

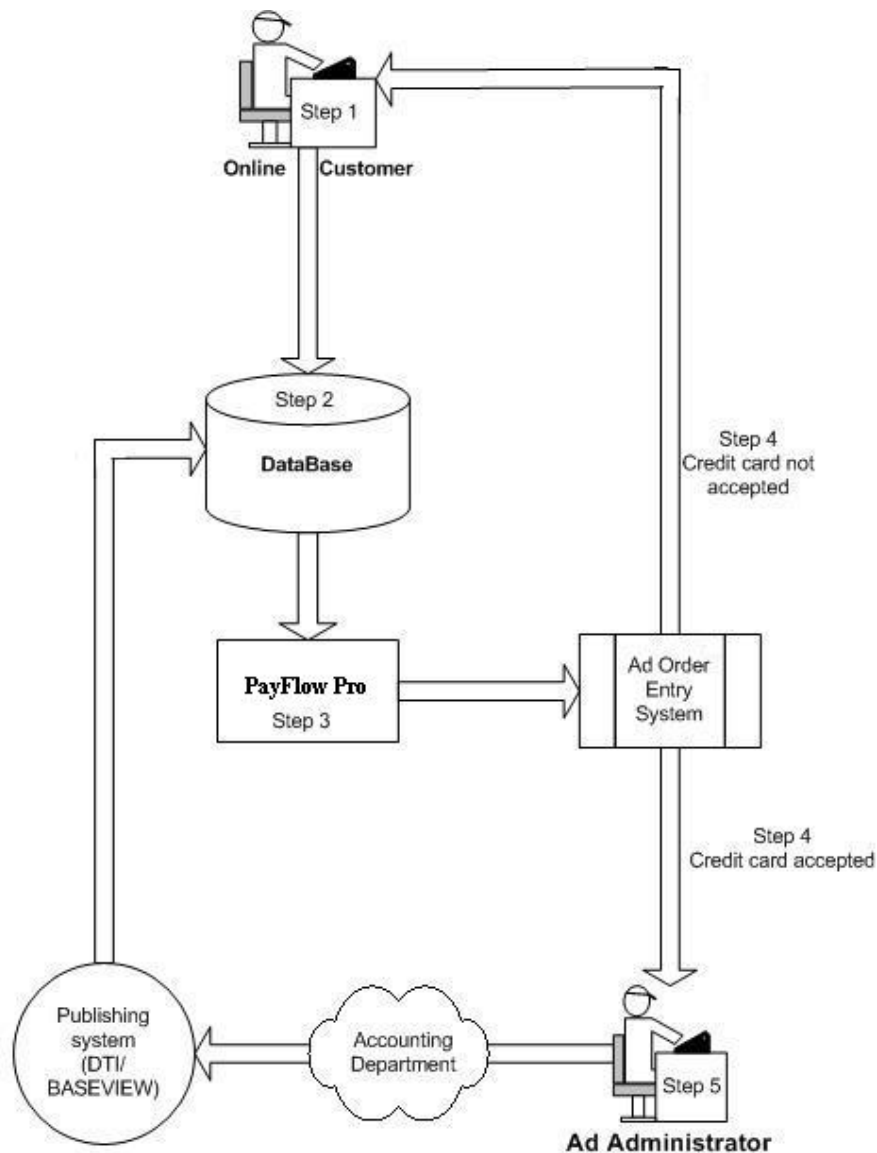
Ad Order Entry v. 1.5 Webmaster Guide

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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

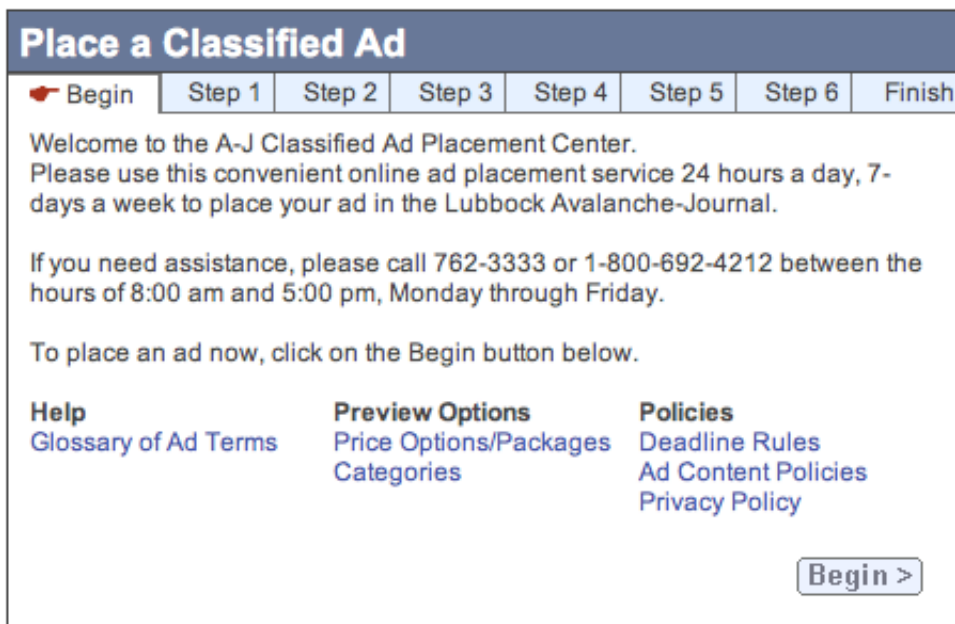
Advertising ads in the local newspaper and online is a great way to reach potential buyers. To facilitate the creation of an ad, we have developed a quick and easy Ad Order Entry system that guides online users through the process of entering, customizing, and paying for newspaper print ads and online 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:



