

Ad Order Entry v. 1.7 Account Manager Guide

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Ad Order Entry Workflow

Ad Order Entry (AOE) allows an end user, a customer, to go online and place his 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).

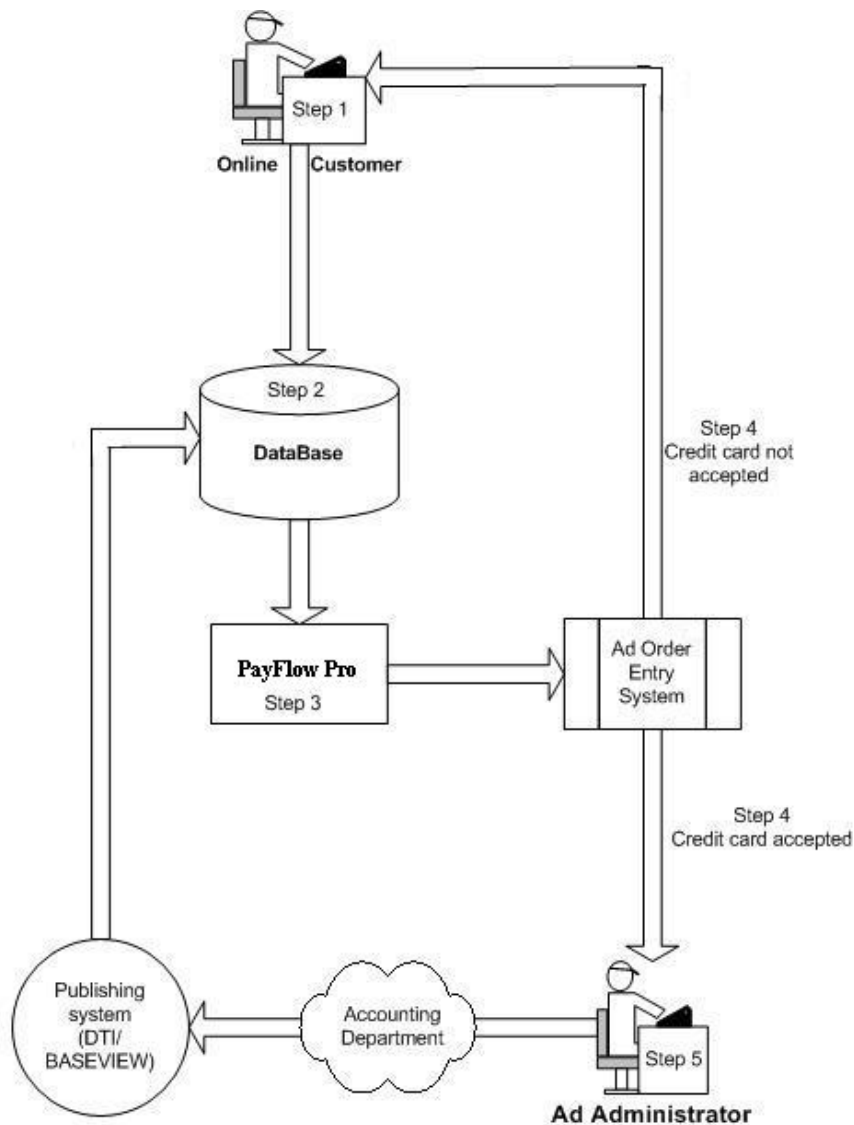


Figure 1. This is a diagram of the Ad Order Entry workflow from the online customer to the Ad Administrator.

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 1.7 automates, through a simple online interface, the acceptance of the average liner ad with attached pictures (if desired).

Deployment Overview

Cost Breakdown Overview

Before the deployment of your Ad Order Entry system, you must complete the VeriSign payment setup procedures. Below are the cost breakdown packages available through VeriSign. Minimally, you must have the basic Package to use the Ad Order Entry automated payment processing functionality. If you do not have one of the packages below, contact your Support Representative to schedule the creation of your VeriSign account.

