

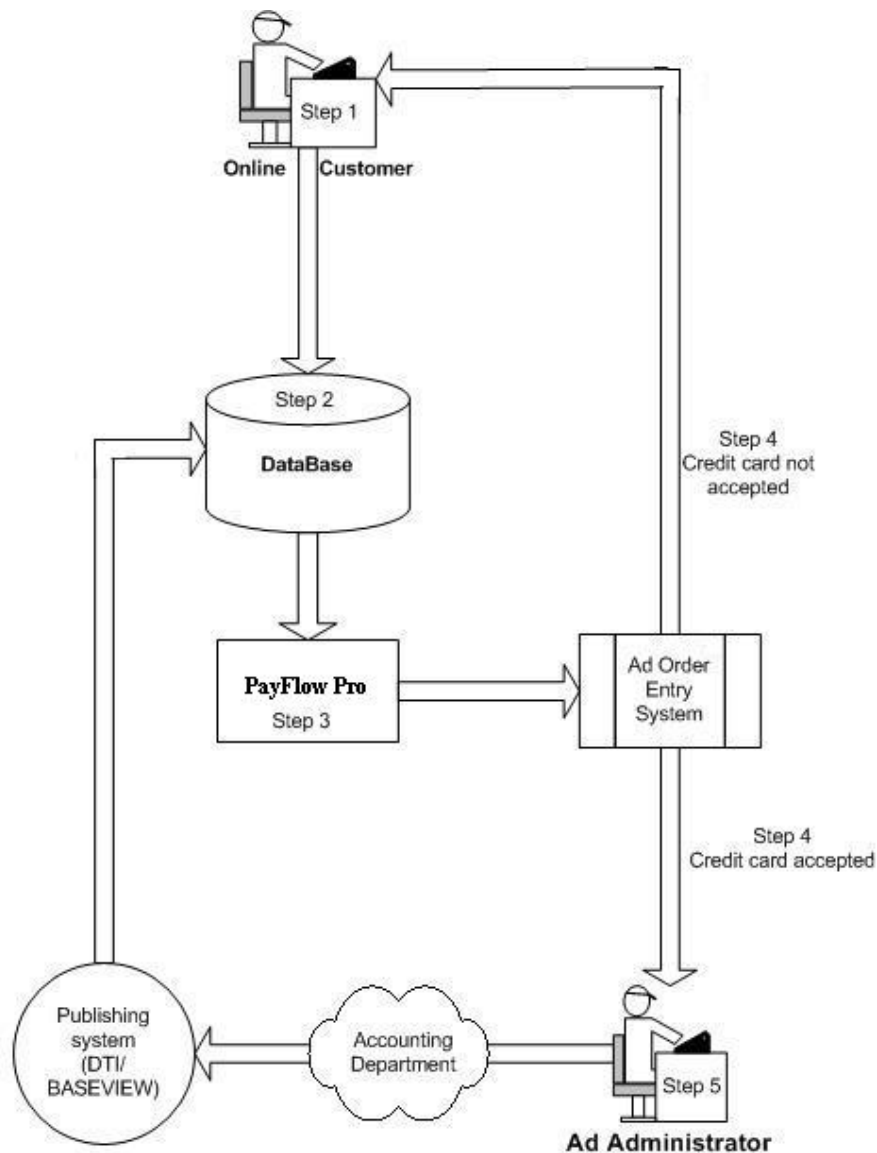
Ad Order Entry v. 1.5 Ad Manager Guide

Table of Contents

Property Overview	2
Ad Order Entry End-User Experience	3
Overview	3
Supported Browsers	3
Using Ad Order Entry (AOE)	3
Ad Package Creation.....	15
DTI Setup.....	19
DTI Override privileges	19
Operator Override Privileges	19
Configuration of Pay Type in the DTI System	21
Configuration of Source in the DTI System	22
Support Information.....	24

Property Overview

Ad Order Entry (AOE) allows a customer to go online and place their classified ad(s). Once the customer has placed his ad online, the ad and the customer's personal information is inserted into the database. At this time, the ad is marked as "INACTIVE". Next, the customer's credit card information is forwarded to PayFlow Pro (a VeriSign product). If the credit card is not approved, the customer will be directed to an error page, which informs him that his credit card has not been approved. However, if the credit card is approved, an email containing all customer information, advertisement information, and a credit card authentication number is sent to the Ad Administrator. From there, it then becomes the Ad Administrator's responsibility to enter the ad into the ad publishing system as a prepaid ad (i.e. DTI/Baseview).



