRINT_CODE           1    3 NAME:  Print Code
F   M->PRINT_CODE           1    5 DESC:  Ten letter code used to identify specific Placements
F   M->PRINT_CODE           1    6      in Print Media.  This code is assigned when the
F   M->PRINT_CODE           1    7      Placement is added.  When a lead is entered the
F   M->PRINT_CODE           1    8      Print Code will tie that lead to the appropriate
F   M->PRINT_CODE           1    9      Placment.
F   M->PRODUCT_ID           1    3 NAME:  Product ID
F   M->PRODUCT_ID           1    5 DESC:  Ten letter abbreviation/code used to identify the
F   M->PRODUCT_ID           1    6      Product a Creative is selling.  It is assigned when
F   M->PRODUCT_ID           1    7      the Product is added to the Product Abbreviation
F   M->PRODUCT_ID           1    8      File.
F   M->PROGRAM_ID           1    3 NAME:  Program Identifier
F   M->PROGRAM_ID           1    5 DESC:  Ten letter abbreviation used to identify a particular
F   M->PROGRAM_ID           1    6      Television or Radio Program.  Program IDs must be
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F   M->PROGRAM_ID          1   7       added to the Abbreviation File before they can
F   M->PROGRAM_ID          1   8       be entered on other Data Entry Screens.
F   M->PRT_DESC            1   3 NAME:  Description Print Flag
F   M->PRT_DESC            1   5 DESC:  If a 'Y' is entered here the Report Description
F   M->PRT_DESC            1   6       will print on the bottom of each page of the report.
F   M->RADIO_BAND          1   3 NAME:  Type of Call Letters
F   M->RADIO_BAND          1   5 DESC:  This field designates the Type of Call Letters:
F   M->RADIO_BAND          1   6       'A' = AM Radio Station.
F   M->RADIO_BAND          1   7       'F' = FM Radio Station.
F   M->RADIO_BAND          1   8     (blank) = TV Station.
F   M->RADIO_BAND          1   9       'C' = Cable Station.
F   M->RADIO_FREQ          1   3 NAME:  Radio Frequency.
F   M->RADIO_FREQ          1   5 DESC:  The Radio Dial Number of a particular Radio Station.
F   M->RADIO_FREQ          1   6       This field is entered on the Electronic Media File.
F   M->RADIO_FREQ          1   7       If the Radio Frequency is also entered on a Lead
F   M->RADIO_FREQ          1   8       it will be used to match the lead to the appropriate
F   M->RADIO_FREQ          1   9       Placement.
F   M->REPT_DESC1          1   3 NAME:  Report Description
F   M->REPT_DESC1          1   5 DESC:  General description of the report.
F   M->REPT_DESC2          1   3 NAME:  Report Description
F   M->REPT_DESC2          1   5 DESC:  General description of the Report.
F   M->REPT_ID             1   3 NAME:  Report Identifier
F   M->REPT_ID             1   5 DESC:  Ten letter code used to refer to a Report Definition.
F   M->REPT_ID             1   6       The Report ID is assigned when a Report Definition
F   M->REPT_ID             1   7       is added to Adtracker.
F   M->REPT_TTL            1   3 NAME:  Report Title
F   M->REPT_TTL            1   5 DESC:  The Title of the Report.  The Title will print
F   M->REPT_TTL            1   6       as part of the heading on each page of the Lead
F   M->REPT_TTL            1   7       Analysis Report.
F   M->SALE_AMT            1   3 NAME:  Sale Amount
F   M->SALE_AMT            1   5 DESC:  The amount of goods or services that were actually
F   M->SALE_AMT            1   6       sold to this lead.  This information is reported on
F   M->SALE_AMT            1   7       the Lead Analysis Report.
F   M->SALE_MADE           1   3 NAME:  Sale Made Indicator
F   M->SALE_MADE           1   5 DESC:  Enter a 'Y' if a sale was made to this Lead.  Enter
F   M->SALE_MADE           1   6       an 'N' if it wasn't.  Leave blank if you are not
F   M->SALE_MADE           1   7       using this field.
F   M->SLS_PER_ID          1   3 NAME:  Sales Person
F   M->SLS_PER_ID          1   5 DESC:  A three letter abbreviation used to identify a
F   M->SLS_PER_ID          1   6       particular Sales Person.  These can be set up in
F   M->SLS_PER_ID          1   7       the Abbreviation File.
F   M->STATE               1   3 NAME:  State
F   M->STATE               1   5 DESC:  Two letter Abbreviation for State.  Use the <F7>
F   M->STATE               1   6       key to look up the proper abbreviation.
F   M->S_FLD_1             1   3 NAME:  Report Sorting Fields
F   M->S_FLD_1             1   5 DESC:  The Report Sorting fields determine the order the
F   M->S_FLD_1             1   6       information is printed on the report and therefore
F   M->S_FLD_1             1   7       how information is sub-totaled.
F   M->S_FLD_1             1   9       For example, to get a report showing the results
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F	M->S_FLD_1	1	10	for each Creative by Medium, enter MD in the
F	M->S_FLD_1	1	11	first field and CR in the second.
F	M->S_FLD_1	2	2	The report will list all of the Creatives for one
F	M->S_FLD_1	2	3	Medium then a total for that Medium.