Cost Breakdown for Basic Package

This is the minimum that you must purchase to process credit card transactions online. This package requires at least 30 days notice to set up.

Initial Set-Up Costs	
Description	Cost
VeriSign PayFlow Pro Set-Up and First year	\$799.00*
VeriSign Secure Certificate	\$249.00
Per Transaction Fees	
Description	Cost
Bank % of sales	1.8%
Bank flat rate	\$0.30
VeriSign over the transaction limit; flat rate	+\$0.10
Monthly Fees	
Description	Cost
Bank Service Charge	\$10.00**
Yearly Fees (for each year after the first)	
Description	Cost
VeriSign PayFlow Pro Yearly Fee	\$650.00*
VeriSign Secure Certificate Yearly Fee	\$249.00

* Bank rate. The contract rate may be less. Current contract is \$700 per year.

** May vary by Bank. The stated amount is an average cost.

Example Packages:

Basic Package, under 1000 transactions: Bank charges are 1.8% of the transaction amount and an additional \$0.30 for the transaction. Total charge of 1.8% plus \$0.30.

Basic Package, any transaction over number 1000: VeriSign charge of \$0.10 for the transaction, plus bank charges of 1.8% of the transaction amount and an additional \$0.30 for the transaction. Total charge of 1.8% plus \$0.40.

Note VeriSign PayFlow Pro allows 1000 free transactions before you are charged the \$0.10 per transaction fee.

Cost Breakdown for Optional Upsells

All costs are in addition to any other costs from other packages, including the Basic Package. These packages may be requested along with any other packages, unless otherwise noted.

ACH Check Processing

This package is required for processing checks over the Internet.
This package requires at least 30 days notice to set up. Requires Basic Package.

Initial Set-Up Costs	
Description	Cost
VeriSign Set-Up and First year	\$503.00
Per Transaction Fees	
Description	Cost
VeriSign flat rate per check	+\$0.50
Returned Check Fee	\$2.00
Monthly Fees	
Description	Cost
None Known	\$0.00
Yearly Fees (for each year after the first)	
Description	Cost
VeriSign Yearly Fee	\$503.00

Example Packages:

Basic Package, under 1000 transactions, Check Processing: VeriSign charge of \$0.50 for the transaction, plus bank charges of 1.8% of the transaction amount and an additional \$0.30 for the transaction. Total charge of 1.8% plus \$0.80.

Basic Package, any transaction over number 1000, Check Processing: VeriSign charge of \$0.10 for the transaction (over limit fee), \$0.50 for the check transaction, plus bank charges of 1.8% of the transaction amount and \$0.30 for the transaction. Total charge of 1.8% plus \$0.90.

Note ACH check transactions count toward your 1000 free transactions per month, but still incur the \$0.50 per transaction fee.

Recurring Billing Processing

This is required to perform recurring billing over the Internet.
This package requires at least 30 days' notice to set up. Requires Basic Package.

Initial Set-Up Costs	
Description	Cost
VeriSign Set-Up	\$39.95
Per Transaction Fees	
Description	Cost
None Known	\$0.00
Monthly Fees	
Description	Cost
Monthly Charge	\$29.95
Yearly Fees (for each year after the first)	
Description	Cost
VeriSign Yearly Fee (Paid by the month)	\$0.00

Note Recurring Billing transactions count toward your 1000 free transactions per month. Automated monthly transactions also count toward the 1000 transactions.

Basic Fraud Protection

This package requires at least 2 days' notice to set up. Requires Basic Package.

Initial Set-Up Costs	
Description	Cost
VeriSign Set-Up and First year	\$225.95
Per Transaction Fees	
Description	Cost
VeriSign Flat Rate; applies to all transactions	+\$0.05
Monthly Fees	
Description	Cost
None Known	\$0.00
Yearly Fees (for each year after the first)	
Description	Cost
VeriSign Yearly Fee	\$225.95

Example Packages:

Basic Package, under 1000 transactions, Basic Fraud Protection: VeriSign charge of \$0.05 for the transaction protection, plus bank charges of 1.8% of the transaction amount and an additional \$0.30 for the transaction. Total charge of 1.8% plus \$0.35.

