

# class ad booking V6

## Enterprise Ready Class Ad Booking

Enterprise deployment is now even easier. With Version 6, a browser based user interface, using AJAX technologies, allows fast and accurate ad taking with rapid queries. From the most complex contract rating schedule to simple rate card ad bookings, Pongrass has every feature required by a modern newspaper or magazine.

### Taking Ads is Even Faster

From the outset, the system was designed for simplicity and speed. And now with the introduction of our browser based version 6, add low cost of deployment to the long list of features. Using the latest AJAX programming techniques, browser based booking has all the features our customers have come to expect.

### Easy Lookup

When the operator retrieves a previous account, the system performs a credit check automatically. Bad credit ads are queued automatically to the accounts operator. Extensive help screens allow operators to find existing account details without having to enter tedious and error-prone full account numbers.

### Easy Graphics

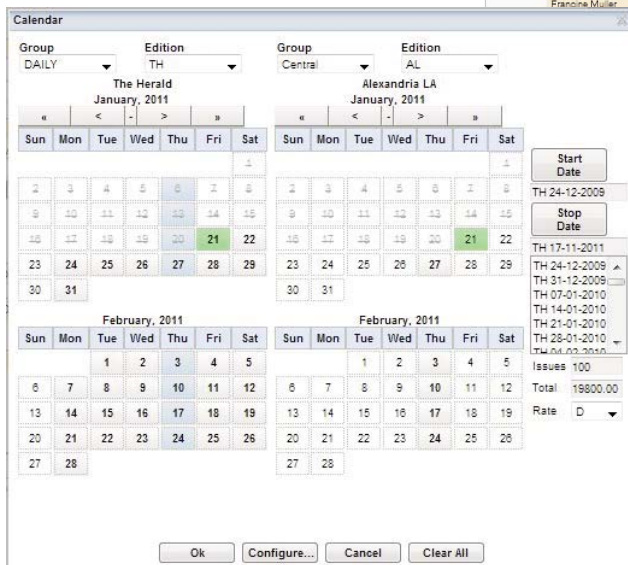
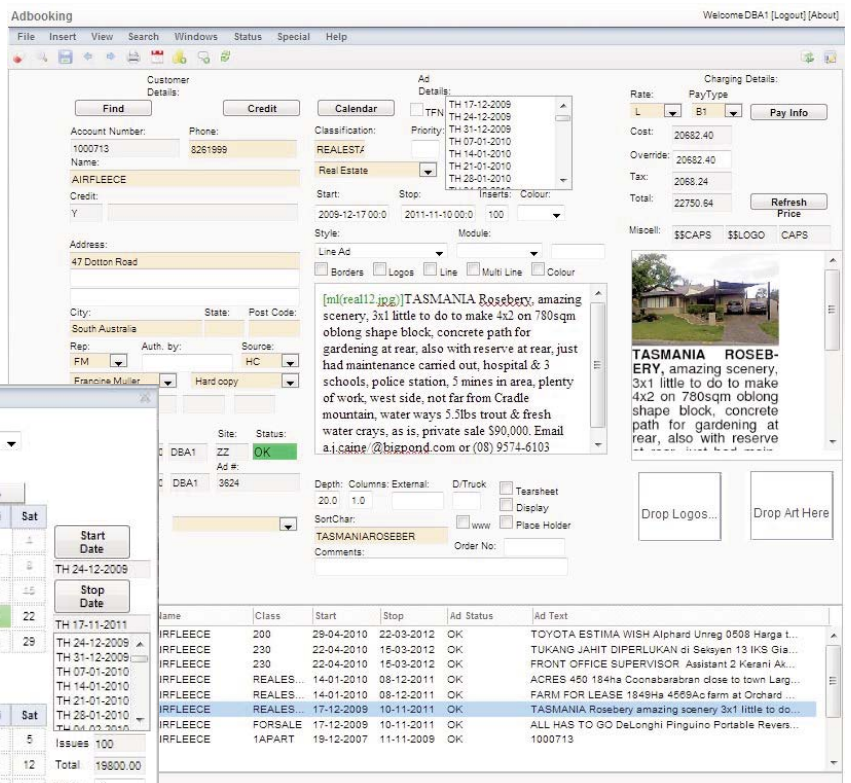
The operator can automatically insert the appropriate logos or place logos for future scanning while still speaking to the customer. Booking of classified display ads is a simple matter, as is the making up of semi-display ads, done on the spot by the Pongrass Classified Ad operator.

### Integration with Pagination

Class Ad booking shares the Pronto™ text engine with the Classified Pagination program for unprecedented interactivity. Advertising operators can preview lineage ads and semi-displays on screen in an accurate representation with all character attributes



Drag and Drop logos and easy logo selection from database



Weekly, Daily and Monthly Calendars - Configure your own look

## Requirements

### Server

- Windows 2003 or 2008 with Sybase ASA or Microsoft SQL Server 2005 or 2008.

### Client

- IE8, Firefox or Safari on Windows Vista or 7 and Mac OSX.

### Features

- Full featured browser based client, cross platform.
- On Screen Preview
- Easy make-up of text and semi-display ads.
- Supports colour ads and graphics
- Global Dictionaries.
- Complex Rating support
- Upsell
- Drag and Drop logos and Graphics.
- User Customisable Screens
- Fast and efficient entry of lineage.
- High performance.
- Automated housekeeping.

### Options

- Pongrass Classified Pagination.
- Billing/Accounts Receivable.

displayed, complete with rules, boxes and graphic previews.

The pagination operator can even correct ads back to the advertising database.

### Colour

The system is ready-to-go for 4-colour process classified sections, for example real estate pages, supporting vignettes, coloured type, coloured boxes for text and semi-display ads.

### Custom Screens

Operators, accounts staff and sales have differing needs. Now, Pongrass has added a custom screen definition utility. Layout, content and screen interaction can be customised by user or class of user, with the click of a mouse.

### Management Reporting

On-line information and up-to-the-minute reports are available by revenue, lineage, product, category ... indeed a complete range of reporting criteria. Reports are easily produced in-house using standard products such as Crystal Reports and InfoMaker.

### Accounts Management

Class Ad is designed for the enterprise.

It supports both large newspaper and magazine chains, i.e., Multiple Company, publication, products and format.

Any number of insertions per product and across products can be booked. A comprehensive contracts module handles space, frequency and dollar value agreements. Class Ad is Internationalised to handle multiple currencies, taxes and language for real wide area network capability! Extensive marketing prompts and upsell tools simplify operator training.

### Massively Scaleable

Version 6 is browser based. Pongrass use Google™ technologies and AJAX programming techniques guaranteeing high performance and low database overhead. Version 6 can scale to cover the needs of the largest enterprise, all from a single integrated database.

The screenshot shows the 'Adbooking' software interface. On the left, there's a 'Customer Details' section with fields for Account Number, Name, Address, City, State, Post Code, Rep, and Auth. In the center, there's an 'Ad' section with fields for Classification (BOATS), Start, Stop, and Rate. On the right, there's a 'Charging Details' section with fields for Cost, Overhead, Tax, and Total. Below these sections is a preview of an advertisement for 'Jet Ski Dealer' featuring a purple jet ski. At the bottom, there's a table with columns for Class, Start, Stop, Ad Status, and Ad Text, showing a row for 'BOATS' with start date '24-12-2009' and stop date '17-11-2011'.

View external or supplied ads

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