



calligram Pagination

calligram Ads: THE FASTEST PAGE MAKE-UP SYSTEM FOR CLASSIFIED ADS

The page make-up of your classified ads has never been so FAST!

Do not let production delays being a problem anymore: the entire page make-up of your publication is so quick and precise that you can spend time on optimizing it.

Use Calligram's power to save time and paper, and eliminate stress in the production department.

- Years of experience ... leading to versatility**

Calligram Ads was conceived hand-in-hand with classified ads newspapers publishers. Calligram is a professional composition engine developed by type-setting experts which respects all typesetting rules and produce a result with a clearly perceivable quality!

Years alter years, Calligram Ads is going more and more renowned for its reliability. Each new customer continues to be, for us, an opportunity to further improve our solution, adapting it to very specific requirements.

Thanks to a wide and diverse range of clients, we learnt how to fit the exigent needs of classified ads publication.

- Automatic page make-up**

Calligram Ads paginates the publication fully automatically, placing all elements (classified and display ads) in its appropriate position. Floating display ads and classified ads are placed according to predefined ad placement rules and anchored to a specific page, a section or a classified ad.

The user only needs to concentrate on the essence of his work that is to say validating Calligram's automatic page make-up and concentrating on a better lay-out for the publication. When necessary, the user can interact with the system adding new elements or moving existing elements to solve conflicts or obtain a more esthetic publication. Whenever an element is moved, Calligram Ads calculates the impact on the entire publication, and repositions according to its anchorage on the page.

- Speed and flexibility to fulfill the presentation and optimize the publication**

Thanks to its great speed and flexibility, Calligram Ads can easily handle complex pagination problems.

The user friendly interface lets you work on the entire publication (displaying on the screen up to 200 pages at a time). With such powerful feature you can easily optimize the total number of pages of your publication and reduce your paper consumption.

An entire publication can be laid-out, assembled and output, ready to make plates ... in less than half an hour!



The collage shows several real estate ads. Key elements include:

- SALATON ESTATE AGENTS LIMITED:** Multiple ads for properties in areas like Wimbledon, Fulham, and Greenwich, featuring details on bedrooms, bathrooms, and kitchen features.
- Chard:** An ad for a 'Notting Hill & Kensington' property with a phone number 020 7792 0792.
- green4co:** An ad for a 'W9 Sharnland Road' property with a phone number 000 043 4603.
- London residential:** An ad for a 'Hampstead' property with a phone number 0793 307651.
- Other agencies:** Various other ads with phone numbers like 020 7386 9996 and 020 7792 0792.



Features

By working with a great variety of publications, the range of features offered by *Calligram Ads* is vast.

Please, find hereunder a selection of the numerous features of *Calligram Ads*.

- **Vertical justification**

In doing a reflow, *Calligram Ads* simultaneously justifies the columns. Perfect vertical justification is achieved through:

- Acting on the leading tolerances of classified ads and headers.
- Toggling classified ads (if permitted)
- Inserting a filler

- **Forcing the number of pages**

Calligram Ads can be asked to make the publication fit in a number of pages. *Calligram Ads* will work on the spacing tolerances throughout the publication to keep a perfect harmony from first to last page.

- **Classifieds showcases**

This unique feature allows you to excerpt the beginning on a section in a display ad area where a look-up mark to the continuation of the section is inserted automatically.

- **Dynamic elements**

Any element in the publication may dynamically change according to its environment. Automatic summaries and page headers may vary according to the content of the page... Don't set limit to your imagination and offer your readers extra comfort at no cost!

- **Multi editions**

Calligram Ads lets you produce simultaneously the different editions of a publication, and you only need to edit the pages that change across the editions.

Key Benefits

- **Savings**

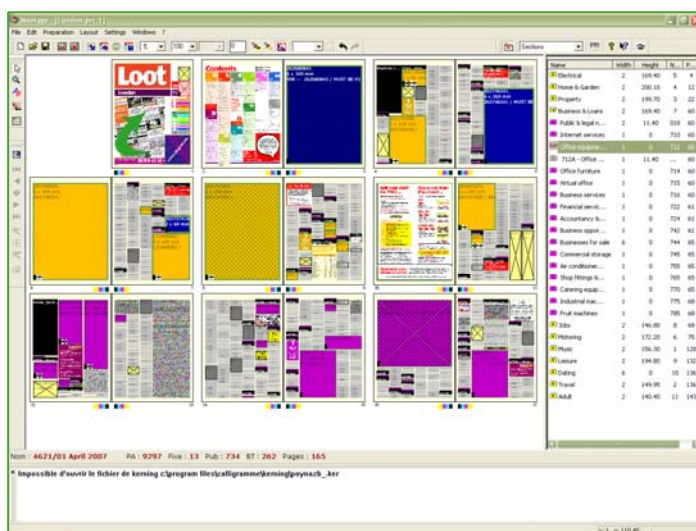
- save time
- reduce paper consumption
- eliminate errors

- **New revenues and increase of business opportunities**

Rapid turnaround schedules can significantly extend the canvass or selling time available, so that your sales staff has more time to spend in front of advertising clients. Such shortened schedules almost completely eliminate the problems caused by late ads or kills, which can really impact schedules. This gives the advertiser the possibility to place last minutes ads.

- **Serenity**

Make the user's work a formality better than a recurrent stress.



SOME OF OUR REFERENCES

In France: Ouest-France, Sud-Ouest, Midi Libre, La Provence, La Montagne, Centre France, Particulier à Particulier, Groupe Hersant Media, Groupe S3G, Groupe Spir Communication, PubliHedbo...

Outside France: Groupe Rossel (**Belgium**), Secondamano, Eureka, Porta Portese, Quatromura, La Pulce, Tutto Affari, Quotazioni, etc (**Italy**) Ad-Mag, Friday-Ad, Loot, Nottingham Post Group, Metro, etc (**United Kingdom**), Spermüll, Quoka, Avis, etc (**Germany**), Buy & Sell (**Ireland**), Izrukvruki (**Russia**) Apró, Expressz, Lapcom (**Hungary**), Groupe Maroc Soir (**Marocco**), Mali Oglasi (**Bosnia**), Junkmail, Cape Ads (**South Africa**), Keltainen Pörssi, Palsta (**Finland**), Schibsted (**Norway**), Autocasion (**Spain**) Novosti Oglasi (**Serbia**) Etc.

X-Media is member of the International Classified Media Association (ICMA) and the IFRA



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