



## Manage Ads, Advertisers, Agencies & Reps

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- Manage an unlimited number of advertisers, agencies, and sales reps.
- Hot-link between related advertisers, agencies and reps.
- Store and link to the ad copy, pictures, animation and other graphics.
- Store and link to the contract and any other related document.



## Track Specifications on Insertion Orders

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- **By Issue:** Track the beginning and ending issue.
- **By Format:** Track the shape, the color layout, the size, the gross cost.
- **Add Charges:** Track agency and member discounts, color charges, and a premium percentage.
- **Calculate Total advertisement cost:** automatically, from all the factors above.



## Order Processing

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- **Order By Issue:** MEMBERS ONLY then automatically generates individual orders for each issue in which the ad is to appear.
- **A/R Integration:** Each order is completely integrated in to the A/R module, in the appropriate journal.
- **Aged Receivable and Financial Activity Reports:** Can be generated reflecting the order(s).
- **Batching & Posting:** The individual orders can be batch billed and posted.