Ad Order Entry End-User Experience

Overview

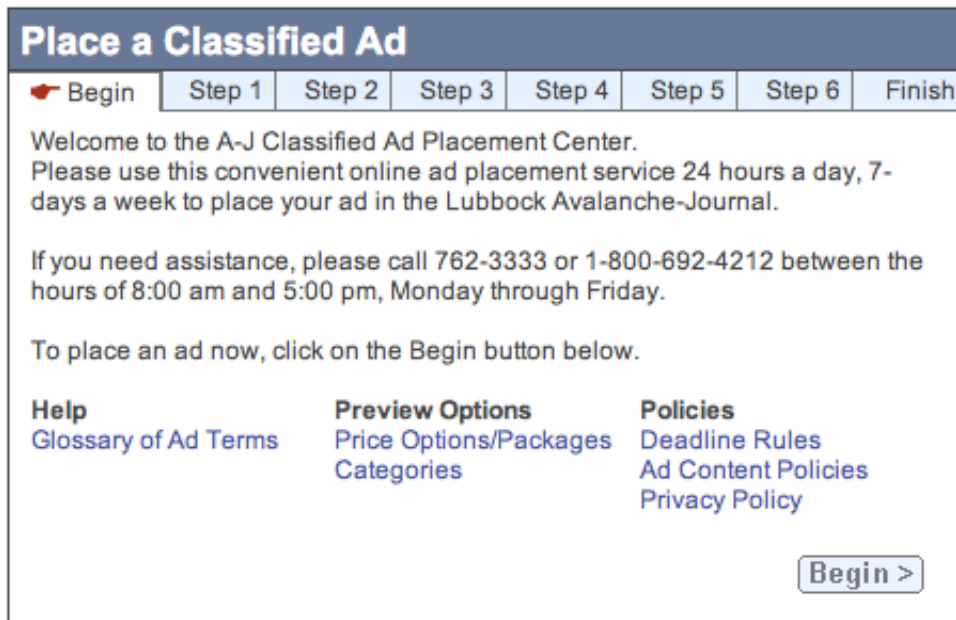
Advertising ads in the local newspaper and online is a great way to reach potential buyers. To facilitate the creation of an ad, we have developed a quick and easy Ad Order Entry system that guides online users through the process of entering, customizing, and paying for newspaper print ads and online display. The Ad Order Entry version 1.5 automates, through a simple online interface, the acceptance of the average liner ad without pictures.

Supported Browsers

- Internet Explorer 4 or higher OR
- Netscape Navigator 4 or higher

Using Ad Order Entry (AOE)

To place a classifieds liner ad through the Ad Order Entry online tool, follow the steps as they are presented on the screen. The first screen looks like the following example:



Place a Classified Ad

Begin Step 1 Step 2 Step 3 Step 4 Step 5 Step 6 Finish

Welcome to the A-J Classified Ad Placement Center.
Please use this convenient online ad placement service 24 hours a day, 7-days a week to place your ad in the Lubbock Avalanche-Journal.

If you need assistance, please call 762-3333 or 1-800-692-4212 between the hours of 8:00 am and 5:00 pm, Monday through Friday.

To place an ad now, click on the Begin button below.

Help
[Glossary of Ad Terms](#)

Preview Options
[Price Options/Packages](#)
[Categories](#)

Policies
[Deadline Rules](#)
[Ad Content Policies](#)
[Privacy Policy](#)

Begin >

Begin

The [Glossary of Ad Terms](#) link generates a pop-up window with definitions of terms you see throughout the Ad Order Entry online tool.

The [Price Options/Packages](#) link generates a pop-up window describing the options and packages offered by the newspaper through the Ad Order Entry Online tool. For additional options and packages, please contact the newspaper's Classified Ad department.

The [Categories](#) link creates a pop-up window with a list of all the available categories in which you can place your ad. If you would like to place an ad for a category not available through the Ad Order Entry Online tool, please contact the newspaper's Classified Ad department.

The [Deadline Rules](#) link creates a pop-up window that describes the minimum time requirements to submit an ad for display in the newspaper. You must submit your ad by the minimum date and times specified for your ad to be displayed in the newspaper.

The [Ad Content Policies](#) link generates a pop-up window that describes the ad policies and standards for the newspaper. The newspaper reserves the right to refuse publication of any ad that does not meet all of the standards explained in the newspaper's Ad Content Policy.

The [Privacy Policy](#) link directs you to the site's Privacy Policy page. The Privacy Policy page describes how your personal information is processed and used.

When you are ready to proceed with the creation of your ad, please click the **Begin** button in the lower right-hand corner.

Step 1

The "Step 1" page resembles the following example:

Select Categories

Begin Step 1 Step 2 Step 3 Step 4 Step 5 Step 6 Finish

Choose a category and classification where you would like your ad to run.

CATEGORY
(Choose One)

CLASSIFICATION

For assistance at anytime with placing your ad, please call 806-762-3333 or 1-800-692-4212.

