COMMUNITY NEWSPAPER HOLDINGS, INC.

Ad.Perks Training Manual –

Classified Order Entry

August 28, 2017

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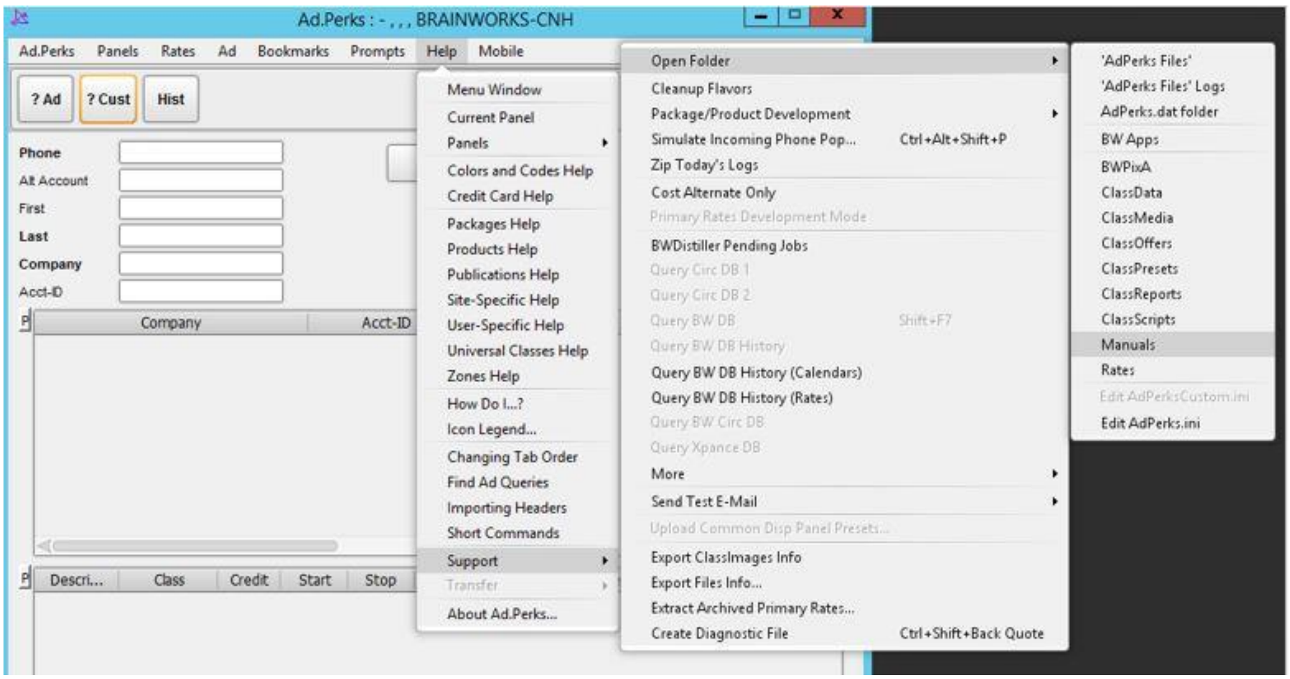
TRAINING MANUAL OVERVIEW

This manual is designed to demonstrate basic steps of the Ad.Perks application to users such as:

- How to create, edit, or find clients
- Schedule, cost, and save ads
- Enter payments
- Print or email receipts, proofs, affidavits, or notices

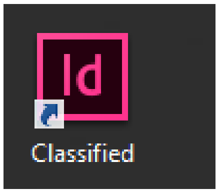
Detailed aspects not covered in this manual can be found in the Brainworks Ad.Perks User Manuals which can be found by going to **Help, Support, Open Folders, Manuals.** The manuals are called User A, User B, and User C. Also, the Ad.Perks Quick Start Manual has some good information.



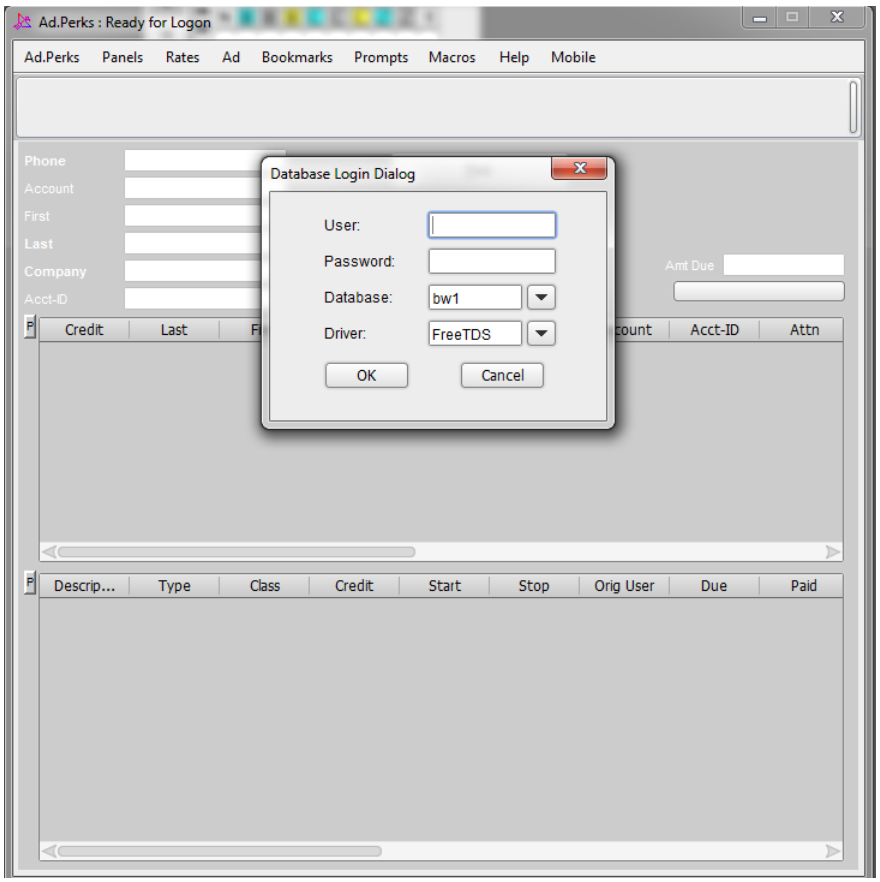
Throughout the manual, you will see sections labeled “Notes”. Please feel free to use this space for any additional notes that you may want to make.

Connect & Log on to Ad.Perks and InDesign

To connect to Ad.Perks and InDesign simultaneously from a PC, click on the following icon:



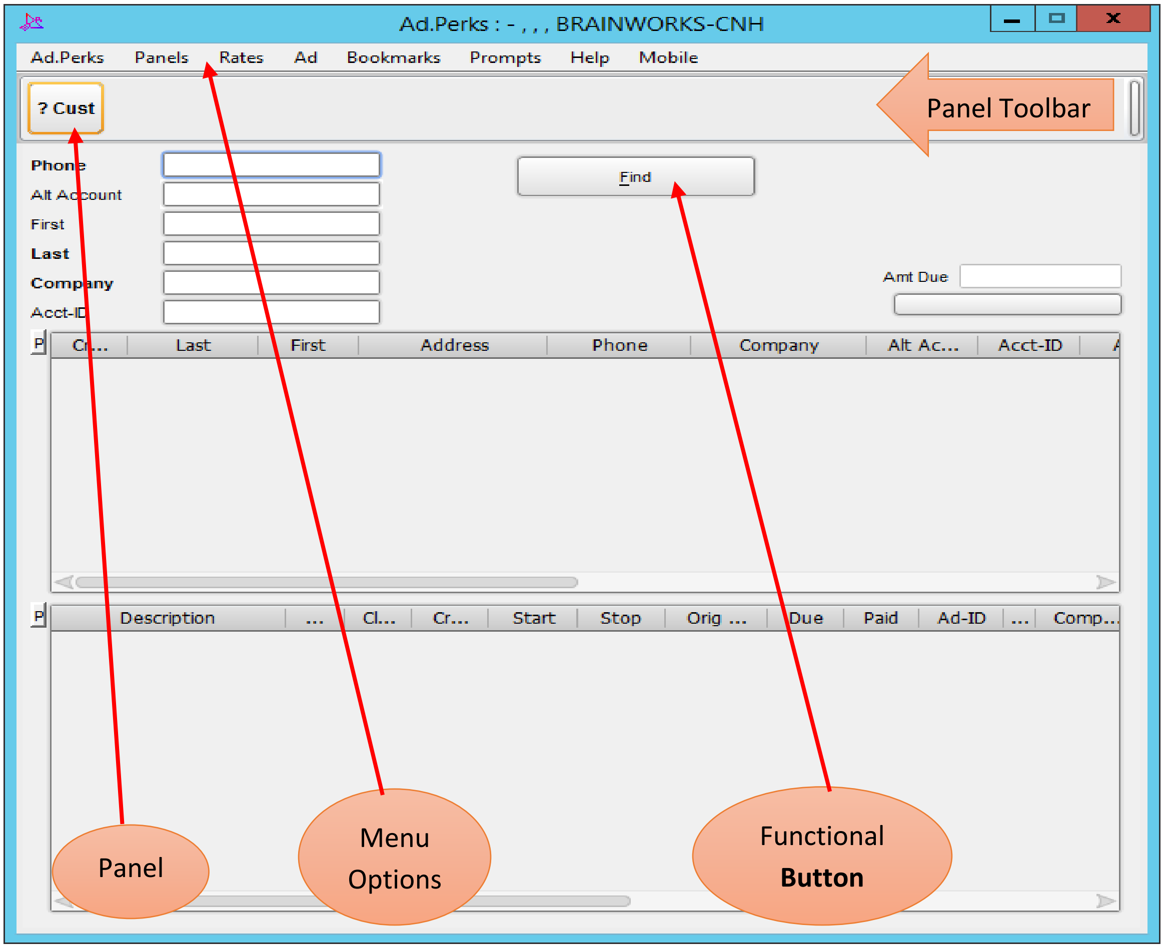
The following screen will appear:



Log on to the Ad.Perks Applications by entering your User Name (First Initial and Last Name) and Password, then click Log On.

Note: If you are launching more than one application, for example A/R and Ad.Perks, please wait for one application to launch completely before launching another.

After logging in, the user will be directed to the **Find Customer** panel.



GENERAL BEHAVIOR

Menu Options and shortcuts

Many functions in Ad.Perks may be performed by either clicking on the menu at the top of the screen or via keyboard shortcut key. *Only menu items with key strokes next to the function have shortcuts.*

For example, once you have completed work on an ad, you must save it. To do so, you may click on:

- The **Ad.Perks** option in the menu at the top left of the screen and then selecting **Save** from the populated dropdown listing.
- Or you may use the shortcut command by simply holding down the **Ctrl+S** keys.

CTRL + S = SAVE

Panel Buttons and shortcuts

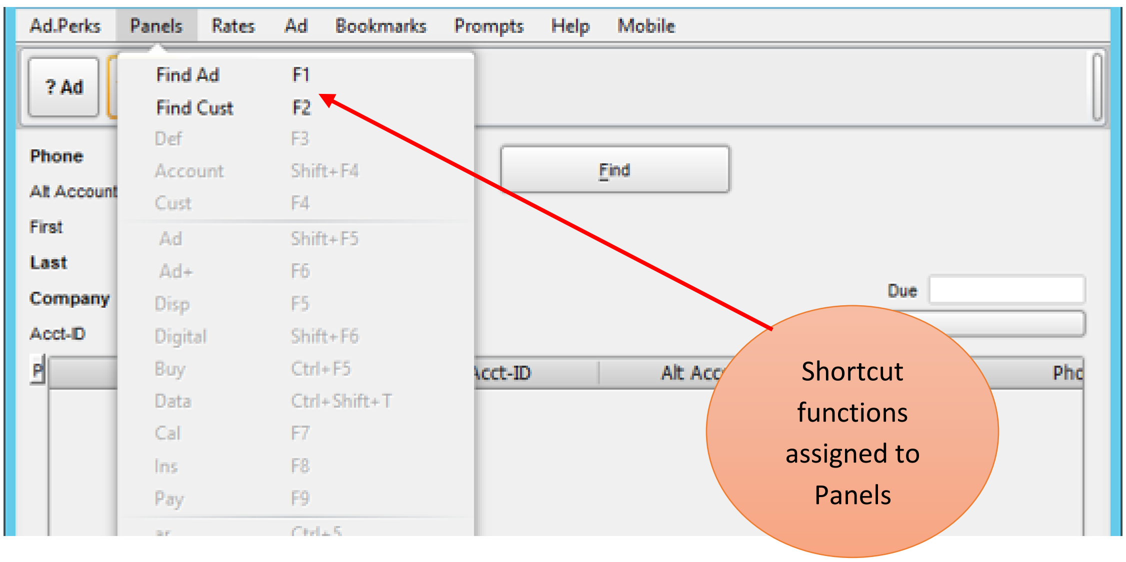
Within many panels, there are **buttons** that command functions. If the first letter of the button's title is underlined, such as the F on the **Find** button (listed above), you may perform the function by holding down the **Alt** key and pressing the letter that is underlined on the keyboard.

ALT + f = FIND

Navigating/Selecting Panels

- **Option 1** - If the desired panel is not already present on the toolbar, select Panels from the menu options at the top of the screen, then choose from the dropdown selection of Panels.
- **Option 2** - If the desired panel is already present on the toolbar, simply click on the listed panel.

- **Option 3** - A third option in selecting a desired panel is to utilize the assigned shortcut function, as each panel has its own shortcut function. This option would be most useful once the first two options are familiar to the user and the shortcut function has been memorized.
  a. Press the function key on the top row of the keyboard for the desired entry, such as F1 for **Find Ad** or F2 for **FIND CUST**. These function shortcuts are shown on the right side of the Panels dropdown menu.



Pinning Panels to the Toolbar

Once a customer has been selected from the **Find Customer** panel, three more panels will automatically load onto the Toolbar available to the user. Therefore, the user will never have to search for these three panels:

- **Cust** panel
- **Ad** panel
- **Disp** panel

The user will always have to retrieve any other panel each time that it is needed unless the user chooses to utilize the ***"☑ pin this to the toolbar"*** option. This option is available

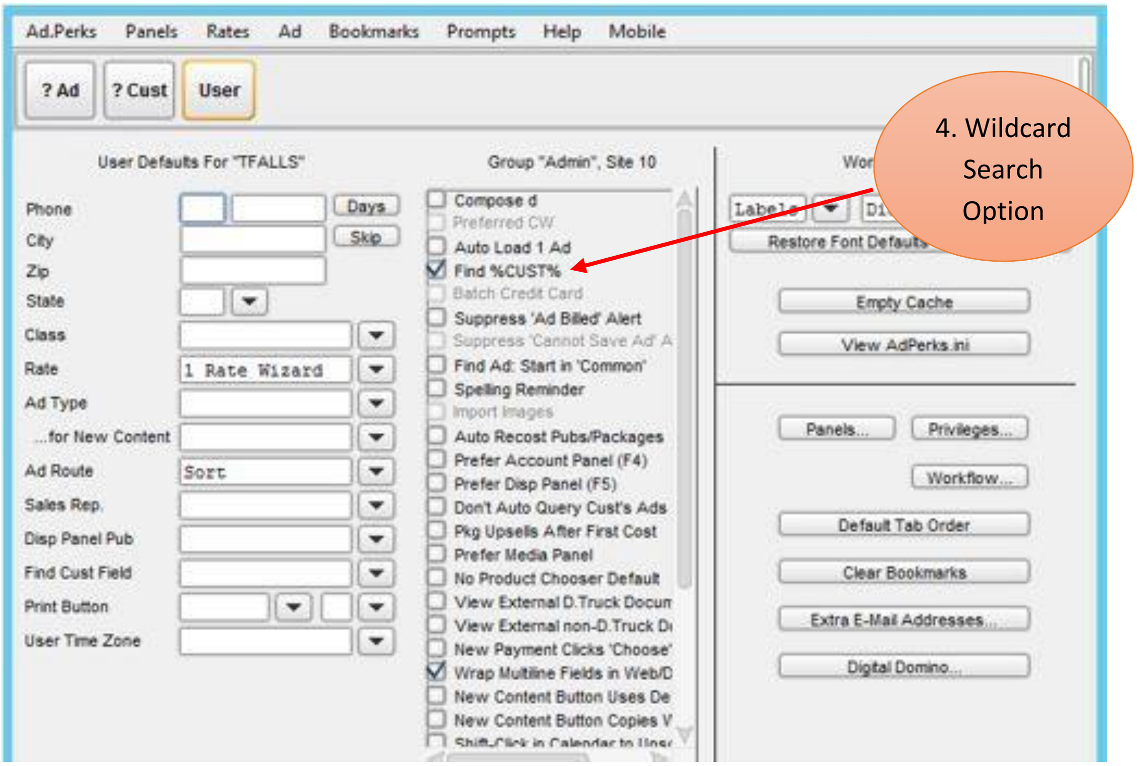
1. once the panel has been retrieved onto the Toolbar
2. is selected by hovering the mouse pointer over the desired panel
3. and then right-clicking and simply clicking a checkmark

Navigating entry fields within a panel

When moving from one entry field to the next, use the tab key for the most quick and convenient means of navigation. Use the Shift + Tab key combination when moving from one field to the previous.

SETTING UP USER DEFAULTS

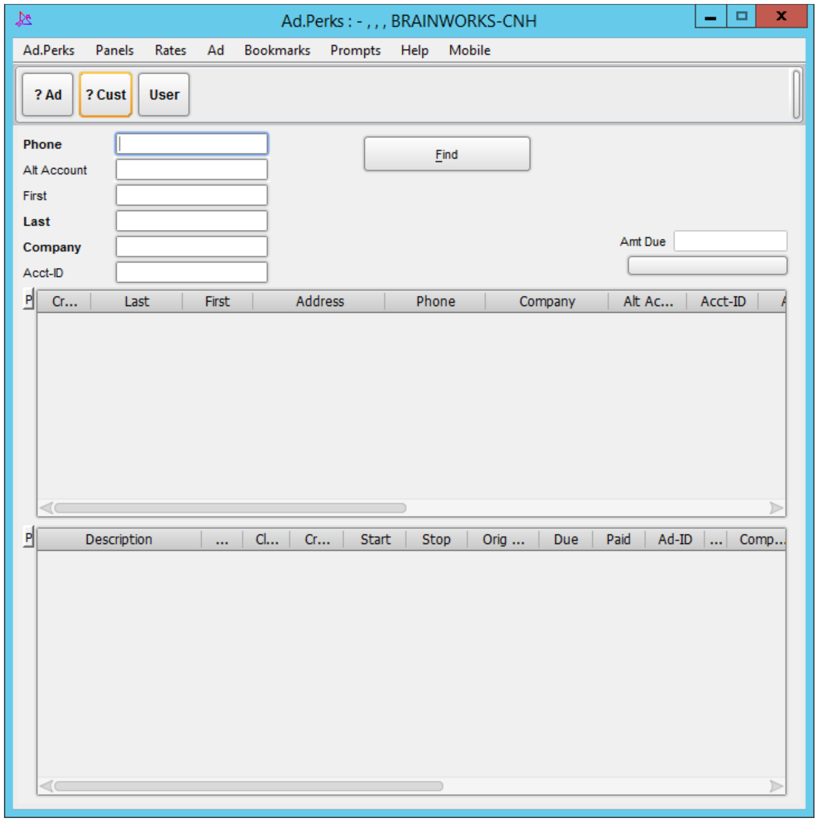
Before you begin using the Ad.Perks application, you will need to set up your User Defaults. Under Panels go to User or **Ctrl+8** to bring the following screen up.



At a minimum, set the following defaults then Click **Save**:

1. **Rate** field – select **<u>1 Rate Wizard</u>** from the dropdown options.
2. **Ad Route** field – select **<u>Sort</u>** from the dropdown options.
3. **Sales Rep** field – if you are an ad-taker, then select your sales rep number from the dropdown so that it defaults into your ads.
4. **Wildcard Search** option - ☑ "**<u>Find %CUST%</u>**" to enable the wildcard search option when using the First name, Last name, and Company fields in the Find Customer panel.
5. **Spelling Reminder** option – be advised NOT to use this option.
6. **Ad Type** field – if a user most often enters only one type of ad, then it may be advantageous to the user to set a default to that particular ad type. **(Optional)**

Find Cust Panel

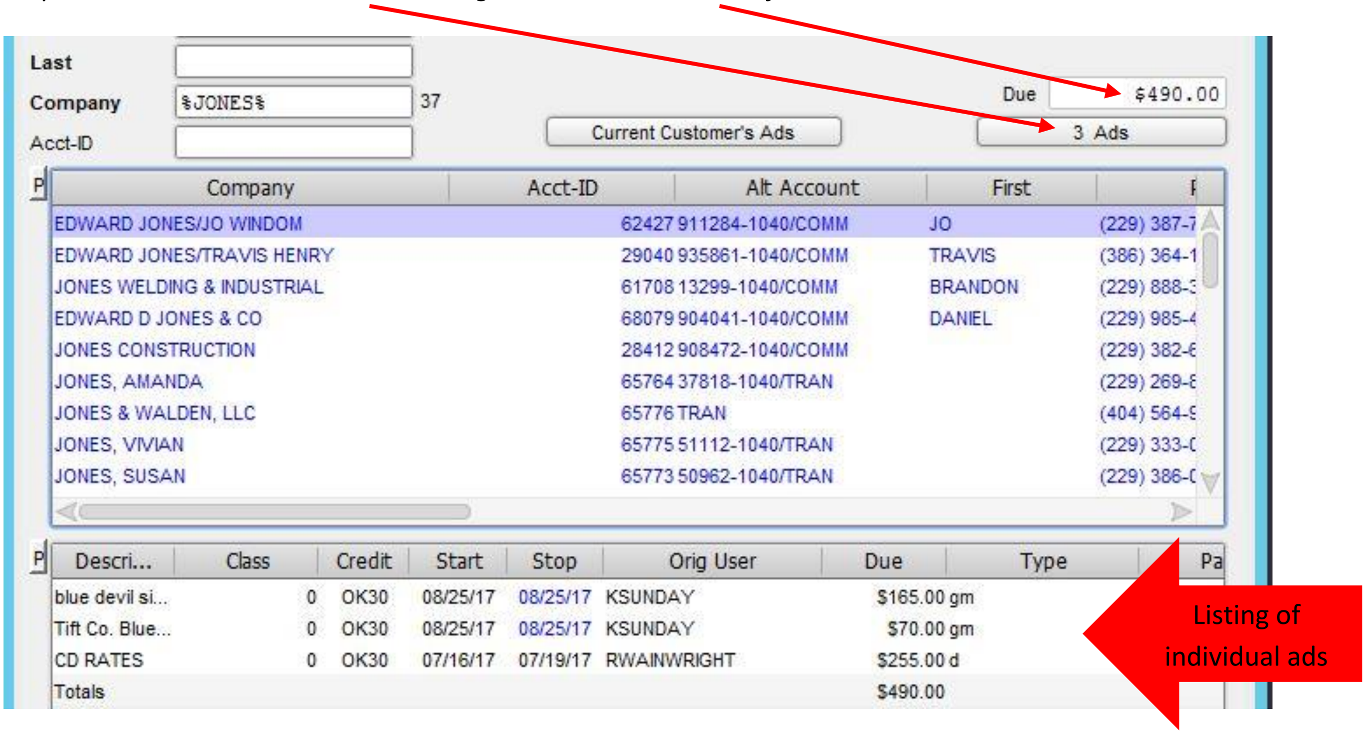


Before the user can schedule and create an ad for a customer, the user must first locate the customer from the **FIND CUST** panel. If the customer being located is not already listed in the database, then the user must set up this customer as a new customer in Ad.Perks.

The **FIND CUST** panel is displayed automatically once Ad.Perks is launched. If the **FIND CUST** panel is not already displayed, then retrieve it by clicking on the **FIND CUST** panel tab, or click **Panels > Find Cust,** or use the F2 keyboard shortcut.

In the **FIND CUST** panel, the user may search for a customer by one or more of the displayed search fields, and then pressing the **Enter** key or clicking the **Find** button. When a search is made, you are provided at a glance how many matches were found in the middle section of the panel. *This example lists 37 matches by searching for a Company name of "Jones". Also, notice the how the system uses the Wildcard Search Feature %_%.*

If the user clicks on any one match, the system will provide the customer's number of existing ads and how much the customer owes for those ads in the right side of the top section of the panel. The bottom panel provides a list of each of the individual ads. *Continuing with the example from the previous page, the very first of the 37 customer matches is selected. Thus providing further information that is specific only to that particular customer. This particular customer has three existing ads and owes $490.00 for those ads.*



You may open any ad on the list by double-clicking it. Or, you may schedule and create a new ad for the customer by switching to the Ad panel in the toolbar. If you find no match, you may create a new customer.

Search Fields

Users can search for customers using any of the following fields:

Phone: Enter an area code, if desired, then the 7- digit phone number. If you enter a default area code on the **USER** panel, then default area code will be placed in the phone field automatically when you click the **Find** button.

ALT Account: if a customer was converted from previous systems, then the previous system's account number can be used here. The legacy system's account number will be the old account number followed by a dash and a location code.

First: First name of the customer. This field is used in conjunction with the other fields and cannot be used alone.

Last: Last name of the customer

Company: Company of customer

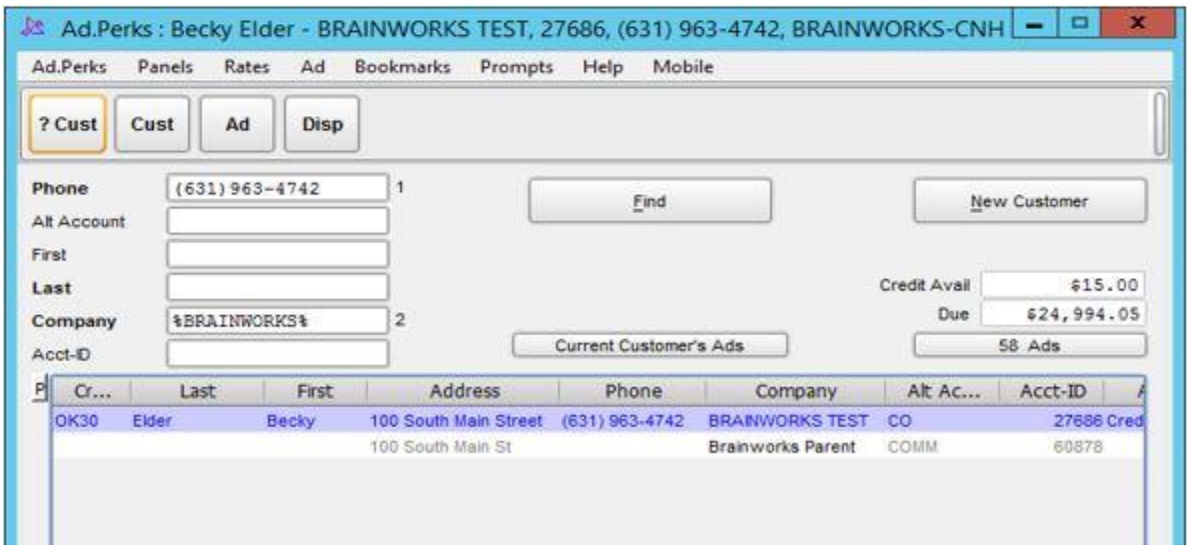
Acct-ID: Brainworks account number

Note: You may use the % character as a wildcard in most searches which will return all matches of the search criteria as opposed to only exact matches.

