



Integrated Lineage and Display Advertising System

*Leave the handling of orders to the sales representatives, or even to the customer; integrate sales, invoicing, bill collections, and production: It's all possible with **AdPress!***

Booking Display and Classified Ads.

Sales representatives can place an advertisement order locally or off-site through an intuitive and guided interface. In *AdPress* all the technical and financial elements of the order can be recorded. The pricing takes into account all upscales or downscales (manufacturing overheads, extras, discounts, etc.) associated with the order as well as special customer conditions.

An all-round pricing and earned rate system, as well as a full range of contracts, discounts and negotiated rates allow for the elaboration of all sorts of pricing policies.

Ad taking can be handled by sales or technical staff whatever the type of classified ad (lineage, recruitment, legal, obituaries). Ads can be entered in a structured form, or simply as free text. The ad is composed on the fly. The operator can instantly quote the price of the ad or send via e-mail a "Pass for Press" to the customer.

Ad Booking Management

AdPress includes a rigor ads booking module. When Calligram Editorial or any other planning system complements the setup, the booking information fed back from the plan allows the operator to offer the most optimised position for the new ad booking.

Invoicing and Bookkeeping

The invoicing, specialized and customizable, handles the specifics of advertising space booking (advertisers' relations, ad agencies, booking agencies, group buying) and caters the finest needs for cost accounting (sales, commissions, purchases).

Payment and collection

The payment of orders is integrated in *AdPress*. All payment modes are handled including secured telepayments carried out via an ecommerce Web site. Fund collection is ensured thanks to a specialized module which automatically handles payment schedules and follow-ups.

Interface with the production

Advertising production systems, or production plans are dripped with new orders or can be bulk fed with an XML export. The *AdPress* production workflow integrates natively with the planner of Calligram Editorial and can be interfaced with any other system.

Statistics

A very detailed and powerful statistical tool makes it possible to carry out any wished market or sales analysis.

Reports and Feed-back

All reports generated by *AdPress* can be printed or sent by e-mail in PDF format.