Once you have chosen the category and classification for your ad, click "Next"

< Previous Next >

Using the **CATEGORY** drop-down menu, please select the category that best matches your ad. Some categories have multiple options available to help refine your category selection.

Note If you would like to place an ad for a category not available through the online interface, please contact the newspaper's Classified Ad department.

Next, using the **CLASSIFICATION** drop-down menu, select a classification that best matches your ad.

Once you have selected your classification, click the **Next** button in the lower right-hand corner to move to the next Step.

If at any time you wish to go back and review a previous page, simply click the **Previous** button in the lower left-hand corner.

Step 2

The “Step 2” page resembles the following example:

The screenshot shows a web form titled "Compose Your Ad" with a progress bar at the top. The progress bar has seven steps: "Begin", "Step 1", "Step 2" (highlighted with a red arrow), "Step 3", "Step 4", "Step 5", and "Step 6", followed by a "Finish" button. Below the progress bar, the instruction "Compose your ad in the spaces provided below." is displayed. The form contains three text input fields: "Heading", "Body of Ad*" (marked as a required field), and "Phone Number". In the upper right corner, there is a link for "Tips and Suggestions" with the subtext "Classified Writing Tips". At the bottom of the form, there are two buttons: "< Previous" on the left and "Next >" on the right.

The [Classified Writing Tips](#) link in the upper right-hand corner creates a pop-up window that provides helpful suggestions for creating an ad.

To begin creating your ad, enter in the text you wish to have as a header for your ad in the **Heading** text box. If your heading has more information than can be displayed in the box, you can use the scroll bar on the right-hand side of the text box to review what you have entered.

Next, enter in the text you wish to have as the body of your ad in the **Body of Ad** text box. If the body of your ad has more information than can be displayed in the box, you can use the scroll bar on the right-hand side of the text box to review what you have entered.

Finally, in the **Phone Number** text box, enter in the contact phone number you wish to have displayed with your ad.

Note Any field that has a red asterisk (*) next to it is a required field and must be filled in before you can proceed to the next step in the Ad Order Entry Online tool.

Once you are satisfied with your ad text, click the **Next** button in the lower right-hand corner to move to the next step.

If at any time you wish to go back and review a previous page, simply click the **Previous** button in the lower left-hand corner.

Step 3

The “Step 3” page resembles the following example:

Enhance Your Ad

Begin
Step 1
Step 2
← Step 3
Step 4
Step 5
Step 6
Finish

Enhance Ad

Whole Ad

▲
▼

Choose which part of the ad you want to modify, then choose from the options below.

Your Ad:

**This is an example
of an Ad Header**

**This is an example
of the Body of an Ad**

(123) 456-7890

Use these features to design your ad to stand out in the newspaper and on the web site to grab the attention of buyers.

Screen:

None

Screen (30%)

Reverse*

Fonts:

Bold

Italic

Underline

Enlarge

Text Alignment:

Left

Center

Right

Border:

None

Solid

* This option not available with a border.

You may click "Previous" to go back and edit the text of your ad. Settings made here will be remembered.

< Previous
Next >

The drop-down menu at the top left of the page allows you to select that element of the ad you wish to enhance. If you select the "Whole Ad" option, any changes you make using the check boxes and radio buttons below modifies the entire ad. If you select the "Heading" option, any changes you make using the check boxes and radio buttons below modifies the heading portion of the ad. If you select the "Body of Ad" option, any changes you make using the check boxes and radio buttons below modify the body portion of the ad. If you select the "Phone Number" option, any changes you make using the check boxes and radio buttons below modify the phone number portion of the ad.

The **Background** radio buttons let you customize the background of the selected portion of the ad.

"None" presents that portion on a blank background.

"Screen (30%)" presents that portion on a **colored background**.

"Reverse" presents that portion as white **text** on a black background.

Note "Reverse" option is not allowed on a section that has a "Solid" Border.

The **Fonts** check boxes let you customize the fonts in the selected portion of the ad. You can choose multiple check boxes to create multiple changes to a single text selection.

If the “Bold” check box is selected, the text in that portion is in **bold** type.

If the “Italic” check box is selected, the text in that portion is in *italic* type.

If the “Underline” check box is selected, the text in that portion is underlined.

If the “Enlarge” check box is selected, the text in that portion is **enlarged**.

The **Text Alignment** radio buttons lets you change the alignment of the text within the selected portion of the ad.

“Left” aligns all selected text to the left.

“Center” centers all text in the selected section.

“Right” aligns all selected text to the right.

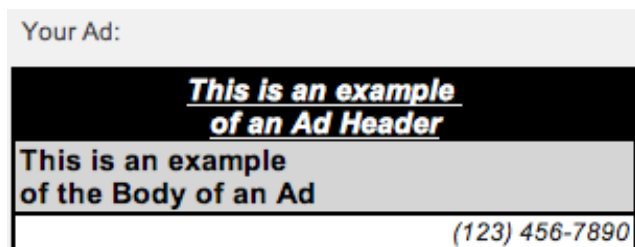
The **Border** radio buttons lets you change the border on the selected portion of the ad.