After filling in the search field(s), press the **Enter** key or click the **Find** button. The number of matches for each search field will appear to the right of the field.

Customers who match the search criteria will appear in the middle of the **FIND CUST Panel.** Exact matches for the search criteria will show in **Blue**. If the customer you wish to use is listed, click anywhere in the row. If the customer has any alternate addresses saved, the customer may appear multiple times, one additional time for each additional address. The ads already in the system for that customer will display at the bottom of the panel.

If you wish to use this customer, click once on the customer row to load the customer. If this is not the appropriate customer and you need to add a new customer, Click on the **New Customer** button on the top right of the screen.



Above is an example of a search for phone # 631-963-4742 and company name %Brainworks%. The account in blue text indicates an exact match.

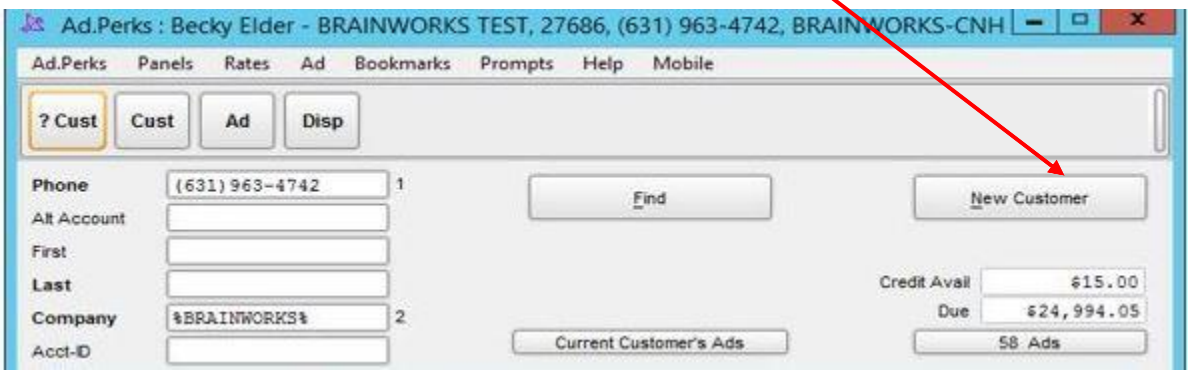
The total amount due and total number of ads for this customer are both shown in the top right hemisphere of this panel. This amount does not reflect any activity in Brainworks A/R.

Adding a New Client

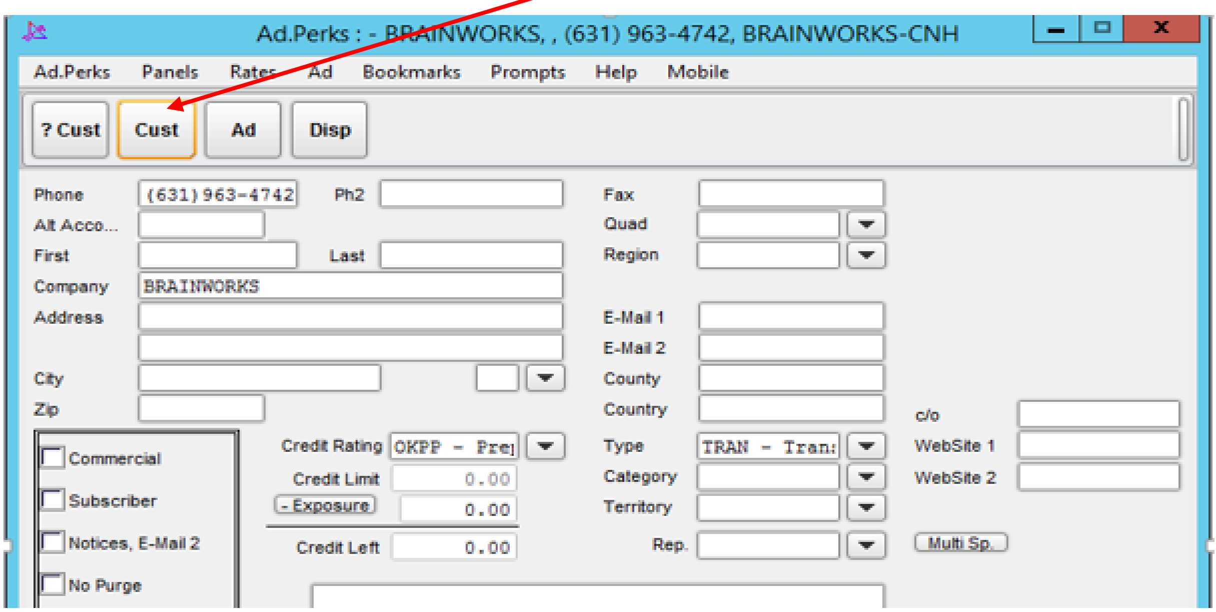
In order to populate the **New Customer** button, the user must first search by:

- <either> **phone number** AND the **Last Name**
- <or> **phone number** AND the **Company Name**

This is a control to eliminate duplicate accounts in the system.



Once the user is confident that a customer does NOT exist in the database, click the **New Customer** button. Clicking the **New Customer** button will navigate the user to the **CUST** panel, which is where the new client information will need to be entered.



The required fields for a new customer in the **Cust** panel are:

1. **Phone –** the search phone number will automatically populate in the phone number field.

2. **First Name** – if company is entered, first name is optional. This is the billing contact.

3. **Last Name** – if company is entered, last name is optional.   This is the billing contact.

4. **Company** – optional if there is no company for the individual; enter only first and last name.

5. **Address** – One line is required; second is optional.

6. **City**, **State**, and **Zip** – after entering the Address line, Tab will take you to Zip field. Fill in zip and city and state will be automatically populated.   If multiple cities exist for the zip code, a box will be displayed and you may select the correct city.

7. **Email address** –Only Private Party customers can be flagged with no email address; for commercial customers, it is required that an email address is obtained.   If a commercial customer has no email, then management approval will need to be obtained to save this customer with no email address.

8. **Type** – this input field is for the type of client. This field most likely will default to TRAN for new transient advertisers. If **Commercial** happens to be selected for the client type, then the user would also need to select the **Commercial checkbox** in the CUST Panel Checkbox area as well.

9. **Category** – this input field is used for NAICS Codes. A master list of NAICS codes is available upon request.

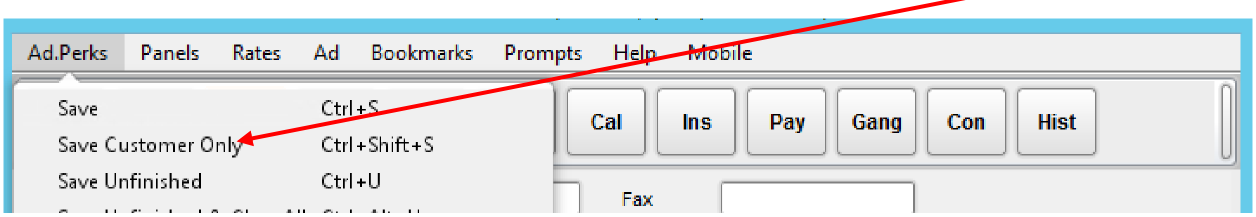
10. **Sales Rep** – if no rep has been assigned to this account, type your ad user number in the field.

11. **Commercial Checkbox (CUST Panel Checkbox area) –** this needs to be checked for **Commercial** customers, which is any customer who is NOT Private Party. It serves as a systematic switch for how a customer is billed.

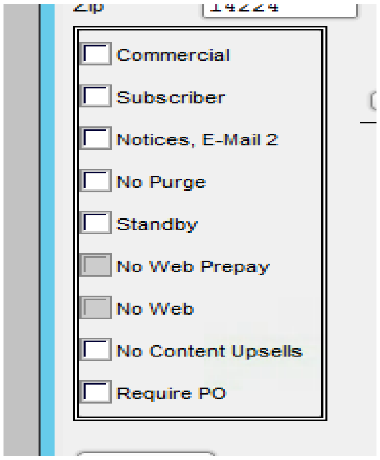
Credit Rating will default to **OKPP** for all new clients. The customer will be required to prepay for ads until clearing the credit approval process.

Once all fields have been completed, save the newly added Customer by clicking **Save Customer Only** from **Ad.Perks** located on the Menu Option. Once the customer has been saved, you may proceed to ad entry.

If you have not populated ALL of the required fields, an error message will appear notating which fields need to be populated in order to save the newly added client. Enter the required fields, and re-click **Save Customer Only.**



CUST Panel Checkboxes



On the CUST panel, there is an area designated at the left edge of the panel for additional information regarding the customer.

1. **Commercial** – see previous page.

2. **Subscriber** – Check this box to indicate that the customer subscribes to your publication.

3. **Notices**, **E-Mail 2**– must be checked if customer should receive notices. (Affidavits)

4. **No Purge** – Check this box to prevent the classified purge utility from ever auto-deleting this customer from the database.

5. **Standby** – Check this box to indicate this is a customer who has standby ads. Standby ads made for standby customers run only if there is no other ad scheduled to be run for the customer on a specified date, in a specified publication. Note that both the customer and the ads must be marked to be eligible to be printed.

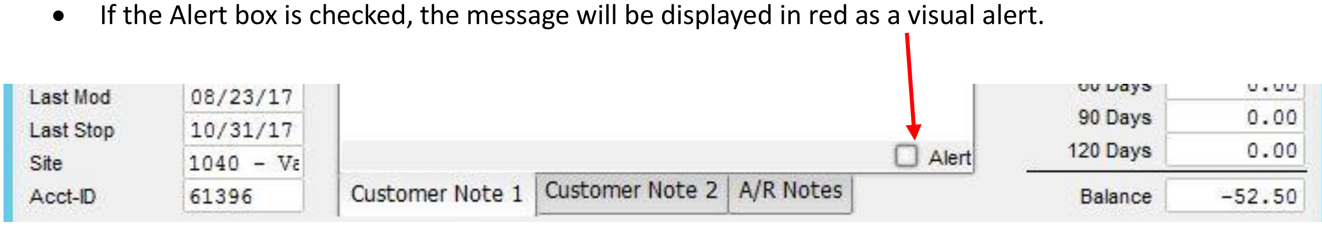
6. **No Content Upsell –** prevents emails with links to additional versions of an ad's content being sent

7. **Require PO** – Check this box to indicate that this customer requires a purchase order on each ad before the ad can be saved.

*After appropriately selecting the CUST Panel Check Boxes, make certain to click **Save Customer Only**!*

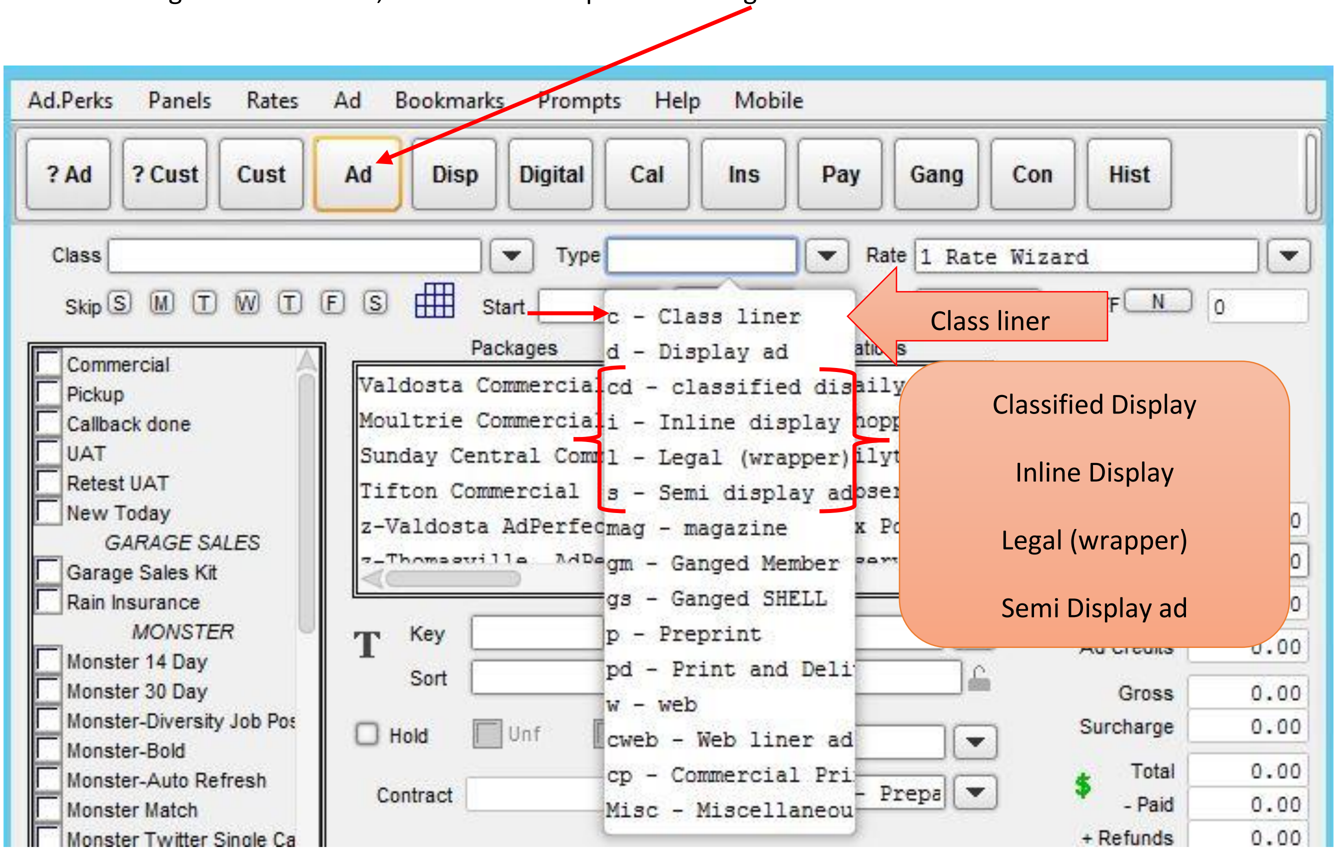
<u>**Customer Notes** at the bottom of the **CUST** panel</u> – Up to 2 notes may be entered for each customer. Whenever a new ad is being created, any listed notes will be displayed.

- If the Alert box is checked, the message will be displayed in red as a visual alert.



AD PANEL (Classified Ad Order entry in Ad.Perks)

The Ad Panel is primarily used to schedule Classified Ads. For scheduling an ad, after loading an existing customer or creating a new customer, the Classified Rep should navigate to the Ad Panel.



AD TYPES used in Classified Ad Order entry

Class Liner (c) a one of more column wide ad created in InDesign.

Classified Display (cd) is a multi-column ad created by the Ad Taker or Artist.

- A **Classified Display**, unlike the other Classified ad types, is scheduled using the **Disp** panel, instead of the Ad panel. A key feature in the Disp panel that is used only for **Classified Display** is the **Compose checkbox**. CD's will be further discussed on pages.
- A CD will always flow to the bottom of the page in pagination.
- A CD can be separated from the other ads in the same classification that are entered as classified liners.

Semi display ads (s) are used for Service Directories.

Inline display (i) is a 1-column display created by an artist and sorted with the liners.

- *NOTE: It is a display that runs in column, but is not dummied. In contrast a display, can be multi-columns.*

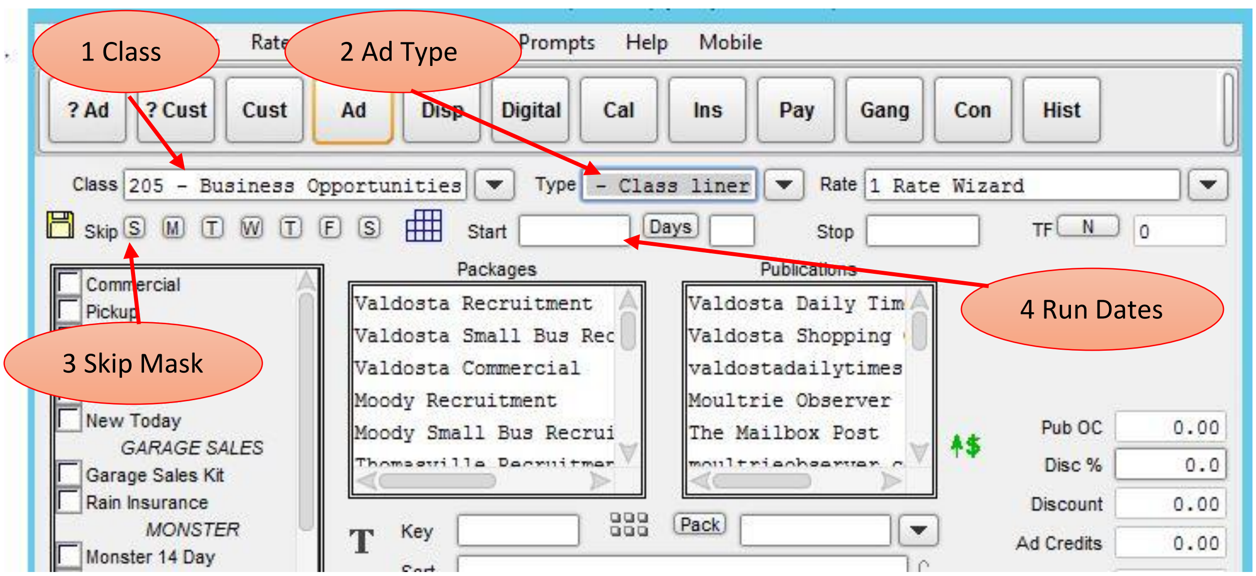
Legal "wrapper" (l) is a liner that wraps and is created in InDesign. Legal ads sort with liners and can flow to multiple columns.

Steps for creating/scheduling a Classified Ad in the <u>Ad</u> panel

1. **<u>Classi</u>fication** – choose from the dropdown selector or simply type the classification number into the field. *NOTE: the major headers are displayed in blue and can NOT be specifically selected as the Classification, only serving as a reference indicator.*

2. **Ad Type** – choose from the dropdown selector or simply type in the identifying letter into the field.

3. **Skip Days (Optional)** - If an ad should be scheduled to skip an available publishing date, utilize the **Skip Days** feature to the left of the **Start** field for <u>selecting the days of the week to be skipped</u>.
    - To skip a particular day of the week, simply click on the appropriately labeled button which will darken the button upon selection.



4. **Schedule Start Date** using the **Start** field by any of the following actions:

    - **Date Chooser option –** Entering the forward slash key (**/**) into the **Start** field will populate a **Date Chooser** option where a user can simply select the appropriate start date from the listed calendar.

    - **Next Available Run Date** – by leaving the **Start** field blank, the next available publishing date will default into the start field <u>upon costing the newly entered ad</u>.

    - Manually key the desired start date directly into the **Start** field by the format of ***MM/DD/YY***.

    - **Entering a Number as Start Date -** Entering any number into the **Start** field, and then <u>tabbing out of the field</u>, results in the selection of that date within the current month.
        - ➢ *i.e. by entering the number **"10"** into the **Start** field and <u>tabbing out of the field</u>, the system populates that number with the current month of August as **"8/10/17"***

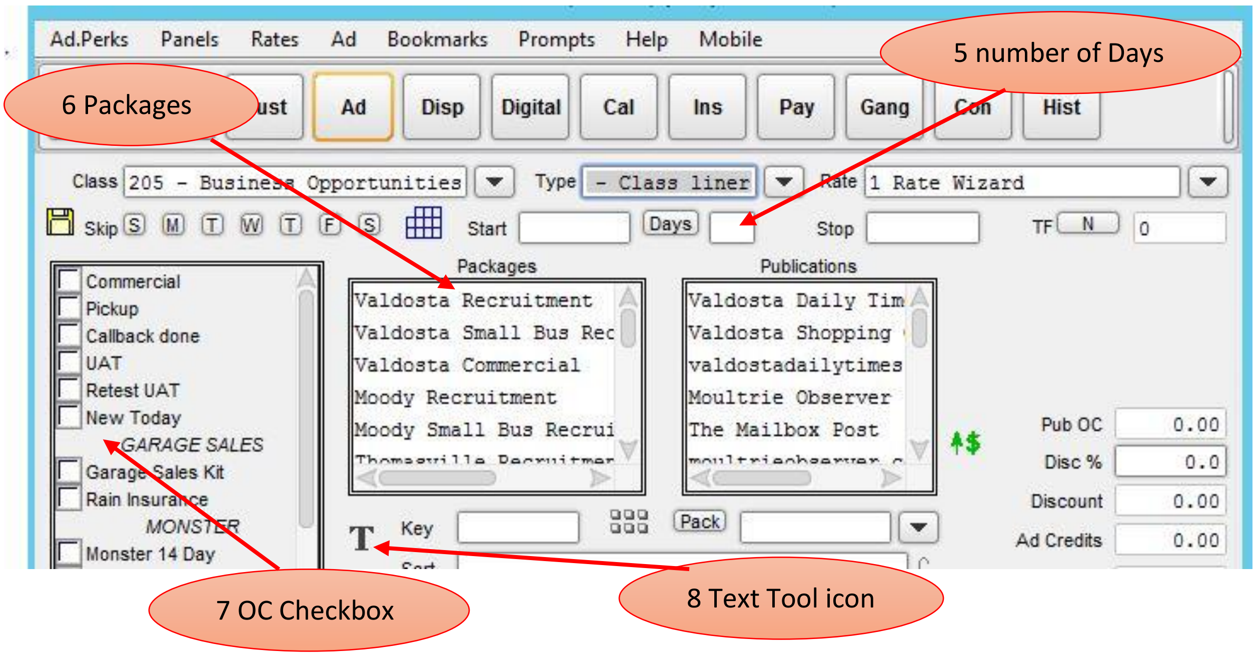
    - Entering the letter **"t"** into the **Start** field will input tomorrow's date as the start date.
        - ➢ *i.e. since today is Wednesday 8/16/17, then Thursday 8/17/17 happens to be the very next run date. Simply entering a **"t"** for tomorrow will populate the Start field as 8/17/17.*

- Pressing the spacebar in the **Start** field will enter today's date as the Start date.

5. **Number of Run DAYS –** input a number into the **Days** field directly to the right of the Start field. *NOTE: Do NOT toggle the* ***Days*** *button to* ***Wks****! If this incidentally happens, simply toggle the button back to* ***Days****. If left at* ***Wks****, the scheduling and ad cost will be adversely affected.*

   - The number entered will que the system to run the ad for that specific amount of <u>consecutively available run dates</u>.

   - If the ad is to run for "One Week", then enter the exact amount of the days the publication prints per week.
     - *i.e. if the publication being scheduled prints 6 days a week, then enter the number 6 to represent an ad being scheduled for "One Week".*



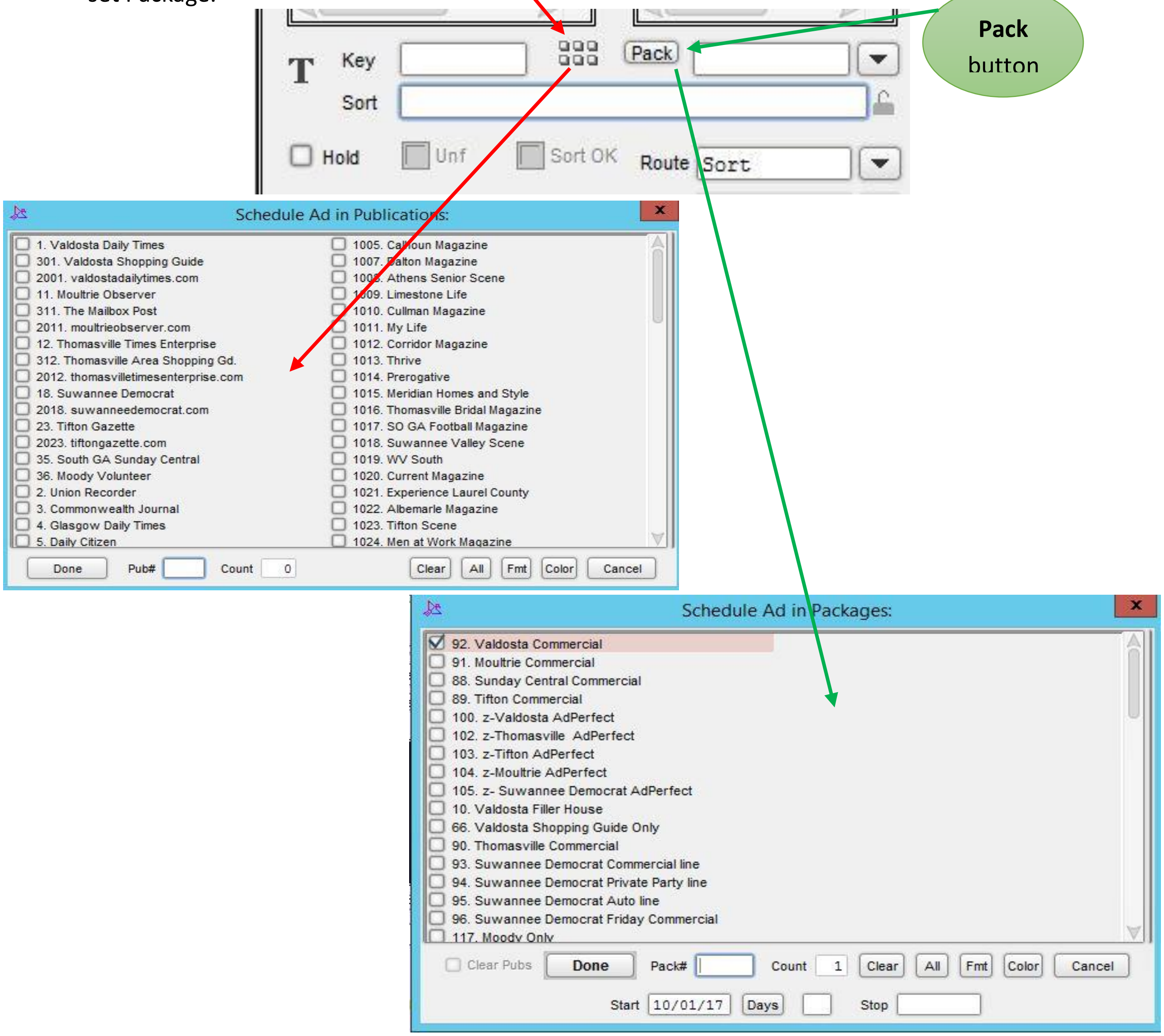
6. **PACKAGE** - Select from the available listing of Classified Packages.
   - The availability from the Classified Package listing is contingent upon the **Classification** selection (in step 1).
   - The publication listing is merely a reference indicator contingent upon the selected Package. Therefore, there generally is no need to select a publication.

