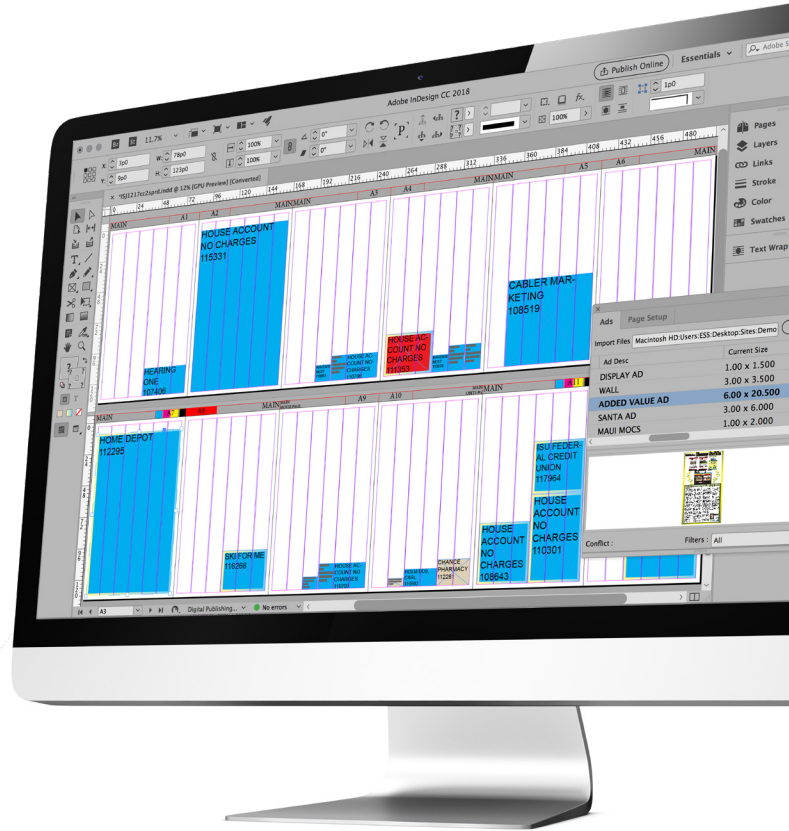


# DISPLAY AD LAYOUT

## Comprehensive, Fast, Easy, Flexible

- Paper can be structured based on advertising percentage or fixed number of pages with individual section sizes specified by user.
- Specific pages can be preformatted to contain a fixed advertising percentage, or can be designated by the user at the time of layout.
- Individual interest section pages (sports, business, living, etc.) are identified, based on a standard format or individual case basis. Ads can then be “flowed” onto these pages with a single click, or be placed individually, based on user preference.
- Non-designated ROP ads can also be flowed as individual ads or all at once, with a single click.
- Accommodates color ads, coupon ads and “guaranteed position” ads.
- Completed ads “flow” directly to pages from newspaper’s storage file during or at some point after pagination.
- System allows point and click movement of ads within a page or, from page to page, as well as insertion or deletion of individual “late” ads.
- Placement location is displayed in an on-screen table once an ad is placed. If the placement is changed, the screen changes.



## Stores Ads for Reference, Electronic Tearsheets

- Vision Ad Retail Layout also sends the table of ad placement information back to Vision Total Advertising for permanent storage.

## Flexible Session Preferences

- Preferences allow the user to browse files and folders. Session preferences are stored in the individual session, allowing for simultaneous pagination of different publications from any networked workstation. This also allows for different formats and ad spacing in different publications. Preference measurements are in points (or fractions of points) rather than inches and file changes are maintained even when a session is in progress, greatly enhancing layout accuracy and flexibility.