“None” places no border on the selected section of your ad.

“Solid” places a solid border around the selected section of your ad.

Note “Solid” is not allowed on a section that had a “Reverse” Screen.

Notice how in the following example each section of the ad can be different through the use of all these options:



Once you have selected all the changes you wish on this page, click the **Next** button in the lower right-hand corner.

If at any time you wish to go back and review a previous page, simply click the **Previous** button in the lower left-hand corner.

Step 4

The “Step 4” page resembles the following example:

Schedule Your Ad

Begin	Step 1	Step 2	Step 3	← Step 4	Step 5	Step 6	Finish
-------	--------	--------	--------	----------	--------	--------	--------

Ad Packages
 Choose an ad package below based on your desired run length of your ad and any specials that are currently running. [See Ad Package details.](#)

Choose Your Desired Ad Package ▼

Schedule Your Ad
 Select a date to begin your ad in the Lubbock Avalanche-Journal and LubbockOnline.com.

The earliest you may schedule your ad is Thursday, July 31st, 2003.
[See our ad deadlines.](#)

July ▼
31 ▼
2003

Special Features
 Choose from the special features below to increase the effectiveness of your ad for just a little extra.

Make it a Top Ad - \$6.00 [What's a Top Ad?](#)

< Previous
Next >

At the top of the page you see the *Ad Packages* section. You can click the “See Ad Package details” link to create a pop-up window with options and packages offered by the web site and the costs associated with each. After reviewing the options, please **Choose Your Desired Ad Package** from the drop-down menu.

Note The “lines” as priced in the Ad Packages refer to a unit of measurement in newspaper terminology and will probably not match the number of lines that the ad displays as on your computer screen.

Next, select the date you wish your ad to run in the *Schedule Your Ad* section, by using the “Month and Day” drop-down menus and typing in the year in the text box next to them.

Alternatively, you can click on the calendar icon next to the “Year” text box. This creates a calendar pop-up window. Just click on the day you want your ad to start running.

Note You may select days that do not conflict with the newspaper’s deadline rules and ad packages.

You can also select any offered Special Features in the *Special Features* section. In the example provided above, you could make your ad a “Top Ad” by selecting the check box next to the **Make it a Top Ad** option.

Note Special Features offered can vary from the example used in this guide.

To find out specific information about the special features offered by your newspaper, click on the link next to each special feature.

Once you have entered all the required information, click the **Next** button in the lower right-hand corner.

If at any time you wish to go back and review a previous page, simply click the **Previous** button in the lower left-hand corner.

Step 5

The “Step 5” page resembles the following example:

Confirm Your Ad

Begin
Step 1
Step 2
Step 3
Step 4
← Step 5
Step 6
Finish

Here's the details of your ad.

Base Ad	
AVIATION SERVICES - 5 lines	\$16.00
Top Ad	\$6.00
Ad Enhancements	
Border	\$5.50
Bold	\$2.00
Screen	\$5.50
Italics	\$2.00
Underline	\$2.00
Reverse	\$5.50
Total	\$44.50

Your Ad:

***This is an example
of an Ad Header***

**This is an example
of the Body of an Ad**

(123) 456-7890

Tip: You may go back to change any part of your ad by using the Previous buttons or click directly on the step at the top. Your ad information so far will be remembered.

For assistance at anytime with placing your ad, please call 806-762-3333 or 1-800-692-4212.

< Previous
Next >

This page provides you with a summary of the ad package, enhancements, and features you have selected for your ad, along with a price breakdown for each option.

If you are completely satisfied with the presentation and price of your ad, click the **Next** button in the lower right-hand corner.

If you wish to go back and make changes to your ad, click the **Previous** button in the lower left-hand corner.

Step 6

The "Step 6" page resembles the following example:





Place a Classified Ad

Begin Step 1 Step 2 Step 3 Step 4 Step 5 **Step 6** Finish

Confirm your ad and then enter your billing information below.

Your ad will run from **6/28/2003** through **7/4/2003** in **TRANSPORTATION / RECREATION / AVIATION SERVICES** and as a **TOP AD**. [View your ad.](#)

The total cost for this ad is **\$44.50**

Billing Information    

First Name *

Last Name *

E-Mail Address *

Day Phone *

Evening Phone

Address *

City *

State *

ZIP *

Bill to my A-J Account Bill to my Credit Card

Name on Card *

Card Type *

Card Number *

Expiration Date * *

* Denotes Required Field

Under the Billing Information section, fill in the information as requested. Any field that has a red asterisk (*) next to it is a required field and must be filled in or the Ad Order Entry online tool does not let you proceed.