7. **OC Checkbox (optional) –** Other charges are available from the OC Checkbox such as Monster options.

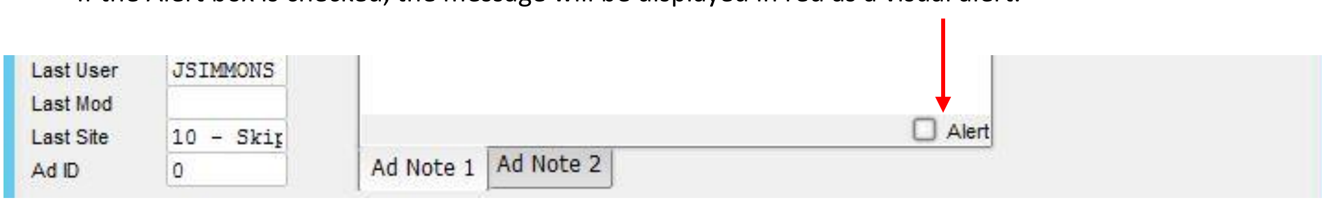
8. **Build the ad** by clicking the **Text icon** T which will then redirect the user to either (a) the **Data** panel or (b) directly to **InDesign**. The systematic redirection is contingent upon the selected Classification in step 1.

Additional information in creating/scheduling a Classified Ad in the Ad panel

- In step 6 – choosing a Package, the **Pack** button populates a chooser box for an expanded viewpoint of the available Packages.
- In step 6 – choosing a Package, the icon to the left of the Pack button, accesses the Publication Selections Dialog. This allows the user to select a Publication that may not have been included in a pre-set Package.



- **Ad Notes** at the bottom of the **Ad** panel – Up to 2 notes may be entered for each ad. Whenever the ad is opened by a user, any notes listed in the Ad Note 1 and Ad Note 2 will be displayed.
- If the Alert box is checked, the message will be displayed in red as a visual alert.



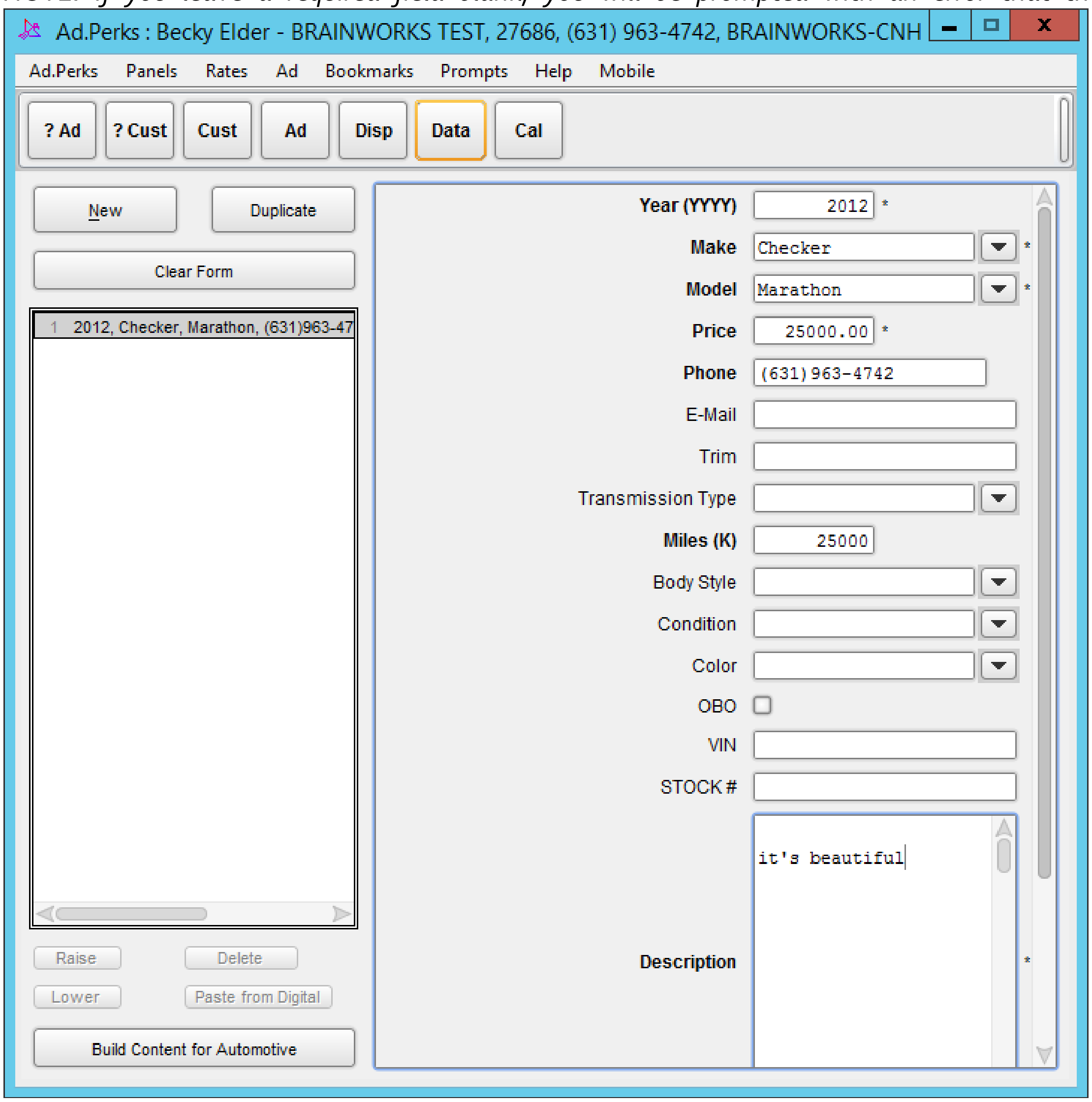
DATA (WEB) PANEL

The **Data** panel is mostly used for creating the print version of a Classified ad. The **Data** panel provides an established format to use when creating ads for certain Classifications. Therefore, the Data panel is contingent upon the selected Classification in step 1 of a Classified Ad order entry. A user is typically redirected to the **Data** panel from clicking the text icon in the **Ad** panel.

1. Enter information in the designated fields by both clicking on the dropdown selectors and entering value into fields accordingly.
    a. Descriptions in **Bold** are required input in order to successfully save the ad.
    b. **Asterisks** (*) to the right of a field mean that data must be entered into the field in order to build content.

2. After all information has been entered accordingly, the user will then click the "**Build Content for** ." button at the bottom. This button will redirect the user to **InDesign** to view the ad with pre-defined Ad Formatting applied to the ad.

NOTE: If you leave a required field blank, you will be prompted with an error that the field is required.



There are four different Classified categories that use a standardized **Data** panel when building a Classified ad:

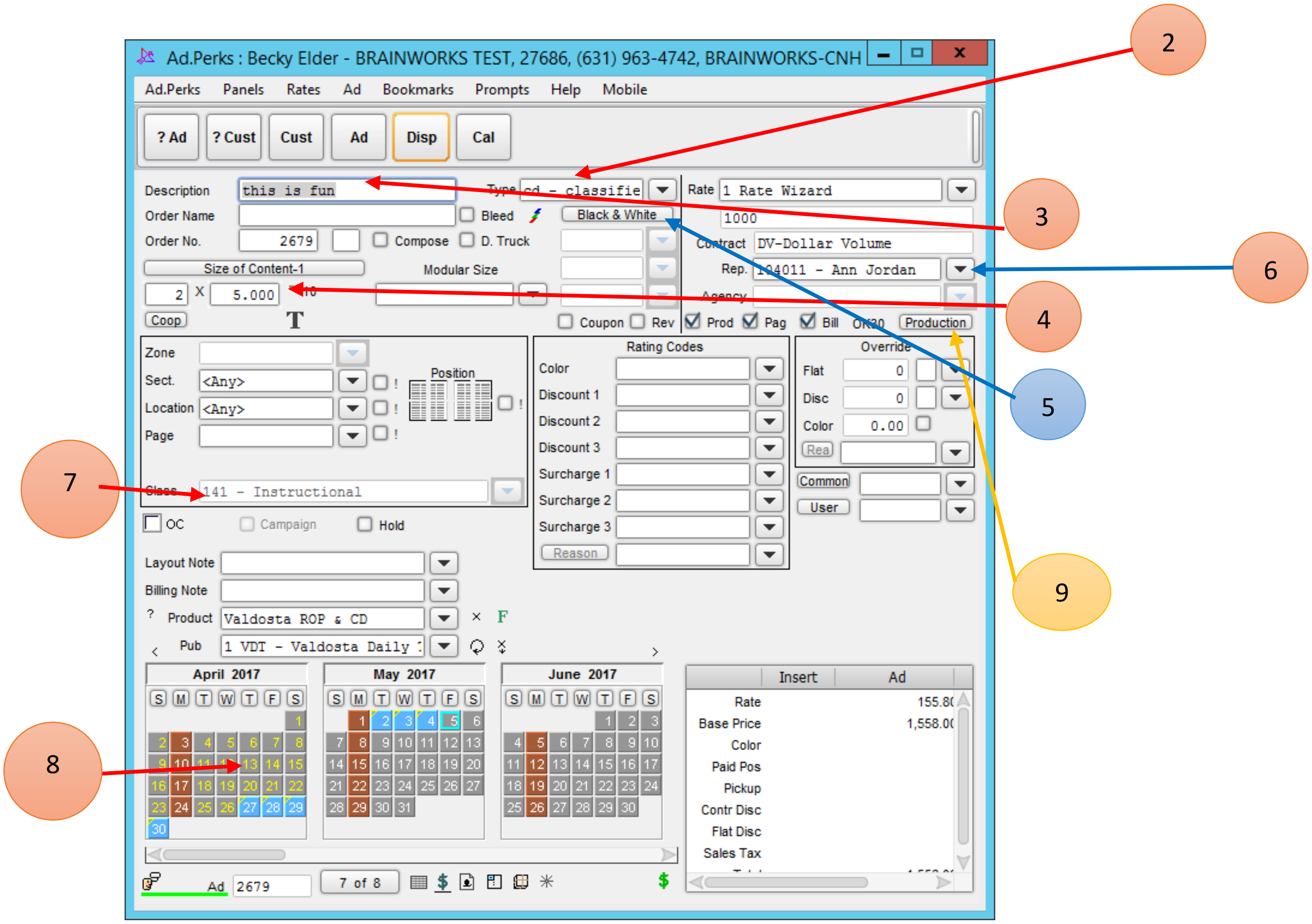
- 200 Employment (range of 200-246)
- 300 Merchandise (range of 300-478)
- 480 Pets/Livestock (range of 480-495)
- 700 Transportation (range of 700-786)

Therefore, the user will be redirected to the **Data** panel before InDesign when using these four Classification categories.

*NOTE: if an ad was created using the **DATA** panel and then the ad text modified in InDesign, the user MUST copy the correct text back to the **DATA** panel so that the web feed is correct.*

ENTERING A CLASSIFIED DISPLAY (CD) AD - BUILT BY **Designers**

- First, find your customer using the **Find Cust** panel.
- Next, click on the **DISP PANEL**.



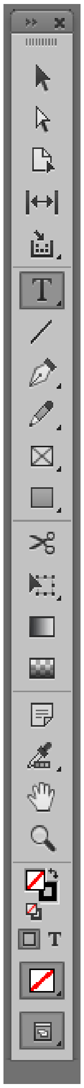
1. Call up the **Product Chooser** (Control "e") and select the Class Display product.
2. Choose the ad **Type** as **cd - classified display** from the dropdown selector.
3. Enter **Description (**this is a **Required Field)**.
4. Enter **Size of Content** ad.
5. If this is a color ad, click the **Black & White** button to change to either **Spot** or **Process.**
   - For **Spot,** be sure to click the dropdown selector below to specify the actual colors.
6. Verify that the sales rep listed for the ad is correct.
7. Choose the **Classification** for this ad from the dropdown selector.
8. Select the insert run days from the Calendar at the bottom.
9. Click **Production** to enter any notes to be sent to Xpance
10. Verify that the cost is correct and then **Save** the ad.

<u>ENTERING A CLASSIFIED DISPLAY (CD) AD - BUILT BY Ad Takers</u>

1. Locate the customer using the **Find Cust** panel.
2. Click on the **DISP PANEL**.
3. Populate the **Product Chooser** (Control "e") and select the Class Display product accordingly.
4. Input into the **Description** field accordingly.
5. Enter the Size of ad in **Columns** and **Depth in inches**.
6. ☑ the **Compose** box.
7. Select **color** accordingly by toggling. For Spot, be certain to choose from the dropdown selectors accordingly.
8. Select the **Classification** for the ad.
9. Click on the **Text icon T** or click on the **DATA** panel to build the ad.
10. After the ad has been built, return to the **Disp** panel and <u>select the insert days</u> using the Calendar at the bottom of the screen.
11. Verify that the cost is correct.
12. Click the Production box to enter any notes that need to be sent to Xpance.
13. **Save** the ad.

NOTE: Once you save the ad, DO NOT click on and off calendar dates. See Modifying Ad for changes.

INDESIGN QUICK REFERRENCE



There are several tools within InDesign that will be used on a regular basis. We will briefly discuss those tools and how they will relate to Ad.Perks.

The solid black arrow is the Selection Tool. This allows the user to select a picture box to be used for a picture or an image.

The next arrow down, the arrow outlined in black, is the direct selection tool that selects only the image or picture, not the picture box.

The large letter T is the Type Tool, which enables you to enter text.

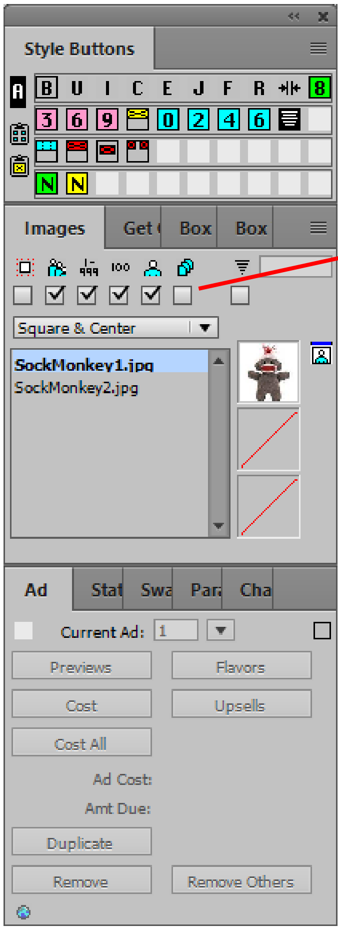
Anytime you are uncertain of a function, simply hover your mouse over the option a it will give you a brief description of the tool.

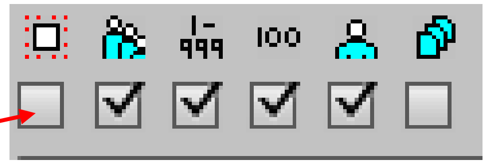
On the top right, you should see “SITE NAME” (example: CNHI Basic) as your default workspace. If you do not, then click the down arrow and select the “SITE NAME”

IMAGES PALETTE

The checkboxes at the top of the palette allow you to filter by the following (in order from left to right):

1. Placeholder pictures
2. General Images
3. Specific classifications or range of classifications
4. Specific to the ad’s classification
5. Specific to the customer on this ad
6. Any Image that has previously appeared on this customer’s ads





- To add an image to the ad, first set to Square & Center.
- Using the Selection Tool, select the Picture Box.
    - If there is no picture box in the ad, select the ad box, then go to Style Buttons (A) Palette, and click once on the Picture Box Button.

- Once the Picture Box is selected, double click on the image to be placed which will copy the image to the ad. To delete the image, click the Direct Selection Tool, click the image, and press Backspace. To delete the entire picture box, use the Selection Tool, click the picture box and Backspace.

Copy and Paste

All copy received in an email and/or as a word document needs to have the embedded formatting removed.

Simple steps:

- Cut copy from email or other document
- Paste into a word pad text document, save it.
- Then cut and import into InDesign

If the copy is received in a Word document the whole file

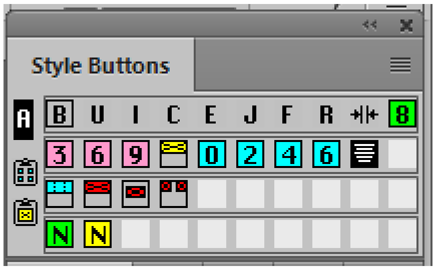
Style Buttons

The Style Buttons that you see on the palette below are shortcuts for many commonly used formatting options.

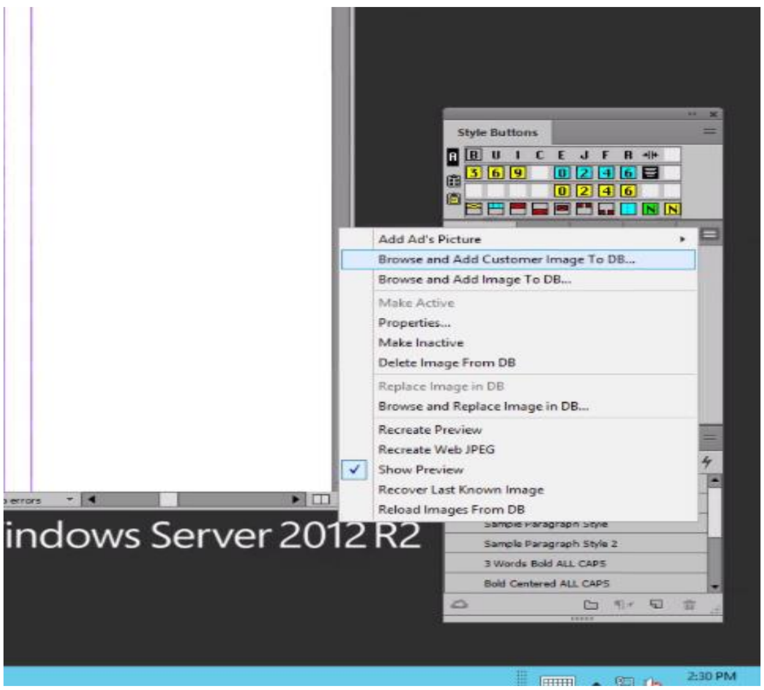
To apply to text, simply highlight the text and click the formatting option.

There are numerous sets of style buttons. Click on the Letter A to toggle between the button sets. To go back a grouping hold the Shift Key and click on the grouping button. Set A has been configured for the most commonly used ad formatting for AdPerks Order Entry.

See Next page for Button definitions.



Click Horizontal Lined Button
Click Browse and Add Customer Image To DB
(Note: In this instance the image was a map for a legal ad. So, it was customer specific.



Panel A										
	B	U	I	C	E	J	F	R		
	BOLD SELECTED COPY	UNDERLINE SELECTED COPY	ITALIC SELECTED COPY	CENTER SELECTED COPY	CENTER ALL COPY	JUSTIFY ALL COPY	FLUSH LEFT ALL COPY	FLUSH RIGHT ALL COPY	ALL TEXT BOLD & CENTER	
	3	6	9		0	2	4	6		
	3 LINE LOGO ANYWHERE	6 LINE LOGO ANYWHERE	9 LINE LOGO ANYWHERE		SELECTED TEXT TO 10 PT BOLD	SELECTED TEXT TO 12 PT BOLD	SELECTED TEXT TO 14 PT BOLD	SELECTED TEXT TO 16 PT BOLD	REVERSE AD CAN'T UNDO	
					0	2	4	6		
					10 PT TEXT NO BOLD	12 PT TEXT NO BOLD	14 PT TEXT NO BOLD	16 PT TEXT NO BOLD		
									N	N
	TOP LOGO IMAGE LIBRARY	TOP GRAPHIC	TOP PICTURE	PICTURE ANYWHERE	2 PICTURES TOP OF AD				NEVERMIND SELECTED AD COPY	NEVERMIND BACK TO PLAIN TEXT

Panel B										
	1PT BORDER	3PT BORDER	THICK THIN BORDER	LINES TOP & BOTTOM	2PT ROUND BORDER	REMOVE BORDER				
						S	L	R		
	DOT BORDER CAN'T UNDO	DASH BORDER CAN'T UNDO	THICK BORDER CAN'T UNDO	DIAMOND BORDER CAN'T UNDO	WAVY BORDER CAN'T UNDO	STRAIGHT HASH BORDER CAN'T UNDO	LEFT HASH BORDER CAN'T UNDO	RIGHT HASH BORDER CAN'T UNDO		

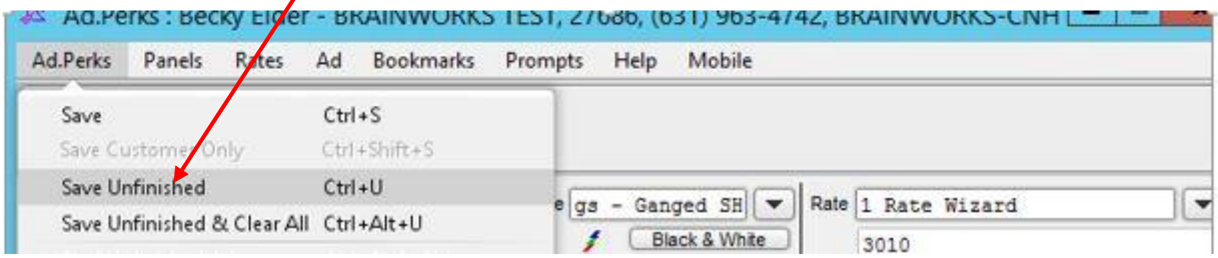
Panel C										
	G	1	D	R	3	B	1	D	R	3
	GREEN BACKGROUND	GREEN WITH 1PT BORDER	GREEN WITH 2 POINT BORDER	GREEN WITH ROUND 2PT BORDER	GREEN WITH 3PT BORDER	BLUE BACKGROUND	BLUE WITH 1PT BORDER	BLUE WITH 2 POINT BORDER	BLUE WITH ROUND 2PT BORDER	BLUE WITH 3PT BORDER
	M	1	D	R	3	Y	1	D	R	3
	PINK BACKGROUND	PINK WITH 1PT BORDER	PINK WITH 2 POINT BORDER	PINK WITH ROUND 2PT BORDER	PINK WITH 3PT BORDER	YELLOW BACKGROUND	YELLOW WITH 1PT BORDER	YELLOW WITH 2 POINT BORDER	YELLOW WITH ROUND 2PT BORDER	YELLOW WITH 3PT BORDER
	REMOVE BORDER									

SAVE AD AS UNFINISHED – (red sort bar)

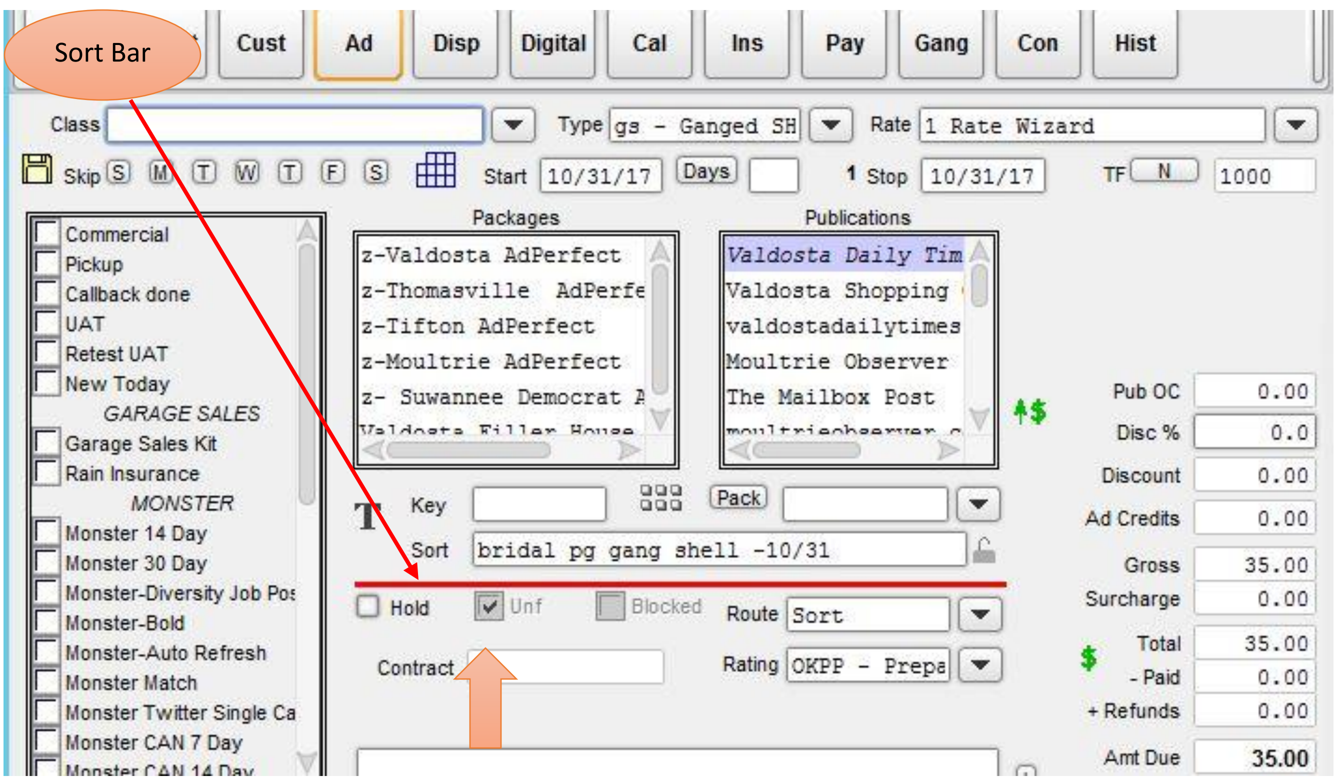
If an ad is NOT ready to be released for publishing, the ad may be placed into an unfinished queue by saving it as **Save Unfinished**.