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:

Compose Your Ad

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

Compose your ad in the spaces provided below.

Heading

Body of Ad*

Phone Number

Tips and Suggestions
[Classified Writing Tips](#)

* Required Field

< Previous Next >

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.

<p>Screen:</p> <p><input type="radio"/> None</p> <p><input checked="" type="radio"/> Screen (30%)</p> <p><input type="radio"/> Reverse*</p>	<p>Fonts:</p> <p><input checked="" type="checkbox"/> Bold</p> <p><input type="checkbox"/> Italic</p> <p><input type="checkbox"/> Underline</p> <p><input checked="" type="checkbox"/> Enlarge</p>	<p>Text Alignment:</p> <p><input type="radio"/> Left</p> <p><input checked="" type="radio"/> Center</p> <p><input type="radio"/> Right</p>
<p>Border:</p> <p><input type="radio"/> None</p> <p><input checked="" type="radio"/> Solid</p>		

* 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.

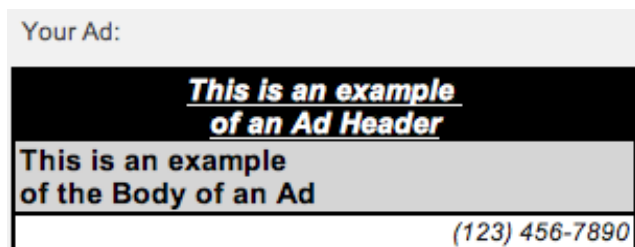
The **Border** radio buttons lets you change the border on the selected portion of the ad.

“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.

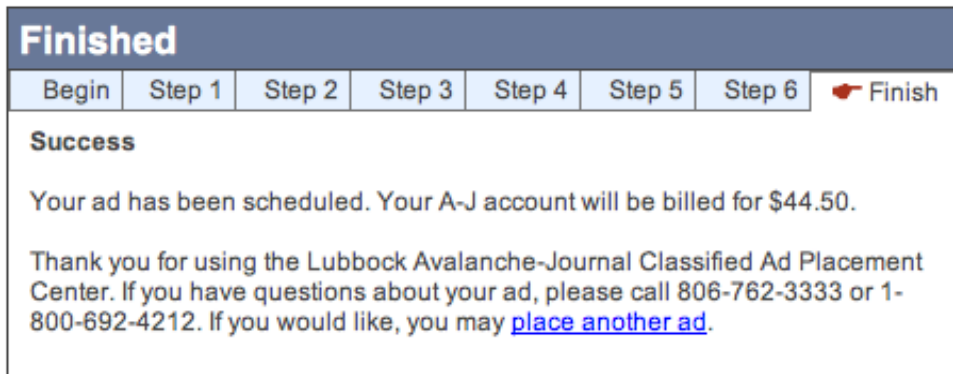
Once all the required information is entered, click the **Finish** button in the lower right-hand corner.

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.

Template Customization

You must customize the AOE system to meet your property's web site needs in the settings template located at MCC → <property> → aoe → settings in Template Manager. Below is a list of the mtl variables and style settings you must customize, a description of how those variables are used, and any requirements associated with those variables. Changes to this template affect the look and feel and information in your AOE system.

Programming and Template Tips

- Always make changes in a test area before making changes to the live site.
- Test your template changes as you go. It is much easier to debug small amounts of changes at a time.
- If all else fails, roll back.

MTL Variables in the Settings Template

Look and Feel MTL Variables

The following variables are used throughout all of the AOE pages.

- **\$body_tag**

Customize the color, the margins, and the background image of the main body of the AOE 1.5 system with the \$body_tag variable. You can include any valid HTML body attributes except "onload".

