

TOTAL AD PROCEDURES MANUAL

DAILY/WEEKLY

1. Enter all new advertisers and make appropriate modifications such as address changes to existing masters. Masters can be entered and modified in two places in the application. From the Daily > Masters > Advertiser Master Maintenance, which is usually used by the accounting department and has more options and also from Daily > Ads > Ad Insertion Maintenance which is usually used by classified ad entry personnel and sometimes by display ad personnel. For more information on adding records, searching or finding records and updating records refer to the How Do I? Section of the Total Ad Manual under Daily > Masters > Advertiser Master Maintenance also refer to the Appendix E Searching Techniques.
2. Enter all payments, adjustments and discounts into Daily > Accounting > Payment/Adjustment/Discount. If you enter your payments by batch, enter the batch code on each payment and run the payment edit list by batch. Otherwise, run the payment edit list by order entered. You can run this report to the terminal until your totals match then print it.
3. Enter all new ads and modify existing ads. Daily > Ads > Ad Insertion Maintenance.
4. For Display ads run an Ad Edit list and check it against the batch of insertion orders just entered. The Ad Edit list can be run by operator in the order entered. Classified ads are simply entered and then run because they are entered as they come in by telephone. The Classified manager may want to run the Ads Taken Report to analyze what ads had been taken and by whom that day.
5. Create Ad List for OPI Server. This feature will allow you to produce two lists, Active running ads and Expired ads. These lists could be used by the production department to help clean up the OPI server of expired ads. You may want to place this into the batch queue to run automatically every day.
6. Ready to paginate for a particular publishing date.
 - a. First run the Over Credit Limit Analysis report and stop any ads from running that should not run due to credit problems. Likewise, the classified manager should search on the ad search screen for any ads on hold that they may want to release prior to paginating. They can also run the Ads On Credit Hold or Ads In Wait For Status Reports.

- b. Classified Ads deadline.
 - 1. Lock the ads so that classified ad personnel cannot be modifying or adding new ads after deadline.
 - 2. Dump the ads to pagination. If desired you can print the galleys in advance and use them for editing the ads. Galleys can be printed with the ad number so that you can easily identify the ad for editing.
- c. Display Ads deadline.
 - 1. Generally for display ads the lock is not placed on. It is usually necessary to make modifications to an ad even after deadline when the marked paper is checked. Some newspapers do lock even display. This is an internal decision.
 - 2. Run an Ad Manifest if so desired. Some sites like to sort the manifest by Salesperson and have each Salesperson check their ads for that day to be sure all is correct before paginating.
 - 3. Post ads to your layout product if there is an electronic interface in place. Otherwise, use the Ad Manifest for paste up.

7. After the newspaper has been paginated and printed.

- a. Display Ads.
 - 1. It is important to get the Display ads ready for billing as soon as possible so that the post to billing can be run so that the Classified ads can be billed. Most sites print immediate billing for the transient ads, which must be done from the transaction billing files. This may have some bearing on whether you decide to make display corrections before or after the post to billing.
 - 2. Mark the newspaper.
 - 3. If you have an electronic interface to a layout product and can receive the ad section and page information back; then run the receive option under Daily > Ads > Receive Ads. Check the exception report and make any corrections necessary to the ads. The Exception Report will advise if an ad ran at a different size, did

not run at all, ran but is not in the Total Ad database and so forth.

4. Run the Ad Manifest. Again, if you have the electronic interface and have received the page information back then sort by Pre-sorted. If the actual section and page is found on the ad date records it will use it instead of the requested section and page, therefore printing the manifest in the same order the paper is in.
5. You can either choose to make corrections to the ads before posting to billing on the ad file side or make the corrections to the transactions after posting to billing. Some sites choose to have the accounting personnel only make modifications to the transactions and not touch the ads. If you decide to make corrections to the ads prior to post to billing then just remember you need to look at the ad schedule because you could be changing an ad's size for future runs not just for the date you are checking. This may be what you want to do but just be aware that you are effecting all schedules for that ad.
6. This could even be an older Vision Data Classified product then you should run the interface to load those ads into the Total Ad now. Once the ads are loaded compare the billing report from the other classified product to the report that prints with this interface. Be sure all ads were inserted without error. If errors were encountered during the loading process this report will advise you as such. Don't assume that all ads were inserted and are ready for billing. You could have ads slip through the cracks and never get billed. Check the total size (space used) and dollars to bill.
7. Run the Tear Sheet Report and Labels for display. They can be run together.

b. Classified Ads.

