

# display ad booking V6

Enterprise Ready Display Ad Booking

The Pongrass Display Ad Booking System is the complete solution for all ad booking scheduling and billing within your publications. 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 version 6, we have a single browser platform for Display Ad, Classified Ad and Reporting, with a consistent and easy to use interface. Version 6 uses the latest AJAX technologies from Google™ for rapid database interaction and efficiency.

## Easy Lookup

When the operator brings up 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. Numerous pop-up screens, just a key stroke away allow for the most complex ad-form requirements.

## Integration with AdLayout

Booking and Layout features are now integrated with the release of Pongrass AdLayout. Database techniques allow multiple user access to the ad dummy. At the point of booking the ad, the ad can be dummied to the correct page, guaranteeing placement.

## Easier Planning

By integrating AdLayout with the database, trial pagination of your edition can be carried out any time in just a few minutes.

Customer Details:

Customer: [Name], Phone Number: 1800 805588, Credit: Y

Booking Details:

Ad Size: FULL, Depth: 10.0, Cols: 7.0, CMS: 7.0  
Colour: 4C, AdNumber: ZZ3799  
Location: RACING, Position: Racing  
Caption: To be supplied

Charging Details:

Rate: D, Pay Type: B1  
Ag%Fee: 100, Cost: 70000.00, Tax: 7000.00, Total: 77000.00

Phone	Account ID	Name	Class	Start	Stop	Ad Status	Caption
9369 3100	1000616	Hyundai Australia	MOTOR	2009-12-24	2011-11-17	OK	
95471588	1001116	HANDMANY	MOTOR	2009-12-24	2011-11-17	OK	
8393888	1000063	Duncan	DINING	2009-12-24	2011-11-17	OK	
805588	1000454	Cromwell	RACING	2009-12-24	2011-11-17	OK	

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## 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
- Choice of Scheduling Calendars
- Complex Rating support
- User Customisable Screens
- High performance.
- Automated housekeeping.
- Reports formatted for all browsers and iPhone.

### Options

- Pongrass AdLayout
- Billing/Accounts Receivable.
- Ad Tracking (Pongrass Juggler)
- Management Console for Browser based reports.

## 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.

## Calendars

In addition to the existing calendar, there are two new calendars. One for "magazine" style publications and the other for quick scheduling of multiple run ROP or classified ads.

## Management Reporting Anywhere

On-line information and up-to-the-minute reports are available using Management Console for V6. Reports are available for revenue, production, marketing and sales ... covering a complete range of reporting criteria. Management is now on-line to the entire ad database; the wait for information and reports is over! Additional Version 6 reports are easily produced in-house using BIRT, the Business Intelligent Reporting Tool.

## Advertising Management

Effective control of accounts, contracts, rates and marketing gives new meaning to management oriented computing:

- Supports both large newspaper and magazine chains, i.e., Multiple Company, publication, products and format.
- Any number of insertions per product and across products.
- Comprehensive contracts module handles space, frequency and dollar value contracts.
- Internationalised to handle multiple currencies, taxes and language for real wide area network capability!
- Marketing prompts to upsell tools simplify operator training.

## Accounts Integration

Whether you interface to your existing financial system or use the Pongrass Ad Billing module, Pongrass flexibility allows you to bill to your existing cycles, track joint accounts and post transactions on-line. You can obtain up to the minute ageing on your debtors any time. Indeed, end of period ageing cycle has been eliminated using modern relational database techniques.

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