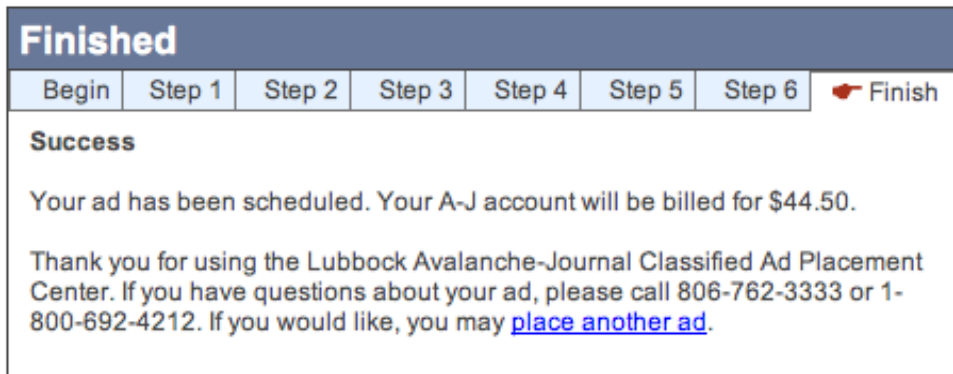
Once all the required information is entered, click the **Finish** button in the lower right-hand corner.

Caution Do not click the “Finish” button more than one time. Doing so will charge your credit card an additional time.

You will be sent to the “Finished” page.

Finished

If your ad was processed correctly and payment was captured, the “Finished” page resembles the following example:



If you wish to place another ad, click the “place another ad” link provided. Otherwise, you may close your web browser.

After reaching the “Finished” page, you will receive a confirmation email. If you need to make any changes to your ad, have questions about your bill, or need to reschedule your run days, please contact the newspaper at the phone number provided in the confirmation email.

If your ad was not processed or payment could not be captured, the “Finished” page resembles the following example:

Finished

Begin	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	🔴 Finish
-------	--------	--------	--------	--------	--------	--------	----------

Error

An error has occurred while processing your ad.

Please call 806-762-3333 or 1-800-692-4212 for assistance.

Your credit card has not been billed.

[< Previous](#)

If you wish to go back and review a previous page or correct your billing information, simply click the **Previous** button in the lower left-hand corner.