Basic Package, any transaction over number 1000, Basic Fraud Protection: VeriSign charge of \$0.05 for the transaction protection and \$0.10 for the over-the-limit-fee, plus bank charges of 1.8% of the transaction amount and an additional \$0.30 for the transaction. Total charge of 1.8% plus \$0.45.

Note Not suggested unless a high number or charge reversals are expected. May be required if ACH check processing is used.

Quick Reference Guide for VeriSign Manager Portal

AOE Payment Capture Overview

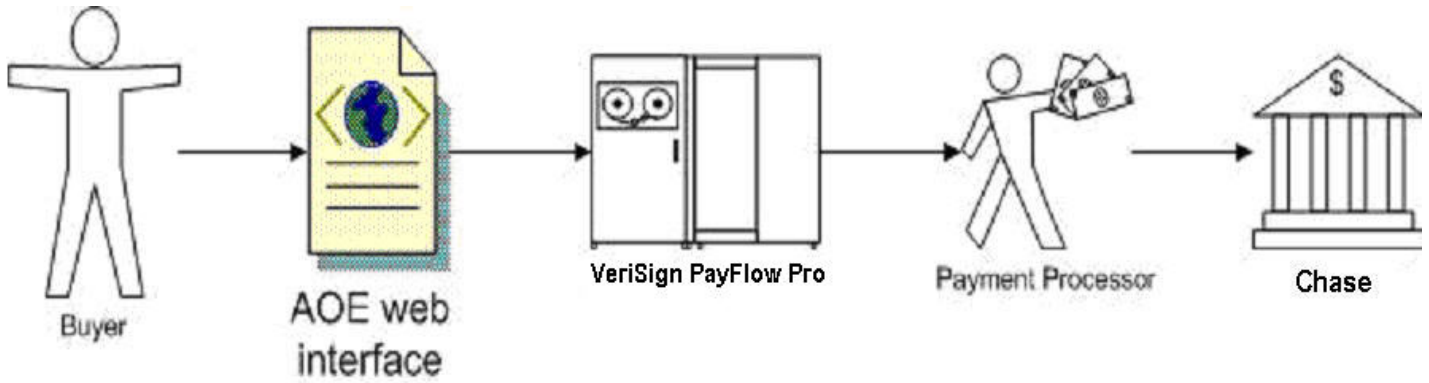


Figure 2. This diagram shows the ad payment process from the buyer to the bank.

- The Buyer, our customer, places an ad through the Ad Order Entry web interface. Once the customer submits his/her payment information, the customer's information is sent to the VeriSign Pay Flow Pro account specified on set up.
- VeriSign verifies the credit card information and securely passes information to the Payment Processor.
- The Payment Processor (acquirer) takes the money from the customer's credit card account and sends the money to your bank (i.e., Chase).

Downloading VeriSign Manager Portal Documentation

For more information about the advanced functionality of the VeriSign Manager Portal, you can download VeriSign Manager Portal documentation at

https://register-payflow.verisign.com/downloads/Manager_Guide.pdf

Logging into the VeriSign Manager Portal

Logging into the VeriSign Manager Portal gives you access to VeriSign online services. Follow the steps below to log in to your property's VeriSign Manager Portal.

1. Open a browser and go to the Manager Portal at <https://manager.verisign.com>
2. Enter your login user name and password.