F	M->S_FLD_1	2	4	It will list the Creatives for the next Medium.
F	M->S_ORD_1	1	3	NAME: Order of Items within a Report Sorting Field
F	M->S_ORD_1	1	5	DESC: If nothing is entered here the report will be
F	M->S_ORD_1	1	6	sorted in alphabetical order within each category.
F	M->S_ORD_1	1	7	For example, Creatives will be listed by Creative ID.
F	M->S_ORD_1	1	8	To select a different order enter the appropriate
F	M->S_ORD_1	1	9	two letter code under the Report Sorting Field to
F	M->S_ORD_1	1	10	which it applies.
F	M->TME_INTRVL	1	3	NAME: Report Interval
F	M->TME_INTRVL	1	5	DESC: This code designates whether the Lead Analysis
F	M->TME_INTRVL	1	6	Report will be summarized by Days, Weeks or Months.
F	M->TRADE_NAME	1	3	NAME: Trade Name
F	M->TRADE_NAME	1	5	DESC: The trade name is a descriptive name entered on the
F	M->TRADE_NAME	1	6	Electronic Media File. It is displayed with the
F	M->TRADE_NAME	1	7	Call Letters when looking up a station.
F	M->ZIP_CODE	1	3	NAME: Zip Code
F	M->ZIP_CODE	1	5	DESC: Enter in the post office Zip Code in one of the
F	M->ZIP_CODE	1	6	following ways:
F	M->ZIP_CODE	1	7	75214
F	M->ZIP_CODE	1	8	75214-0000
F	M->ZIP_CODE	1	9	75214-1234
F	M->ZIP_CODE	1	10	The Zip Code will print exactly as entered.
F	MENU	1	3	******** you have pressed the F2 key from a menu screen.
F	MENU	1	4	******** the F2 key does apply to menus. It is used to
F	MENU	1	5	******** give you a field definition when entering data.
F	M_CO_ID	1	3	NAME: Company ID
F	M_CO_ID	1	5	DESC: Identifies which Company this record belongs to.
F	W_BEG_DT	1	3	NAME: From Date/Starting Date
F	W_BEG_DT	1	5	DESC: The earliest date you wish to process.
F	W_BEG_DT	1	6	Enter in Month/Day/Year.
F	W_CO_ID	1	3	NAME: Company Identifier
F	W_CO_ID	1	5	DESC: Three letter code designating the company.
F	W_END_DT	1	3	NAME: Through Date/Ending Date
F	W_END_DT	1	5	DESC: The latest date you wish to process. Enter in
F	W_END_DT	1	6	Month/Day/Year.
F	W_MULTI_CO	1	3	NAME: Multiple Client System Switch
F	W_MULTI_CO	1	5	DESC: If 'Y' is entered here Adtracker becomes a multiple
F	W_MULTI_CO	1	6	client system. This is useful for Advertising
F	W_MULTI_CO	1	7	agencies that wish to track leads for more than
F	W_MULTI_CO	1	8	one client. If you are running the system for
F	W_MULTI_CO	1	9	only one company enter a 'N'.
F	W_PRNT_DEV	1	3	NAME: Printer
F	W_PRNT_DEV	1	5	DESC: This field designates the Logical Name of the Printer
F	W_PRNT_DEV	1	6	used by the Adtracker System. Normally LPT1 is used.
F	W_PRNT_DEV	1	7	If you want to print to a printer connected to a

F	W_PRNT_DEV	1	8	different Port Enter the DOS logical name.
F	W_PRNT_DEV	1	9	(Example: LPT2, COM1 etc.)
F	W_PRT_CTE1	1	3	NAME: Printer Control Characters
F	W_PRT_CTE1	1	5	DESC: For a complete description use the <F2> key on
F	W_PRT_CTE1	1	6	the first field.
F	W_PRT_CTS1	1	3	NAME: Printer Control Characters
F	W_PRT_CTS1	1	5	DESC: Many printers can be 'programmed' so that you do not
F	W_PRT_CTS1	1	6	have to manually change the setting before printing
F	W_PRT_CTS1	1	7	a report. This can be useful if your printer is
F	W_PRT_CTS1	1	8	normally set to 10 characters per inch but it must
F	W_PRT_CTS1	1	9	be set to 17 characters per inch to print a report.
F	W_PRT_CTS1	1	11	Refer to the printer manual to determine which
F	W_PRT_CTS1	2	1	ASCII codes will change the printer to the setting
F	W_PRT_CTS1	2	2	you want. Enter the NUMBER that represents the
F	W_PRT_CTS1	2	3	ASCII character. For example, 27 = Escape.
F	W_PRT_CTS1	2	5	You may enter up to 5 ASCII codes to change the
F	W_PRT_CTS1	2	6	printer to the proper setting and 5 more to set it
F	W_PRT_CTS1	2	7	back when the report is done.
F	W_PRT_CTS2	1	3	NAME: Printer Control Characters
F	W_PRT_CTS2	1	5	DESC: return to the first field and use the <F2> key.
F	W_PRT_DEF	1	3	NAME: Print Report Definition (Yes or No)
F	W_PRT_DEF	1	5	DESC: If you enter a 'Y' in this field a header page will
F	W_PRT_DEF	1	6	be printed. The Header Page will display the
F	W_PRT_DEF	1	7	Report Definition used in running this report.
