



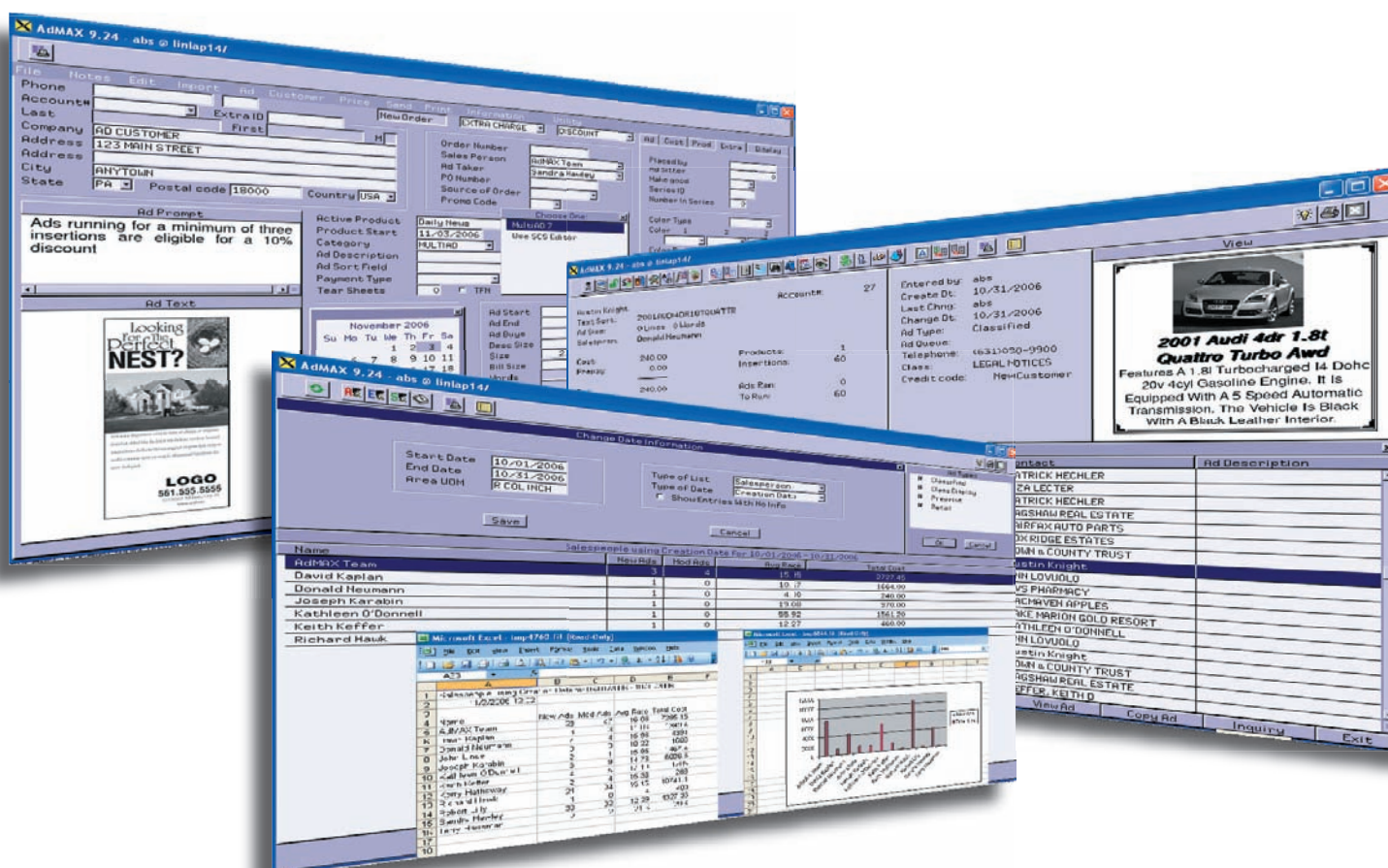
► AdMAX - RETAIL AND CLASSIFIED ADVERTISING

AdMAX™ is a powerful retail and classified advertising management system that combines order entry, customer contract management and billing, accounts receivable, contact management, credit and sales management, online order entry and customer service, and user-definable reporting into one system. AdMAX is a fully integrated advertising solution that offers you the flexibility to implement the components you need.

AdMAX supports multiple products with different column formats and allows for flexible run schedules with contract pricing, multiple insertion and package discounts. Cross-selling and up-selling with ad taker prompts are also supported.

AdMAX/Classified has all the tools you need to manage your classified advertising including a powerful composition engine for multiple languages. The system imports logos and maintains a database of logos which automatically insert into a customer's ad. Ads may optionally be composed using MultiAd Creator, InDesign or QuarkXPress.

AdMAX/Retail and AdMAX/Classified can send run schedules and ad attributes to Layout-8000 for ROP dummyming, SCS/ClassPag or QuarkXPress for classified pagination and SCS/Track for production workflow management.



Software Consulting Services, LLC
630 Selvaggio Drive, Suite 420
Nazareth, PA 18064
Sales: 1-800-568-8006
Fax: 610-746-7900
E-mail: sales@newspapersystems.com
www.newspapersystems.com



AdMAX Benefits

- Increases revenue through flexible rating methods (e.g. charging for special ad attributes or for guaranteed positions) and up-selling these attributes as well as increasing ad length and encouraging additional insertions
- Lowers costs and reduces errors through automatic rating and contract management, two-way communication between accounting and production about ad sizes and positions, credit management, and early ad proofing
- Increases accountability through reporting, extensive audit trails and financial histories that can be reconciled at any time.

AdMAX Features

- Includes a powerful multi-language text editor and composition engine
- Supports third-party editing and ad building applications like MultiAd Creator® and InDesign®
- Reformats classified ads for multiple publications with different column formats
- Accommodates multiple scheduling methods and flexible run schedules
- Handles accounts receivable and billing for all advertising
- Allows for a variety of accounting methods and flexible billing cycles (e.g. 5-4-4, etc.)
- Maintains earned contracts automatically
- Supports web-based ad entry
- Offers user-definable up-sells, offering alternate borders, styles, frequency and added publications
- Handles page and position requests
- Images ads with a PostScript RIP for on-screen WYSIWYG viewing
- Faxes and emails ad proofs and proforma invoices directly from the system
- Interfaces to Layout-8000®, SCS/ClassPag™, QuarkXPress®, SCS/Track™
- Makes available over 100 standard reports from the following categories: Accounting, Advertising, Contract, Customer, Maintenance, Production and Sales
- Provides multiple customizable report generation tools including point-and-pick report creation, operating on the application's data dictionary; specific customizable reports from more general reporting templates; user-written custom reports using a tool called SpiceRAQ and ODBC access by any ODBC-compliant third-party tool.