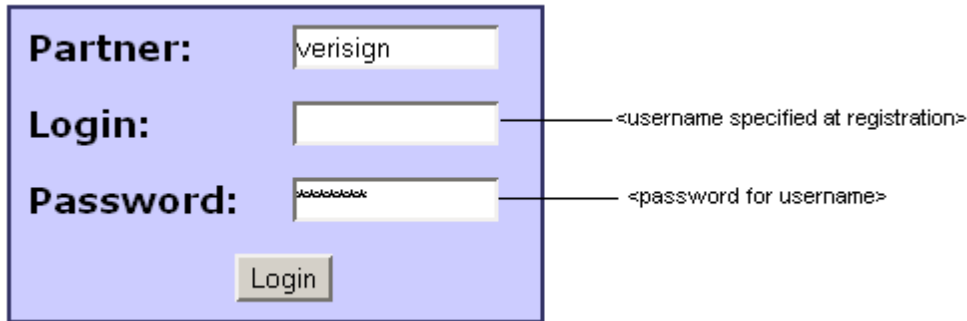
The image shows a login form with a light blue background. It contains three input fields: 'Partner:' with the text 'verisign', 'Login:' which is empty, and 'Password:' with masked characters. A 'Login' button is positioned below the password field. To the right of the form, two lines of text with arrows point to the 'Login:' and 'Password:' fields, reading '<username specified at registration>' and '<password for username>' respectively.

Figure 3. This is the VeriSign Partner Login screen.

3. Click on the **Login** button.

You should now be at the VeriSign Welcome page. From the VeriSign Welcome page, you can access all of the VeriSign Manager Portal functions, including creating custom reports and editing transactions.



Figure 4. This is the top portion of the VeriSign welcome page.

Possible Login Problems:

- Login information is case sensitive. Please make sure the login name and password are spelled correctly and are correctly cased.
 - For additional security, VeriSign offers IP validation. DO NOT make any adjustments to the Security section for IP validation. If IP validation is turned on and your IP address is not listed in the allowed IP address list, then you will NOT be allowed to log in. Contact your Morris Digital Works Support Representative to have your IP address added to the allowable IP address list.
-

Transactions Report

To view a Transaction Summary report:

1. Log in to the VeriSign Manager Portal.
2. Select the **Reports** link located at the center of the top navigation bar.
3. Select **Transaction Summary Report** from the list of reports.
4. Select the appropriate date range and any additional search criteria for the transactions you wish to view.
5. Click the **Submit** button.

You should come to a page displaying all transactions within the selected date range. The date range is listed at the top of the screen if there are any transactions. A "no transactions" message displays if there are no transactions found within the specified date range.

Transaction Report: All Transactions
for
Tue Jul 22, 2003 to Tue Jul 22, 2003

[Test Transactions]

#	Transaction Type	Trans Count	Result Code	Tender Type	Min. Amount	Max. Amount	Average	Total Amount
1.	Authorization	1	0	Visa	\$30.00	\$30.00	\$30.00	\$30.00
2.	Void	1	0	Visa	\$30.00	\$30.00	\$30.00	\$30.00

Figure 5. This small sample of a Transaction Report indicates the amount of detail found on the report on each row.

Voiding a Transaction

You can "void" a transaction that has not yet been submitted to the acquirer for funds settlement. Transactions are submitted via a batched process every night around 8:00 p.m. If you void a transaction, the transaction will not be settled at the end of the day. You do not need the credit card number to issue a void. To void a transaction:

1. Log in to the VeriSign Manager Portal.
2. Select the **Reports** link located at the center of the top navigation bar.
3. Select **Custom Report** from the list of reports.
4. Select the appropriate date range and any additional search criteria for the transaction you wish to view.
5. Scroll to the bottom of the page.
6. Click the **Submit** button.

You should come to a page displaying all transactions within the selected search criteria.

Custom Report												
for Tue Jul 22, 2003 to Tue Jul 22, 2003												
Sorted By: Transaction Time												
Page 1 of 1												
#	Transaction ID	Time	Type	Tender Type	Account Number	Expires	Amount	Result	Response Msg	Comment1	Comment2	Tax Amount
1.	V63H32038115	Jul 22, 2003 12:58:56 PM	Auth	Visa	4111XXXXXXXX1111	08/03	\$30.00	0	Approved	Lubbock online AOE		\$0.00

Figure 6. This custom report row contains a hyperlink, which leads you to further detail about the transaction.

