



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.

Agence Immobilière
L'immobilier en toute confiance

Possibilité de visites virtuelles en 360°

<p>MOUSCRON Réf 45. Immeuble de rapport avec jardin. 2 appart. Pile du centre et du parc. Appr au rez: séjour ± 30m², coin café, meublé, sdb. 1 ch, terrasse, jardin. Etage: 1 apprt duplex, hall, séjour, cuis meublée, coin repas, terrasse, 2 ch, sdb. Idéal investisseur. 130.000 €</p>	<p>DOTIGNIES Réf 147. Propriété isolée de 300m² sur une hauteur. Double garage. Entièrement rénovée en 1997. Hall, cuis, bar, 2 ch au rez, séjour à l'ét, cuis, sq, sq coin repas + vue sur terrasse ± 70m², buand. Etage: mezzanine et 3 ch. Copax.</p>	<p>DOTIGNIES Réf 112. Belle et grande maison entre pigeons avec jardin, hall, cuis, séjour (sa-lon, sdb), cuis semi eq, buand, dressing, véranda, terrac, sq, jardin avec 2 chaises. Hall de nuit, 3 ch, dressing, sdb, garage avec poss 2 gtes ch. Copax.</p>	<p>MOUSCRON Réf 88. Immeuble commercial mansards (ancienne banque) avec jardin. Appr au 1^{er} bur ± vitrine, petit bur 2, entrée, 3 bur envr 15 et 20m², sanitaires, coin cuis, pièce de ± 30m² donnant sur jardin, Chauffage, cuis. Et 4 pièces poss ch du bur, 2 petites pièces. Copax. 125.000 €</p>
<p>MOUSCRON Réf 115. Spacieux et solide bâtiment commercial dans rue animée. Prox centre et gare. Architecture de caractère. Vitré salle, pte salle, 6 bureaux, sanitaires, caves. Et 3 bureaux, salle archives, coin cuis. Parking. Norm. Diverses possibilités.</p>	<p>MOUSCRON Réf 01. Quartier résid du haut-pied. Spacieuse villa sur ± 1500m² 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 avec sq, 2 garages. Haute prestation.</p>	<p>MOUSCRON Réf 29. Magnifique maison entre pigeons avec jardin, entièrement rénovée sur 3 dernières années. Hall, cuis eq, séjour + vue sur jardin, sq, buand, buand-fil, 2 terrasses, 2 belles ch. Gérer (poss) même ch. Copax. A ne pas manquer.</p>	<p>MOUSCRON Réf 128. Maison entre pigeons avec jardin et garage. Construction récente. Prox du centre. Hall, cuis semi eq, salon, sdb, véranda, terrasse. Etage: grand hall de nuit avec poss coin bureau, sdb. 3 ch. Copax.</p>

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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 <p>98 ASTRO VAN EXT PL, PW, 8 passenger, anti-lock brakes</p> <p>NET \$7,995 PRICE</p>	 <p>03 CAVALIER VL SEDAN AM/FM stereo, soft ride suspension</p> <p>NET \$7,995 PRICE</p>	 <p>03 CHEVY BLAZER LS 4WD Auto, pwr group, keyless remote, A/C</p> <p>NET \$15,995 PRICE</p>	 <p>94 CHEV SILVERADO, EXT CAB 9'0K Camper, Pwr grp, Remote hydr jacks</p> <p>NET \$16,995 PRICE</p>
 <p>05 SUBURBAN LS 1500 4WD 16" alloys, leather HD trailer Equip</p> <p>NET \$34,995 PRICE</p>	 <p>03 MAZDA MPV A/C, cruise, power options</p> <p>NET \$15,995 PRICE</p>	 <p>06 IMPALA LS 4wheel discs, cruise, A/C, pwr options</p> <p>NET \$20,995 PRICE</p>	 <p>05 CHEVY TAHOE LS 4WD 8 pass, leather, full pwr grp, rack & running boards</p> <p>NET \$35,995 PRICE</p>

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