F	W_REPT_ID	1	3	NAME: Report Identifier
F	W_REPT_ID	1	5	DESC: The 10 letter code that identifies a Report
F	W_REPT_ID	1	6	Definition. This code is assigned when the Report
F	W_REPT_ID	1	7	Definition is added to Adtracker.
F	W_TIME	1	3	NAME: Time
F	W_TIME	1	5	DESC: The time a Television or Radio Creative was run or
F	W_TIME	1	6	a Lead was received. If not applicable enter 0.
F	W_TIME	1	7	Note: 12:01 AM is the first time of a day.
F	W_TIME	1	8	??:?? AM are times before noon.
F	W_TIME	1	9	12:00 PM is noon.
F	W_TIME	1	10	??:?? PM are times after noon.
F	W_TIME	1	11	12:00 AM is midnite, the last time in a day.
F	W_TIME_SFX	1	3	NAME: AM or PM indicator
F	W_TIME_SFX	1	5	DESC: Enter 'A' or 'P' to indicate whether the time
F	W_TIME_SFX	1	6	entered was before noon or after noon.
F	W_TIME_SFX	1	7	Noon is 12:00 PM. Midnight is 12:00 AM.
K	SBKYF03	1	1	F1 = Screen Info (help) Pg Up = Turn to Prev Page
K	SBKYF03	1	2	F2 = Field Info (help) Pg Dn = Turn to Next Page
K	SBKYF03	1	3	F3 = Keyboard Info (help) Up Arrow = Up 1 Line or Fld
K	SBKYF03	1	4	F4 = (future use) Dn Arrow = Down 1 Line or Fld
K	SBKYF03	1	5	F5 = Select List Order Home = Go to Beginning
K	SBKYF03	1	6	F6 = Select List Start End = Go to End
K	SBKYF03	1	7	F7 = List Valid Values Insert = Add a Record
K	SBKYF03	1	8	F8 = (future use) Delete = Delete a Record
K	SBKYF03	1	9	F9 = Form Feed Printer Enter/Return = (usage varies)

K	SBKYF03		1	10	F10 = Go to Main Menu Esc = Exit Current Scrn
K	SBKYF03		1	12	For more info on a key, press that key. Otherwise
K	SBKYF03	1	1	3	KEY: Home
K	SBKYF03	1	1	5	PURPOSE: Depends on screen type. (see usage)
K	SBKYF03	1	1	7	USAGE: File List:
K	SBKYF03	1	1	8	Go to the beginning of the file.
K	SBKYF03	1	1	9	Menu:
K	SBKYF03	1	1	10	Go to the first menu item.
K	SBKYF03	1	2	1	Data Entry:
K	SBKYF03	1	2	2	Go to the beginning of a field.
K	SBKYF03	3	1	3	KEY: Page Down
K	SBKYF03	3	1	5	PURPOSE: To move the display down (forward) 1 page.
K	SBKYF03	3	1	7	USAGE: On a File List screen, this key will move you 1
K	SBKYF03	3	1	8	'page' closer to the end of the file.
K	SBKYF03	3	1	9	On a multi-page Data Entry screen, this key will
K	SBKYF03	3	1	10	move you forward 1 page (ie. from page 1 to page2)
K	SBKYF03	5	1	3	KEY: Up Arrow
K	SBKYF03	5	1	5	PURPOSE: Depends on screen type (see usage.)
K	SBKYF03	5	1	7	USAGE: Menu screens:
K	SBKYF03	5	1	8	Moves the light bar up 1 menu item. If you
K	SBKYF03	5	1	9	press <Enter> the menu item highlighted with
K	SBKYF03	5	1	10	the light bar is the one selected.
K	SBKYF03	5	2	1	Data Entry Screens:
K	SBKYF03	5	2	2	Moves the cursor to the prior field.
K	SBKYF03	5	2	3	File Listing screens:
K	SBKYF03	5	2	4	Moves the pointer up one line. If it is on the
K	SBKYF03	5	2	5	top line, the display will move 1 'line' closer
K	SBKYF03	5	2	6	to the beginning of the file.
K	SBKYF03	6	1	3	KEY: End.
K	SBKYF03	6	1	5	PURPOSE: Depends on screen type. (see usage.)
K	SBKYF03	6	1	7	USAGE: File List screen:
K	SBKYF03	6	1	8	Go to the end of a file.
K	SBKYF03	6	1	9	Menu screen:
K	SBKYF03	6	1	10	Go to the last menu item.
K	SBKYF03	6	2	1	Data Entry screen:
K	SBKYF03	6	2	2	Moves cursor to the end of the data in a field.
K	SBKYF03	7	1	3	KEY: Delete
K	SBKYF03	7	1	5	PURPOSE: Delete a record from a file.
K	SBKYF03	7	1	7	USAGE: When in a File List screen move the pointer to
K	SBKYF03	7	1	8	the record you wish to delete. Press <Delete>.
K	SBKYF03	7	1	9	You will be asked to confirm your wish to delete
K	SBKYF03	7	1	10	the record. Keying a 'Y' here will delete the
K	SBKYF03	7	1	11	record.