7. Copy the Transaction ID on the left-hand side of the Custom Report for the specific transaction you wish to void.
8. Click the **Transaction Terminal** link on the top navigation bar.
9. Click the **Manual Transactions** link on the left navigation bar.
You should be taken to the VeriSign Manual Transactions page.
10. Select 'Void' in the *Transaction Type* drop-down menu.
11. Enter the Transaction ID for the transaction you wish to void.
12. Click the **Submit** button. Transaction results are usually returned within two to four seconds. If the transaction is denied, the transaction has already been submitted for settlement; in this case you must issue a credit.

You should be taken to a transactions results page similar to the following:

Transaction Results

Result Code: **0**
 Response Message: **Approved**
 Transaction ID: **V63H32039147**
 Auth. Code:
 AVS Street Match:
 AVS Zip Match:
 International AVS Indicator:
 CSC Match:

Transaction Values

Vendor: **lubbocktx**
 Transaction Type: **V**
 Account Number:
 Expiration: **07/03**
 Amount: **\$0.00**
 Comment 1:
 Comment 2:

Credit a Transaction

You can manually process a credit for a single transaction. A Credit transaction transfers funds from the merchant's account back to a customer's credit card. You do not need the credit card number to issue a credit. To credit a transaction:

1. Log in to the VeriSign Manager Portal.
2. Select the **Reports** link located at the center of the top navigation bar.
3. Select the **Custom Report** from the list of reports.
4. Select the appropriate date range and any additional search criteria for the transaction you wish to view.
5. Scroll to the bottom of the page.
6. Click the **Submit** button.

You should come to a page displaying all transactions within the selected date range.

7. Copy the Transaction ID on the left-hand side of the Custom Report for the specific transaction you wish to credit.
8. Click the **Transaction Terminal** link on the top navigation bar.
9. Click the **Manual Transactions** link on left navigation bar.

You should be taken to the VeriSign Manual Transactions page.

10. Select 'Credit' in the *Transaction Type* drop-down menu.
11. Enter the Transaction ID for the transaction you wish to credit.
12. Enter the amount to credit to the account. If you do not enter an amount, the amount of the entire original transaction will be credited to the cardholder's account.
13. Click the **Submit** button. Transaction results are returned within two to four seconds.

Sales Transaction

A Sales transaction bills the purchaser's credit card immediately. Upon getting an authorization, the transaction is scheduled immediately for settlement at the next settlement period. To enter a sales transaction:

1. Log in to the VeriSign Manager Portal.
2. Click the **Transaction Terminal** link located on the top navigation bar.
3. Click the **Manual Transactions** link located on the left navigation bar.

You should be taken to the VeriSign Manual Transactions page.

4. In the *Transaction Type* drop-down menu, select 'Sale'. Do not complete the *Original Trans ID* field.
5. Complete all other fields, including *Amount*, *Account Number*, *Expiration date*, *Address*, and *Zip code*. *Comments 1* and *Comments 2* are not required.
6. Enter the amount to debit the account. If you do not enter an amount, the amount of the entire original transaction is debited from the cardholder's account.
7. Click the **Submit** button. Wait for the transaction results. Transaction results are usually returned within two to four seconds.

