

**Ad Order Entry (AOE) v. 1.5
User Guide**

Table of Contents

Overview	2
User Requirements	2
Using Ad Order Entry (AOE)	2
Step 1	3
Step 2	4
Step 3	5
Step 4	7
Step 5	8
Step 6	9
Finished	10
Support Information	11

Overview

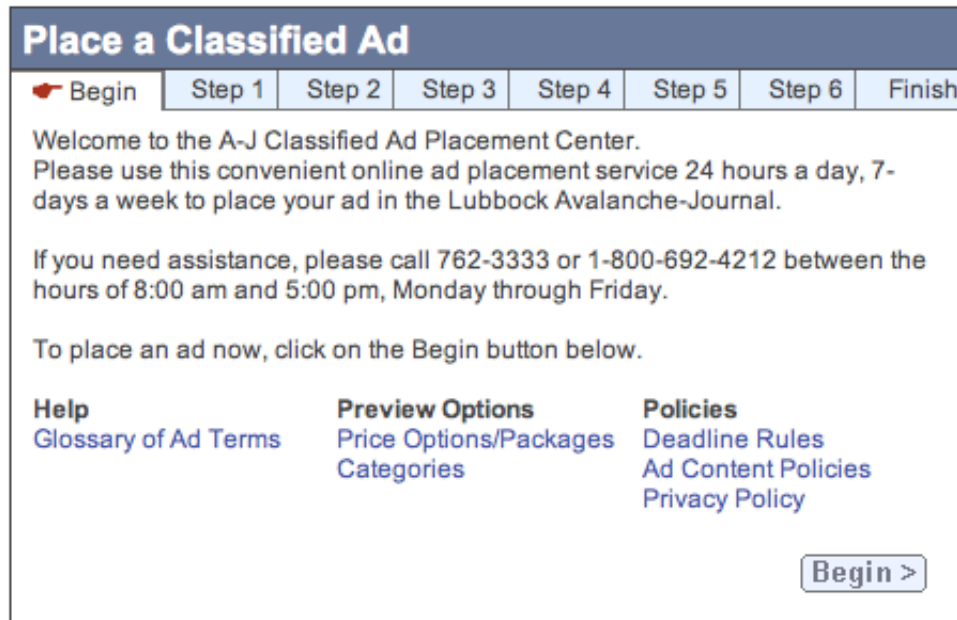
Advertising your ad in the local newspaper is a great way to reach potential buyers. In order to facilitate the creation of your ad, we have developed a quick and easy Ad Order Entry system that will guide you through the process of entering, customizing, and paying for your ad for newspaper print and online display. If you are placing liner ads with no pictures, you will want to use our simple system.

User Requirements

- 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 will look like the following example:



The “Glossary of Ad Terms” link will generate a pop-up window with definitions of terms you will see throughout the Ad Order Entry online tool.

The “Price Options/Packages” link will generate 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 that 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 in order for your ad to be displayed in the newspaper.

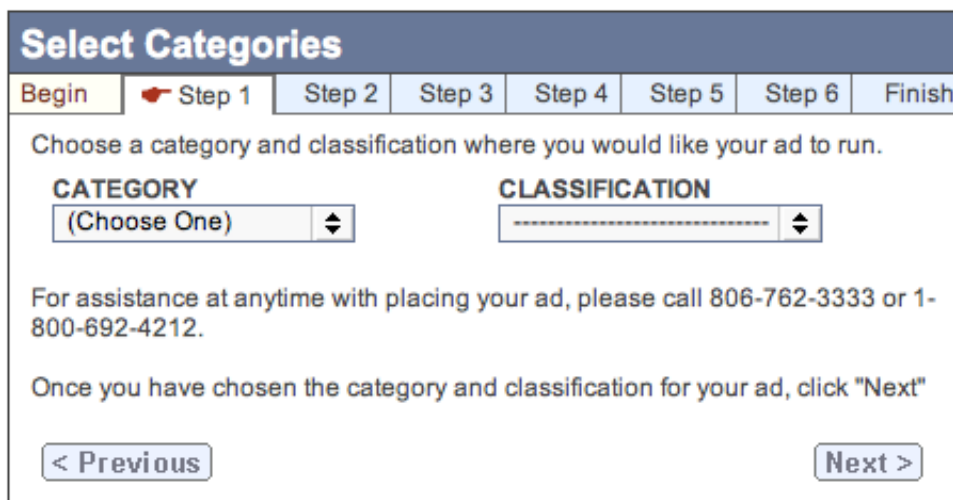
The “Ad Content Policies” link generates a pop-up window that describes the ad policies and standards for the newspaper. The newspaper reserves the right to refuse publication of any ad that does not meet all of the standards explained in the newspaper’s Ad Content Policy.