Sample tag:

```
<mcc $body_tag_options="bgcolor=#FFFFFF leftmargin=10 marginwidth=10 topmargin=20  
marginheight=20 background=http://lubbockonline.com/images/site03/pagebg.gif">
```

- **\$head_include**

The \$head_include variable contains the heading included throughout the AOE pop-ups. You must follow the structure {Web site};{location of the header file}.

Sample tag:

```
<mcc  
$head_include="www.lubbockonline.com:/web/lubbockonline.com/htdocs/includes/aoe_head.t  
xt">
```

- **\$body_top_include**

The \$body_top_include variable contains the top of the AOE wrapper. You must follow the structure {Web site};{location of the header file}.

Sample tag:

```
<mcc  
$body_top_include="www.lubbockonline.com:/web/lubbockonline.com/htdocs/includes/aoe_b  
ody_top.txt">
```

- **\$body_bottom_include**

The \$body_bottom_include variable contains the bottom of the AOE wrapper. You must follow the structure {Web site}:{location of the header file}.

Sample tag:

```
<mcc  
$body_bottom_include="www.lubbockonline.com:/web/lubbockonline.com/htdocs/includes/ao  
e_body_bottom.txt">
```

- **\$images**

The \$images variable contains the location of the images used in the AOE system. This includes buttons, text graphics, etc. Few images are used by the AOE system. These images can be altered in Photoshop to better suit the web site's look and feel. It is recommended that you make a backup copy of the reference design images included in your AOE 1.5 reference package.

Sample tag:

```
<mcc $images = "https://sec.lubbockonline.com/images/aoe/">
```

- **\$table_width**

The \$table_width variable contains the size of the AOE table width. You may increase or decrease the size of the AOE table so AOE will fit correctly in your web page.

Sample tag:

```
<mcc $table_width = "550">
```

General Verbiage MTL Variables

The following variables are used throughout the AOE pages.

- **\$paper_name**

The \$paper_name variable contains the newspaper paper name that is used throughout the text in the AOE system.

Sample tag:

```
<mcc $paper_name = "Lubbock Avalanche-Journal">
```

- **\$paper_abbr_name**

The \$paper_abbr_name variable contains the newspaper abbreviated name.

Sample tag:

```
<mc $paper_abbr_name = "A-J">
```

- **\$web site_name**

The \$web site_name variable contains the web site name.

Sample tag:

```
<mc $web site_name = "LubbockOnline.com">
```

- **\$assist_text**

The \$assist_text variable contains your customize help message present at the bottom of each step of the AOE system. We highly recommend you include the office hours and phone numbers of your ad department. Also remember the web page may be viewed by users outside of your calling area code; so adding an 800 number is advised.

Sample tag:

```
<mc $assist_text = "If you need assistance, please call 806-762-3333 or 1-800-692-4212 between the hours of 8:00 am and 5:00 pm, Monday through Friday.">
```

- **\$privacy_policy_url**

The \$privacy_policy_url variable contains the URL location of your privacy policy. Since the AOE system captures personal information about your customers, you may want to review your privacy policy at this time.

Sample tag:

```
<mc $privacy_policy_url = "http://lubbockonline.com/housekeeping/about_us.shtml">
```

Billing Page MTL Variables

The following variables allow you to customize the Billing page information.

- **\$default_state**

Although the web pages may be viewed from anywhere in the world, a majority of your ads will be placed by users in your state. The \$default_state variable sets the default of the drop-down menu states. You must set the default to one of the following:

AL	AK	AZ	AR	CA	CO	CT	DE	FL
GA	HI	ID	IL	IN	IA	KS	KY	LA

ME	MD	MA	MI	MN	MS	MO	MT	NE
NV	NH	NJ	NM	NY	NC	ND	OH	OK
OR	PA	RI	SC	SD	TN	TX	UT	VT
VA	WA	DC	WV	WI	WY			

Sample tag:

```
<mcc $default_state = "TX">
```

- **\$billing_name**

You may choose to allow your users to place an ad and then be billed at a later time. The \$billing_name variable sets the text to be displayed for the billing option.

Sample tag:

```
<mcc $billing_name = "Lubbock Avalanche-Journal">
```

- **\$email_to**

Once the user has completed and successfully paid for his ad, an email is generated containing the user information and ad information. You can send the ad to multiple email addresses by including a comma-separated list of email addresses in the \$email_to variable.

Sample tag:

```
<mcc $email_to =  
"classified@lubbockonline.com,pbaird@lubbockonline.com,ryan@morris.com">
```

- **\$email_from**

Once the user has completed and successfully paid for their ad, an email is generated to the email address supplied by the user, containing the user and ad information. The \$email_from variable sets who the email is from.

Sample tag:

```
<mcc $email_from = "Webmaster@lubbockonline.com">
```

Font Calculation MTL Variables

- **\$normal_fontsize \$html_normal_fontsize**

The \$normal_fontsize contains the information about the point size used in print for a normal sized font. The \$normal_fontsize is used in the calculation of the price of an ad, for any letters, numbers, or symbols that are not enlarged or reversed. You must specify the numeric point size followed by a capital "PT".