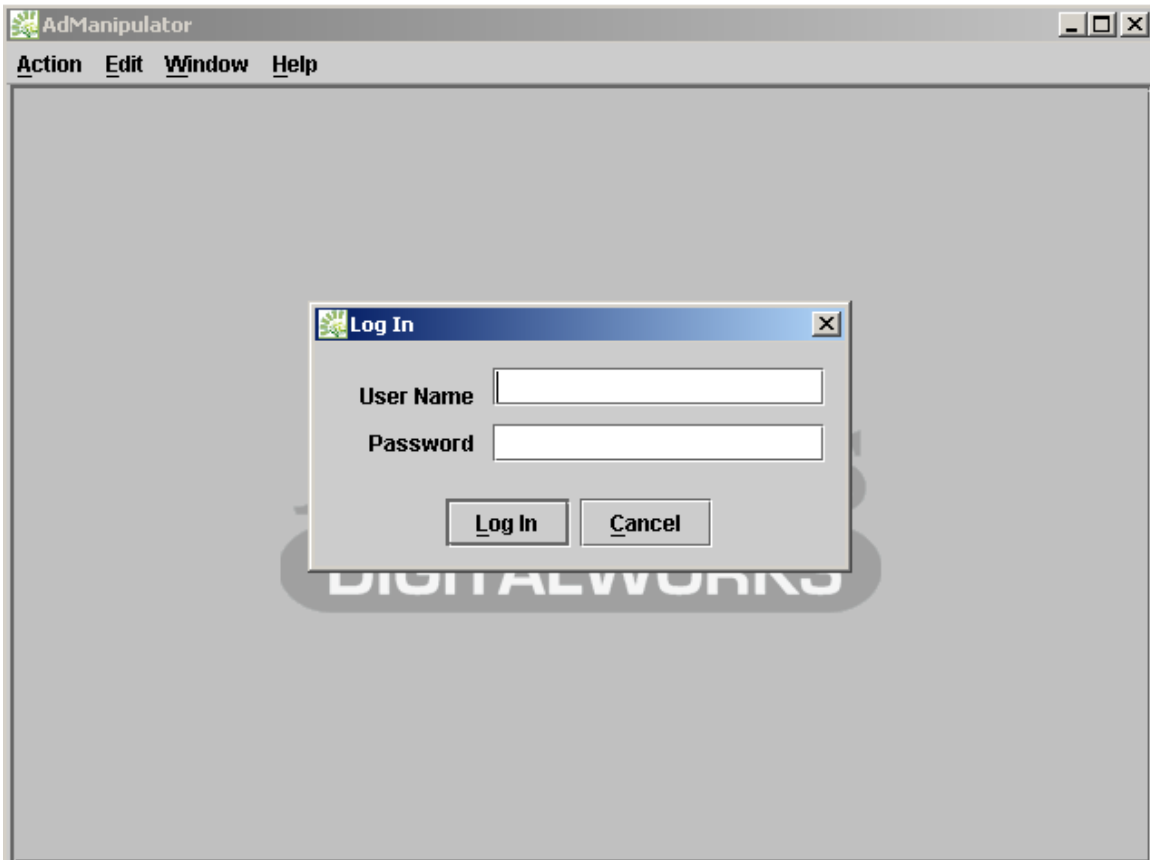
Ad Package Creation

Before you begin entering in ad packages for each of your categories, the Webmaster and the Ad Administrator at the newspaper should agree on the categories that will be offered through the online AOE product and the pricing for each of the categories.

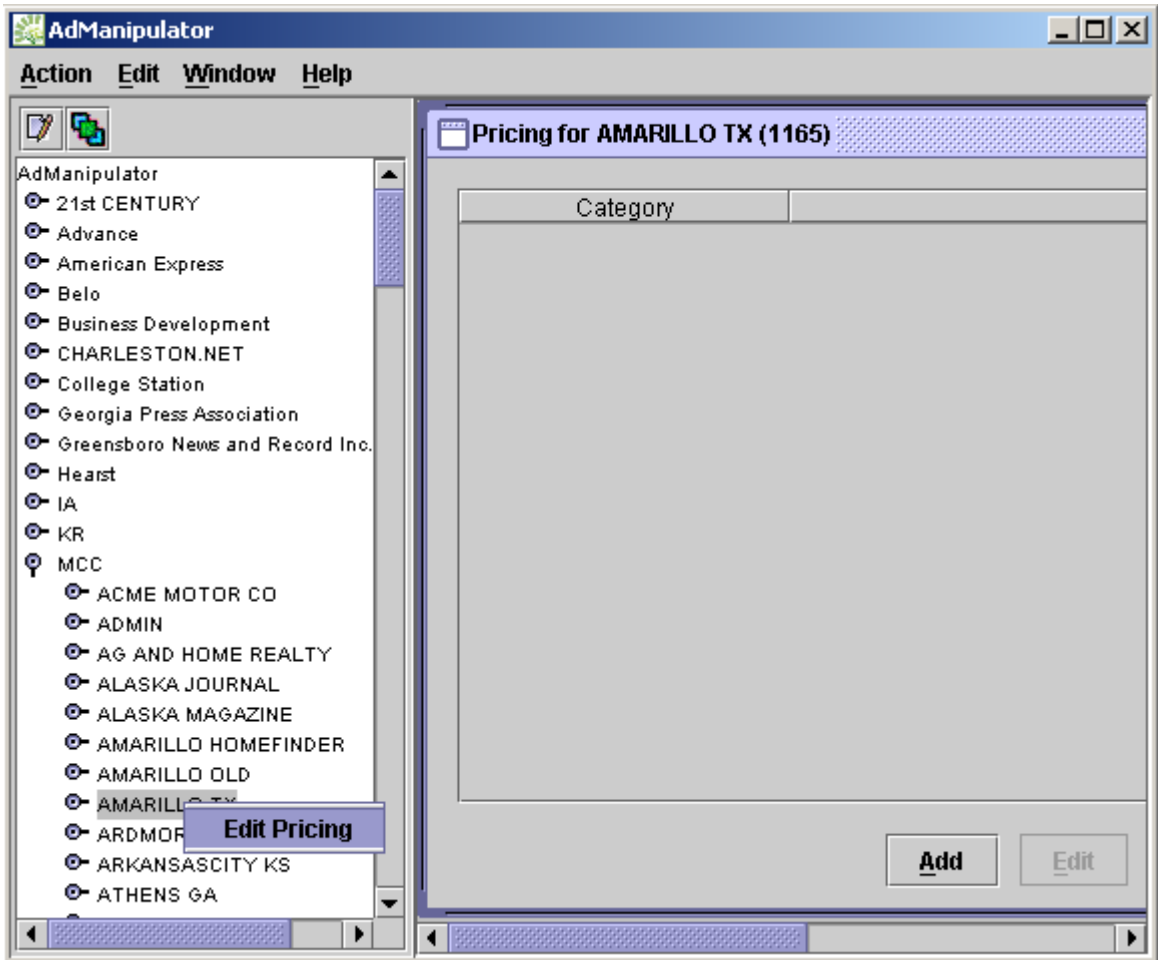
Use AdManipulator to create various custom ad pricing packages to offer ad buyers. Through AdManipulator you can add, edit, or delete the ad pricing packages for any classifieds category. Before entering/editing any ad price package, you should receive approval for the price package from your newspaper's Classifieds Ad Administrator.