K	SBKYF03	-1	1	3	KEY: F2
K	SBKYF03	-1	1	5	PURPOSE: To display a description of the field you are
K	SBKYF03	-1	1	6	entering data into.
K	SBKYF03	-1	1	8	USAGE: The F2 key is only for use on Data Entry screens.
K	SBKYF03	-1	1	9	It will give you a detailed description of the
K	SBKYF03	-1	1	10	field that the cursor is in.

K	SBKYF03	-2	1	3	KEY: F3
K	SBKYF03	-2	1	5	PURPOSE: To display a description of the special purpose
K	SBKYF03	-2	1	6	keyboard keys.
K	SBKYF03	-2	1	8	USAGE: You may use the <F3> key anywhere in Adtracker.
K	SBKYF03	-3	1	3	KEY: F4
K	SBKYF03	-3	1	5	PURPOSE: Not used at this time.
K	SBKYF03	-3	1	7	USAGE: Pressing the <F4> key will either give you an
K	SBKYF03	-3	1	8	error message or do nothing at all.
K	SBKYF03	-4	1	3	KEY: F5
K	SBKYF03	-4	1	5	PURPOSE: To change the order of a File List.
K	SBKYF03	-4	1	7	USAGE: The <F5> key is only for use on File List screens.
K	SBKYF03	-4	1	8	Many of the files can be listed in more than one
K	SBKYF03	-4	1	9	order. For example Abbreviations can be listed
K	SBKYF03	-4	1	10	alphabetically by Abbreviation or Full Name.
K	SBKYF03	-4	1	11	To use, Press <F5> then press the letter that
K	SBKYF03	-4	2	1	designates the order you desire. If you choose
K	SBKYF03	-4	2	2	a different order than the one you were on
K	SBKYF03	-4	2	3	Adtracker will go to the beginning of the File.
K	SBKYF03	-4	2	4	Otherwise no action will be taken.
K	SBKYF03	-5	1	3	KEY: F6
K	SBKYF03	-5	1	5	PURPOSE: To go to a different part of a File List.
K	SBKYF03	-5	1	7	USAGE: The <F6> key is only used on File List Screens.
K	SBKYF03	-5	1	8	Pressing <F6> will give you a small Data Entry
K	SBKYF03	-5	1	9	window. You may enter a new starting point for
K	SBKYF03	-5	1	10	the File List. For example: When looking up
K	SBKYF03	-5	1	11	a Program ID you press <F6>. When the Data Entry
K	SBKYF03	-5	2	1	window pops up you enter 'M' and press the
K	SBKYF03	-5	2	2	<RETURN> or <ENTER> key. Adtracker will go to
K	SBKYF03	-5	2	3	the first Program ID that starts with 'M' and
K	SBKYF03	-5	2	4	display from there.
K	SBKYF03	-5	2	6	Note: The F6 key does not care if you enter in
K	SBKYF03	-5	2	7	upper or lower case letters. Files are listed
K	SBKYF03	-5	2	8	in alphabetical order regardless of case.
K	SBKYF03	-6	1	3	KEY: F7
K	SBKYF03	-6	1	5	PURPOSE: List possible values that you may enter in a field
K	SBKYF03	-6	1	6	and allow you to select one.
K	SBKYF03	-6	1	8	USAGE: The <F7> key is for use on Data Entry screens.
K	SBKYF03	-6	1	9	When you are in a field that has only certain
K	SBKYF03	-6	1	10	possible choices, press <F7>. Adtracker will go
K	SBKYF03	-6	1	11	to the appropriate File List screen. You may page
K	SBKYF03	-6	2	1	through the list and also use the <F5> and <F6>
K	SBKYF03	-6	2	2	keys. When you see the value you want press
K	SBKYF03	-6	2	3	<Enter> or <Return>. The selected value will
K	SBKYF03	-6	2	4	be put in the Data Entry field. By pressing
K	SBKYF03	-6	2	5	<Escape> instead you will return to the Data
K	SBKYF03	-6	2	6	Entry screen with no change to the field.
K	SBKYF03	-7	1	3	KEY: F8
K	SBKYF03	-7	1	5	PURPOSE: Not used at this time.
K	SBKYF03	-7	1	7	USAGE: Pressing <F8> will either give you an error

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K   SBKYF03                    -7    1    8        message or do nothing at all.
K   SBKYF03                    -8    1    3 KEY:    F9
K   SBKYF03                    -8    1    5 PURPOSE:  Issue a form feed to the printer.
K   SBKYF03                    -8    1    7 USAGE:    The <F9> key may be used at any time if the
K   SBKYF03                    -8    1    8        printer is turned on and ready to print.
K   SBKYF03                    -8    1    9        When you press <F9> the printer will skip to
K   SBKYF03                    -8    1   10        the next page.
K   SBKYF03                    -9    1    3 KEY:    F10
K   SBKYF03                    -9    1    5 PURPOSE:  To return (escape) to the Main Menu.
K   SBKYF03                    -9    1    7 USAGE:    You may use the <F10> key anywhere in Adtracker
K   SBKYF03                    -9    1    8        to return to the Main Menu.  It will not work
K   SBKYF03                    -9    1    9        in those cases where Adtracker is saying
K   SBKYF03                    -9    1   10        'Press any key to ......'.  When you are in a
K   SBKYF03                    -9    1   11        Data Entry screen <F10> will work like <Esc>.