The \$html_normal_fontsize contains the information about the size used online for a normal sized font. The \$html_normal_fontsize will be used in the calculation of the size of the

characters online, for any letters, numbers, or symbols that are not enlarged or reversed. You must specify the numeric size followed by a lowercase "px".

Sample tag:

```
<mc $normal_fontsize = "5.5PT" $html_normal_fontsize = "12px">
```

- **\$large_fontsize \$html_large_fontsize**

The \$large_fontsize contains the information about the point size used in print for an enlarged font. The \$large_fontsize will be used in the calculation of the price of an ad, for any letters, numbers, or symbols that are enlarged by the user. You must specify the numeric point size followed by a capitol "PT".

The \$html_large_fontsize contains the information about the size used online for an enlarged sized font. The \$html_large_fontsize will be used in the calculation of the size of the characters online, for any letters, numbers, or symbols that are enlarged. You must specify the numeric size followed by a lowercase "px".

Sample tag:

```
<mc $large_fontsize = "8PT" $html_large_fontsize = "14px">
```

- **\$reverse_normal_fontsize \$html_reverse_normal_fontsize**

Reversed ads have a black background with white characters. It is customary for the point size to be larger than a normal ad or bolded for the text to be readable in the newspaper.

The \$reverse_normal_fontsize contains the information about the point size used in print for a reversed character. The \$reverse_normal_fontsize will be used in the calculation of the price of an ad, for any letters, numbers, or symbols that are reversed by the user. You must specify the numeric point size followed by a capitol "PT".

The \$html_reverse_normal_fontsize contains the information about the size used online for a reversed sized font. The html_reverse_normal_fontsize is used in the calculation of the size of the characters online, for any letters, numbers, or symbols that are reversed. You must specify the numeric size followed by a lowercase "px".

Sample tag:

```
<mc $reverse_normal_fontsize = "8PT" $html_reverse_normal_fontsize = "14px">
```

- **\$reverse_large_fontsize \$html_\$reverse_large_fontsize**

Reversed ads have a black background with white characters. It is customary for the point size to be larger than a normal ad or bolded in order for the text to be readable in the newspaper.

The \$reverse_large_fontsize contains the information about the point size used in print for a reversed and enlarged character. The \$reverse_large_fontsize is used in the calculation of

the price of an ad, for any letters, numbers, or symbols that are reversed and enlarged by the user. You must specify the numeric point size followed by a capitol "PT".

The `$html_reverse_large_fontsize` contains the information about the size used online for a reversed and enlarged sized font. The `$html_reverse_large_fontsize` is used in the calculation of the size of the characters online, for any letters, numbers, or symbols that are reversed and enlarged. You must specify the numeric size followed by a lowercase "px".

Sample tag:

```
<mcc $reverse_large_fontsize = "10PT" $html_reverse_large_fontsize = "16px"> <!mcc  
fontsize for reverse background>
```

- **`$default_fontsize`**

The `$default_fontsize` sets the default to the font size specified. You may use a predefined variable or specify the numeric point size followed by a capitol "PT".

Sample tag:

```
<mcc $default_fontsize = $large_fontsize>
```

- **`$normal_fontid`**

For each font option available to your ad buyers through the AOE system, you must supply a copy of the font including the .afm file. AOE system supports Adobe TrueType fonts. The .afm font file contains the measurements of each letter. These letters are used to calculate the number of letters that can fit on a line. For calculating the price of the ad, you must supply the name of the font you want to use as the font. The AOE system currently has the following fonts on file:

Spartan Book Classified
Helvetica Light + Black
Times New Roman

If you would like to use a font that is not in this list, you must deliver the font and the .afm to your Support Representative to be added to the AOE system.

Sample tag:

```
<mcc $normal_fontid = Spartan>
```

- **`$default_fontid`**

The `$default_fontid` contains the default to the font specified. You may use a predefined variable or specify the font.

Sample tag:

```
<mc $default_fontid = $normal_fontid>
```

- **\$border_width**

The \$border_width contains the width of the border around an ad. The \$border_width is used to calculate the lineage increase of any ad where the user has chosen the border option.

Sample tag:

```
<mc $border_width = "4PT (2PT Gutter)">
```

- **\$default_border**

The \$default_border contains the width of the border around an ad. The \$default_border is used to calculate the lineage increase of any ad where the user has chosen the border option. If you do not offer a border to your online customers, the \$default_border must equal "NONE".

Sample tag:

```
<mc $default_border = "2PT">
```

- **\$catalog_name**

The \$catalog_name specifies the catalog name where all of the specified property pricing up sell information is located in the database.