To create a price package for the AOE system, follow the steps below:

1. Open AdManipulator.
2. Enter in your **User Name** and **Password**.
3. Click on the **Log In** button. The AdManipulator page appears.

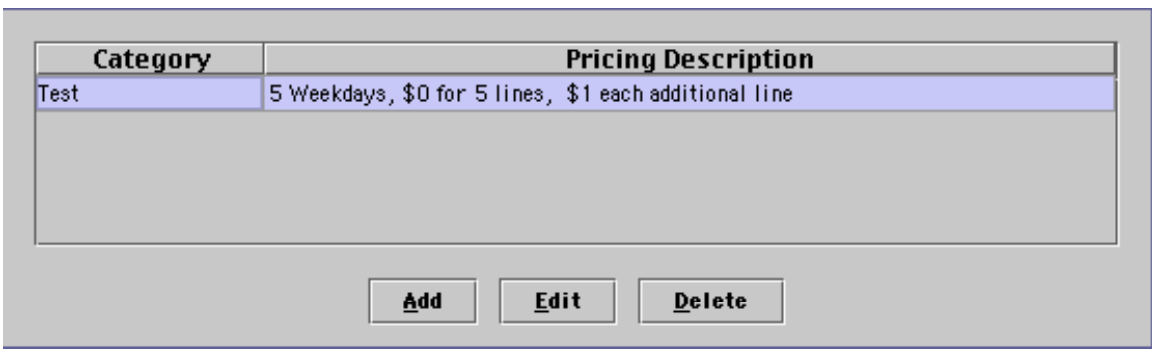


4. Navigate to your property tree.



5. Right click on your property name (option-click on a Mac).
6. Select **Edit Pricing**. The *Pricing* screen appears.

The Pricing Screen should contain all ad pricing packages you have entered. From this screen you can add a new ad pricing package, edit an existing ad pricing package, or delete an ad pricing package.



7. Click on the **Add** button to create a new ad pricing package. The *Add New Pricing Scheme* screen appears.

The screenshot shows a window titled "Add New Pricing Scheme". At the top is a "Category" dropdown menu. Below it are four input fields: "Base Lines", "Base Price", "Per Line Price", and "Characters Per Line". Under "Per Line Price" and "Characters Per Line" is a "Number of Days" section with checkboxes for "su", "mo", "tu", "we", "th", "fr", and "sa". At the bottom are "Save" and "Cancel" buttons.

8. Enter in the following information to create your pricing package.

- Click in the **Category** drop-down and select the category to which you would like to add a new ad pricing package.

If you want to make a general pricing structure that applies for all classified categories, select the category "Classifieds". You can make a separate pricing structure for any category or sub-category. For example, if the category Classifieds has a sub-category Announcements, you may make a pricing structure for Classifieds and another pricing structure for ads that fall in the Announcements category. Likewise, you can create more than one pricing structure for a single category. For example, you may make a Classifieds pricing structure that reflects Sunday's prices and another Classifieds pricing structure that reflects the weekday pricing.

- Enter in the **Base Lines** for the price package. The Base Lines are the number of metric lines you'll allow the ad buyer to enter for the base price.

For example, if you wish to charge the customer \$5.00 for up to 10 lines, you'd enter the number 10 in the "Base Lines" field.

- Enter in the **Base Price** for the price package. The Base Price is the flat price you'll offer the ad buyer.

For the example above, you'd enter 5 (for \$5.00) in the "Base Price" field.

- Enter in the **Per Line Price** for the price package. The Per Line Price is the price you'll charge the ad buyer for each additional line after the customer has exceeded the number of base lines specified in the price package.

For the above example, if the customer has 11 lines of advertisement, and you wanted to charge \$1.00 for each additional line, the customer will be charged \$6.00 total. For this example, you'd enter 1 (for \$1.00) in the "Per Line Price" field.

- The **Characters Per Line** for the price package is depreciated.
- Enter in the **Number of Days** for the price package. The number of days is the total days the ad will run.

For example, if you wanted the ad to run for four days, you would type 4 in the "Number of Days" field.

- Enter in the **Days** for the price package. You will need to select the days on which you'd like the pricing structure to be valid.

For example, if you would like the ad to run on Monday, Wednesday, and Saturday, you'd make your selection like this:

	su	mo	tu	we	th	fr	sa
Days	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. Click on the **Save** button. The *Pricing* screen appears containing all ad pricing packages, including the ad pricing package you just created.

