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## **Lancaster Management, Inc. purchases Vision Data Applications**

Lancaster Management Inc (LMI) has chosen Vision Data's full suite of advertising and production applications for all publications. LMI publishes 28 newspapers throughout its 20 different newspaper companies along with fourteen shoppers, forty-one print and slick stock magazines and seventy-one niche publications totaling 153 publications company wide.

The applications being implemented include ***Total Advertising, Sales/CRM and Mobile Ad Order, Total Layout*** and ***Ad Track***.

Vision Data's ***Total Advertising*** Suite of applications, will enable sales staff to work remotely from anywhere using mobile devices while centralizing billing and management control. The self service portals will enable their advertisers to place their own classified ads, approve display ads and manage their accounts 24/7.

The Total Advertising Suite is comprised of Vision Data's sales/CRM tools, Mobile Ad Order Entry, Customer facing applications for online bill pay and classified ad entry, Billing and Receivables. ***Total Layout*** includes both display ad layout and classified pagination. ***Ad Track***, will streamline the ad building and approval process, tying in the sales staff, ad production and advertisers in the process.

The applications will be hosted on Vision Data's platform which offers an economical solution for publishers to utilize the advantages of hosting without the high cost of 3rd party hosted options.

Vision Data's Total Advertising Suite of applications will enable LMI to centralize all operations, reducing overhead and duplication while creating new streamlined workflows.