Note After initial set up, do not modify this variable.

Sample tag:

```
<mc $catalog_name = "lubbock tx aoe">
```

- **\$default_bold**

If you set the \$default_bold to "TRUE", bold enhancement is selected by default for the radio button on the AOE.

If you set the \$default_bold to "FALSE", no bold enhancement is selected by default for the radio button on the AOE.

Sample tag:

```
<mc $default_bold = "TRUE">
```

- **\$default_background**

The \$default_background sets the radio button on the AOE background to "NONE", "SCREEN" or "REVERSE".

Sample tag:

```
<mcc $default_background = "SCREEN">
```

- **\$default_alignment**

The \$default_alignment variable sets the radio button on the AOE alignment text enhancement to "LEFT", "CENTER" or "RIGHT".

Sample tag:

```
<mcc $default_alignment = "CENTER">
```

- **\$default_topad**

The \$default_topad variable sets the radio button on the AOE topad option to "Y" or "N". If you would like all AOE ads to default to topads, \$default_topad = 'Y'.

Sample tag:

```
<mcc $default_topad = "Y">
```

Category MTL Variables

Go to the following page to view the current categories and subcategories for your online classifieds system: <https://stats.morris.com/forged?tid=85963>

You need to supply the categories and subcategories you want your ad buyer to be able to choose from. You can offer all your classified categories or you can choose specific categories or subcategories to offer. You want to review your AOE category list with the Ad Administrator before going live.

When creating your category list take the following into consideration:

Price packages are mapped to the categories and subcategories. If a category or subcategory price package in your front-end system does not fit the AOE pricing model, you and your ad department should either allow for the price difference or not offer the category.

For Example:

Let's say in your front-end system for the ANTIQUE/CLASSIC CARS subcategory the only pricing package available is a "buy ad until it sells option", where the customer is billed or charged every month until the car sells. Currently, the AOE 1.5 system doesn't support recurring billing, so you would not be able to offer this option online.

Online Categories and Subcategories should map directly to the newspaper print categories and subcategories.

For Example:

Let's say a customer places an ad online through the AOE system for a Camaro 1967 in the TRANSPORTATION category and subcategory of ANTIQUE/CLASSIC CARS. Let's say your newspaper's print ANTIQUE/CLASSIC CARS subcategory is actually located in the MERCHANDISE category. When the customer looked for his/her ad in the newspaper he/she would not be able to locate the ad in the TRANSPORTATION category.

- **\$accept_category**

The \$accept_category variable sets the major categories available through AOE. To accept all major categories, set the variable equal to "CLASSIFIEDS," or you can select a comma-separated list of major categories.

Sample tag:

```
<mc $accept_category = "Transportation,Merchandise">
```

- **\$exclude_category_ids**

The \$exclude_category_ids variable excludes minor and major categories available through the AOE. You can supply a comma-separated list of category ids or you can supply a comma-separated list of category names.

Sample tag:

```
<mc $exclude_category_ids =  
"20828,20848,20214,20215,20216,20217,20218,20219,20220,20221,20222">
```


Style Sheets in the Settings Template

Much of the look and feel is controlled through CSS (Cascading Style Sheets). To make a change to these elements of AOE, you need to make a change to the styles defined in the Settings template in Template Manager. Below are the classes and pseudo-classes defined in this style sheet.

- **a.mdw_aoe**

Sets style of the <a> tags throughout AOE (default <a> tag style).

Sample CSS:

```
a.mdw_aoe {
  color: #334499;
  text-decoration: none;
}
```

- **a.mdw_aoe:hover**

The highlight effect of the <a> tags throughout AOE (default <a> hover tag style).

Sample CSS:

```
a.mdw_aoe:hover {
  color: #667799;
  text-decoration: underline;
}
```

- **a.mdw_aoe_past**

Sets style of links in the top navigation.

Sample CSS:

```
a.mdw_aoe_past {
  color: #662211;
  text-decoration: none;
}
```

- **a.mdw_aoe_past:hover**

Sets style of hovered links in the top navigation.

Sample CSS:

```
a.mdw_aoe_past:hover {
  color: #666677;
  text-decoration: underline;
}
```

- **b.mdw_aoe**

Sets style of bolded text throughout AOE (default tag style).

Sample CSS:

```
b.mdw_aoe {
  color: #333333;
}
```

- **b.mdw_aoe_total**

Sets style of total value (default is green, bold text).

Sample CSS:

```
b.mdw_aoe_total {
  color: #229922;
}
form {
  margin: 0px 0px 0px 0px;
}
```

- **.mdw_aoe_input**

Adjusts input form elements.

