

How to Renew Media Flight Plan

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- Since beginning in 1989, MFP has always encouraged professors and students to use MFP in advanced courses like campaigns, advanced media planning, etc. Though we do not expect you to pay again to use MFP in another class, there are costs incurred every time a student logs on, so we require that each user have their own copy.
- Only you (the original buyer) can renew a license if your *new* professor certifies you are in his/her class. Our continued success depends on both students and professors who respect our copyright. Please do not take advantage of a classmate by reselling your book. They will not be able to use it. Logins expire shortly after the end of the semester in which they were registered.
- Renewal is managed by an automated system, generally you will be able to renew only one time. Do NOT renew before you have to, as you will only be able to use the renewal that semester.
- You will need your 25 character code from the inside cover of your book, the email address you originally registered with, and your password. Your password is encrypted on our system; we cannot read it or retrieve it for you.

Here's what to do:

Go to www.mediaflightplan.com and click on CONTACT US. You do not need to login, and it is OK if your account has expired already.

As noted on the page, do NOT renew unless instructed by your professor. Doing so prematurely may result in the loss of your ability to renew.

Down at the bottom of the page, click on “[click here to begin.](#)”

At the renewal screen, enter your original email login, password, and serial number as indicated.

Click “Renew” to proceed.

Enter your new class information, including the *correct professor*. Your request must be approved, and your *new* professor is the one who will receive the request. If your professor is not on the list, DO NOT continue. Contact your *new* professor and ask him or her to contact us so you can complete your renewal.

To comply with school privacy requirements, you must give us permission to disclose your enrollment to your professor (we think it’s silly too!).

Click “Renew”. If everything is in order, you will see this message: Your renewal request has been submitted. You will be notified via email as soon as your request has been validated by your professor.

That’s it! As soon as your professor verifies your enrollment, your login will be reactivated for another semester.

WHAT HAPPENS IF

I select the wrong professor? When a professor indicates you are not in the class, you will be sent an email rejecting your request. Simply reapply. You are not penalized in any way if a professor does not verify enrollment. You may want to tell the professor to reject your renewal just to make sure you can change the professor to the correct one.

I added the class, and wasn’t on the roll, or my professor accidentally rejected my request. You are not penalized. Simply apply for renewal again. As a precaution, you might want to give your professor a “heads up”.