



Outperform Your Most Aggressive Revenue Expectations

The TOTAL Advertising Solution to Grow Revenue, Reduce Costs, Consolidate Vendors, Simplify Work Flow and Save YOU Money!



Reduce Operating Costs and Simplify Your Operation with One System, One Vendor with Total Accountability

Vision Total Advertising combines ALL your sales order entry, pricing, CRM, print and digital billing, A/R management, business reporting and ad production, layout and pagination into a single easy-to-use, easy -to-learn package. All built by the same Vision Data team that supports it 24/7.



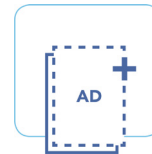
Increase Sales Representative Productivity & Ad Revenue with Remote Account Management Tools

Outside Reps can access and research complete account information, submit orders, artwork and ad copy, manage co-ops, tear-sheets and even post customer payments from the field. All information entered from anywhere in the system is instantly available to all applications and users across the Total Advertising system.



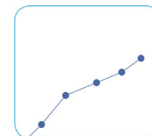
Optimize Ad Inventory & Revenue with User-Configured Rating Engine with Unmatched Pricing Flexibility

Your menu-driven rating engine enables you to manage rates for multiple publications, special pages, events, etc. Creates special rates for specific accounts, eliminating manual adjustments. Easily create special sales packages that combine digital, print, classified, display, color, events and more.



Increase New Business and Ad Renewals

Create email blasts and targeted mailings to promote special promotional events or seasonal opportunities to active accounts and/or prospects. Sort account database by SEC code, user-defined demographic information, specific geographic areas, credit status, etc. Track sales rep follow-up and overall sales results.



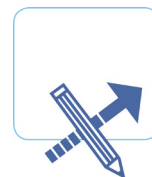
Stay Up to Date on Key Sales and Business Trends

Instant access to dashboards displaying comprehensive sales, commissions, management and accounting reports. Our flexible report writers configure the specific reports you need. Reports can be displayed on-screen, printed, emailed or exported to spreadsheet applications for further analysis. Repetitive reports can be scheduled to self-update and re-run automatically based on user defined timing.



Increase Advertising Efficiency with Advertiser Self Service

Private party advertisers directly place and pay for advertising through your web site. Commercial Advertisers, can access their accounts to place orders, schedule repeat ads, access past statements, download tear-sheets and make payments remotely through the web. Accounts, in good standing, can place orders, online which are billed directly to their account, at their own rate. Funeral homes can be given special access to enter their own obits, billed directly to their account. Similar setups can be configured for other business types.



Streamline your Production, Ad Tracking, Layout & Pagination Operations

Increase production efficiency by facilitating direct art and copy submission, speed ad design and completion, track customer proofing and unfinished ad inventory. Our production applications work with InDesign to complete ads, publication design and layout. Special page layout features prevent conflicts due to competitive advertisers, color conflicts, coupon backing and report on what ads are missing from tomorrow's paper.