



calligram QuickModule

QuickModule, the easiest Web-to-Print solution for your property and car display ads

QuickModule is a web-based solution for self-service creation of estate agency ads and car dealer ads. QuickModule enables non-experts to create professional layouts without requiring page layout skills, and gives advertisers ownership of ad content.

Moreover, QuickModule reduces production costs and lead time by letting users manage content directly. Thanks to its ease of use and installation, you also lower the user training and maintenance costs.

Available over the internet in a standard browser – anytime, anywhere – QuickModule does not require any additional software.

QuickModule is organized into two different task groups:

The administration tasks

Step-by-step process for template driven creation of professional ads

This restricted area is dedicated to the settings of the user's interface from the creation of the display ad template (number of ads in the grid, size of the module, logos, etc...) to the creation of the classified ad template (text options, frames, pictures, etc...). Each template is linked to a category (car, real-estate, employment, etc...)

Installation of backgrounds

The administrator can setup the background images on top of which the grids will be positioned according to the users' requirements. Thus, the user controls his communication according to his strategy (number of classified ads on the grid, surface area / size of the module, institutional communication, promotion, etc...).

Scheduling

The ad booking can be imported from any existing booking system or some very basic functionalities of booking systems are integrated so that QuickModule can be used even by those who do not have a booking system.

The users's area:

Import an XML file of classifieds

In case your classifieds are entered in a booking system such as AdPress or managed by a DMS (Dealer Management System), QuickModule offers a module of to import the ads from an XML file, which allows the import of the text and the photos.

The user has a stock of classified ads and images that he can validate or modify before the publication.



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Possibilité de visites virtuelles en 360°

 MOUSCRON Réf 48. Immeuble de rapport avec jardin 2 appart. Prise du centre et du parc. App. au rez. séjour 3 30m ² , coin cuis meublé, sdb. 1 ch, terrasse, jardin. Etage: 1 app. duplex, hall, séjour, cuis meublé, coin repas, terrasse, 2 ch, sdb. Idéal investisseur. 130 000 €	 DOTIGNIES Réf 147. Propriété isolée ch. 300m ² sur une haie. Double garage. Entièrement rénovée en 1991. Hall, cuis, bur. 2 ch au rez, séjour 4 10m ² , cuis eq., sdb coin repas + vol sur terrasse 4 20m ² , buand. Etage: mezzanine et 3 ch. Cgcz.	 DOTIGNIES Réf 112. Belle et grande maison entre pigeons avec jardin. Hall, cuis, séjour (salon, sdb), cuis sem. eq., buand, dans-chaudière, véranda, terrasse, jardin avec 2 chaises. Hall de nuit, 3 ch, dressing, sdb, garage avec porte 2 gdes ch. Cgcz.	 MOUSCRON Réf 85. Immeuble commercial marchand (ancienne banque) avec jardin. Accueil ou pt bur + vitrine, petit bur. 2 entrées, 3 bur entre 15 et 20m ² , sanitaires, coin cuis, penderie + 30m ² devant sur jardin. Chauffage, cuis. Et 4 places poss ch ou bur, 2 petites pièces. Cgcz. 125 000 €
 MOUSCRON Réf 115. Spacieux et solide bâtiment commercial dans rue principale. Prox centre et gare. Architecture de caractère. 1ère salle, pos. salle, 6 bureaux, sanitaires, cuis. Et 3 bureaux, salle archives, coin cuis. Parking. Nombreuses possibilités.	 MOUSCRON Réf 01. Quartier résid du 1900. Finis. Spacieuse villa sur 4 1 500m ² , de 1992. Hall, salon + cuisine, séjour + grand bur, cuis eq, cuis, sdb, 4 ch dont 1 suite parentale avec ch. dressing, salon détente, sdb, terrasse, jardin plein sur. 2 garages. Haute prestation.	 MOUSCRON Réf 29. Magnifique maison entre pigeons avec jardin entièrement rénovée ces 3 dernières années. Hall, cuis eq, séjour + vue sur jardin, sdb neuve, buanderie, 2 terrasses, 2 belles ch. Gravier (poss 3ème ch). Cgcz. A ne pas manquer.	 MOUSCRON Réf 120. Maison entre pigeons avec jardin et garage. Construction récente. Prise du centre. Hall, cuis semi eq, salon, sdb, véranda, terrasse. Etage: grand hall de nuit avec poss coin bureau, sdb, 3 ch. Cgcz.

Ad Entry

The user can also type its classifieds directly in QuickModule's interface. Various ad templates are available for the user according to the chosen category or to his login.

Thanks to comprehensive functionalities, the user can upload images with options for cropping and sizing, and can easily add a catch-line.

The powerful Calligram composition engine offers very extensive automation features to control the fitting of the ads within their space. Many parameters can be automatically managed by the system to fit the ad: font size, leading, horizontal compression, zooming/cropping of the photos... *The user doesn't need to do any work on his ads!*

Make-up of the modules

QuickModule provides grids for the placing of single or multiple ads on a page. Thus, on the basis of the elements available (classified ads and modules), the user, by a simple click or a drag-and-drop, will create himself the display ads and print it in a PDF format for proofing.

Management of re-runs & modifications.

The intuitive user interface lets the advertisers create and modify their ads content quickly. Changing 1 or 2 ads in the module is done within seconds and the module is instantly ready!

Technical characteristics:

Ad management

- Choice of ad templates and display ads templates
- Insertion of photos
- Automatic or manual cropping & sizing of photos
- Import of XML files
- Visualisation of the composed ad instantly
- Visualisation of the final module instantly

Archive management

- Viewing of published display ads
- Viewing of display ads to be published
- Viewing of classified ads already entered in the DB
- Removal of outdated classifieds




System requirements

- Standard web browser (Mac or PC)

Server

- Windows Server
- PHP 5.04
- Apache 2.059
- MySQL 4 or 5

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Tél.: +33 1 46 43 90 00
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