For an ad that can't be saved ready for publishing, this feature allows for work that the rep has already performed in creating/scheduling an ad to be saved without having to come back and start over from the beginning whenever the rep resumes creating/scheduling the ad.

1. Select **Save Unfinished** from the Ad.Perks option of the menu.



When ad is **Saved Unfinished**, the **Sort Bar** under the Calendar View will turn to **red** and the ad will NOT run until it is re-saved as finished.



<u>SORT BAR COLOR</u>

Green – **Sort OK**: ad is ready to publish.
Yellow – ad is on hold.
Red – **Saved Unfinished** and will not publish until re-saved as finished.
Black – ad is in a blocking queue and will need to be released before the ad will publish.

- "Payment" blocking queue which is most likely for a prepayment that is needed.
- "Credit Failure" blocking queue
- "Rating Discount" blocking queue set up for managerial approval

Gold – a **Cancelled** ad creates a Gold sort bar with a thin black border around it.

<u>PLACING AD on HOLD – (gold sort bar)</u>

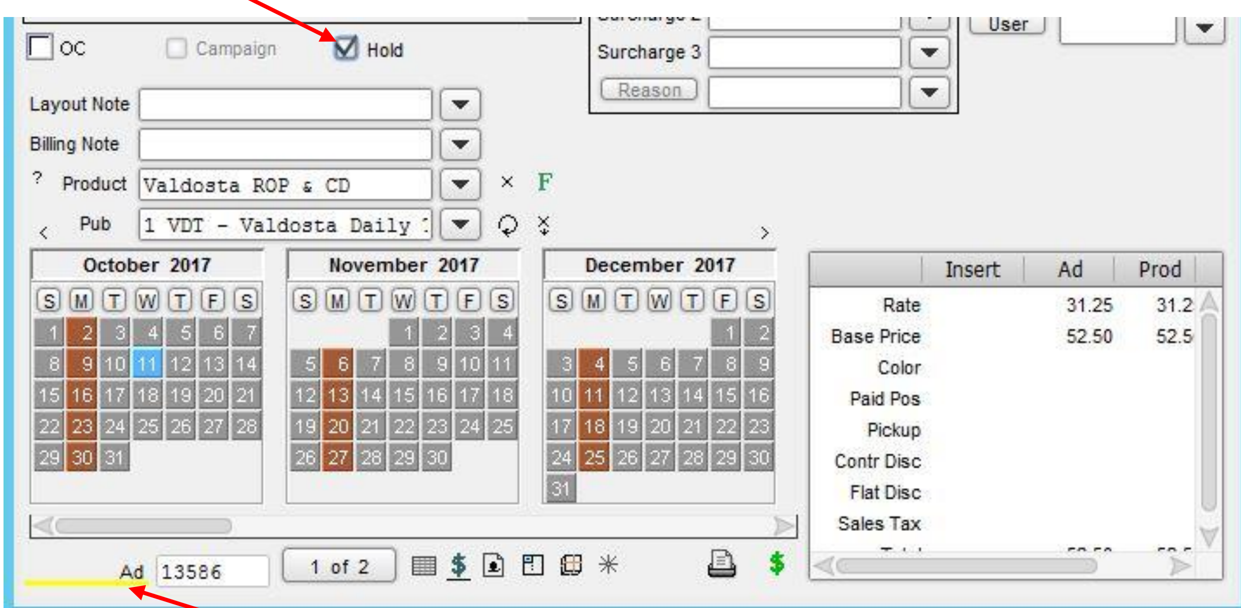
An ad on hold will not be sorted, and thus cannot be included in the galley that is used to place the ads on the page in the pagination process. Placing an ad on **HOLD** is similar to saving an ad as **Save <u>Un</u>finished** with two exceptions.

- The first exception is for the reason in using the **HOLD** feature, which is because a <u>payment was taken by the rep</u>. *see page 43 for a related example.*
- The second difference is that applying and removing a **HOLD** is always performed manually whereas **Save <u>Un</u>finished** can be applied both manually and systematically.

A report can be ran in identifying what is on **HOLD**.

To place an ad on **HOLD**:

1. With the desired ad open, navigate to the Disp panel
2. **☑ HOLD** which is in the middle of the Disp panel, just above the Layout Note field.



Notice that the Sort Bar became **YELLOW** upon ☑ **HOLD**.

SAVING AN AD

After inputting an ad completely in the **Ad** panel:

1. Click on **Ad.Perks** on the task menu.
2. Then select **Save**.

You also may click **ONCE** on the Save icon, a yellow diskette. However, d**o not double-click on this icon**! This icon is a visual warning that changes have been made to the ad since it last was saved, and these changes have not yet been saved.

If you start a **Clear Ad & Buy** or **Clear All** procedure, or begin to exit from Ad.Perks without having saved changes made in the Ad panel, you will be prompted to save the changes. If you do not, the changes will be lost.

If you save an ad for a customer whose credit is OK, but the text of the ad includes a phone number for a customer whose credit is anything other than OK, you will see a **Confirm** dialog box:

If you click on View Customer(s), you will be switched to the Customer panel, where you will see a list of the customer(s) with credit other than OK whose phone number is contained in the text of ad:

You may then call the ad up again and save it, or ask the customer for a phone number that does not have credit other than OK.

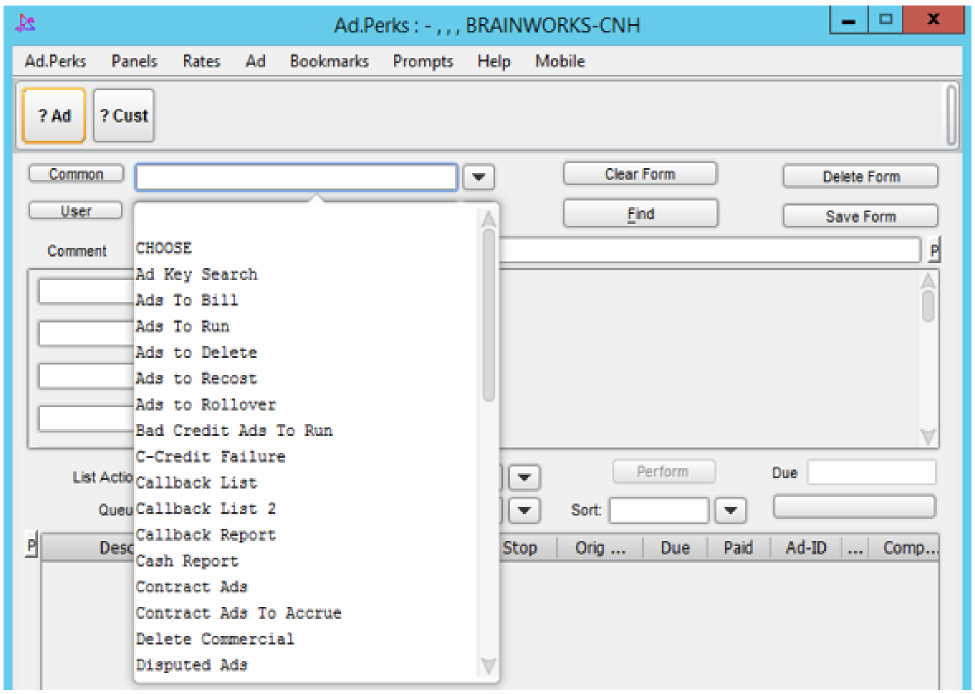
Note that if you type a seven-digit phone number in the text of the ad, and there are multiple customers in the database with this seven-digit number but different area codes, you will see the Confirm dialog box if ANY of the customers have credit other than OK.

FIND AD PANEL

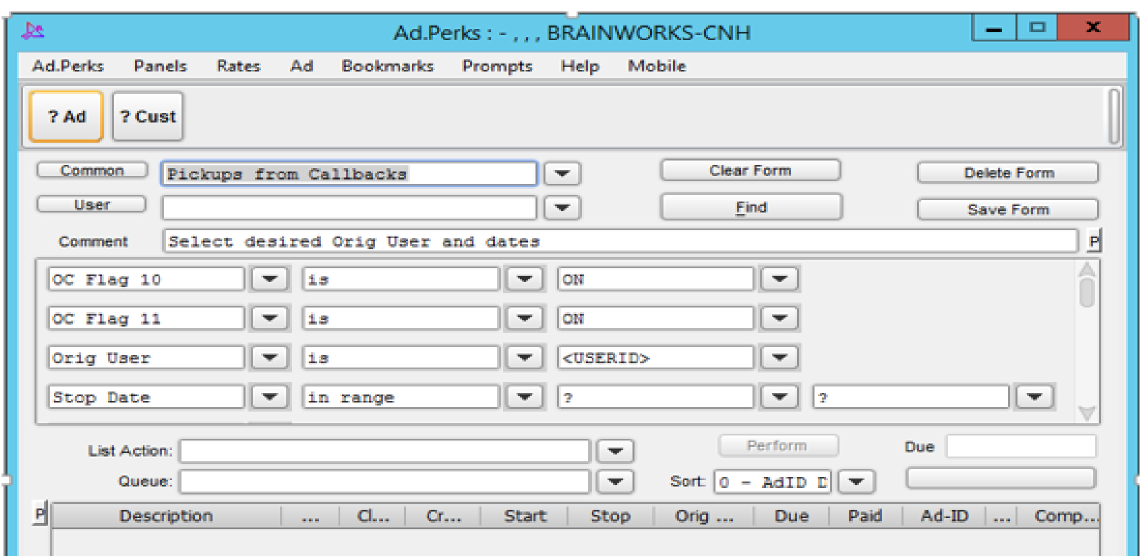
The purpose of this panel is to use a wide variety of criteria to search for ads in Ad.Perks. You may create an ad hoc query, save that ad hoc query, or use a Common query previously created.

Frequently used searches are saved for everyone to use. To access these queries:

1. Select from the Common dropdown box.

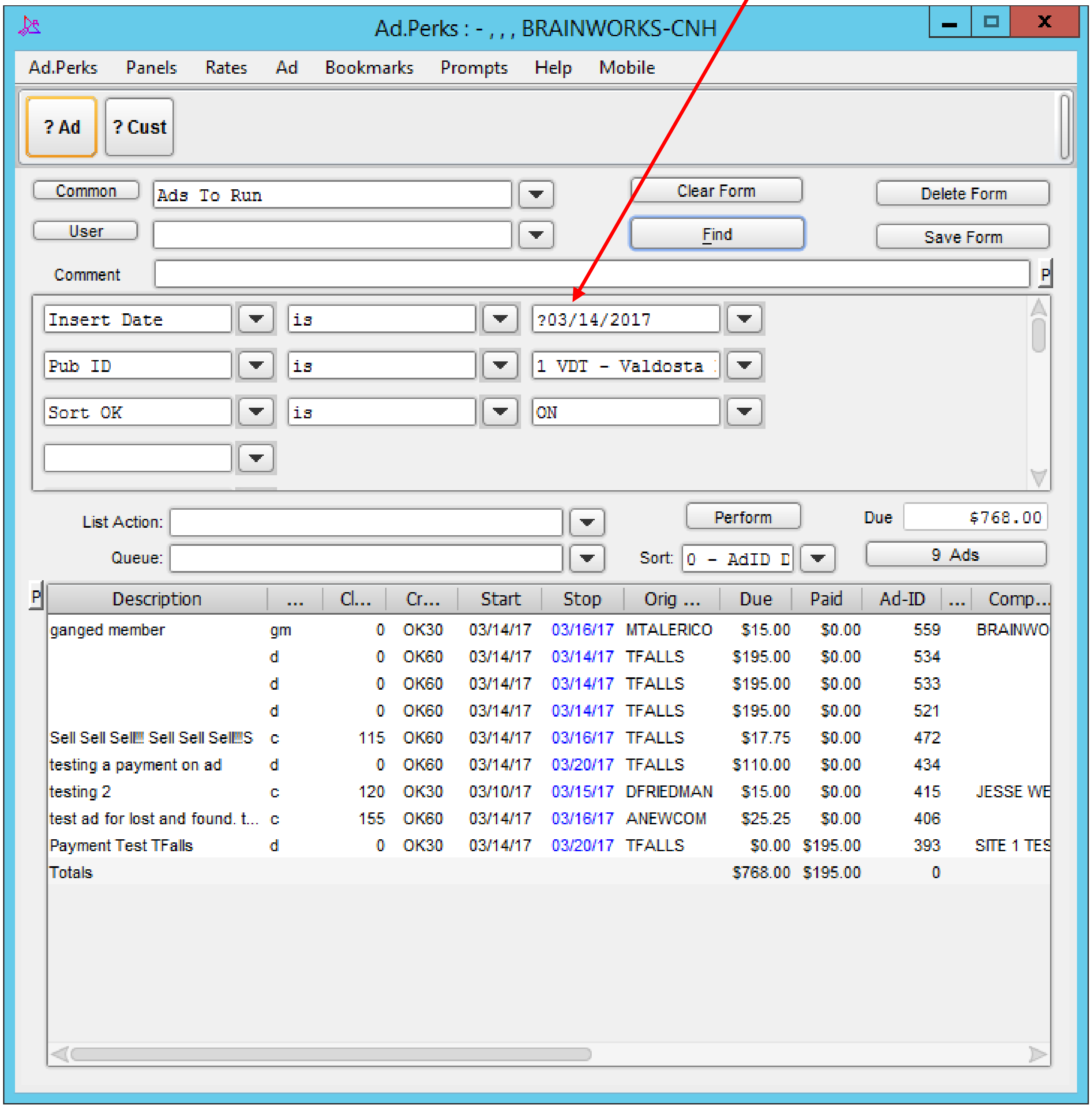


Select the query, then click **Find**. Once you select a common query, the information that is being searched for will come up in the box before you click find.



The results of the query will appear in the bottom half of the screen.

The following displays the results of a simple ad query finding ads to run on March 14.



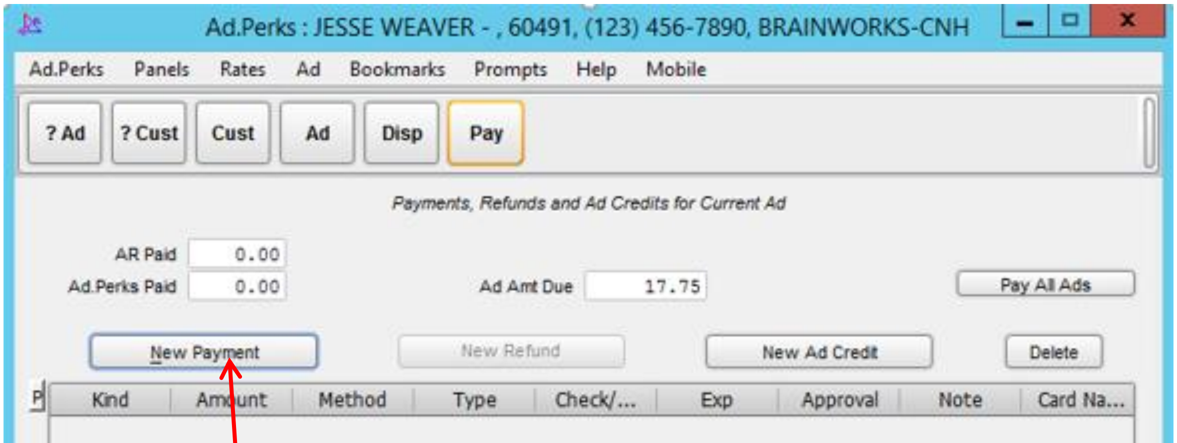
You may sort on any of the columns by simply clicking on the heading. You may also print out the results. See the section later in this manual to Print Windows in Ad.Perks.

To create your own query, see details in the Brainworks Classified and Classified Display Manual for Users Part A starting on page 19. This will provide you with the guidance to create your own reports.

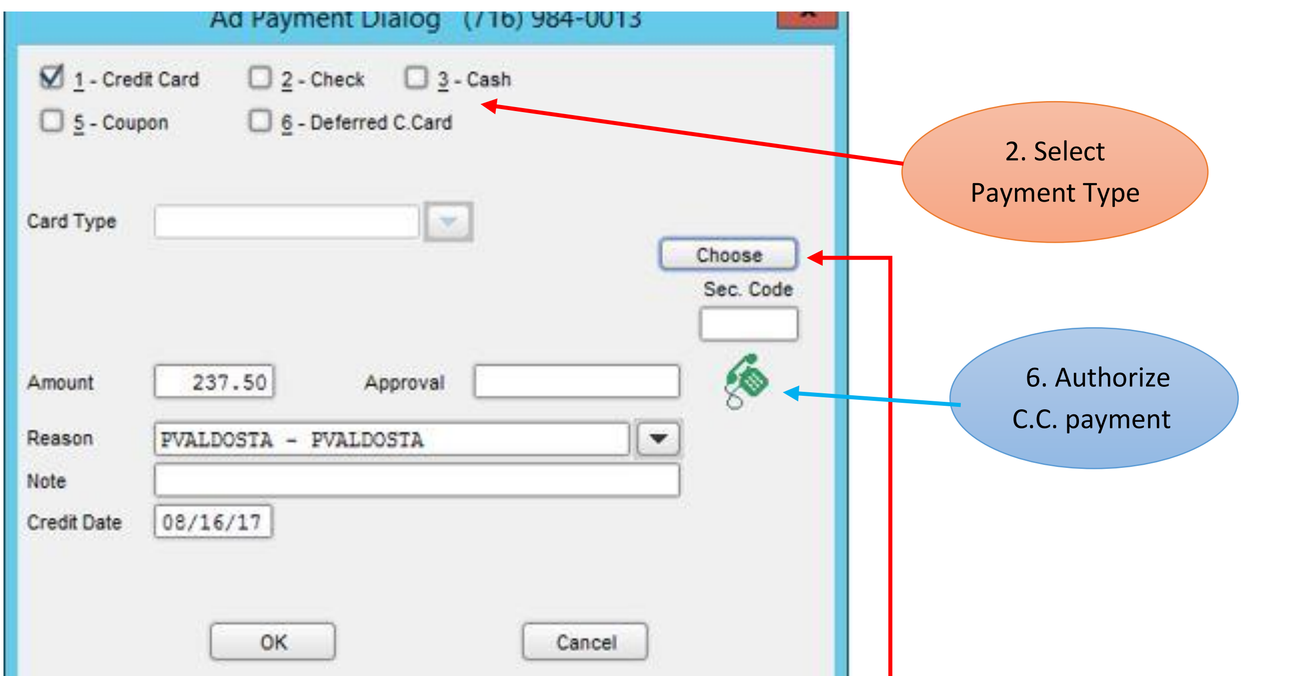
Once you are finished with a query, Click **Clear Form** to start a new query. You may also have your own queries by clicking **Save Form**.

PAYMENTS

Once you have completed ad entry and saved the ad, you may then apply a payment to the ad. To access the Pay Panel, either click on Pay tab or press F9. The following panel with appear:



1. Click on **New Payment** button which will populate the <u>Ad Payment Dialog</u> box.

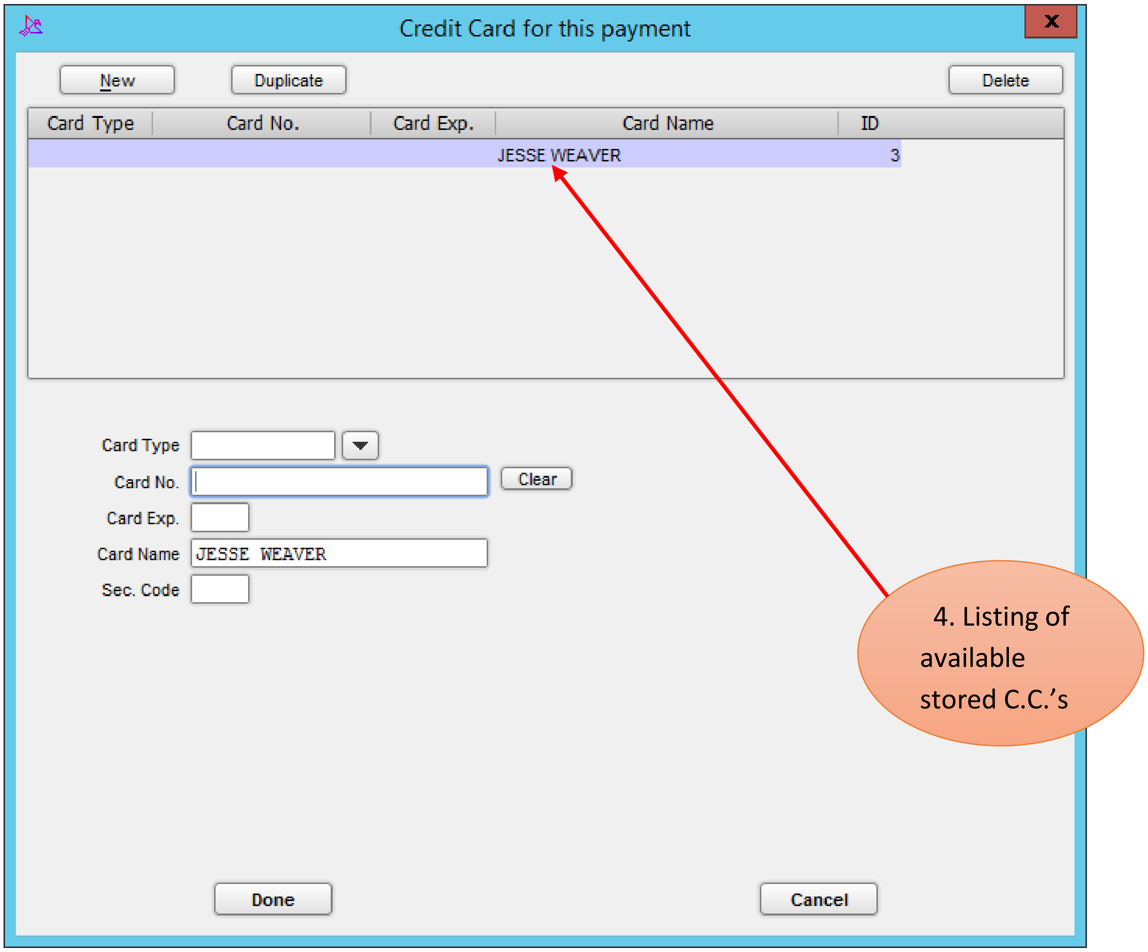


2. ☑ The **Payment Type** that you wish to use.

<u>For this example, the Credit Card payment type will be demonstrated.</u>

If you select Credit Card as the Payment Type (step 2) then:

1. Click on the **Choose** button, and the <u>Credit Card for this payment</u> box will auto-populate:



4. Enter the Card Type, Card No, Card Exp., Card Name, and Sec. Code:
    - Either by manually imputing the information directly into the fields
    - Or by making a selection from the listing of available stored credit cards which will auto-populate the information fields

If a credit card is being manually entered into the fields, an option will populate allowing the rep the ability to retain the manually entered credit card on the customer's account by clicking **Remember** button. If there is already an existing credit card in the listing of available stored credit cards, an option to designate this credit card as **Primary** will be available.

5. Once the credit card information is either manually entered or auto-populated by selection from a list of available credit cards, then click **Done**. You will be returned to the Ad Payment Dialog box.

6. In the Ad Payment Dialog box, if satisfied with the existing information, click the **Telephone icon** to authorize the credit card. *This actions communicates with Paytrace for approval or a credit declined.*

Note: this is very important! You MUST authorize the payment and ensure that there is a valid code in the approval field before you save the ad.

Once approved, there will be a number in the **Approval** field.

7. You may then click **OK**.
8. Re-**Save** the ad. You must re-save the ad after payment has been applied!

__For the 2nd example, a Check payment type will be demonstrated__

As in the 1st example for the Credit Card payment type, the 1st two steps are exactly the same:

1. Click on **New Payment** button which will populate the __Ad Payment Dialog__ box.

2. From the __Ad Payment Dialog__ box, ☑ The **Payment Type** that you wish to use.

3. Enter a **Check No**.

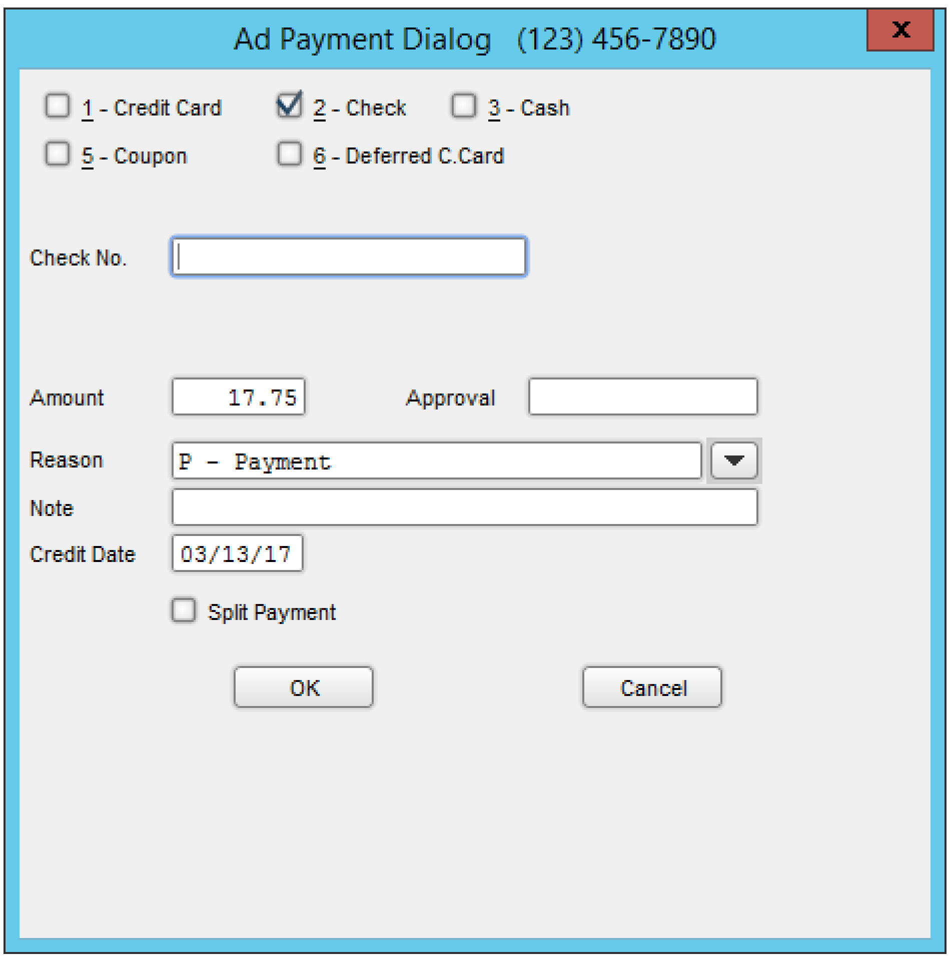
4. For the **Approval** field, type the name of the person who accepted the check

5. Enter the **Amount**

6. A **Reason** code will most likely auto-populate from the dropdown selector.

7. The **Note** field is optional. For Split Payments, The **Note** field is an ideal place to provide the total amount received.