1. You don't have to check the paper like you do for display ads, but you may want to run various classified reports such as: Re-solicitation Report, Expiring Ads Analysis Report, Ads Run Revenue & Lineage Summary Report.
2. Print Legal Affidavits if applicable.
3. Run the Tear Sheet Report and Labels for classified. They can be run together.

c. Post Ads to Billing

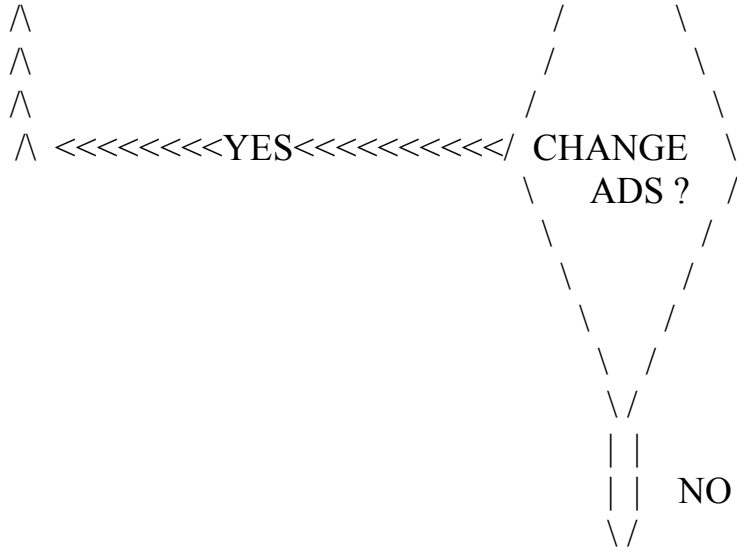
This creates a transaction billing record for each ad that either ran that day or expired that day. Both contract and transient ads are posted at the same time. Likewise, both Display and Classified are posted at the same time. Should you find any ads that need to be changed for a date already posted the modification will need to be made to the Daily > Accounting > Transaction Maintenance. Keep in mind that in some cases you may also need to make the same change to future schedules on an ad will we need to also make the change in Daily > Ads > Ad Insertion Entry.

- d. Run the Transaction Edit List for the publication date just posted.
- e. Make any modifications necessary to the transactions so the list matches the marked paper. You may need to remove filler ads that did not run this date or if you didn't make corrections before you posted then you need to do these now.
- f. Run the Classified Immediate Billing and any other immediate billing that you may choose to run.
- g. If you have Online Credit Card Processing with your system then you should run the Credit Card Lost Transaction Report and the Credit Card Payment Report.

h. Day End Reports and Balancing.

1. If you have Online Credit Card Processing you will need to do the day end for that.
2. Transaction Edit List for this date.
3. Payment Edit List for this date.
4. Space Summary Report for this date.
5. The totals on the last page of the Space Summary Report should match back to the totals on the both edit lists and the aging report.
 - a. Transaction Edit total net ad price should match the total sales on the summary page of the Space Summary report. Likewise, the total lineage on the Transaction Edit should match the total actual lineage on the Space Summary. If they do not you can run the edit list again and sort by Space Summary Category and then match the individual categories until you locate the problem.
 - b. Payment Edit total payments, adjustments and discounts should match the total on the Space Summary report. If they do not you can run the edit list again and sort by Space Summary Category and then match the individual categories until you locate the problem.
6. Run a summary aging report and check for any message of out of balance accounts at the bottom of the report below the totals. This should never happen and if it does contact Vision Data immediately and advise the Total Ad Department so that they can check into the problem. The aging report looks for anything out of the ordinary that may have occurred by the system going down or a user getting thrown out. The aging will correct the problem if it can and otherwise give you notice at the end of the report.
7. Run any other daily reports that you may run. Such as a Sales Commission Report. Many reports may be run

weekly instead of daily such as the Sales Commission
or the Weekly Transaction by Salesperson Report.