Sample CSS:

```
.mdw_aoe_input {
  background-color: #f6f6f6;
  border-color: #556688;
  border-style: solid;
  border-width: 1px;
  font-family: Arial, sans-serif;
  font-size: 12px;
  width: 250px;
}
```

- **.mdw_aoe_count**

Deprecated.

Sample CSS:

```
.mdw_aoe_count {
  background-color: #ffffff;
  border-color: #ffffff;
  border-style: solid;
```

```
border-width: 1px;
color: #666666;
font-family: Arial, sans-serif;
font-size: 12px;
text-align: right;
width: 25px;
}
```

- **.mdw_aoe_select**

Adjusts drop-down form elements.

Sample CSS:

```
.mdw_aoe_select {
background-color: #f6f6f6;
border-color: #556688;
border-style: solid;
border-width: 1px;
font-family: Arial, sans-serif;
font-size: 12px;
}
```

- **.mdw_aoe_header**

Sets style of header items in content area.

Sample CSS:

```
.mdw_aoe_header {
background-color: #556688;
border-color: #333333;
border-style: solid;
border-width: 1px 1px 1px 1px;
color: #ffffff;
font-family: Arial;
font-size: 18px;
font-weight: bold;
padding: 5px 5px 3px 5px;
}
```

- **.mdw_aoe_main**

Sets overall fonts, sizes, colors, etc. in the AOE area.

Sample CSS:

```
.mdw_aoe_main {
border-color: #333333;
border-style: solid;
border-width: 0px 1px 1px 1px;
```

```
}
```

- **.mdw_aoe_steps_past**

Sets style of boxes in the top navigation that have already been visited.

Sample CSS:

```
.mdw_aoe_steps_past {  
  background-color: #ffff3;  
  border-color: #666666;  
  border-style: none solid solid none;  
  border-width: 0px 1px 1px 0px;  
  color: #333333;  
  font-family: Arial;  
  font-size: 12px;  
  padding: 2px 2px 2px 5px;  
  text-align: left;  
}
```

- **.mdw_aoe_steps_future**

Sets style of boxes in the top navigation that have not been visited.

Sample CSS:

```
.mdw_aoe_steps_future {  
  background-color: #e0eeff;  
  border-color: #666666;  
  border-style: none none solid solid;  
  border-width: 0px 0px 1px 1px;  
  color: #333333;  
  font-family: Arial;  
  font-size: 12px;  
  padding: 2px 5px 2px 2px;  
  text-align: right;  
}
```

- **.mdw_aoe_content**

Sets style of content area (default setting contains additional padding and font-treatment, but can be negated if desired).

Sample CSS:

```
.mdw_aoe_content {  
  color: #333333;  
  font-family: Arial;  
  font-size: 12px;  
  padding: 7px 5px 5px 10px;  
}
```

- **.mdw_aoe_alert**

Sets style of columned content areas (default setting contains additional padding and font-treatment, but can be negated if desired).

Sample CSS:

```
.mdw_aoe_alert {  
  color: #992211;  
  font-size: 12px;  
}
```

- **.mdw_aoe_headline**

Sets style of header above the AOE navigation.

Sample CSS:

```
.mdw_aoe_headline {  
  background-color: #ffffff;  
  font-size: <mcc $html_normal_fontsize>;  
  padding: 1px 2px 1px 2px;  
  text-align: left;  
  width: 300px;  
}
```

- **.mdw_aoe_ad_copy**

Sets style of ad copy text (should be set to closely mimic the text in the print ad).

Sample CSS:

```
.mdw_aoe_ad_copy {  
  background-color: #ffffff;  
  font-size: <mcc $html_normal_fontsize>;  
  padding: 1px 2px 1px 2px;  
  text-align: left;  
  width: 300px;  
  max-width: 300px;  
}
```

- **.mdw_aoe_address**

Sets style of ad address box text (should be set to closely mimic the text in the print ad).

Sample CSS:

```
.mdw_aoe_address {  
  background-color: #ffffff;  
  font-size: <mcc $html_normal_fontsize>;  
  padding: 1px 2px 1px 2px;
```

```
text-align: left;
width: 300px;
}
```

Pop-Up Customizations

The following pop-up templates allow you to customize the help and site information pop-ups.

- **Pop-up - Categories**

The categories template should list all major and minor categories. This should just be generated by MTL out of the database.

- **Pop-up - Content**

Ad Content Policies should be placed in the Content template. You should be able to get a list of your ad policies from the Ad Administrator.

- **Pop-up - Deadlines**

The Deadline template should contain deadlines for ads for weekdays and weekends.

- **Pop-up - Glossary**

Glossary of Ad Terms contains any classified ad terminology the user needs to know. AOE installs should include a default list, but you may want to add extras just to be helpful.

- **Pop-up - Prices**

The Prices template should contain all ad packages for each of your categories, plus any additional fees for text enhancements (bolding, screening, etc) and additional line charges.