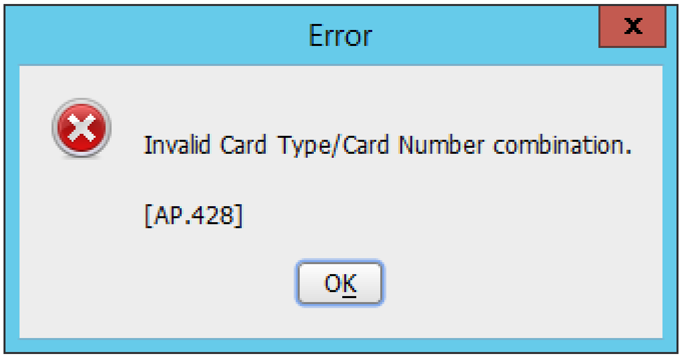
8. The **Credit Date** will most likely be provided.



IMPORTANT: You MUST save the ad after a payment is applied or that the payment will be lost. If you forgot to save the ad AGAIN after the payment you will be prompted to either Save, Discard, or Cancel. Be sure to save the ad at this point.

DECLINED CREDIT CARDS

If the credit card you are trying to process is not authorized, the following message will appear. Click **OK** and when you are returned to the credit card window, click **Done.**

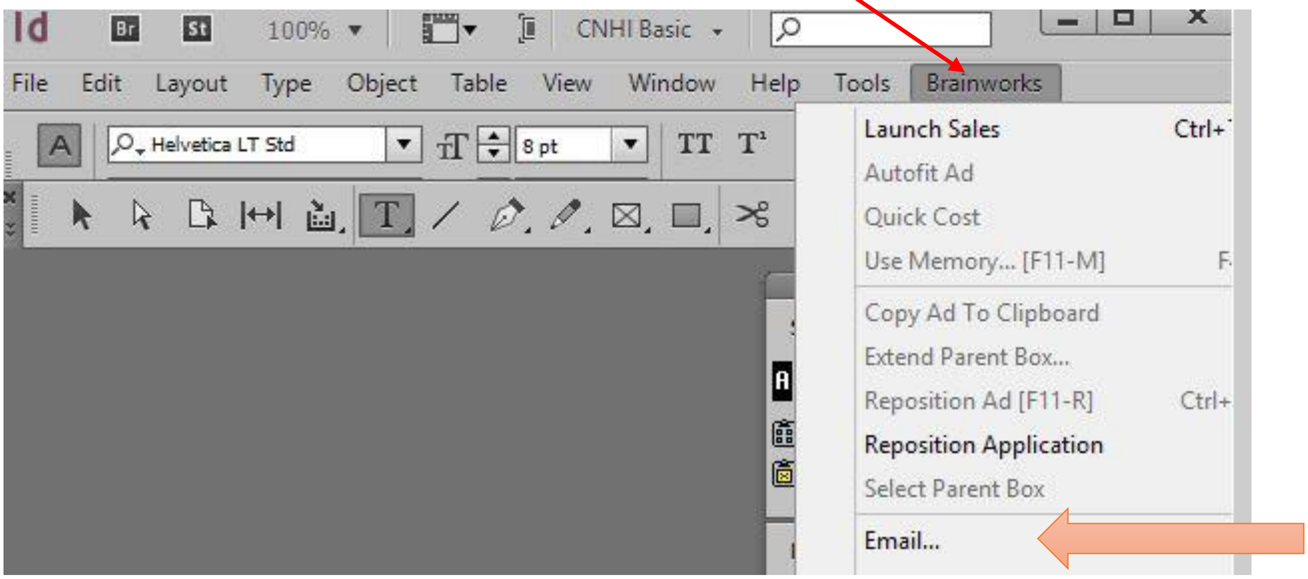


Next, the following box will appear. It is critical that you click "Discard Payment Changes" so that the declined payment is removed. Be sure the payment disappears after clicking this button.

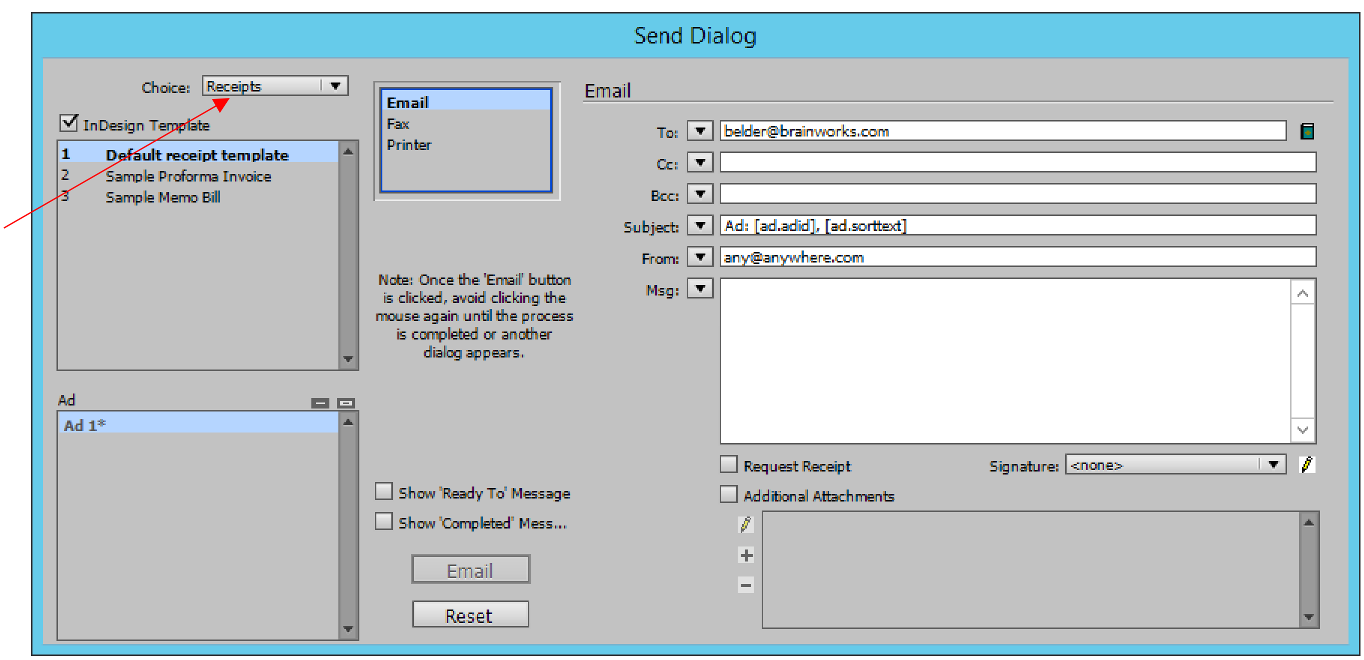
PRINTING A RECEIPT FOR CLASSIFIED ADS

If your customer requests a receipt:

1. Navigate to **InDesign** and select **Brainworks** from the menu.
2. Select **Email** which will populate the **Send Dialog** box.



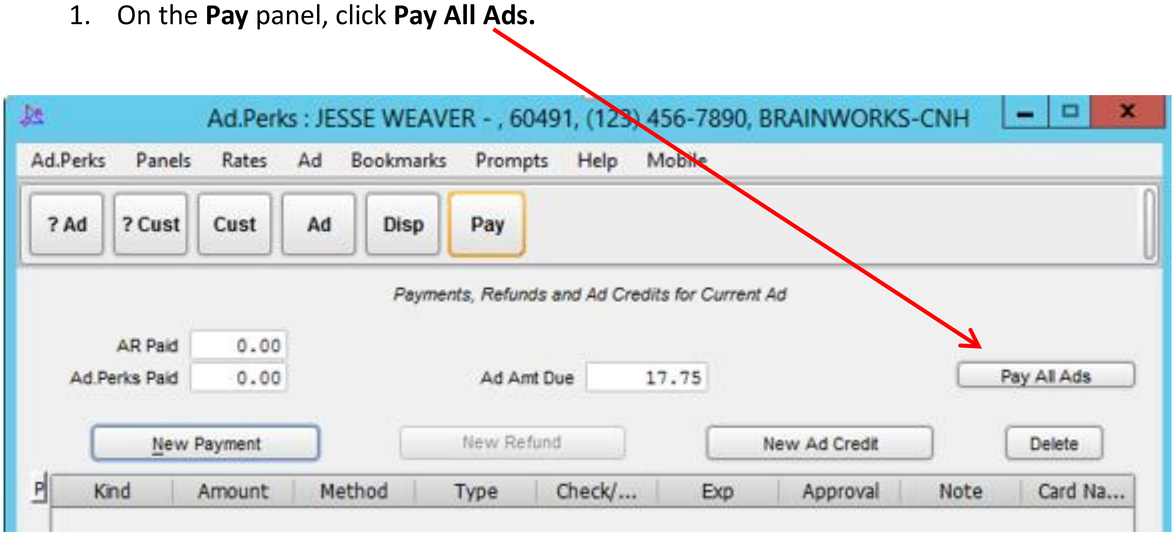
3. Choose **Receipts** from the Choice dropdown selector.
4. Select **Email** or **Print** and fill in accordingly.
   - When **E-mailing** a receipt the user MUST have some form of text included the **Msg** Box.



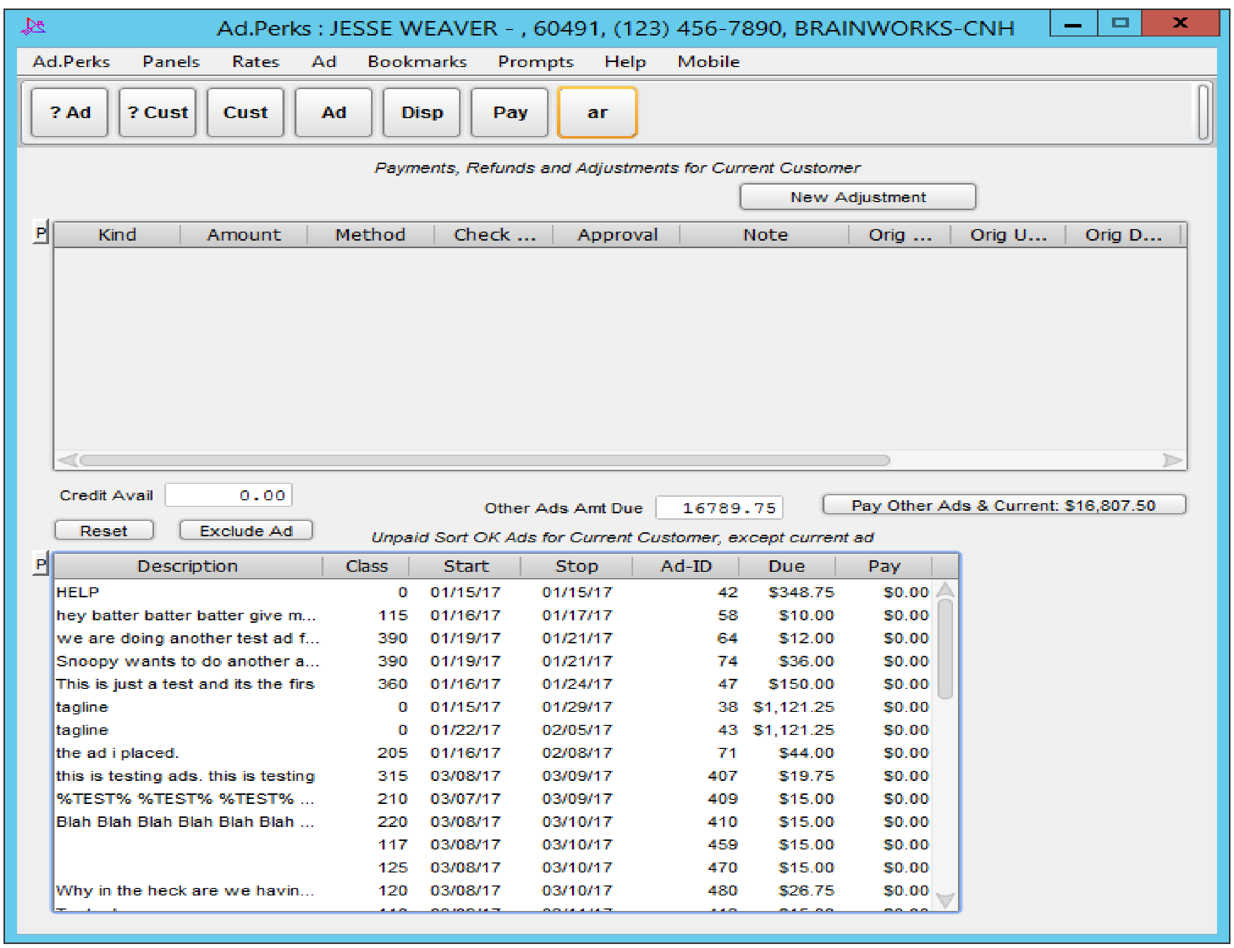
PAYING MULTIPLE ADS

The following describes the procedure if the customer wants to apply a payment for more than one ad with a single payment.

1. On the **Pay** panel, click **Pay All Ads.**



Clicking the **Pay All Ads** button will redirect the user to the **ar** panel…

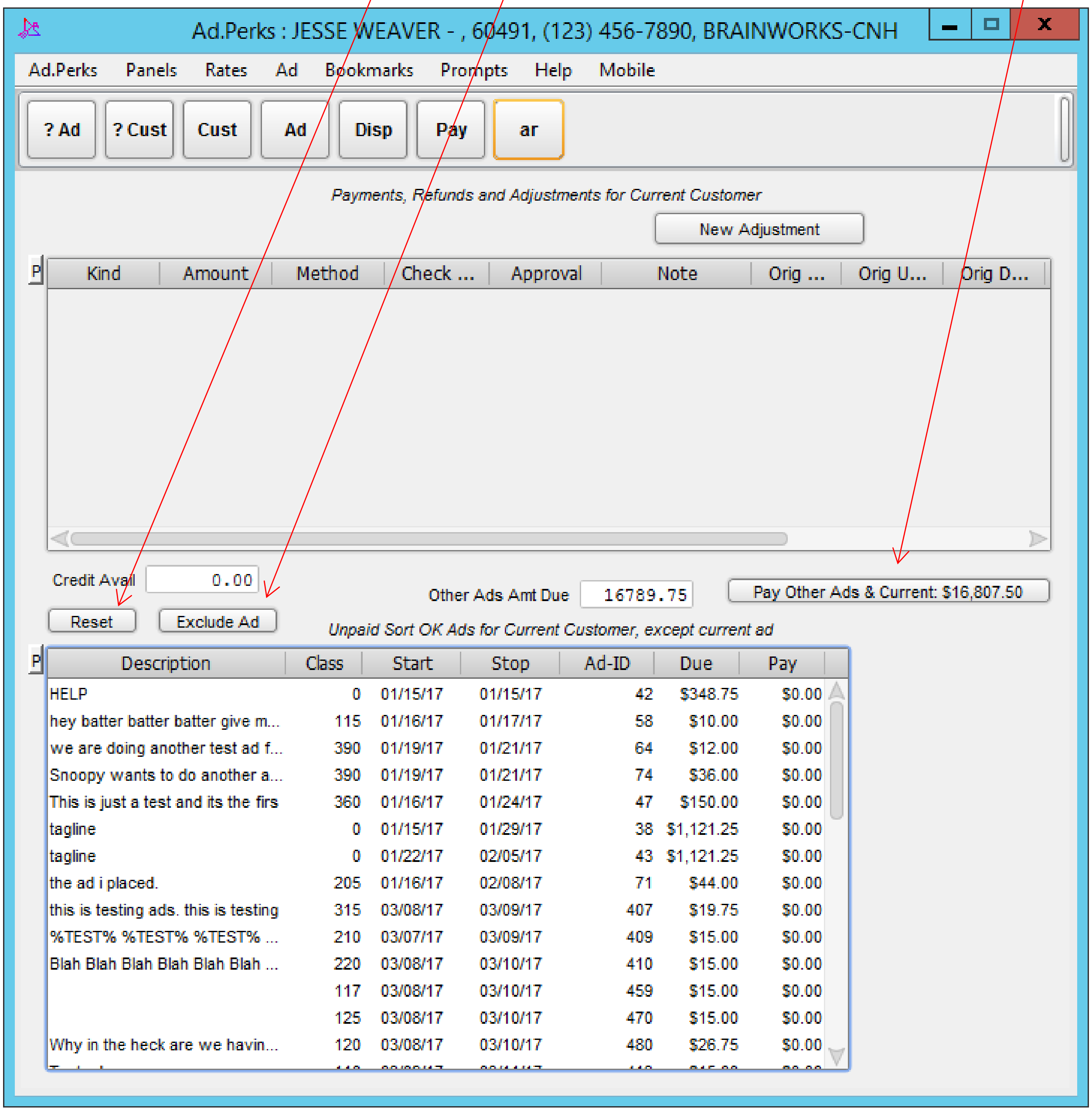


The bottom portion of the **ar** panel will show all ads available for payment. If you wish to pay all but one or two, then highlight the ads you want to exclude and click **Exclude Ad.**

If you wish to pay all ads and have finished excluding any ads you may not want to pay, then click **Pay Other Ads & Current $ xxx.xx."**

If during the selection process you'd like to start over, click **Reset.**

Once you have selected which ads you'd like to pay, the following screen appears. From here, the procedure is the same as a regular single ad payment.



~~MAKE GOOD~~

~~The procedure for make good for classified liners is as follows.~~

1. ~~If the text of the ad needs to be corrected, correct on the original ad id.~~
2. ~~Pick up on a new ad for the make good day. Select **Ad, Pickup Ad**. Enter the make good Start Date and number of days.~~
3. ~~On the DISP panel, enter the applicable makegood discount in the field **Discount** - make good Reason Code. Enter the original ad id in the Override Reason Note and then click OK.~~
4. ~~Ensure the ad rates correctly.~~
5. ~~Save the Ad.~~

CLEAR AD FROM SCREEN

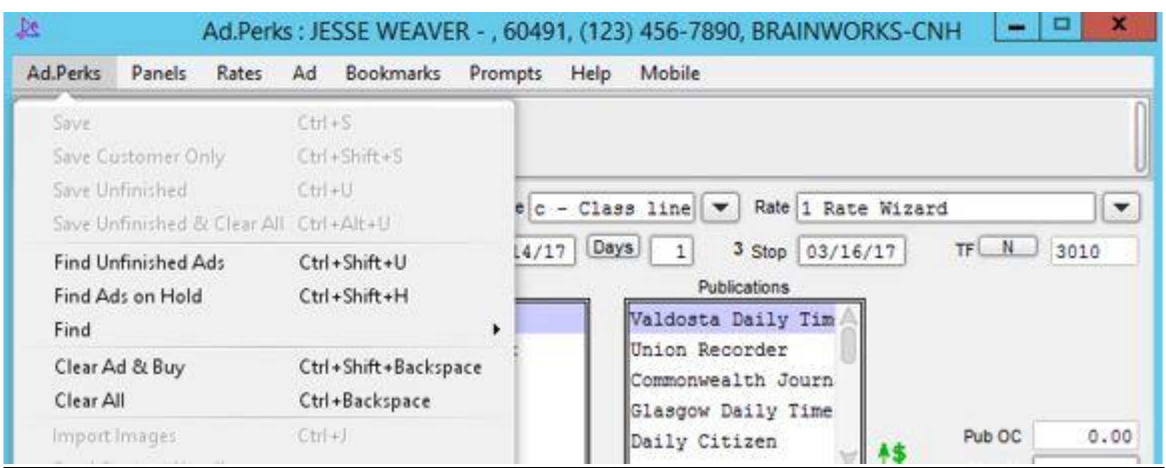
You may save an ad as often as desired, until satisfied with all aspects of the ad.

To start a new ad for the same customer:

1. Click on the **Ad.Perks** menu option at the top of the screen.
2. Scroll down and click on **Clear Ad & Buy.**

To look for a new customer:

1. Click on the **Ad.Perks** menu option at the top of the screen.
2. Scroll down and click **Clear All**

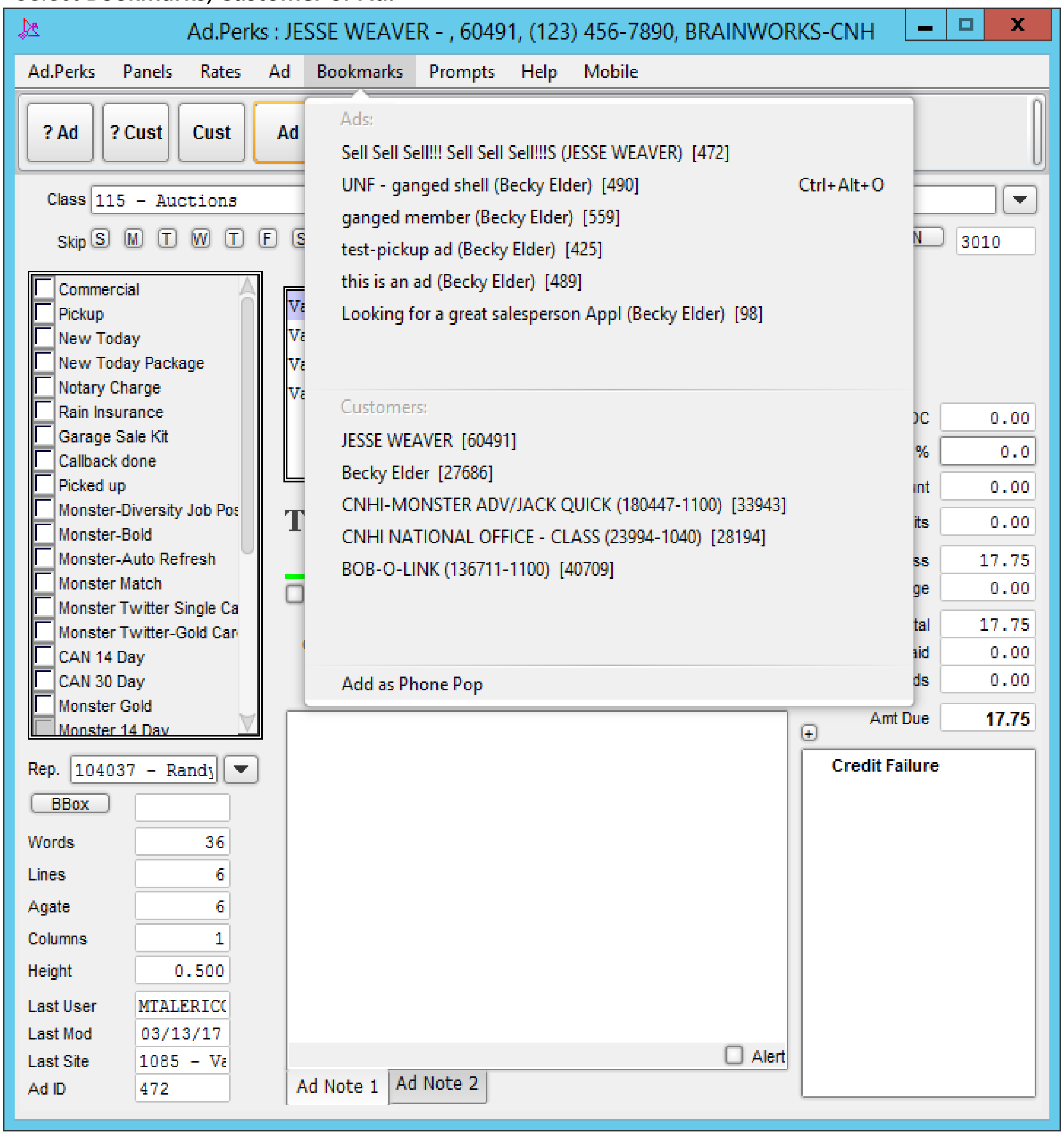


BOOKMARKS

On the Ad.Perks menu, you will see an option called Bookmarks. The last nine customers and nine ads are listed here as a way to quickly retrieve them.

To select either a customer or ad:

1. Select **Bookmarks, Customer or Ad.**



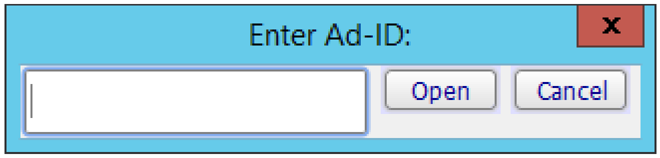
Important Note: Bookmarks are saved in the \Ad.Perks\ dat file

Opening an Ad when you know the Ad Number

If the ad number is known:

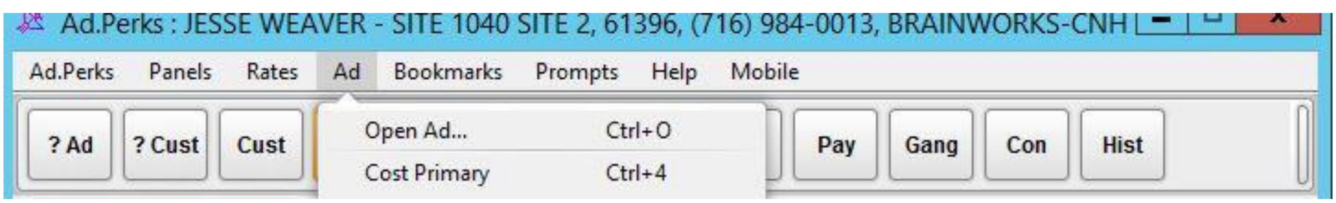
2. Hold down the **Ctrl** key and press the letter **O**. This will populate the "**Enter Ad-ID**" box.

3. Enter the ad number into the "**Enter Ad-ID**" box and click Open.



MODIFYING AN AD

1. Pull up the existing ad that is to be modified.
2. Select **Ad** from the menu options.
3. Select **Open Ad** from the dropdown listing.
4. After modifying the ad accordingly, Re-Cost the ad.
5. Re-Save the ad.