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 will resemble the following example:



The screenshot shows a web form titled "Select Categories". At the top, there is a navigation bar with buttons for "Begin", "Step 1" (which is highlighted with a red arrow), "Step 2", "Step 3", "Step 4", "Step 5", "Step 6", and "Finish". Below the navigation bar, the main content area contains the following text: "Choose a category and classification where you would like your ad to run." This is followed by two drop-down menus: "CATEGORY" with the text "(Choose One)" and "CLASSIFICATION" with a dashed line. Below these menus, there is a line of text: "For assistance at anytime with placing your ad, please call 806-762-3333 or 1-800-692-4212." This is followed by another line of text: "Once you have chosen the category and classification for your ad, click 'Next'". At the bottom of the form, there are two buttons: "< Previous" on the left and "Next >" on the right.

Using the **CATEGORY** drop-down menu, please select the category that best matches your ad. Some categories will 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 will resemble the following example:

The screenshot shows a web form titled "Compose Your Ad" with a progress bar at the top. The progress bar has eight steps: "Begin", "Step 1", "Step 2" (highlighted with a red arrow), "Step 3", "Step 4", "Step 5", "Step 6", and "Finish". Below the progress bar, the instruction "Compose your ad in the spaces provided below." is displayed. The form contains three main input areas: "Heading" (a single-line text box), "Body of Ad*" (a multi-line text box with a scroll bar), and "Phone Number" (a single-line text box). A red asterisk next to "Body of Ad*" indicates it is a required field. In the top right corner, there is a link for "Tips and Suggestions" with the sub-link "Classified Writing Tips". At the bottom left is a "< Previous" button, and at the bottom right is a "Next >" button. A red asterisk with the text "* Required Field" is located at the bottom left of the form area.

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 you 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 will resemble 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 will modify the entire ad. If you select the “Heading” option, any changes you make using the check boxes and radio buttons below will modify 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 will 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 will modify the phone number portion of the ad.

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

- “None” will present that portion on a blank background.
- “Screen (30%)” will present that portion on a **colored background**.
- “Reverse” will present 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 will 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 will be in **bold** type.
- If the “Italic” check box is selected, the text in that portion will be in *italic* type.
- If the “Underline” check box is selected, the text in that portion will be underlined.
- If the “Enlarge” check box is selected, the text in that portion will be **enlarged**.

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

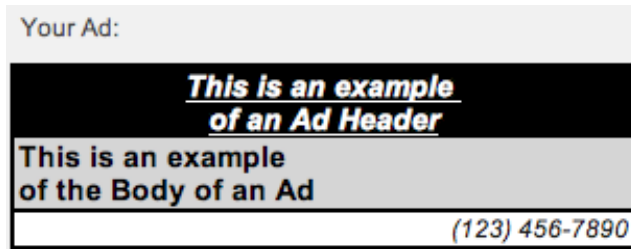
- “Left” will align all selected text to the left.
- “Center” will center all text in the selected section.
- “Right” will align all selected text to the right.

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

- “None” will place no border on the selected section of your ad.
- “Solid” will place 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 will resemble 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 will see *Ad Packages* section. You can click the “See Ad Package details” link to view a pop-up window with options and packages offered by the website and the costs associated with each. After reviewing the options, please **Choose Your Desired Ad Package** from 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 will create a calendar pop-up window. Just click on the day you want your ad to start running.