K   SBKYF03                    -9    2    1        The file will not be updated with any changes
K   SBKYF03                    -9    2    2        you may have keyed.
K   SBKYF03                    13    1    3 KEY:    Enter/Return
K   SBKYF03                    13    1    5 PURPOSE:  Depends on the screen type.  (see usage)
K   SBKYF03                    13    1    7 USAGE:    Menu Screens:
K   SBKYF03                    13    1    8         Selects the menu item highlighted by the light
K   SBKYF03                    13    1    9         bar.
K   SBKYF03                    13    1   10        Data Entry Screens:
K   SBKYF03                    13    1   11         Completes the entry in a field.
K   SBKYF03                    13    2    1        File List Screen:
K   SBKYF03                    13    2    2         Selects the record being pointed to for
K   SBKYF03                    13    2    3         Display and/or changing.  If you are only
K   SBKYF03                    13    2    4         displaying the record use the <Esc> key to
K   SBKYF03                    13    2    5         return to the File List.  If you want to change
K   SBKYF03                    13    2    6         the record, key the changes and continue to
K   SBKYF03                    13    2    7         press the <Enter/Return> key or the <Down Arrow>
K   SBKYF03                    13    2    8         until you have moved through all of the fields.
K   SBKYF03                    13    2    9        File List Screen displayed with the <F7> key.
K   SBKYF03                    13    2   10         Selects the record being pointed to for entry
K   SBKYF03                    13    2   11         in the current field on your Data Entry screen.
K   SBKYF03                    18    1    3 KEY:    Page Up
K   SBKYF03                    18    1    5 PURPOSE:  To move the display up (back) 1 page.
K   SBKYF03                    18    1    7 USAGE:    On a File List screen, this key will move you
K   SBKYF03                    18    1    8        1 'page' closer to the beginning of the file.
K   SBKYF03                    18    1    9        On a multi-page Data Entry screen, this key will
K   SBKYF03                    18    1   10        move you back 1 page (ie. from page 2 to page 1).
K   SBKYF03                    22    1    3 KEY:    Insert
K   SBKYF03                    22    1    5 PURPOSE:  To display a Data Entry screen for adding a record
K   SBKYF03                    22    1    6        to a file.
K   SBKYF03                    22    1    8 USAGE:    When you are in a File List screen pressing
K   SBKYF03                    22    1    9        <Insert> will allow you to add a record to that
K   SBKYF03                    22    1   10        file.  A data entry screen will be displayed.
K   SBKYF03                    22    1   11        After you have entered data in the fields the
K   SBKYF03                    22    2    1        record will be added and a fresh data entry
K   SBKYF03                    22    2    2        screen will be displayed.  When you are done
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K   SBKYF03                   22   2   3        adding records use the <Esc> key to return to
K   SBKYF03                   22   2   4        the File List screen.
K   SBKYF03                   24   1   3 KEY:      Down Arrow
K   SBKYF03                   24   1   5 PURPOSE:  Depends on screen type.  (see usage)
K   SBKYF03                   24   1   7 USAGE:    Menu Screens:
K   SBKYF03                   24   1   8          Moves the light bar down 1 menu item.  If you
K   SBKYF03                   24   1   9          press <Enter> the menu item highlighted with
K   SBKYF03                   24   1  10          the light bar is the one selected.
K   SBKYF03                   24   2   1          Data Entry screens:
K   SBKYF03                   24   2   2          Moves the cursor to the next field.
K   SBKYF03                   24   2   3          File Listing screens:
K   SBKYF03                   24   2   4          Moves the pointer down one line.  If it is on
K   SBKYF03                   24   2   5          the bottom line, the display will move 1 'line'
K   SBKYF03                   24   2   6          closer to the end of the file.
K   SBKYF03                   28   1   3 KEY:      F1
K   SBKYF03                   28   1   5 PURPOSE:  To display a description of the screen you are
K   SBKYF03                   28   1   6          currently working on.
K   SBKYF03                   28   1   8 USAGE:    You may use the <F1> key anywhere in the system.
S   EFMENU                         1   3 NAME:     Abbrieviation Files Menu.
S   EFMENU                         1   5 TYPE:     Menu.
S   EFMENU                         1   7 PURPOSE:  The Abbreviation File contains abbreviations that
S   EFMENU                         1   8          you will use elsewhere in the system.  For example
S   EFMENU                         1   9          when entering a Television placement you can enter
S   EFMENU                         1  10          the program name by using an abbreviation.  The
S   EFMENU                         1  11          system will verify the abbreviation by checking to
S   EFMENU                         2   1          see if it is on the Abbreviation File.  This will
S   EFMENU                         2   2          ensure that the Abbreviations used are consistent.
S   EFMENU                         2   4 NOTES:    - When you are entering data elsewhere in the
S   EFMENU                         2   5          System you may use the <F7> key to look up an
S   EFMENU                         2   6          abbreviation.
S   EFVCADD                        1   3 NAME:     Abbreviation File Add Screen.