Important Note: if you used the DATA Panel to create the ad and then you modify the ad text in InDesign, you MUST copy the correct text back to the web form so that the web feed is correct.

KILLING CLASSIFIED ADs

There are two ways to cancel an ad which are contingent upon:

- NO insertions have begun running yet.
- Insertions that have published at least one day already.

Also, the customer credit rating creates a difference in killing an ad for:

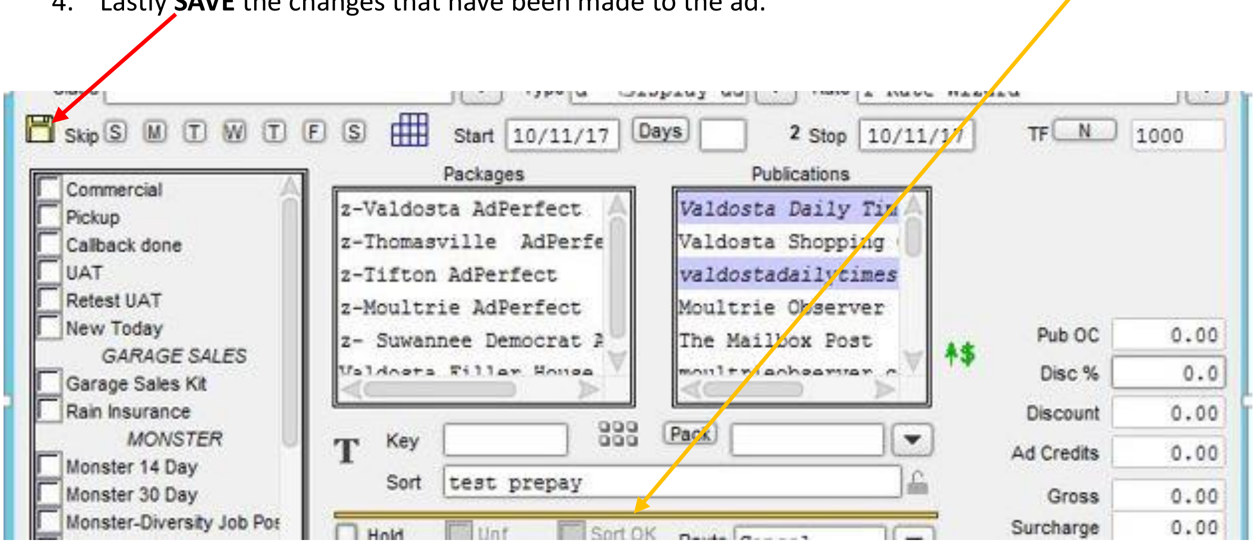
- Pre-Pay Customer
- Customers with established credit

Billable Customer – killing an ad where NO insertions have begun running yet

1. Locate the ad in Ad.Perks.
2. In the **Ad** panel, locate the **Route** dropdown field, and change the selection from Sort to **Cancel**.

*After the Route dropdown has been changed to **Cancel**, notice that the Sort Bar changes color to GOLD with a thin Black border. This serves as a visual indicator of canceling an ad.*

3. **Re-cost** the ad.
4. Lastly **SAVE** the changes that have been made to the ad.



<u>Pre-Pay Customer – NO insertions have begun running yet</u>

1. Locate the ad in Ad.Perks.
2. ☑ **<u>HOLD</u>** on the ad in the **Ad** panel. *See page 28 for HOLDs.*
3. **Refund** the customer.

If the user attempts to kill an ad as if it were a billable customer, a popup error box will inform the user that the ad must be refunded before changing the route field to Cancel.

   i. If the customer prepaid by credit card, then the ad taker can make the refund through the **PAY** panel

   ii. If the customer prepaid by cash or check, then the refund must be processed by Accounts Receivable.

4. After refunding the customer, change the **Route** field selection in the **Ad** panel from Sort to **<u>Cancel</u>**.
5. **Re-cost** the ad.
6. Lastly **SAVE** the changes that have been made to the ad.

<u>Billable Customer – killing an ad when insertions have published at least one day</u>

1. Locate the ad in Ad.Perks.
2. In the **Ad** panel, click on the **<u>Stop Sign</u>** to the right of the Stop Date, which will populate a box prompting when to stop the ad.
3. Input the <u>stop date</u> accordingly, which is the <u>last day the insertion will run.</u>
   - Always leave the "Keep stopped Inserts" ☑.
   - Always leave the "Put in Stopped Early Queue" ☑.
   - *Keeping these 2 choices ☑, allows a customer to change their mind. This in turn enables the ad taker to simply re-click the Stop Sign to un-stop the ad, turning the ad back to Sort OK.*

The Stop Sign will have a check mark in the center indicating that the STOP insertion process is complete.

If the Stopped insertions need to be reversed back, simply click on the Stop Sign with the Checkmark.

If the date isn't specifically input, then the field will default to today's date. This does NOT recognize deadlines, but it also will not cancel any date that has been sorted and placed.

Killing a LEGAL Ad that has published at least once

Once a LEGAL ad has published at least one day, and you wish to stop the ad:

- Open the LEGAL to be cancelled.
- Click on the **Stop Sign** to the right of the Stop Date.
- ☑ *"Keep Stopped Insertions but don't Paginate them"*
- Re-Cost the ad
- ☑ The appropriate OC Cancellation checkbox.
- Re-Cost the ad
- Refund the remaining money *(for PRE-PAY Customers)*
    - In PAY panel, select "New Refund" button
    - ☑ (4) Credit Account
    - Input *"Legal Early Cancellation"* into the Note field.
- Save the ad

Killing a LEGAL Ad that has never published

For Legal ads that have not yet published, the Stop Sign will **NOT** be available.

- Open the LEGAL to be cancelled.
- Change Route field from Sort to **Cancel**
- Refund money to customer account
    - In Pay panel, select "New Refund" button
    - ☑ (4) Credit Account
    - Input *"Legal Early Cancellation"* into the Note field.
- Notify accounting of the cancellation and the applicable 50% cancellation fee.

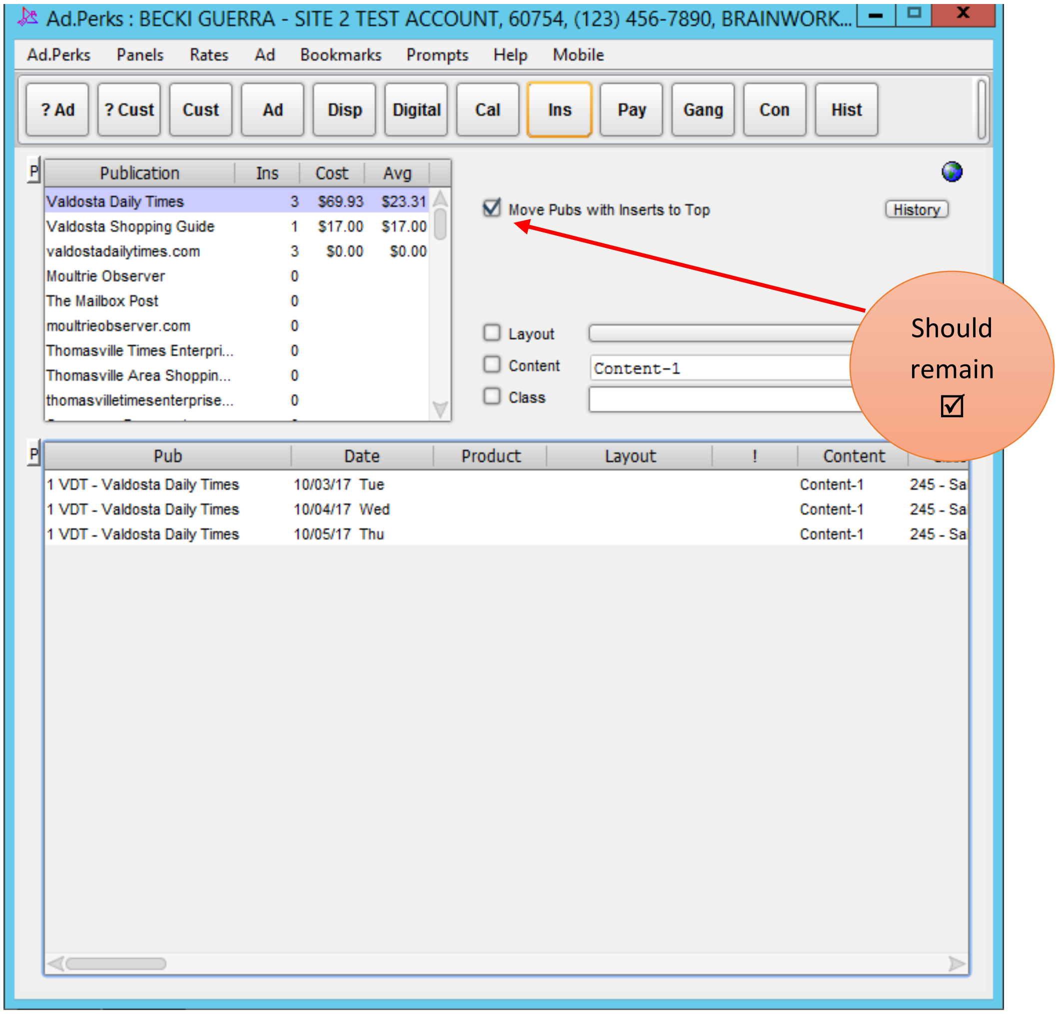
Accounting:

- Find customer account of LEGAL to be cancelled.
- Navigate to the DISP panel
- Control "e" and select **SGA – Misc Legal Charges**
    - Select Misc – Miscellaneous as the Ad Type *(auto-populated with common)*
    - Input *"ad # cancel fee"* for the description field. *(specifically the ad number of the canceled ad)*
    - Unselect Product and Pagination. *(auto-unchecked with common)*
- Apply an Override
    - Select "I" from the dropdown.
    - Input the amount in the Flat field.
    - Select *"Misc – Misc Revenue"* as the Reason Code.
- Select a date from the Calendar.
- Pick a Publication appropriately from the chooser that populates.
- (For PREPAY) In Pay panel, pay for the ad from the customer account (as opposed to CC, Check, or Cash)
- Save the ad

Refund the remaining money paid via A/R.

INS PANEL

In the **Insertion** panel, the user can see a breakdown of the cost of each ad, including the total cost for each publication, the average cost for each insert in each publication, and all modifications to its gross cost, such as all site-specific other charges.



NOTE: Make certain to always keep the *"☑Move Pubs with Inserts to Top"* checked

The Publication Table at the upper left of the panel provides at a glance the number of inserts of an ad that have been scheduled in each Publication, plus the Pub-Independent Costs, which always is shown at the top of the list. The primary Publication selected in the Ad panel will be highlighted by default. It also provides three other important pieces of information:

1. Inserts — the number of inserts scheduled in that publication.
2. Cost — the total cost of all inserts scheduled in that publication.
3. Avg — the average cost of an insert for the publication. This value is the Pub Cost divided by the Inserts, rounded to the nearest cent.

The user can reorder and resize the columns in the Publication Table. The user also can resort the contents of any column.

To reorder the columns, click on the name of any column, hold down the mouse, drag left or right to the desired location and release the mouse. Repeat until all columns are ordered as desired. Once reordered, columns will remain in that order for subsequent searches in this panel, even the next time you launch Ad.Perks, until you change the order again.

To resize columns, move the mouse over the vertical line between the names of any two columns. When the cursor turns into a double arrow, hold down the mouse and drag the mouse to the left or right until the column is the desired size. Repeat until all columns are sized as desired. Once resized, columns will remain in those sizes for subsequent searches in this panel, even the next time you launch Ad.Perks, until you change the sizes again.

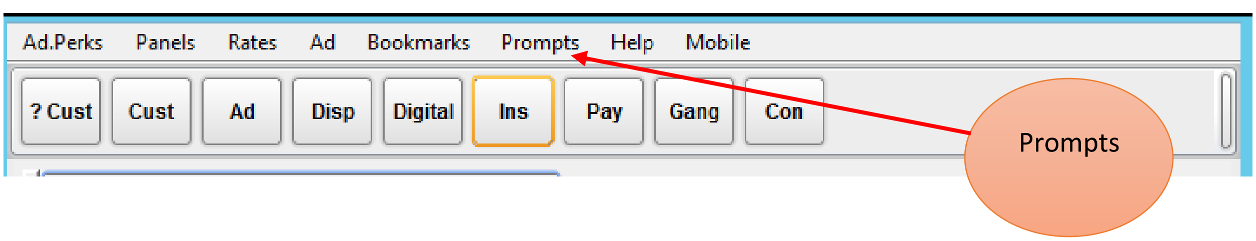
To resort the contents of a column, click on the name of the column. The contents of the column now will be displayed A through Z for alphabetical content and 0 through 9 for numerical content. Click on the name of the column again. The contents now will be displayed Z through A for alphabetical content and 9 through 0 for numerical content.

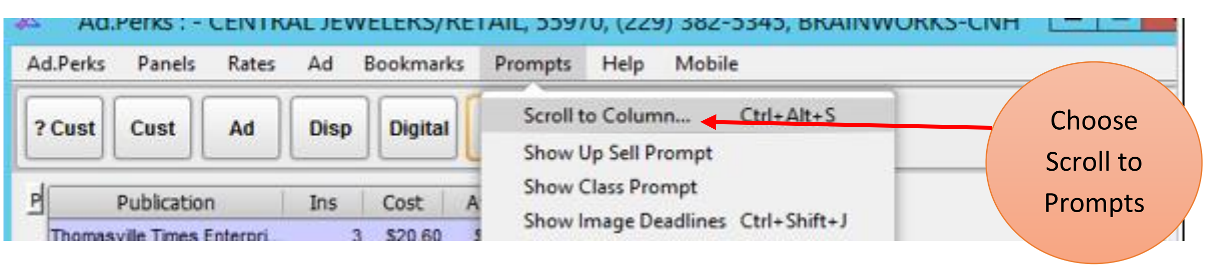
When you click on a publication in the Publication Table at the top of the panel, all of the inserts of the ad for that publication are shown in the Inserts Table at the bottom of the panel. More than 40 pieces of information about each insert may be shown.

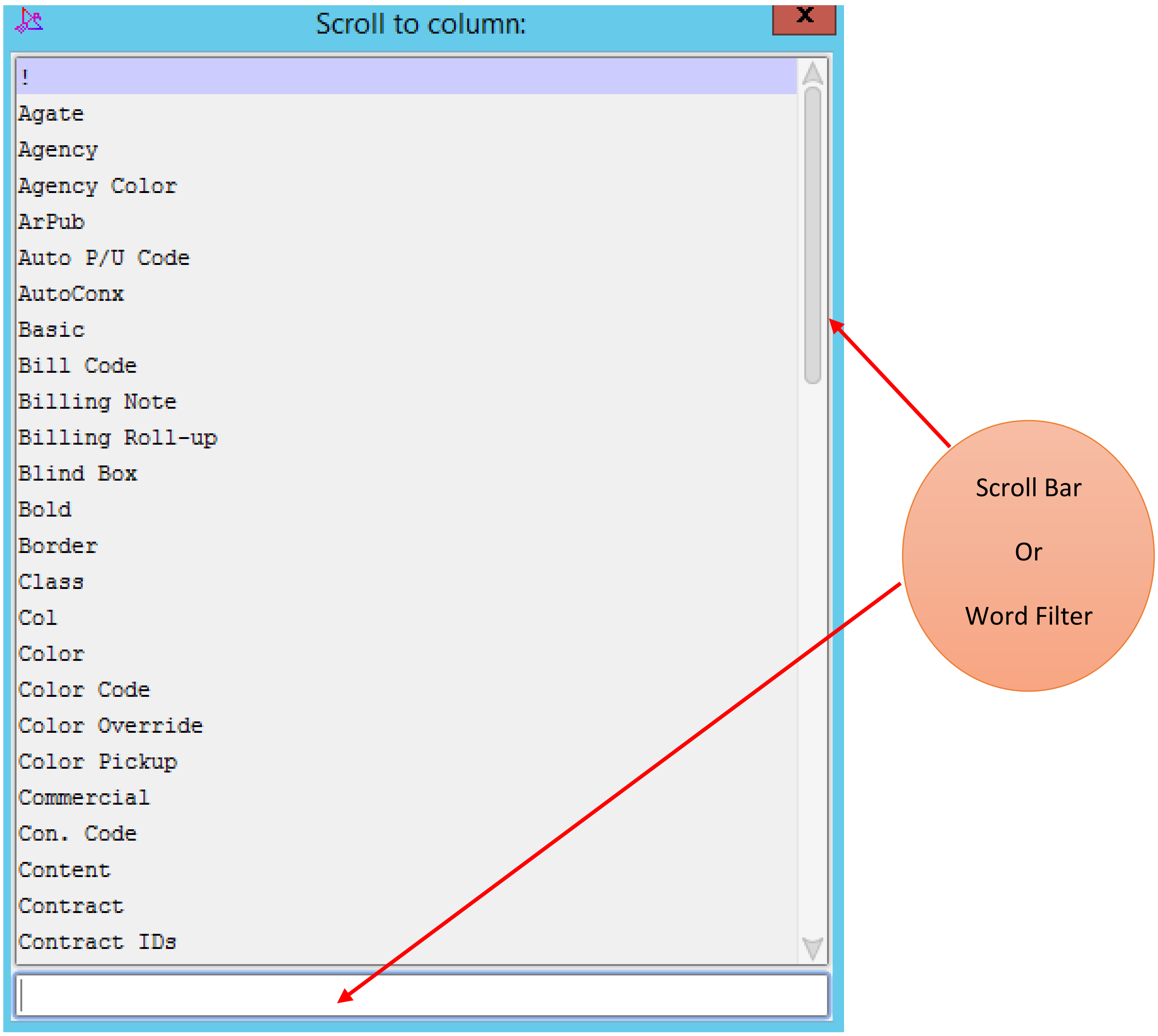
To see all the available information, click on the scroll bar beneath the Insert Table and drag to the right until you can see all desired columns.

Scroll to Column

You can use **Scroll to Column** under **Prompts** in the **INS** panel to find the columns easier in this panel. Go to the prompts menu, select scroll to column, and you can search for the column or word here.

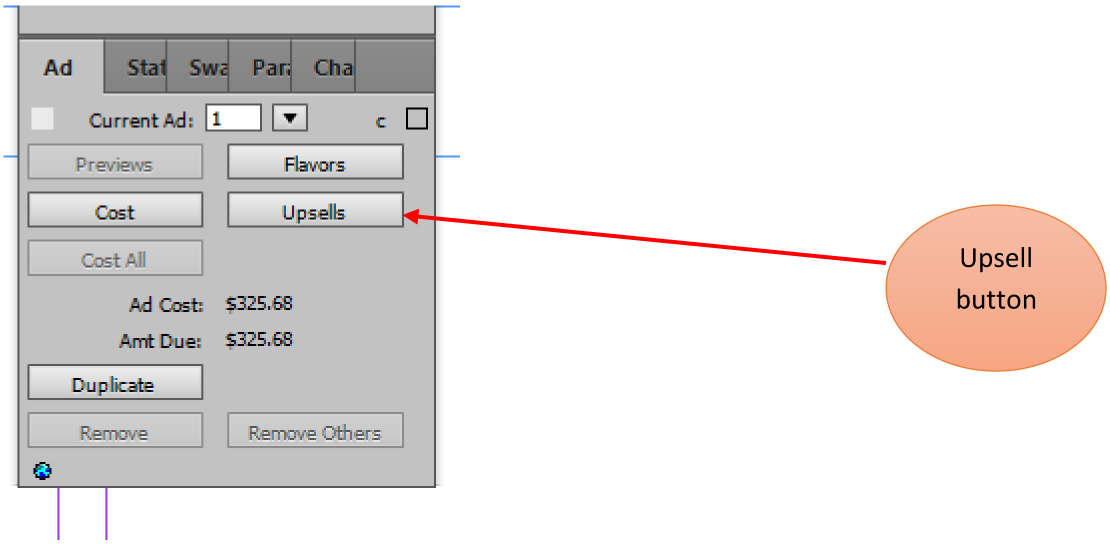


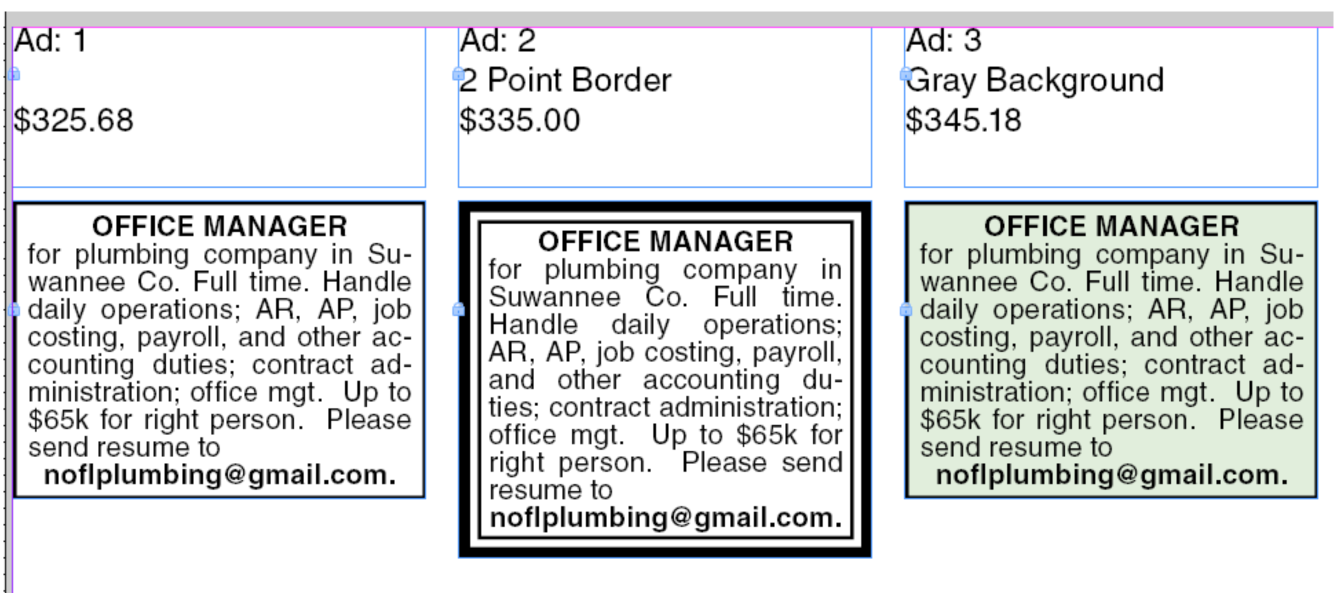



Scroll to column:
!
Agate
Agency
Agency Color
ArPub
Auto P/U Code
AutoConx
Basic
Bill Code
Billing Note
Billing Roll-up
Blind Box
Bold
Border
Class
Col
Color
Color Code
Color Override
Color Pickup
Commercial
Con. Code
Content
Contract
Contract IDs
Scroll Bar
Or
Word Filter

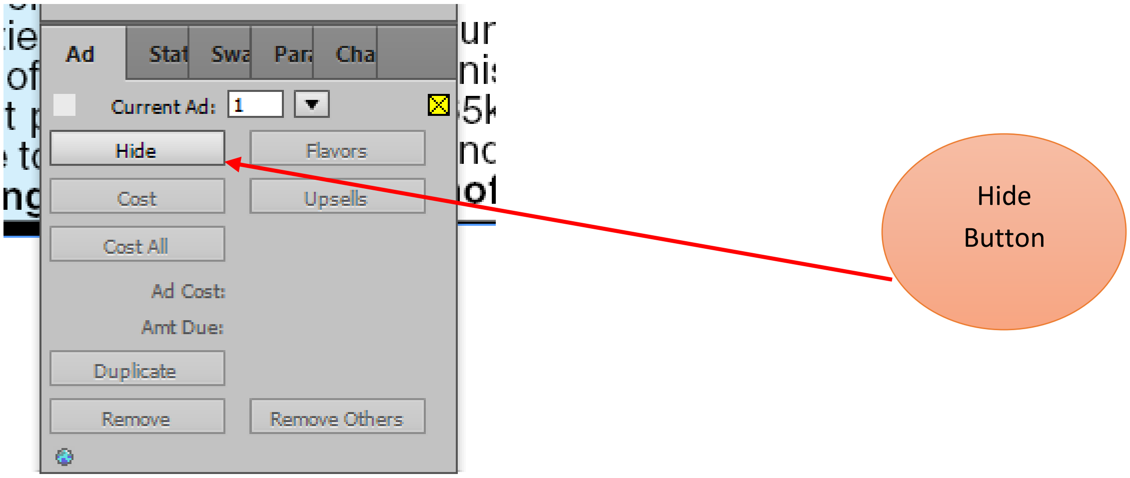
Upsells – in INDESIGN

When sending an ad proof to a customer, the system will generate multiple options for the customer to choose from. These options will feature multiple upsells.



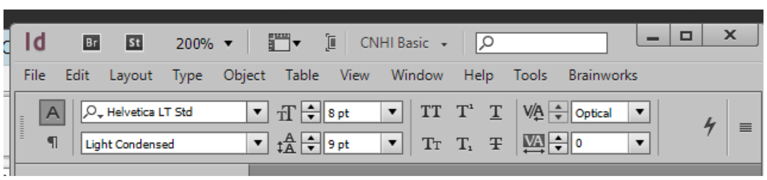


Hide your upsells you click the Hide button.

