



Complete cross-media system dedicated to the sale of multi-media advertising space (display and classified ads for the press, the radio, the television and the Web) integrating animation of the sales force, booking, production, publication, invoicing, and commissioning.

Calligram Business is a complete cross-media advertising system (display and classified ads).

Calligram Business deals with all constraints that are inherent to the selling of advertising space for the press, the radio, the television and the web: it is a cross-media system. It allows to elaborate, whatever the media, a simple or very complex pricing policy, based on surface or sold quantities, modulated by agreements and discounts.

Calligram Business enables a publisher or a multimedia house to efficiently manage the combinations between media of different natures.

Calligram Business was conceived to optimize ad selling, especially classified ads. From the concept of Create Once Publish Many, Calligram Business allows the diffusion of the ad whatever the media.

Calligram Business covers whole of the order entry functions:

- Order entry and/or booking for all types of ads;
- Quotations, Customer proofs;
- Invoicing;
- Availability of information for the production systems;
- Interface with financial and management accounting.

The efficiency of Calligram Business application servers enables our customers to adapt the front and back office applications according to their different businesses or to the specialization of their organizations.

This is done while always keeping a unique commercial and production reference base.

Why do you need Calligram Business?

- To equip a multimedia owner
- To optimize advertising space sells
- To lead the market and the sales force



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Key benefits

Cross-media system

Specialized HMI (radio and TV commercial, Web applications for classified ads, job opportunities, legal ads, ...), Create Once, Publish Many

Your needs:

- Equip a multimedia owner
- Optimize advertising space sells
- Lead the market and the sales force
- Compose and make-up
- Save time and paper
- Decentralize the composition of ads
- Organize pre-press production
- Increase productivity and quality
- Optimize the customer validation process
- Collect and dispatch editorial content
- Lay-out editorial content
- Publish texts and photos
- Sell display advertising
- Sell classified advertising

Customers management:

- Advertisers, agencies, space brokers, group of advertisers;
- Individual customers.

Production:

- Generation of XML flows for third party production systems.

Selling and booking:

- Order entry of cross media ads;
- Booking, availability of space;
- Classified ads order entry (lineage ads, legal ads, obituaries);
- Payments entry & follow-up.

Commercial management:

- Multi-company organizations;
- Management of the commercial structure;
- Pricing; · Contracts;
- Media;
- Invoicing;
- Payments;
- Statistics.



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