- **Pop-up - Special Feature Help**

The Special Feature Help describes what are Top Ad, Pick Up Reply, and Mail Reply.

- **Pop-up - Terms**

The Terms template should include the Terms and conditions for placing the ad. It usually contains the standard "We're not responsible" message.

- **Pop-up - Writing Tips**

Generic classified ad writing tips have been included in the Writing tips template. You may desire to add additional writing hints to help your customers.

Note On the Begin page there is a Privacy Policy Link. The link should be directed to the standard privacy policy already in place on the site, but should open in a new window. Please review the Privacy Policy at this time to ensure it is adequate for the Ad Order Entry needs.

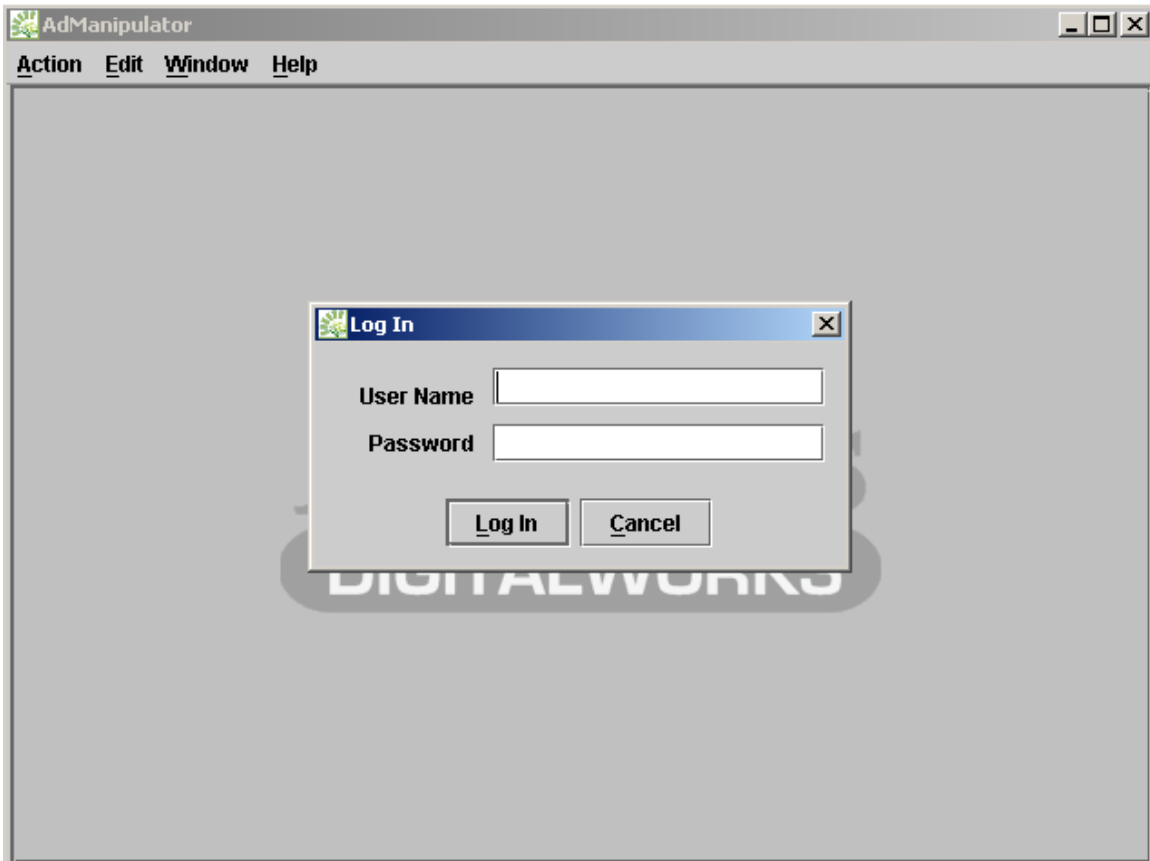
Ad Package Creation

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.

