

## BILLING / INVOICING WITH ADMASTER



**In short words: AdMaster itself does not provide billing/invoicing features. But it CAN prepare the REPORTS for your clients, and it CAN provide the decent starting information for the billing process. Here's the idea.**

There are too many different pricing and taxation models in use on radio stations around the World. Including all of them to a single piece of software would certainly harden the basic ideas of AdMaster: to keep it simple, easy to use, straightforward and as fast as possible.

This is why we intentionally did not want to include the billing and invoicing features to AdMaster.

However, knowing the radio from inside, we did our best to provide the platform that any user, in any part of the planet, can use to set up his/her own billing/invoicing process, fully compatible with local laws and taxation.

There's even more: with a little of knowledge of Calc and Writer (or MS Excel / Word, or corresponding spreadsheet and text editing applications from other office suites), you can set up an excellent invoicing procedure that works **for free**.

Here's the procedure.

- 1) At the end of the billing cycle (according to our experiences, monthly cycle is used on 90% of radio stations out there), use AdMaster to create a report on all campaigns scheduled throughout your billing cycle. This report is your reminder. Print it out, and stick to it not to forget to charge any of carried campaigns.
- 2) If any of your clients requires a **detailed schedule** of their commercials, use AdMaster to generate a separate detailed report for any given campaign. You can either have a report copied to clipboard for a quick transfer to e.g. station letterhead, or have it sent via e-mail directly from AdMaster (If your clients require the reports that include the exact time of broadcasting, please note that AdMaster cannot provide this kind of information; you would need to look for it in your playout software log).
- 3) With the reports ready, you can now use an invoicing software by your choice, compatible with your country laws and taxation...

...or you can set up your own invoicing (**for free**, if you have Libre Office or any other corresponding office suite already installed):

- 4) In Calc (or MS Excel), create the main spreadsheet, where the columns will be representing the components of your invoices (Invoice number, Client name, Client address, contact numbers, tax identity numbers; practically, you may add as many columns as you wish to include all the information you need). **Each row represents a separate invoice**. You may use formulas for automatic calculations of taxes, if applicable.

- 5) Now name your columns (e.g. InvNumber, ClientName, Address, Phone1, Phone2, TaxID, ServiceDescription, Amount, ServiceTax or VAT, Total). Place the names in the first row, and make sure they are written in **bold letters**, to provide they are treated as database entries within the office suite you're using. **Avoid spacing and special characters in naming your columns!**
- 6) Then, you need to create an invoice template, in Libre Office Writer (or MS Word, or corresponding text processing application in office suite you are using). You may search for free invoice templates on the internet. Once you select a proper template, follow the help files on how to create a mail merge document, and carefully link the invoice template with the spreadsheet document for a mail merge. Google the question on how to set up a mail merge if you need help here.
- 7) When all is done, creating a mail merge in Writer (or Word or corresponding text processing application) would actually create a separate multi-page document, with one invoice per page. Print the invoices you need, keep a copy for your record, send another copy to a client, and... voila, you've set up your own invoicing procedure **for free**.
- 8) There's even more: the spreadsheet can contain as many columns as you need to give you the complete information on every invoice, but you can place only selected information on the invoice template, while the rest may remain for your eyes only. You may use the background colors to determine if the invoice has been paid or not: e.g. invoices in red are unpaid. Once the payment is received, switch the background color to white. As the month goes by, you need only a second to see what clients need to be contacted again, and reminded to pay their dues... Less rows colored in red, means your month goes well. If you need a quick info on a total income throughout the month, you just need to select the cells displaying the amounts, and the sum will be instantly available.

### **Don't forget...**

...that handling the returning customers has never been easier: copy the row with their latest invoice, paste it to a new row, change whatever needs to be updated (dates, amounts, service descriptions), and you're done in seconds;

...that, if your stations is under obligation of Value Added Tax, you will always be able to know how much money you are due for the income VAT.

...that only one spreadsheet document would carry all the sensitive and valuable information on your invoicing. Make sure you have set up at least two different backup procedures that keep this document safe and secure.

...that, if you link your main spreadsheet document with Dropbox or similar file sync service, you would actually have a simple and efficient cross platform usage of your invoicing always available (e.g. you will have an instant access to your invoicing information on your smartphone).

...that you can add more worksheets to your spreadsheet documents, and use them for generating reports, pie charts etc.