S   EFVCADD                        1   5 TYPE:     Data Entry.
S   EFVCADD                        1   7 PURPOSE:  This screen is used to add a records to the
S   EFVCADD                        1   8          Abbrieviation File.  Press <Esc> when done
S   EFVCADD                        1   9          adding.
S   EFVCCHG                        1   3 NAME:     Abbreviation File Update Screen.
S   EFVCCHG                        1   5 TYPE:     Data Entry.
S   EFVCCHG                        1   7 PURPOSE:  This screen is used to Display and Change records
S   EFVCCHG                        1   8          on the Abbrieviation File.
S   EFVCSCL       LIST             1   3 NAME:     Abbreviation File List
S   EFVCSCL       LIST             1   5 TYPE:     File List
S   EFVCSCL       LIST             1   7 PURPOSE:  Each Abbreviation File contains Abbreviations that
S   EFVCSCL       LIST             1   8          will be used elsewhere in the Adtracker System.
S   EFVCSCL       LIST             1   9          You may view this list in Abbreviation Order or
S   EFVCSCL       LIST             1  10          in Full Name order.  Use the <F5> key to change
S   EFVCSCL       LIST             1  11          the order of the list.
S   LDCTCHG                        1   3 NAME:     Lead Control Update Screen.
S   LDCTCHG                        1   5 TYPE:     Data Entry.
S   LDCTCHG                        1   7 PURPOSE:  This screen is used to Update the Lead Control
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S  LDCTCHG                    1   8        file.  There is one record on file for each
S  LDCTCHG                    1   9        Company.  Use this screen to customise the Lead
S  LDCTCHG                    1  10        File data entry.
S  LDCTSCL        LIST        1   3 NAME:    Lead Control File List
S  LDCTSCL        LIST        1   5 TYPE:    File List
S  LDCTSCL        LIST        1   7 PURPOSE:  The Lead Control File allows you to customize
S  LDCTSCL        LIST        1   8        the entry of lead information.  You do not Add
S  LDCTSCL        LIST        1   9        or Delete records from this file.  Adtracker
S  LDCTSCL        LIST        1  10        automatically provides a record for each Company
S  LDCTSCL        LIST        1  11        when that Company is added to the System.
S  LDLDADD                    1   3 NAME:    Lead File Add Screen.
S  LDLDADD                    1   5 TYPE:    Data Entry.
S  LDLDADD                    1   7 PURPOSE:  This screen is used to add records to the Lead
S  LDLDADD                    1   8        File.  It is a 2 page screen.  Both Pages must
S  LDLDADD                    1   9        be filled in before the record is added.  This
S  LDLDADD                    1  10        screen can be customised by updating the Lead
S  LDLDADD                    1  11        Control file.  (See Lead Menu.)
S  LDLDCHG                    1   3 NAME:    Lead File Update Screen.
S  LDLDCHG                    1   5 TYPE:    Data Entry.
S  LDLDCHG                    1   7 PURPOSE:  This screen is used to Display and Change records
S  LDLDCHG                    1   8        on the Lead File.
S  LDLDMSD                    1   3 NAME:    Lead File Mass Delete.
S  LDLDMSD                    1   5 TYPE:    Data Entry.
S  LDLDMSD                    1   7 PURPOSE:  This screen is used to delete a group of records
S  LDLDMSD                    1   8        on the Lead File.  Be CAREFUL!!!!  You can delete
S  LDLDMSD                    1   9        thousands of Leads at one time.
S  LDLDSCL        LIST        1   3 NAME:    Lead File List
S  LDLDSCL        LIST        1   5 TYPE:    File List
S  LDLDSCL        LIST        1   7 PURPOSE:  The Lead File contains information about each
S  LDLDSCL        LIST        1   8        lead that you receive.  Adtracker will attempt
S  LDLDSCL        LIST        1   9        to determine which Placement was responsible
S  LDLDSCL        LIST        1  10        for each lead based on the information entered.
S  LDLDSCL        LIST        1  11        The more information entered, the more reliable
S  LDLDSCL        LIST        2   1        and informative Adtracker will be.
S  LDMENU                     1   3 NAME:    Lead Files Menu
S  LDMENU                     1   5 TYPE:    Menu
S  LDMENU                     1   7 PURPOSE:  This menu allows you to select either the Lead
S  LDMENU                     1   8        File or the Lead Control File.  It also allows
S  LDMENU                     1   9        you to go in directly to the Lead Add screen or
S  LDMENU                     1  10        to the Delete Leads by Date screen.
S  LDMENU                     2   1 NOTES:   - For more information on each menu item, enter
S  LDMENU                     2   2         that menu item and use the <F1> key.
S  MFCOADD                    1   3 NAME:    Company File Add Screen.
S  MFCOADD                    1   5 TYPE:    Data Entry.
S  MFCOADD                    1   7 PURPOSE:  This screen is used to Add a record to the Company
S  MFCOADD                    1   8        File.  If you do not wish to update the file press
S  MFCOADD                    1   9        <Esc>.
S  MFCOCHG                    1   3 NAME:    Company File Update Screen.
S  MFCOCHG                    1   5 TYPE:    Data Entry.