DTI Setup

To ensure your AOE ads are processed correctly in your front-end system and your accounting system, you must set up operator override privileges in the front-end system.

DTI Override privileges

For initial set up in DTI, Log into AdManage.



Operator Override Privileges

Although we have gone to great measures to ensure the ad price calculated through your classifieds system and the price calculated by the AOE system match, we cannot assure 100% price match in the ad payment calculation. Because some ads maybe priced slightly differently than the calculated price of your classifieds front-end system, your ad takers must have the ability to override the price calculated by the classifieds front-end system. Follow the steps below to allow for Operator Price Overrides in the DTI system.

1. Go to the **Utilities** pull-down and select **Setup Operators**.

Utilities	Maintenance	Pagination	H
Setup Operators			
Setup AdSpeed Operators			
Close Editions			
Close Year			
Import Credit Data			
Post Card Billing			
Export Transactions			
Unflag Last Export			
Purge Inactive Customers			
Purge Customer Calls			
Purge Ads on Hold			
Archive Ads			
Create Revenue History			
Create Account History			
Resolve Credit Ads			
Paginate Classified Displays			
Clear File Locks			
Load user dictionary to database ...			
Purge Without Archiving			
Import Contacts			
Setup Web Entry			

The *Setup Operators* screen appears.

2. Enter the maximum amount of override for the operator listed in the **Maximum Override** field. The maximum amount each ad taker can override should be determined by your classified ads department. Most ads taken through the Ad Order Entry System should be within \$5.00 to \$10.00 of the front-end classifieds pricing. If you are having significant price discrepancies please review your template and ad package setup or contact your Support Representative for additional help.

In this example, the operator Melanie (code 56) has been given access to override \$100.00.

3. Click the **SAVE** button.

Configuration of Pay Type in the DTI System

Since the Ad Order Entry System collects payment from the ad buyer's credit card before the ad is sent to the classified ad department, the ad taker must enter the ad with a specific payment type so that the accounting department does not inadvertently attempt to collect the money again. Follow the steps provided below to set up the pay type in adManage for ClassSpeed.

1. Go to the **Maintenance** pull-down menu and select **Paytypes**.

Maintenance	Pagination
Rates	
Discounts	
Other Charges	
Holiday Pricing	
Edition Discounts	
Bad Phones	
Sales Prompts	
Editions	
Grids	
Groups	
Sales Reps	
Paytypes	
Reply Types	
Sources	
Cities	
Desks	
Categories	
Priorities	
Deadlines	
Lists	
Status Codes	
Account Types	
Combo Buys	
System Maintenance	

2. Enter 'IP' to indicate the pay type of Internet Payment in the **Paytype** field.
3. Enter 'Internet Payment', in the **Description** field.
4. Click **Save S** button.
5. Click **Exit E** button.

Input Mode

(TEST) Augusta Chronicle (TEST)

Paytypes

Paytype Print Receipt

Description

Auto On Hold

Discounts

Commercial Non-Commercial

Save S Find F Previous <- Next ->

List L Delete X Cancel . Exit E

Configuration of Source in the DTI System

For tracking purposes a unique source for AOE entries is desired. To create a new source in DTI adManage for ClassSpeed, follow the steps below.

1. Go to the **Maintenance** pull-down and select **Sources**.

Maintenance	Pagination
Rates	
Discounts	
Other Charges	
Holiday Pricing	
Edition Discounts	
Bad Phones	
Sales Prompts	
Editions	
Grids	
Groups	
Sales Reps	
Paytypes	
Reply Types	
Sources	
Cities	
Desks	
Categories	
Priorities	
Deadlines	
Lists	
Status Codes	
Account Types	
Combo Buys	
System Maintenance	

The *Sources* screen appears.

Input Mode

(TEST) Augusta Chronicle (TEST)

Sources

Source IA

Description Internet Ad

Save S Find F Previous <- Next ->

List L Delete X Cancel . Exit E

2. Enter 'IA' to indicate the Source of Internet Ad, in the **Source** field.
3. Enter 'Internet Ad', in the **Description** field.
4. Click **Save S** button
5. Click **Exit E** button.

Support Information

Morris Digital Works (MDW), a division of Morris Communications Co., provides tools, technologies, consulting, and Web development services to Morris newspapers and external clients. MDW's award-winning technologies include: world-class hosting facilities, robust content management software, high performance application tools, site-enhancement tools, and comprehensive classified and display classified technology.

Founded in 1995, Morris Digital Works has over 100 employees with offices in Topeka, KS, Joplin, MO, New York, NY, and headquartered in Augusta, GA. An additional 250 MCC employees also participate in our Internet business and report directly to newspapers, magazines, book publishing and other internal organizations.

If you are experiencing problems with any of Morris Digital Works products, please contact Customer Support at (706) 828-2955.