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RUN OVER CREDIT ANALYSIS,
ADS ON WAIT FOR HOLD,
ADS ON CREDIT HOLD REPORTS
AND RELEASE OR PUT ADS ON
HOLD AS NECESSARY.
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RUN AD MANIFEST FOR
DISPLAY ADS BY SALESPERSON
AND HAVE THEM CHECK IT.
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SEND DISPLAY ADS TO
PAGINATION PRODUCT
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MONTHLY or PERIOD CLOSE

Once a month/period you will need to close that month/period. This locks the transactions and payments for the period into place where they can no longer be modified. It also calculates finance charges, prompt payment discounts, billing fees, creates new balance and contract history records for the next period and calculates the aging buckets. Once the period is closed you can then run period end statements but not until the period is closed. All other reports can be run before or after the close. The only exception to that is if you have earned rates. Earned rates are calculated during the period close and actually change the price of transactions if they meet the proper earned rate criteria.

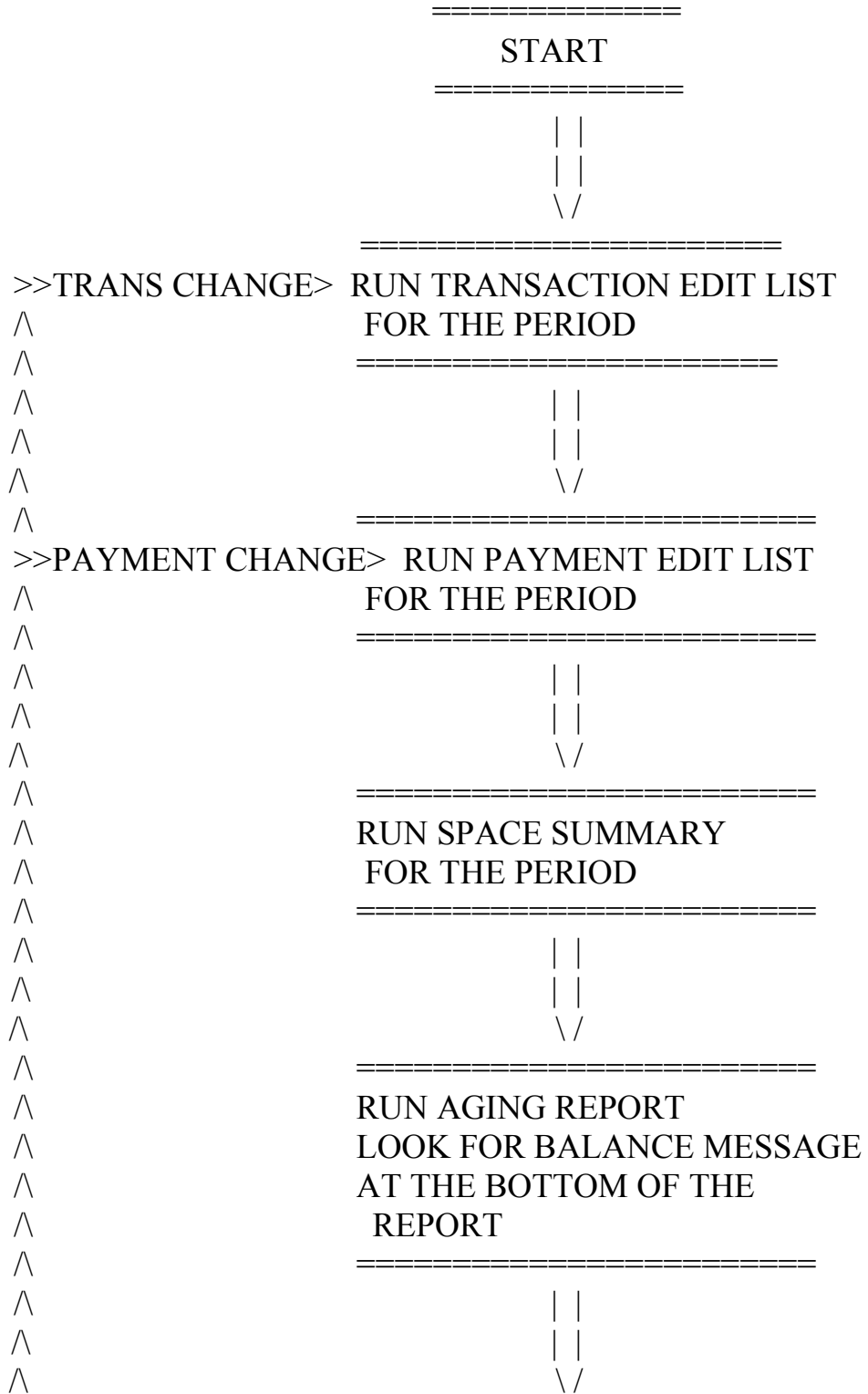
Month End Reports and Balancing.

