

# AOE Worksheets

## Ad Rates

Identify or create any online ad rates in the front-end system. Submit this information to the Webmaster. He/she will use this data to create the ad packages in AdManipulator.

Example: Transportation: 7 lines, 7 days, \$7.00, 1.50 each additional line.

## Categories and Subclasses

Go to the following web page to view the current categories and subcategories for your online classifieds system: <http://stats.morris.com/forged?tid=85963>. Click on the appropriate link. 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. Review your AOE category list with the Ad Administrator before going live. Submit this information to the Webmaster. He/she will use this data when configuring the Settings template.

Category Name (Announcements)	Category Number 7979	Additional Notes

Identify the sub-classifications that you wish to EXCLUDE from the major categories.

Sub-classification to exclude (Giveaways)	Category Number 51089	Additional Notes

## Enhancement Sheet

For each ad enhancement offered to your online ad buyer, you may associate a flat fee. Complete the attached enhancement sheet and return to your Customer Support Representative.

Options available	Flat fee	Additional Notes
Screen		
Reversed		
Bold		
Italics		
Underline		
Solid Border		
Top Ad		

---

**Note** If you are not planning to offer one of the above Enhancement options please enter "DO NOT OFFER" in the Additional Notes field.

---

## Deadline Rules Sheet

The Deadline Rules Sheet should be completed and submitted to the New Media Director.

- **Day of week** - The day of the week the rule applies to.
- **Prior days deadline** - You must have the ad place x days before the Day of the week.
- **Latest time** - On the last day of the Prior days, the latest time a user can place an ad and have it run on the Day of the week.
- **Notes** - Any additional information.

Day of week	Prior days deadline	Latest Time	Notes
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

## Font and .afm File

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. The 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. To calculate ad prices, you must supply the name of the font you wish to use.

The AOE system currently has the following fonts on file:

Spartan Book Classified  
 Helvetica Light + Black  
 Helvetica Narrow  
 Times New Roman

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

## Font Information Sheet

In order for the New Media Director to customize the Ad Order Entry templates correctly, he/she must have the following font information from the Ad Department. Complete this information and submit it to the New Media Director.

Font Name	Font on File? (Y/N)	New Font and .afm sent to Customer Support Representative? (Y/N)
Item	Point size	Notes
Normal font point size		
Large font point size		
Normal reversed font point size		
Reversed large point size		
Border width		
Border Gutter width		
Point size of the column width to the 1000 <sup>th</sup>		The properties print product's column width in 1000th's of a point (1 point = 0.0138366 inches)