Note: You will only be able to select days that do not conflict with the newspapers 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 will resemble 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 will resemble 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

[< Previous](#) [Finish >](#)

Under the *Billing Information* section, fill in the information as requested.

Note: 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 will not let you proceed.

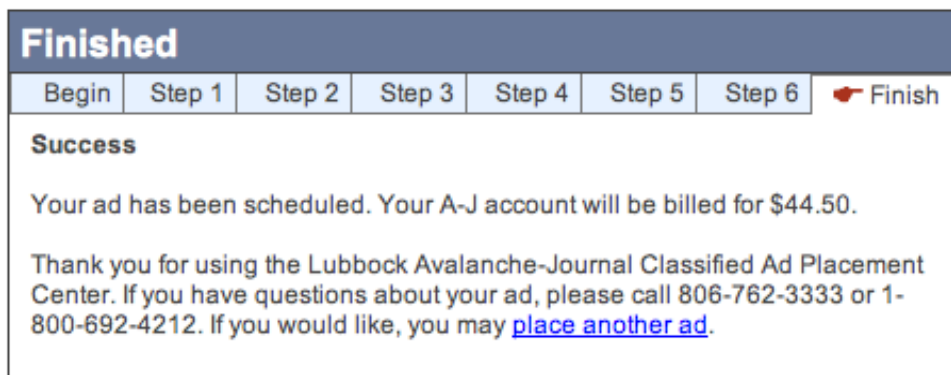
Once all the required information is entered, click the **Finish** button in the lower right-hand corner.

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 will resemble the following example:

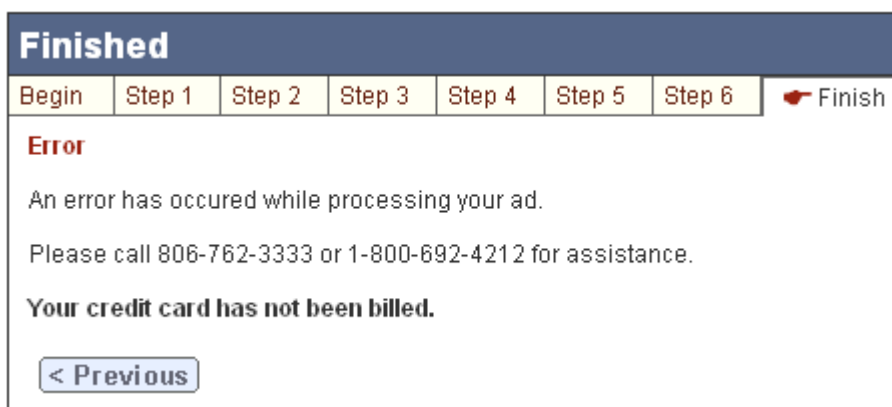


The screenshot shows a web page titled "Finished" with a navigation bar containing buttons for "Begin", "Step 1", "Step 2", "Step 3", "Step 4", "Step 5", "Step 6", and "Finish" (with a red arrow icon). The main content area displays a "Success" message: "Your ad has been scheduled. Your A-J account will be billed for \$44.50." It also includes a thank-you message and contact information: "Thank you for using the Lubbock Avalanche-Journal Classified Ad Placement Center. If you have questions about your ad, please call 806-762-3333 or 1-800-692-4212. If you would like, you may [place another ad](#)."

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 will resemble the following example:



The screenshot shows a web page titled "Finished" with a navigation bar containing buttons for "Begin", "Step 1", "Step 2", "Step 3", "Step 4", "Step 5", "Step 6", and "Finish" (with a red arrow icon). The main content area displays an "Error" message: "An error has occurred while processing your ad. Please call 806-762-3333 or 1-800-692-4212 for assistance." It also states: "Your credit card has not been billed." and includes a "< Previous" button.

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.

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 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.