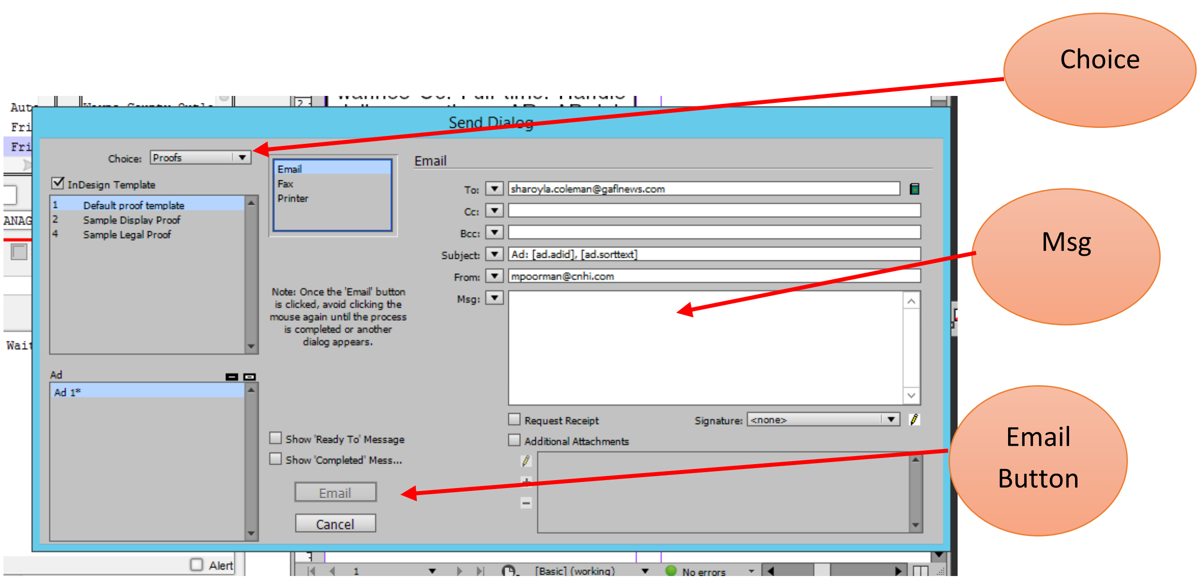


Emailing your proof

Emailing a proof of your ad to your customer. While in InDesign go to Brainworks, choose, Email.

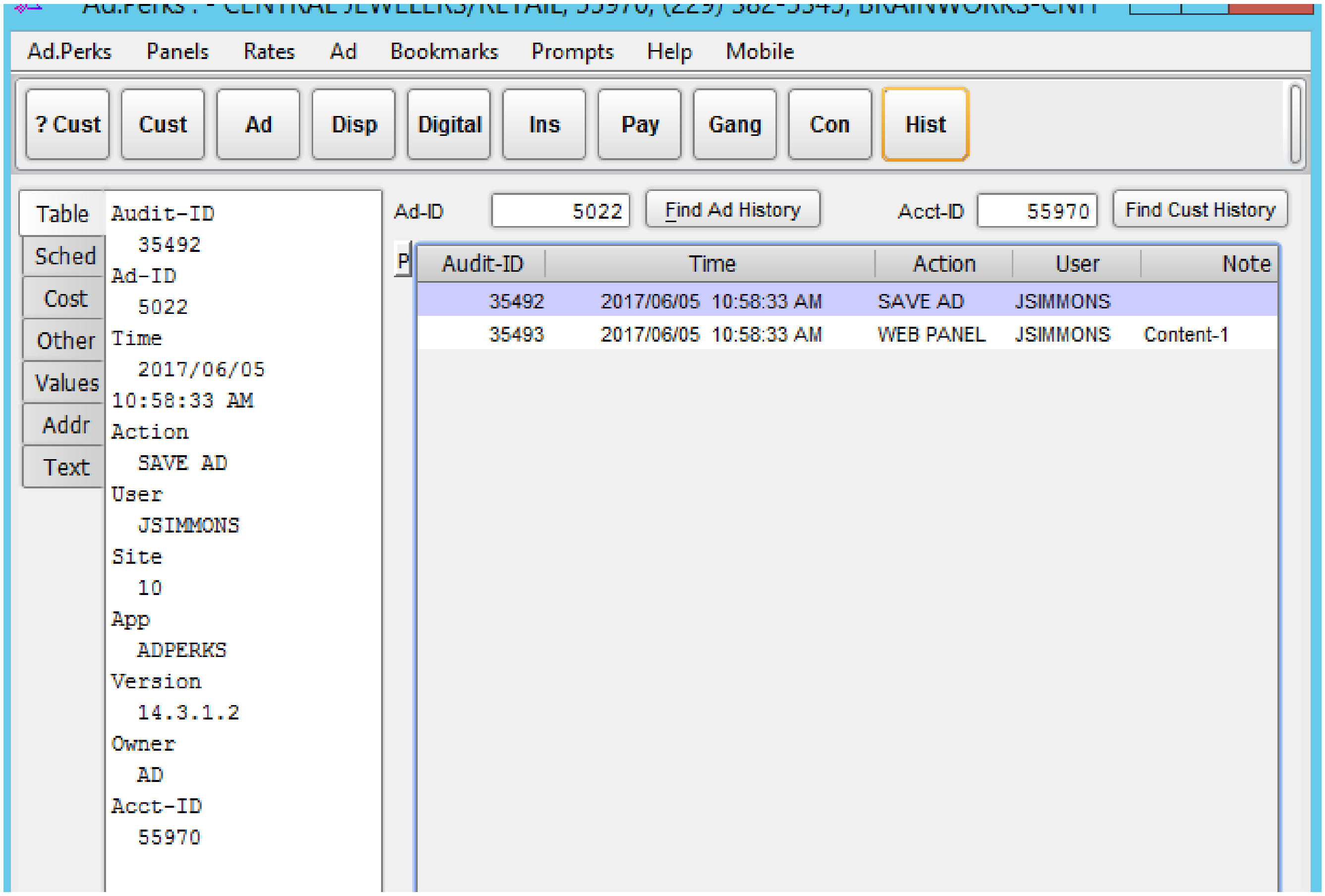


Click the choice to be proofs and choose the Default proof template. Enter the email address of your customer. You must put something in the Msg: example (proof) and then you can click the email button.



Hist Panel

This panel will show you both history of the current ad loaded, and will show you customer history as well.



To see Ad History:

- Ensure that the ad number is in the AD-ID field, then click Ad History.

There will be a line for each audit record for the ad, including when the ad was saved, when queues were set for the ad, when proofs and receipts were generated, and when ads are released from the queue.

- If you hold down the Control key while clicking Ad History, you will also be able to see information about the sorting and placement of the ad.

To see the details of each entry:

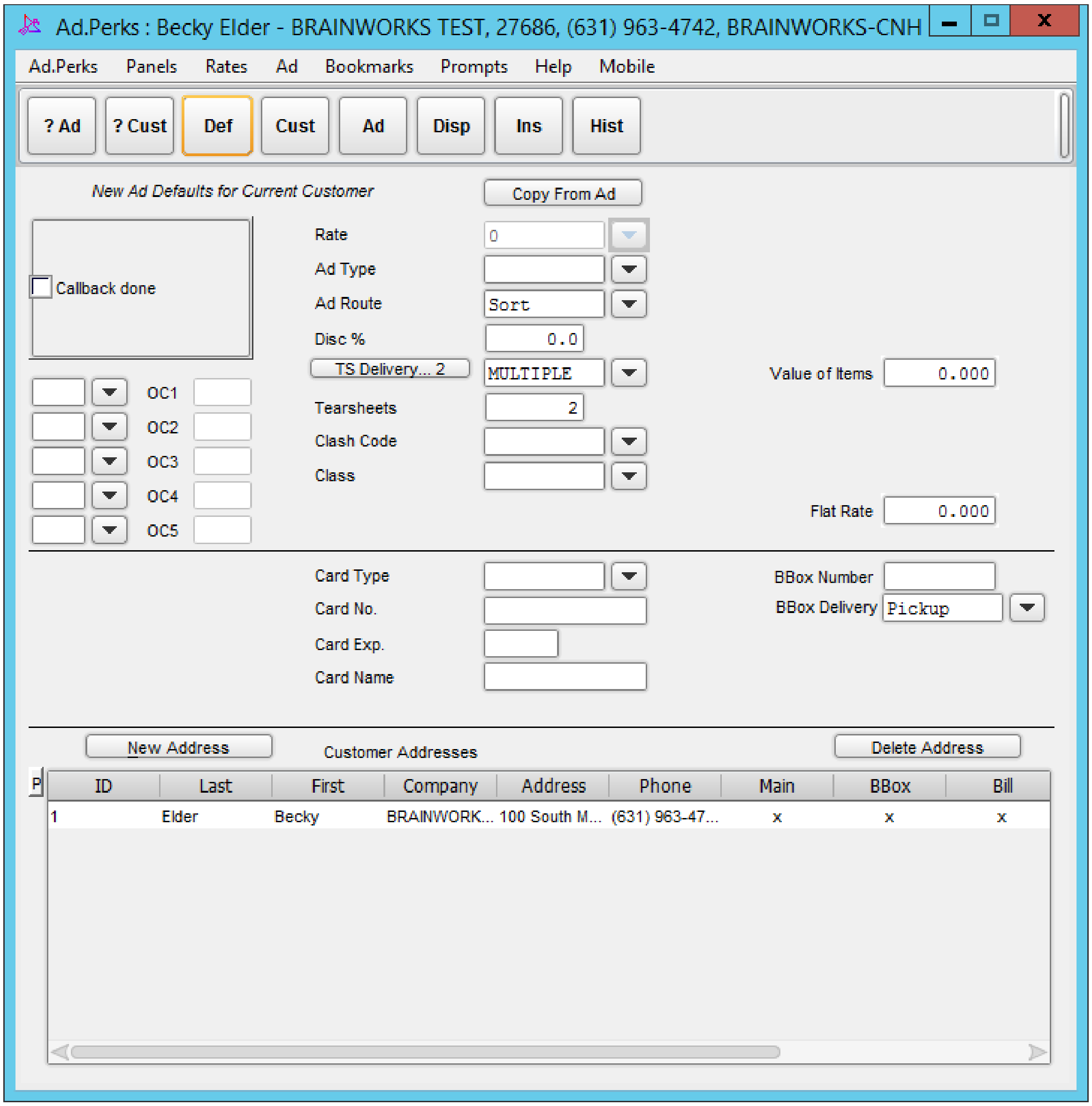
- Click once on the entry to highlight it, then using the tabs on the left side of the screen, you may look at different audit information.

This panel is very helpful in determining information about why an ad was put on hold, who released it, was a proof generated for a customer and when and did it transmit successfully. Please refer to the Ad.Perks User C manual for further details about this panel.

DEF PANEL

This panel is where you may view, set up or modify defaults by customer.

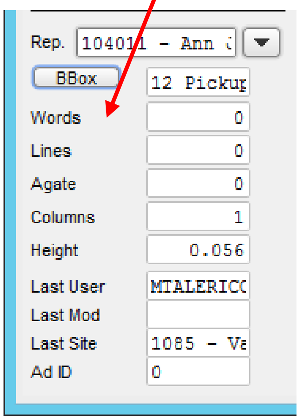
Defaults panel settings override user preferences. So, if a user has a default ad type but makes a new ad for a customer with a different ad type in the customer's Defaults panel, the rate in the Defaults panel will be displayed.



Please contact your site super user or your supervisor if you have questions regarding what would be appropriate to save as a customer default.

Blind Box

If the customer wants to add a **blind box** to their ad, this option is provided directly below the CUST Panel Checkboxes on the left hand side of the **Ad** Panel.

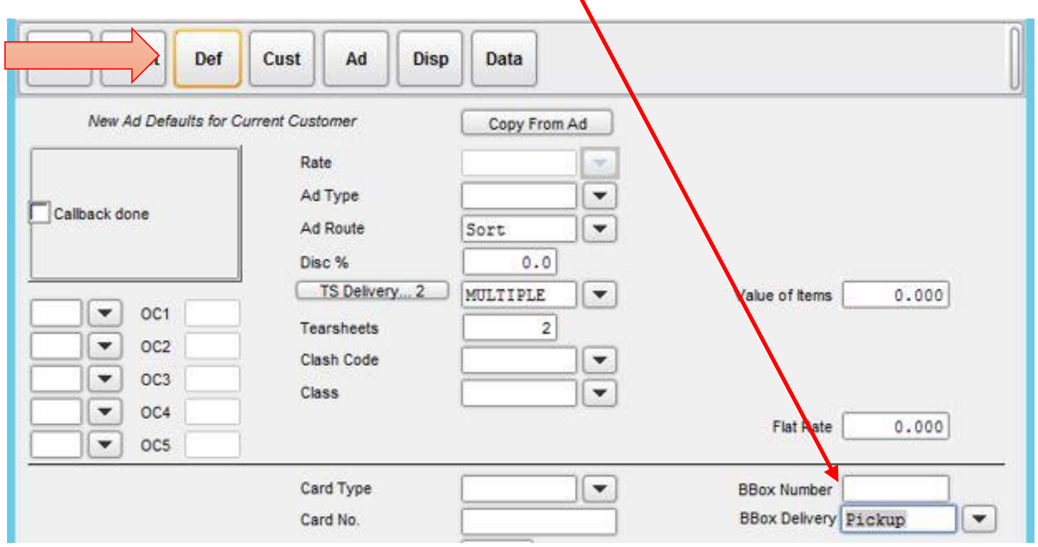


To apply the **Blind Box** upon customer request:

1. Click the **BBox** button.
   - A box number will automatically be assigned, along with a delivery method.
   - Continuously click the **BBox** button until the desired delivery method is displayed.
     i. **1** click for **# Mail**, **2** clicks for **#Pickup, 3** clicks for **# Delivery, 4** clicks for **# E-mail, 5** clicks for **# Fax**
     ii. **6** clicks will populate a '**Blind Box Change'** warning, prompting the user to either
       - change the blind box to Mail
       - <Or> turn off the blind box (**No Blind Box)**.

2. Once the Blind Box has been assigned, place cursor in InDesign where the copy is to be inserted.
3. With the pointer within the text box of InDesign, click "F4" to populate the **Use Memory**
4. Select the appropriate Blind Box number
5. click OK

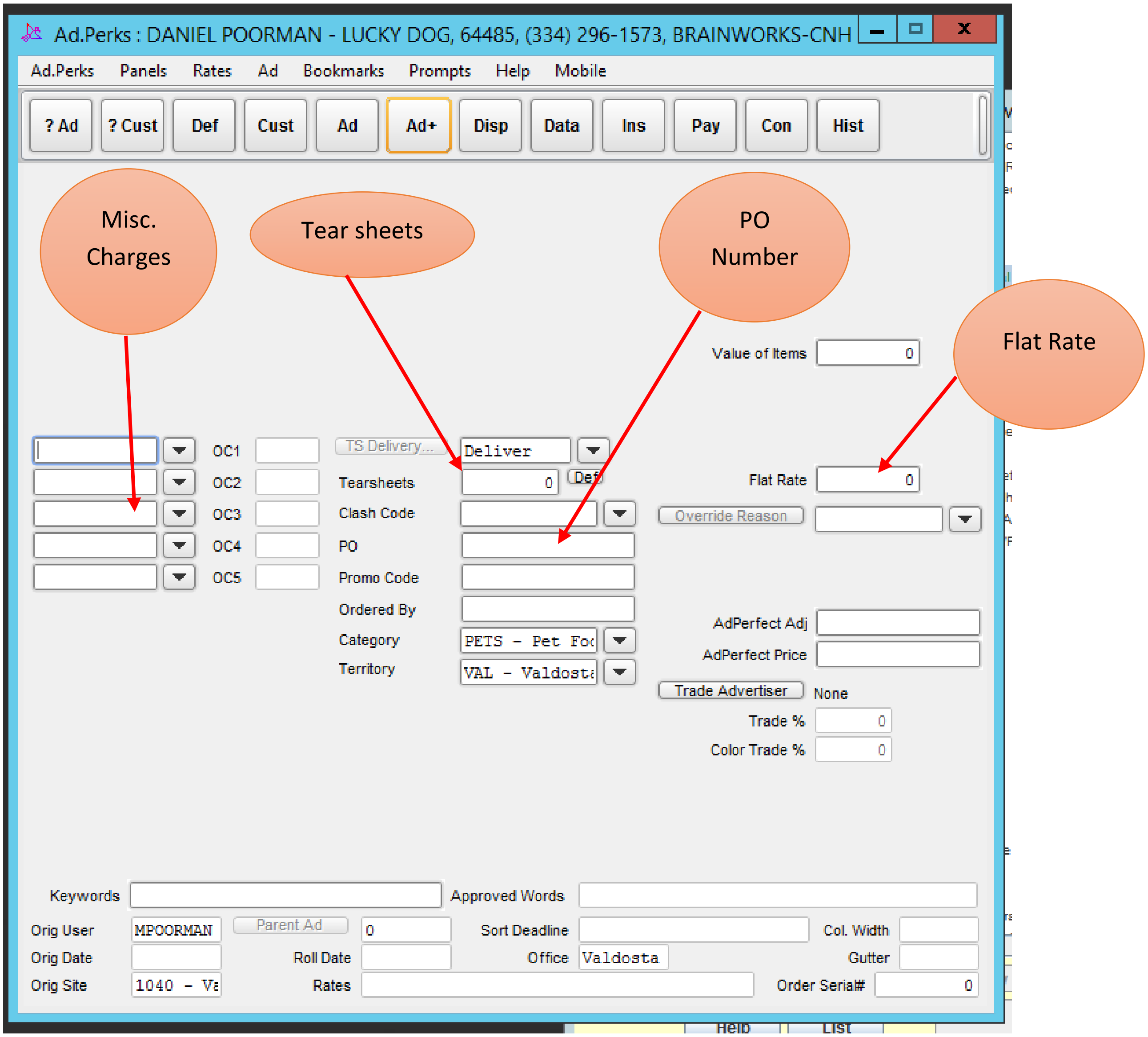
A blind box may be assigned to a customer so that every time they place an ad with a blind box the box number will always remain the same. Assigning a permanent Blind Box number is applied in the Def panel.



Ad+ Panel

The **Ad+** panel is used to:

- Apply Other Charges to an ad by selecting from the dropdown selectors **OC1 – OC5**. *e.g. booth, or electrical outlet charges.*
- Select a Tearsheet Delivery method to an ad.
- Input the Number of Tearsheets to be delivered to the customer.
- Input the Purchase Order number assigned to an ad.
- Apply a **FLAT Rate** to Classified Ad Order entry *(see page for more information)*



APPLYING A FLAT RATE OVERRIDE TO THE COST OF CLASSIFIED AD

For Ad types used in the Classified Ad order entry (Ad panel), **Ad.Perks** provides an option of applying a **Flat Rate / Override** to:

a) the cost per ad (**Ad+** panel)
b) the cost per insertion (**Disp** panel)

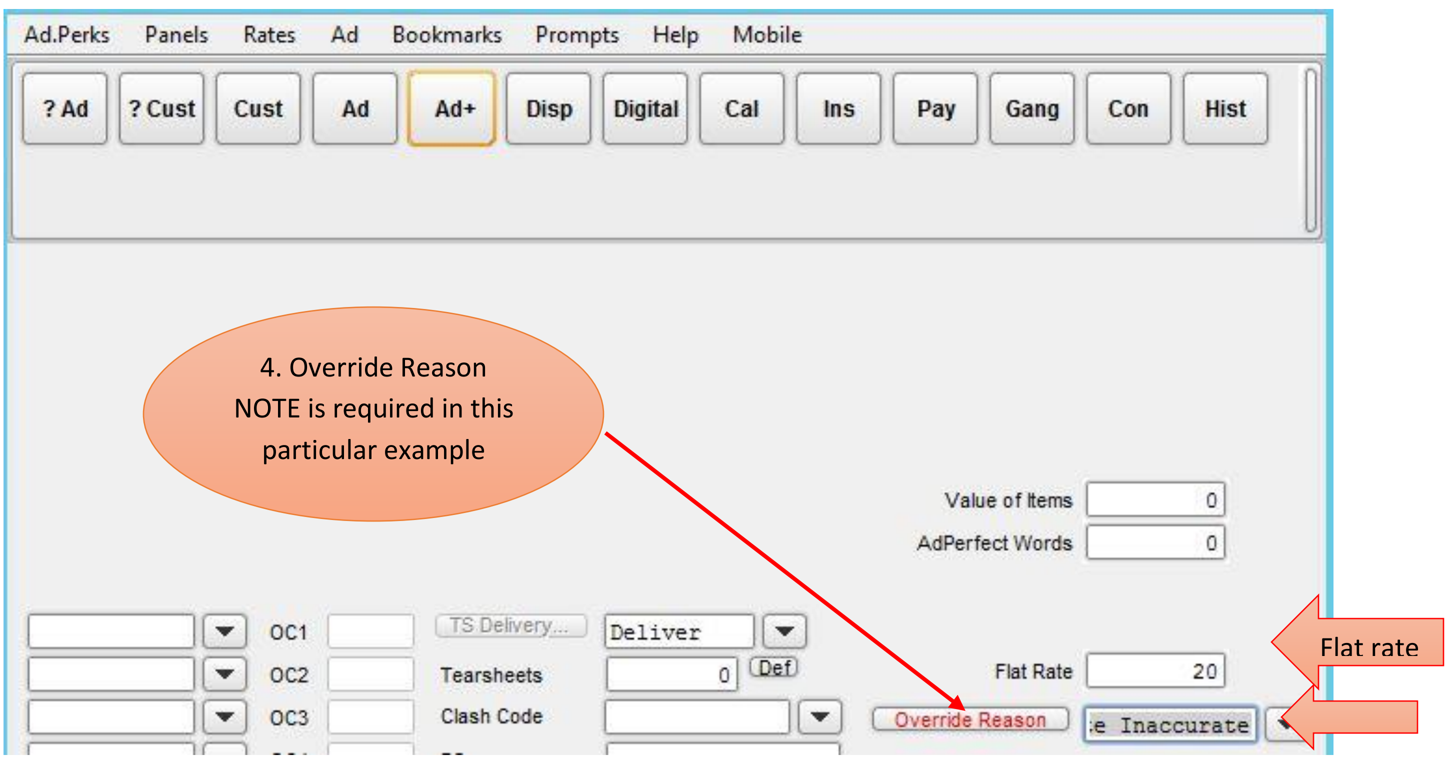
(a) Apply to the cost of an Ad using the Ad+ panel

A Flat Rate / Override to the cost of an ad can be applied to an existing ad that has not yet begun running, or applied during the process of creating a new ad. There is NO specific placement within the steps of creating a new ad when applying an override to the ad.

To apply a Flat Rate / Override:

1. Open the **Ad+** panel.
2. Enter the Flat Rate dollar amount directly into the **Flat Rate** field.
3. Select an **Override Reason** CODE accordingly from the dropdown selector.
4. If applicable, provide an **Override Reason** NOTE. If the Override Reason button turns red after selecting an Override Reason code, then click on the Override Reason button and manually type in an Override Reason Note accordingly.

If the Flat Rate Override is being applied after initially costing the ad, then remember to ***re-cost*** *the ad and* ***save*** *the ad.*

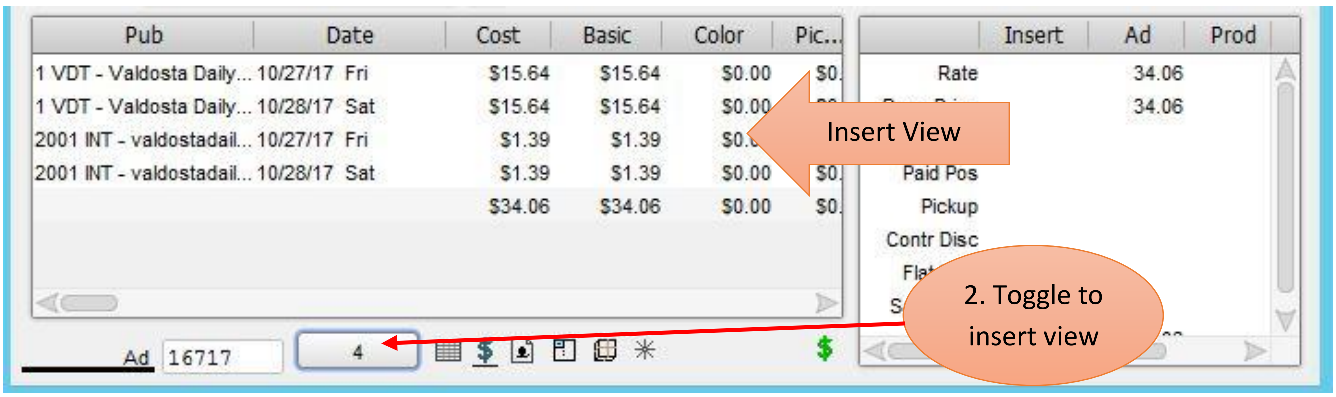


(b) Apply to the cost per Insertion using the Disp panel

A Flat Rate / Override to the cost per insertion can be applied to an existing ad that has not yet begun running, or during the process of creating a new ad. UNLIKE applying to the cost of an ad, there is a specific placement within the steps of creating a new ad, when applying an override per insertion.

To apply a Flat Rate / Override:

1. Navigate to the **Disp** panel.
2. Change the view at the bottom of the panel to the Insertion View by toggling the View button. Each insertion should now be listed in view.

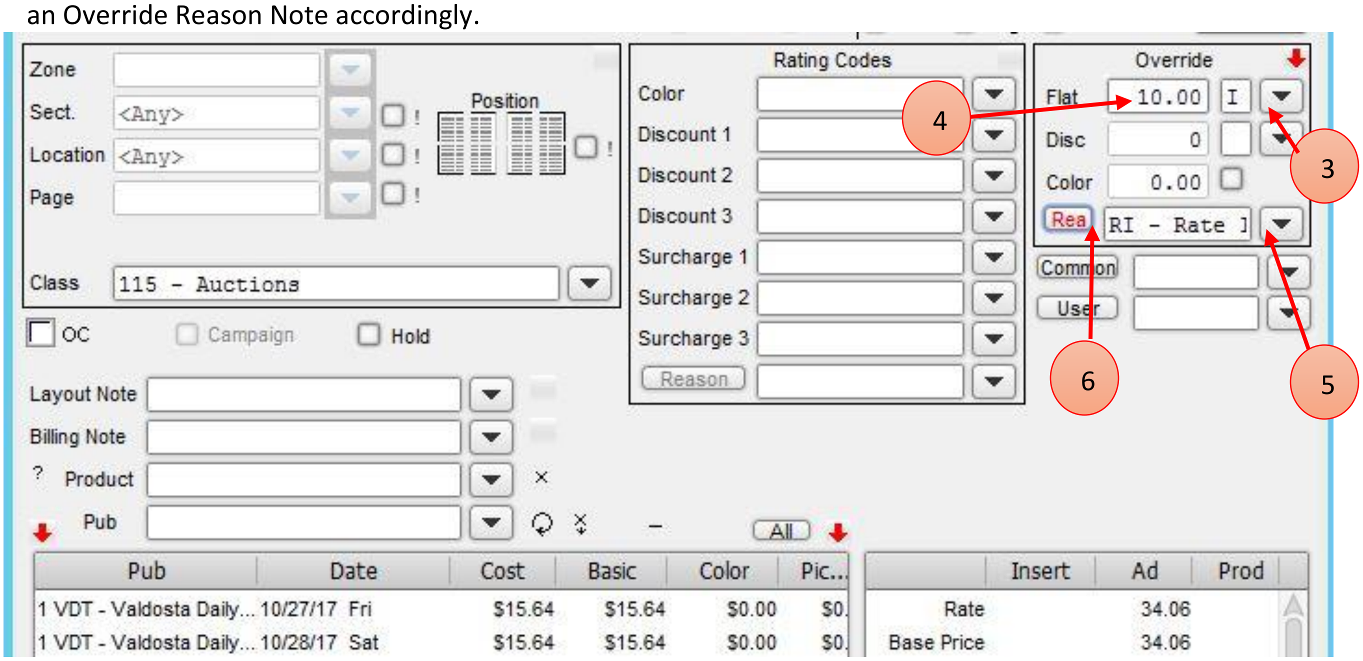


3. In the Override area, select an **"i"** from the dropdown selector to the right of the Flat field. Subsequent to the selection, 3 RED arrows will appear in the Disp panel.