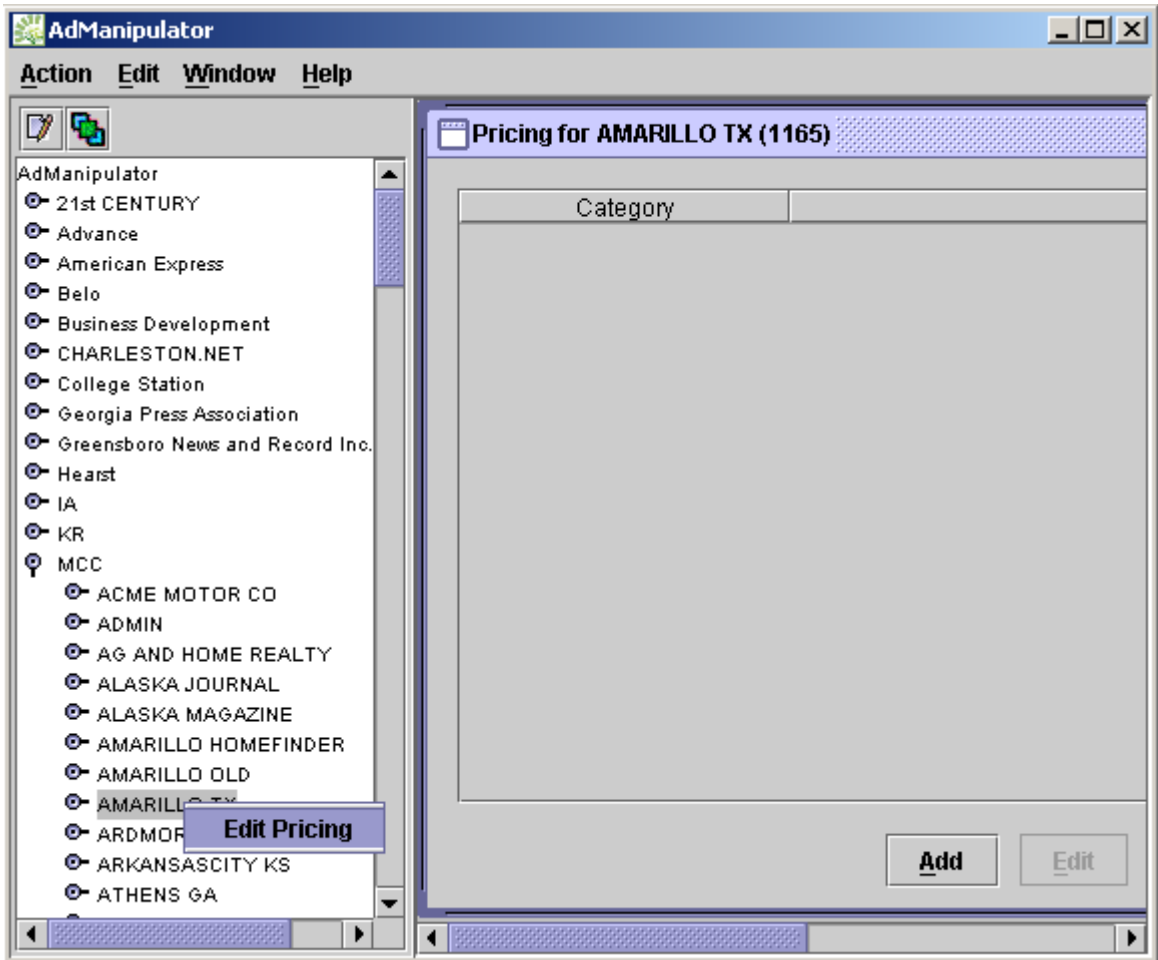
You will use AdManipulator to create various custom ad pricing packages to offer ad buyers. Through AdManipulator you can add, edit, or delete the ad pricing packages for any classifieds category. Before entering or editing any ad price package, you should receive approval for the price package from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

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

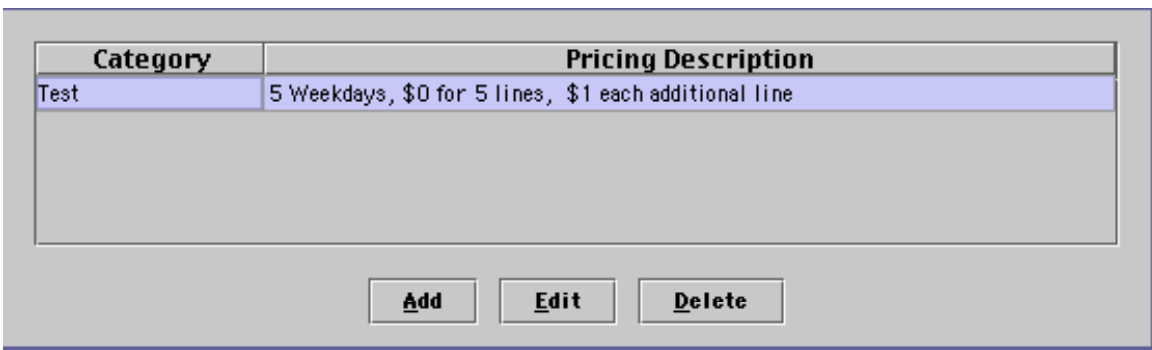
1. Open AdManipulator.
2. Enter in your **User Name** and **Password**.
3. Click on the **Log In** button. The AdManipulator page appears.



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.

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

- Click in the **Category** dropdown 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 is 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.

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.