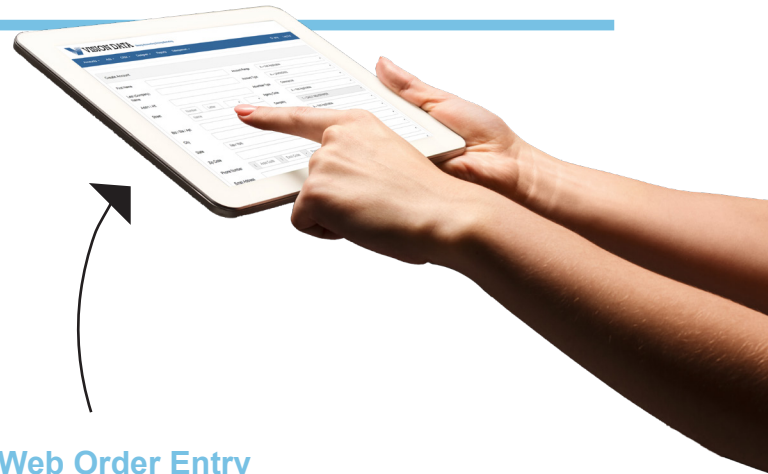# VISION DATA

CLASSIFIED ADVERTISING

Advertising Self-Service

Let advertisers rerun their display ads, place their own classified ads, manage their accounts, and view their ad and payment history 24/7.

- Full service web order entry with live account information
- Review account activity - both currently running and previously run ads
- Start a new ad, including all layout requirements, special instructions and pricing
- Upload artwork from desktop
- View aging, balance and contract history in real time
- Automatically create an insertion order in ad services for production
- Generate confirmation emails to the sales person and advertiser
- All entries are immediately available within Vision Total Advertising for review and or release, providing production, ad services and ad tracking with instant information
- Proof display ads and request changes prior to release
- View and/or print past statements and e-tears via their account

CALL CENTER FEATURES

Advanced Web Interface
The tool is implemented for Employment sites including, Monster.com and Yahoo Hot Jobs, and is able to be configured for Adicio and others.

Ad Packaging/Preference Ads
Functions in place to default package buys including upsell components, multi-pub schedules, package rates and ad enhancements as a default (first) behavior of ad entry.

Order Confirmation/Ad Renewal Automatic Emails
Automatic order confirmation e-mail including final ad virtually eliminates make-good losses.

Web Order Entry
Integrated web order entry offers equivalent ad upselling components and functionality on a self-serving basis.

Daily and Monthly Procedural Operations
Single point tool for rating, payments, credit card processing, financial transactions and reporting, and business closure for all advertising of the newspaper including retail, classified, and internet.

Automated Reporting and data portability
Advanced advertising, sales and financial reporting capabilities with automatic process scheduling features with output options including email, fax, and spreadsheets.

E-Tears
Integrated e-tear functionality automates high labor point function and creates revenue stream for any remaining paper tearsheet activity.

Market Trends Analysis Reporting
Estimated revenue, projected billing, day trade revenue and other trend analysis reports permit proactive trending response.

Mobile Sales Person
Advertising software is mobile accessible through laptop connection.

CRM
Optional integrated contact management tool builds and tracks sales campaign activity and results.