4. Input the dollar amount of the Flat Rate Override into the Flat field.

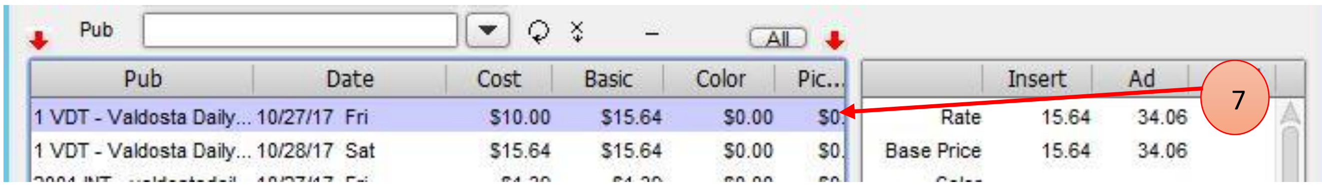
5. Select an **Override Reason** CODE from dropdown selector to the right of the Rea button.

6. If applicable, provide an **Override Reason** NOTE. If the Override Reason button turns red after selecting an Override Reason code, then click on the Override Reason button and manually type in an Override Reason Note accordingly.



7. In the Insertion View at the bottom, simply click on each insertion row to apply the Flat Rate Override accordingly. Each click will simultaneously highlight the row blue and apply the Override.

8. Once the Override has been applied to each targeted insertion, click on any of the 3 RED arrows to turn off the Override application. If this isn't turned off, an unintentional click can apply an override to a non-targeted insertion.



DUPLICATING OR CLONING ADS

DUPLICATE

- New ad with new ID created
- Exact copy of content
- For use when choosing a different Start Date, scheduled insert days

Duplicating an ad is for when a customer has called back and wants to rerun the same ad again, but for a different scheduling date or period. When an ad is Duplicated, a new ad is created, with a new Ad ID, that includes an exact copy of the content of the ad — whatever was displayed in the InDesign window — and all values of the schedule of the original ad except Start Date, Inserts or Days.

1. Locate the original ad that will be duplicated.
2. Select **Ad** in the menu options at the top of Ad.Perks.
3. Select **Duplicate Ad** from the dropdown listing**.**
4. Select the **Start Date** and **Days** for the number of inserts.
5. **Save** the duplicated ad.

CLONE

- New ad with new ID created
- Exact copy of content
- Exact schedule of Start Date and scheduled insert days
- For use when choosing a different Classification

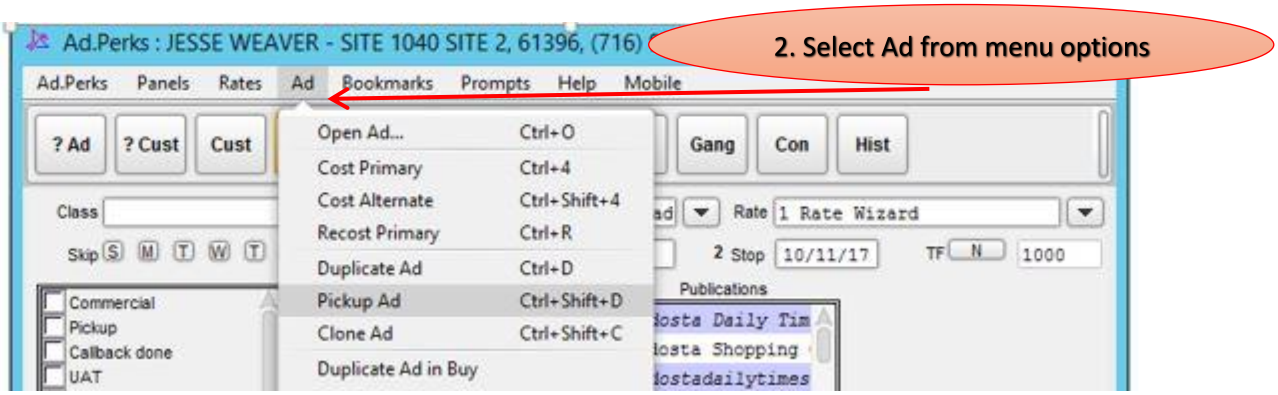
Cloning an ad is for when a customer wants to run an exact copy of contents of an ad for the same schedule inserts days as the original, but for a different Classification.

1. Locate the original ad that will be duplicated.
2. Select **Ad** in the menu options at the top of Ad.Perks.
3. Select **Duplicate Ad** from the dropdown listing**.**
4. Select the **Classification**.
5. **Save** the duplicated ad.

PICKUP ADS

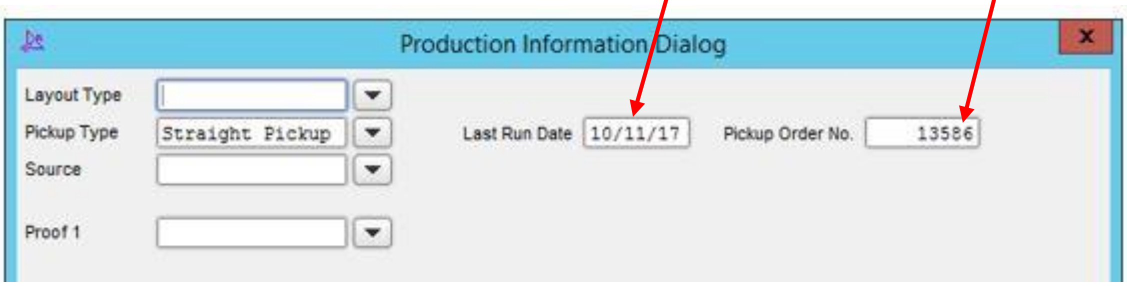
The Pick Up ad option is available for when ad takers place call backs and a customer agrees to run a previously ran ad again.

1. Locate the original ad that will be picked up
2. Select **Ad** from the menu options at the top of Ad.Perks.
3. Select **Pickup Ad** from the dropdown listing



With the selection of a **Pickup Ad**, Ad.Perks will systematically:

- Create a copy of the existing ad
- And populate the Production Box with the last run date of the original ad and pickup order number for production purposes.



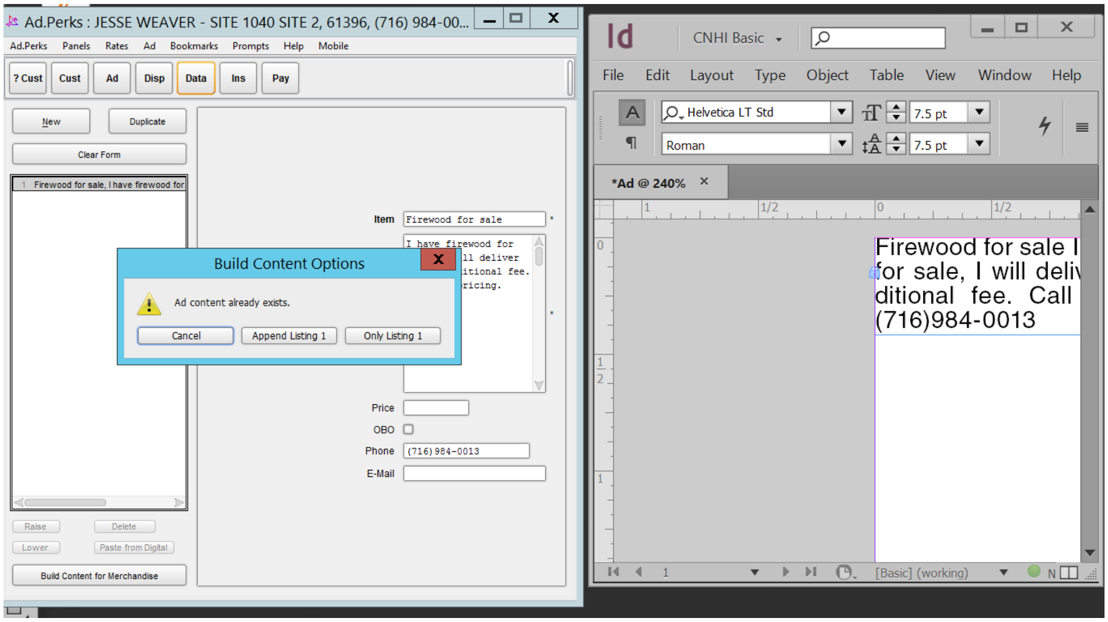
Note: It is very important to the entire ad process that you use this feature if it is truly a pickup ad so the previous ad number and production instructions transfer properly to Xpance.

5. Select the **Start Date** and number of run days from the **Ad** panel.
6. **Save** the pickup ad. When the pickup ad is first created in step 4, the ad # is listed as 0. The pickup ad is systematically provided an ad # upon clicking **Save**.

Note: An ad that was previously cancelled can NOT be picked up.

EXAMPLE OF MODIFYING AN AD USING THE WEB FORM

The description in this web form was changed. After the changes are made on the web form, the user will then click the Build Content button. The following message will appear:



Cancel – will return you to the web form to make modifications.

Append Listing 1 – will add the contents of the web form to the existing ad.

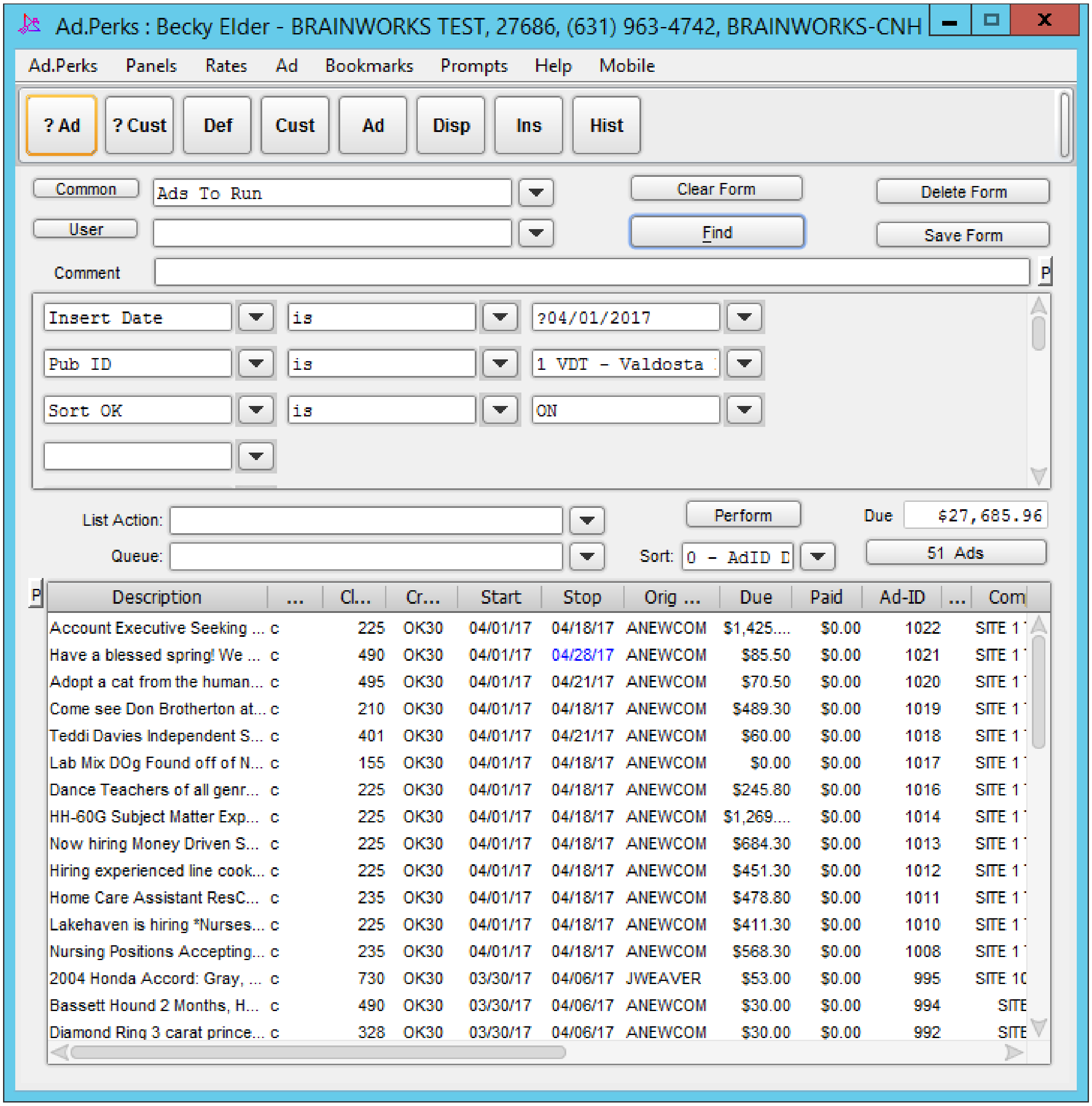
Only Listing 1 – will replace the contents of the ad with the data on the web. This method replaces the item(s) that has been changed whether that a word, etc. This method would be the most recommended.

Ensure that you verify the ad on the InDesign panel after making your selection.

*****Remember, if you change the contents of the ad on the InDesign panel, you must copy it back to the web form so the web feed is correct. CAUTION**

PRINTING CERTAIN WINDOWS IN AD.PERKS

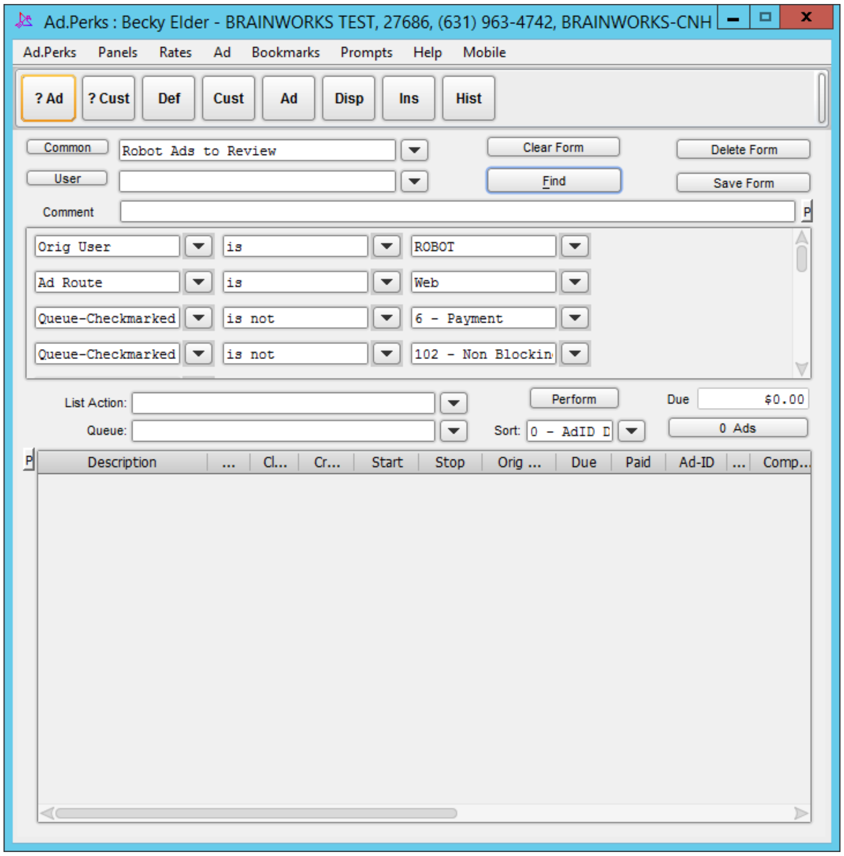
Throughout the application, you will see the letter **"P"** next to tables. This means that the information contained in that window can be printed. Click on the **P** and the following appears. You may customize the look of the printout, then print.



REVIEW ADPAY/WEB ROBOT ADS

Ads that come from both ADPERFECT, our self-serve web order entry vendors, Brainworks will automatically be placed on hold for review. To release these ads daily, use the following procedure.

1. Using the Find Ad Panel, in the Common Field, click the down arrow and select the query "Robot Ads to Review," then click ***Find***. A list of ads will appear at the bottom of the screen.



2. Click on the first ad you want to review and the screen will automatically change to the Ad Panel and you will be able to see the ad. Note: in order to view the ad, InDesign must be open and running. You will then see the ad in InDesign, next to the Ad.Perks window.

3. If the ad is okay to run Press ***F11*** to bring up the next ad. The Save dialog box will appear.

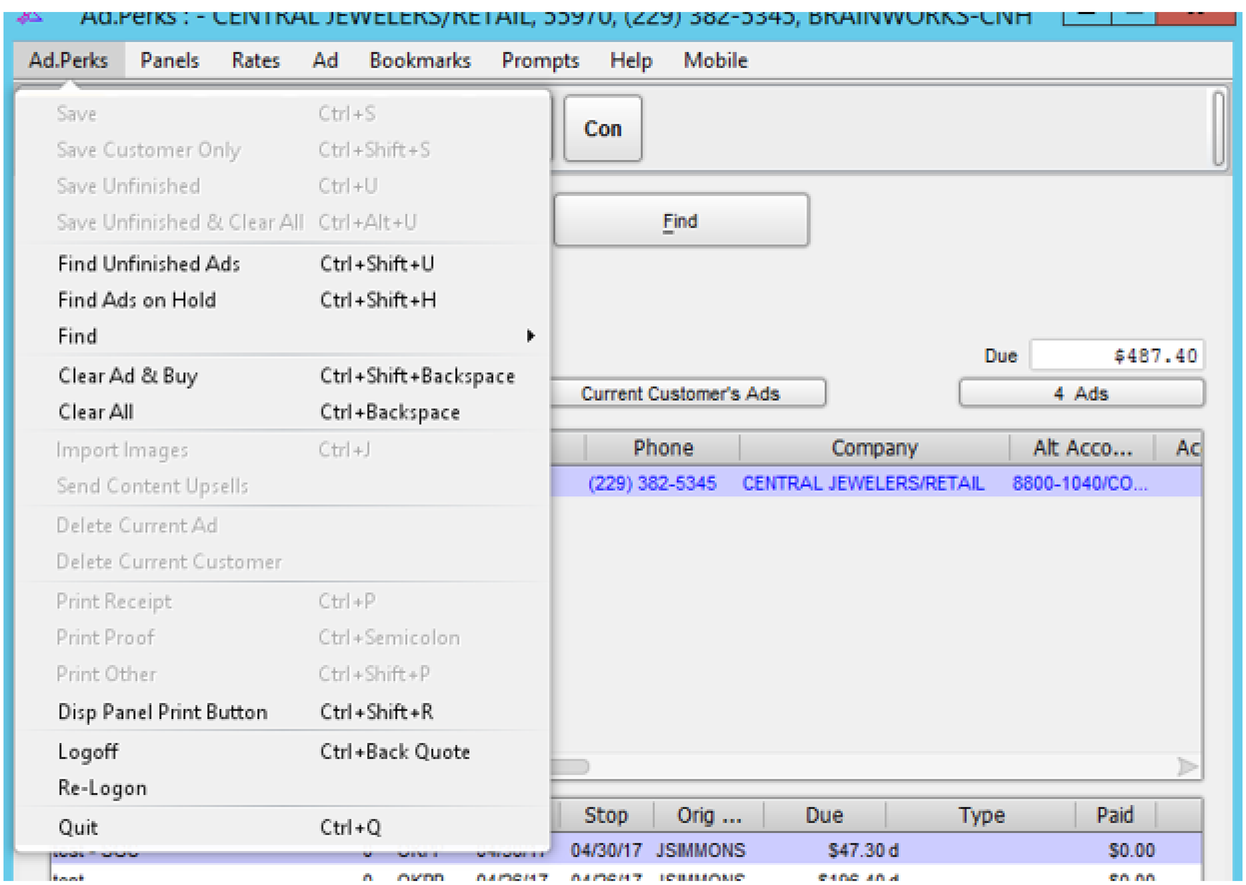
IMPORTANT: if you want the ad to run, select ***Save***. If you do not want the ad to run, select ***Discard*** and the ad will remain the Robot Queue.

4. Review the next ad and repeat steps above until all ads are reviewed. Repeat Step 1 to ensure all ads have been reviewed and there are none still showing in the queue for review.

How to Log Out of Ad.Perks

To properly log out of Ad.Perks, use the following steps.

Select Log Off from the Ad.Perks menu. Click Log Off on the box that appears, then click Quit.



Lastly, select **File, Exit** on the InDesign screen.

Keyboard Shortcuts (3)

Following is the complete list of the keyboard shortcuts in Ad.Perks. F1 — Switch to Find Ad panel

F2 — Switch to Find Customer panel

F3 — Switch to Defaults panel F4 — Switch to Customer panel Shift-F4 — Switch to Account panel

F5 — Switch to Ad panel (standard) or switch to Disp panel (if Prefer Disp

Panel checked on User panel) Ctrl-F5 — Switch to Buy panel

Shift-F5 — Switch to Disp panel (standard) or switch to Ad panel (if Prefer

Disp Panel checked on User panel) Ctrl-Shift-F5 — MyAdBox Services F6 — Switch to Ad+ panel

Ctrl-F6 — Turn Hold mode on/off (version 12.2.2.0 and higher) Shift-F6 — Switch to Digital panel

F7 — Switch to Calendar panel

Ctrl-F7 — Switch to Media panel

Shift-F7 — Query Brainworks database (available only if logged in as user named Brainworks)

Ctrl-Shift-F7 — Stop Ad (same as clicking stop sign icon on Ad panel) F8 — Switch to Inserts panel

F9 — Switch to Payments panel

F10 — Access Ad.Perks menu

F11 — Open next ad in list in Find Ad panel

Ctrl-F11 — Clear Queue

Shift-F11 — Reject Queue

Ctrl-A — Select all text in edit fields, text areas, combo boxes or lists. Auto

Pay in AR panel. Approve selected item in Media panel.

Ctrl-Shift-A — Cleanse Address

Ctrl-B — Turn Cost By Form on/off. In Web panel, Build Content. In Find

Ad, Find Cust, Cal, Ins, Pay, AR, Con and Hist panels, open table in browser.

Ctrl-Shift-B — Requery balance of customer's ads. In Web panel, Build

Content

Ctrl-C — Copy selected text Ctrl-Shift-C — Clone Ad Ctrl-D — Duplicate Ad

Ctrl-Shift-D — Pickup Ad

Ctrl-E — Edit Pub Selections

Ctrl-Alt-E — Extract selected item in Media panel

Ctrl-Shift-E — On the Map panel, opens the Polygon Group Chooser. On other panels, if a customer or ad is loaded, opens the Schedule Ad in

Publication dialog.

Ctrl-F — Does Find in Find Ad, Find Customer and History panels

Ctrl-Shift-F — Find Next in Rates panel

Ctrl-G — New Make Good

Ctrl-Shift-H — Show all user’s ads on Hold (versions before 12.2.2.0)

Ctrl-I — Switches to Inserts panel. When viewing Inserts panel, switches to

Ad or Disp panel, based on user preference for F5 shortcut

Ctrl-J — Imports images

Ctrl-Shift-J — Displays Images Deadline dialog

F12 — Begin to change Tab order

Ctrl-F12 — Save changes to Tab order

Ctrl-K — Switches to Calendar panel. When viewing Calendar panel, switches to Ad or Disp panel, based on user preference for F5 shortcut

Ctrl-Shift-K — Toggles between the Calendar view and the Insert view in the

Display panel.

Ctrl-L — Lock/Unlock Sort Text

Ctrl-M — Switches to Payments panel. When viewing Payments panel, switches to Ad or Disp panel, based on user preference for F5 shortcut

Ctrl-Shift-M — Displays Messages Palette

Ctrl-N — New Customer on Find Customer panel, New Address on Defaults Panel, New Content on Buy panel, New Payment on Payments panel, New Payment on AR panel, and New Subcontract Line Item on Contracts panel

Ctrl-O — Open Ad

Ctrl-Alt-O — Open top Unfinished ad in Bookmarks

Ctrl-Shift-O — Open parent of Ad

Ctrl-P — Print Receipt

Ctrl-Alt-P — Displays Phone Pops Palette

Ctrl-Shift-Alt-P — Displays Simulate Incoming Phone Pop dialog

Ctrl-Shift-P — Print Other

Ctrl-Q — Quit

Ctrl-Shift-Q — Force Quit (use only if Ctrl-Q doesn't quit Ad.Perks) Ctrl-R — Recost using Primary/Secondary rates

Ctrl-Shift-R — Print on Display panel

Ctrl-S — Save Ad

Ctrl-Shift-S — Save Customer Only

Ctrl-T — Switch to Text Editor, or switch to Web panel if Web panel is applic- able but not yet visited

Ctrl-Shift-T — Switch to Web panel. In Web panel, switch to Ad panel

Ctrl-U — Save Unfinished

Ctrl-Alt-U — Save Unfinished and Clear All Ctrl-Shift-U — Show all user’s Unfinished ads Ctrl-V — Paste cut or copied text

Ctrl-W — Edit Package Selections

Ctrl-X — Cut selected text

Ctrl-2 — New AR Payment

Ctrl-3 — New Ad Credit

Ctrl-4 — Cost using primary rates

Ctrl-Shift-4 — Cost using alternate rates

Ctrl-5 — Switch to Accounts Receivable 1 panel

Ctrl-6 — Switch to Accounts Receivable 2 panel (integrated AR system only) Ctrl-7 — Switch to Contracts panel

Ctrl-8 — Switch to User panel Ctrl-9 — Switch to Rates panel Ctrl-0 — Switch to History panel

Enter or Return — In Find Customer panel, does Find Customer when cursor is in address field. In Tables, causes program to act upon selected row. Also, same as clicking Save/Done/OK in most dialog boxes.

Esc — Close class/upsell prompt window. Also, same as clicking Cancel in dialog boxes.