1. Transaction Edit List for this period.
2. Payment Edit List for this period.
3. Aging Report for the current period.
4. Space Summary Report for this period.
5. The totals on the last page of the Space Summary Report should match back to the totals on the both edit lists and the aging report.
 - a. Transaction Edit total net ad price should match the total sales on the summary page of the Space Summary report. Likewise, the total lineage on the Transaction Edit should match the total actual lineage on the Space Summary. If they do not you can run the edit list again and sort by Space Summary Category and then match the individual categories until you locate the problem.
 - b. Payment Edit total payments, adjustments and discounts should match the total on the Space Summary report. If they do not you can run the edit list again and sort by Space Summary Category and then match the individual categories until you locate the problem.
 - c. Aging report total Mtd Sales should match both the total net ad price on the Transaction Edit and the total sales on the Space Summary.

- d. Aging report total Mtd Payments should match both the total payments, adjustments, discounts on the Payment Edit and the total payments, adjustments, discounts on the Space Summary.
 - e. Aging Report opening balance on this report should match the closing balance on the previous period aging report.
6. If everything balances and you are sure you have posted all days to the billing transaction file and all payments are in and accounted for then submit the Month End Processing into the batch queue. Remember once you close the period no further adjustments, additions or changes will be allowed for that period.
7. Check for the Month End Processing to be completed by looking into the Queues > Batch Server Queue periodically. Once it is gone from the queue, just as a safe guard, check the Profit Center > Profit Center Selection > Current Period to be sure the period has advanced to the next period.
8. Run a detailed Aging Report for the period just closed.
9. Run a Space Summary Report for the period just closed.
10. If you have Earned Rates run a Transaction Edit for the period just closed because the dollars have changed.
11. Again check the totals across all of the reports to be sure everything still balances. The space summary will now have finance charges on it and so will the aging. For those of you with earned rates the total mtd dollars should have changed.
12. You may now run your monthly statements whenever you want. The statements can be run from either Daily > Reports > Accounting > Monthly Statements or Month End > Monthly Statements. They both access the same program just different methods of getting there.

13. You may also run mailgrams or dunning notices as many call them. Daily > Accounting > Mailgram Maintenance/Print which allows you to create a mail gram and print it or just print Reports > Accounting > Mailgrams or Labels.
14. Run any other reports remember to change the period back to the period just closed as the period will now default to the new current period.
15. Purge History according to your schedule. Some users purge monthly while others purge quarterly. It's up to you and your space requirements on the system.

MONTHLY PROCEDURES FLOW CHART



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SUBMIT THE MONTH END
PROCESS TO THE QUEUE
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CHECK BATCH QUEUE FOR
MONTH END TO BE COMPLETED
ALSO CHECK PROFIT CENTER
CURRENT PERIOD.
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RUN AGING REPORT
FOR PERIOD JUST CLOSED
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RUN SPACE SUMMARY
FOR THE PERIOD JUST CLOSED
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IF EARNED RATES RUN THE
TRANSACTION EDIT.
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CHECK TOTALS AGAIN
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RUN STATEMENTS
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RUN OTHER REPORTS
REMEMBER TO CHANGE THE
PERIOD TO THE PERIOD JUST
CLOSED.
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MONTH END COMPLETED
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