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S	MFCOCHG		1	7	PURPOSE: This screen is used when Changing records on the
S	MFCOCHG		1	8	Company File. If you do not wish to update the
S	MFCOCHG		1	9	file press <Esc>.
S	MFCOSCL	LIST	1	3	NAME: Company File List
S	MFCOSCL	LIST	1	5	TYPE: File List
S	MFCOSCL	LIST	1	7	PURPOSE: The Company File contains information about the
S	MFCOSCL	LIST	1	8	companies whose advertising you are tracking
S	MFCOSCL	LIST	1	9	with the Adtracker System. Each company is
S	MFCOSCL	LIST	1	10	identified with a three letter Company Id.
S	MFCRADD		1	3	NAME: Creative File Add Screen.
S	MFCRADD		1	5	TYPE: Data Entry.
S	MFCRADD		1	7	PURPOSE: This screen is used to Add a record to the
S	MFCRADD		1	8	Creative File. Press <Esc> when done adding
S	MFCRADD		1	9	records.
S	MFCRSCL	LIST	1	3	NAME: Creative File List
S	MFCRSCL	LIST	1	5	TYPE: File List
S	MFCRSCL	LIST	1	7	PURPOSE: The Creative File contains information about
S	MFCRSCL	LIST	1	8	each 'Creative' you wish to track. A Creative is
S	MFCRSCL	LIST	1	9	a Television or Radio commercial, or a Print
S	MFCRSCL	LIST	1	10	advertisement. When adding a creative you must
S	MFCRSCL	LIST	1	11	assign a Creative ID to it. This will be used
S	MFCRSCL	LIST	2	1	when refering to the Creative elsewhere in the
S	MFCRSCL	LIST	2	2	system.
S	MFCRSCL	LIST	2	4	NOTES: - You may view the Creatives by Creative ID or
S	MFCRSCL	LIST	2	5	by Media type. Use the <F5> key to change the
S	MFCRSCL	LIST	2	6	viewing order.
S	MFCRSCL	LIST	2	7	- When entering a Creative ID elsewhere in the
S	MFCRSCL	LIST	2	8	system you may use the <F7> key to lookup the
S	MFCRSCL	LIST	2	9	Creatives you have on file.
S	MFEMADD		1	3	NAME: Electronic Media Add Screen.
S	MFEMADD		1	5	TYPE: Data Entry.
S	MFEMADD		1	7	PURPOSE: This screen is used to add records to the
S	MFEMADD		1	8	Electronic Media File. Press <Esc> when done
S	MFEMADD		1	9	adding.
S	MFEMCHG		1	3	NAME: Electronic Media Update Screen.
S	MFEMCHG		1	5	TYPE: Data Entry.
S	MFEMCHG		1	7	PURPOSE: This screen is used to Display and Change records
S	MFEMCHG		1	8	on the Electronic Media File.
S	MFEMSCL	LIST	1	3	NAME: Electronic Media File List
S	MFEMSCL	LIST	1	5	TYPE: File List
S	MFEMSCL	LIST	1	7	PURPOSE: The Electronic Media file contains information
S	MFEMSCL	LIST	1	8	about Radio and TV stations. They are Identified
S	MFEMSCL	LIST	1	9	by Call Letters.
S	MFMENU		1	3	NAME: Advertising File Menu
S	MFMENU		1	5	TYPE: Menu
S	MFMENU		1	7	PURPOSE: This menu allows you to select which Advertising
S	MFMENU		1	8	File you wish to work with. The Advertising Files
S	MFMENU		1	9	contain the details about all of the Electronic
S	MFMENU		1	10	and Print Advertising you wish to track.

S	MFMENU		2	1	NOTES: - Enter Data in the Creative File first.
S	MFPLADD		1	3	NAME: Placement File Add Screen.
S	MFPLADD		1	5	TYPE: Data Entry.
S	MFPLADD		1	7	PURPOSE: This screen is used to Add a record to the
S	MFPLADD		1	8	Placement File. Press <Esc> when done adding
S	MFPLADD		1	9	records.
S	MFPLSCL	LIST	1	3	NAME: Placement File List
S	MFPLSCL	LIST	1	5	TYPE: File List
S	MFPLSCL	LIST	1	7	PURPOSE: The Placement File contains information about
S	MFPLSCL	LIST	1	8	each time a Creative is run. It tells the system
S	MFPLSCL	LIST	1	9	where, when and for how much.
S	MFPLSCL	LIST	2	1	NOTES: - Some of the information on this file applies
S	MFPLSCL	LIST	2	2	only to Print Ads or TV and Radio Commercials.
S	MFPLSCL	LIST	2	3	Adtracker will skip the fields that do not
S	MFPLSCL	LIST	2	4	apply.
S	MFPLSCL	LIST	2	5	- You may view the Placements by Creative ID or
S	MFPLSCL	LIST	2	6	by Print Code. Use the <F5> key to change the
S	MFPLSCL	LIST	2	7	viewing order.
S	MMMENU		1	3	NAME: Main Menu.
S	MMMENU		1	5	TYPE: Menu.
S	MMMENU		1	7	PURPOSE: This menu is the first menu displayed when you
S	MMMENU		1	8	enter the Adtracker System. It allows you to
S	MMMENU		1	9	select which portion of the system you want to
S	MMMENU		1	10	work with.
S	MMMENU		2	1	NOTES: - For more information on each menu choice:
S	MMMENU		2	2	- Exit this help screen.
S	MMMENU		2	3	- Press the letter of the menu item your
S	MMMENU		2	4	interested in.
S	MMMENU		2	5	- Press the <F1> key.
S	MMMENU		2	6	- To exit the Adtracker System press 'X' on this
S	MMMENU		2	7	screen.
S	MMSM1A		1	3	NAME: Input Data Menu.
S	MMSM1A		1	5	TYPE: Menu.
S	MMSM1A		1	7	PURPOSE: This menu allows you to select which file or group
S	MMSM1A		1	8	of files you wish to work with.
S	MMSM1A		1	10	NOTES: - For more information about each file see the
S	MMSM1A		1	11	user manual or select a file and press <F1>.
S	RPLARPT		1	3	NAME: Lead Analysis Report
S	RPLARPT		1	5	TYPE: Report Request
S	RPLARPT		1	7	PURPOSE: Enter information about this particular run of
S	RPLARPT		1	8	the Lead Analysis Report.
S	RPLARPT		1	10	NOTES: - After you have entered the fields on this screen
S	RPLARPT		1	11	Adtracker will run a Lead Analysis Report.
S	RPLARPT		2	1	The report may take a long time to run if there
S	RPLARPT		2	2	is a lot of data in the system.
S	RPLARPT		2	3	- If you are experimenting with different reports
S	RPLARPT		2	4	use a short time period. This will reduce
S	RPLARPT		2	5	run time significantly.
S	RPMENU		1	3	NAME: Report Menu

S	RPMENU		1	5	TYPE: Menu
S	RPMENU		1	7	PURPOSE: This Menu allows you to either run a report or
S	RPMENU		1	8	define a report. Defining a report involves
S	RPMENU		1	9	entering information that Adtracker will use to
S	RPMENU		1	10	format the report. (For Example: What order
S	RPMENU		1	11	should the report print in.
S	RPRDADD		1	3	NAME: Report Definition Add.
S	RPRDADD		1	5	TYPE: Data Entry.
S	RPRDADD		1	7	PURPOSE: This screen is used to add a record to the
S	RPRDADD		1	8	Report Definition File. This is a 4 page screen.
S	RPRDADD		1	9	A record will not be added until you page PAST
S	RPRDADD		1	10	page 4.
S	RPRDCHG		1	3	NAME: Report Definition update Screen.
S	RPRDCHG		1	5	TYPE: Data Entry.
S	RPRDCHG		1	7	PURPOSE: This screen is used to Display and Change Report
S	RPRDCHG		1	8	Definition Records. This is a 4 page screen.
S	RPRDCHG		1	9	Read directions at bottom of screen.
S	RPRDSCL	LIST	1	3	NAME: Report Definition File List
S	RPRDSCL	LIST	1	5	TYPE: File List
S	RPRDSCL	LIST	1	7	PURPOSE: The Lead Analysis Report can be run in hundreds
S	RPRDSCL	LIST	1	8	of different ways. The Report Definition File
S	RPRDSCL	LIST	1	9	allows you to customize the report to your needs.
S	RPRDSCL	LIST	1	11	NOTES: - We recommend that you start by using some of the
S	RPRDSCL	LIST	2	1	reports definitions supplied with your system.
S	RPRDSCL	LIST	2	2	As you gain experience you may tailor those
S	RPRDSCL	LIST	2	3	definitions or build brand new ones.
S	SBKYF03		1	3	KEY: F1
S	SBKYF03		1	5	PURPOSE: Display Screen Help Information.
S	SBKYF03		1	7	USAGE: You can get a description of the screen you are
S	SBKYF03		1	8	working with by pressing the <F1> key. You may
S	SBKYF03		1	9	page back and forth through the description.
S	SBKYF03		1	10	Note: The <F1> key may be used at any time
S	SBKYF03		1	11	except when Adtracker says 'Press any key to
S	SUMENU		1	3	NAME: Housekeeping Menu.
S	SUMENU		1	5	TYPE: Menu.
S	SUMENU		1	7	PURPOSE: This menu displays those functions that are used
S	SUMENU		1	8	to keep the system running properly. For more
S	SUMENU		1	9	information on each item, exit this Help screen,
S	SUMENU		1	10	Select the Menu Item, and press <F1>.
S	SUSETCI		1	3	NAME: Set System Control Information.
S	SUSETCI		1	5	TYPE: Data Entry
S	SUSETCI		1	7	PURPOSE: This screen is used to Customise certain Aspects
S	SUSETCI		1	8	of the Adtracker System. Use the <F2> key for
S	SUSETCI		1	9	more information on each Field.
S	SUSETCLR		1	3	NAME: Set System Colors.
S	SUSETCLR		1	5	TYPE: Data Entry
S	SUSETCLR		1	7	PURPOSE: You may customise the colors used in the system.
S	SUSETCLR		1	8	Select the appropriate color by the number.
S	SUSETCLR		1	9	Note: If the system is moved from a Color

S   SUSETCLR   1   10   Screen to a Monochrome screen, the colors
S   SUSETCLR   1   11   will need to be changed.

Sheet1