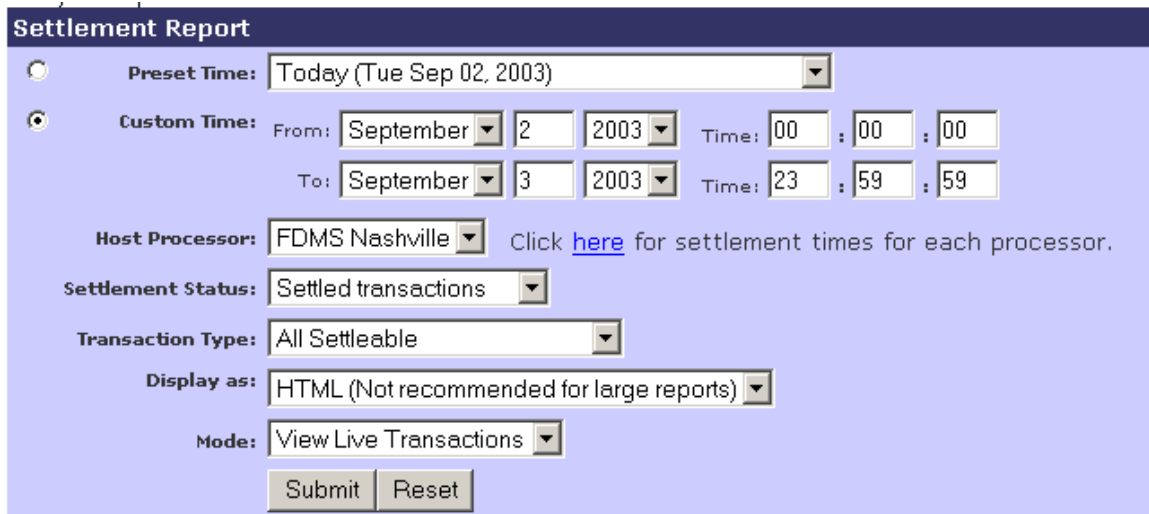
Example Results:

<h3>Transaction Results</h3> <p>Result Code: 0 Response Message: Approved Transaction ID: V63H32038115 Auth. Code: 010101 AVS Street Match: X AVS Zip Match: X International AVS Indicator: X CSC Match: X</p> <hr/> <h3>Transaction Values</h3> <p>Vendor: lubboctx Transaction Type: A Account Number: 4111111111111111 Expiration: 08/03 Amount: \$30.00 Comment 1: Lubbock online AOE Comment 2:</p>
--

Settlement Report

You may view a Settlement Report at any time to determine which transactions have been settled. To view a specific Settlement Report:

1. Log in to the VeriSign Manager Portal.
2. Select the **Reports** link located at the center of the top navigation bar.
3. Select **Settlement Report** from the list of reports.



The screenshot shows a web form titled "Settlement Report" with a light blue background. It contains several input fields and buttons. At the top, there are two radio buttons: "Preset Time" (unselected) and "Custom Time" (selected). The "Preset Time" dropdown is set to "Today (Tue Sep 02, 2003)". The "Custom Time" section has "From" and "To" date and time pickers. "From" is set to September 2, 2003, 00:00:00. "To" is set to September 3, 2003, 23:59:59. Below this is a "Host Processor" dropdown set to "FDMS Nashville" with a link to "Click here for settlement times for each processor." Other dropdowns include "Settlement Status" (Settled transactions), "Transaction Type" (All Settleable), and "Display as" (HTML (Not recommended for large reports)). At the bottom is a "Mode" dropdown set to "View Live Transactions" and two buttons: "Submit" and "Reset".

Figure 7. Use this screen to select the search criteria for your specific Settlement Report.

4. Select the appropriate Host processor (usually FDMS Nashville).
5. Select the appropriate date range and any additional search criteria for the transactions you wish to view.
6. Click the **Submit** button.

You should come to a page displaying all transactions that have been settled within the selected date range. The date range is listed at the top of the screen if there are any transaction settlements. A "no transactions" message is displayed if no transaction settlements are found within the specified date range.

Batch ID Report

If transactions appear to be missing from the Settlement Report, you may view the Batch ID Report at any time to determine which transactions have been settled in a specific batch. To view a specific Batch ID Report:

1. Log in to the VeriSign Manager Portal.

2. Select the **Reports** link located at the center of the top navigation bar.
3. Select the **Batch Summary Report** from the list of reports.

VeriSign MANAGER

Account Info | Security | Search Utilities | Transaction Terminal | Reports | Downloads | Help | Log Out

Reports

- Daily Activity Report** - Obtain detailed transaction information for a specific day.
- Transaction Summary Report** - View transactions totals by transaction type, result and card type.
- Custom Report** - Specify search criteria to create a customer report of transactions.
- Settlement Report** - Create a report by settlement status.
- Shipping and Billing Report** - Create a report of the shipping and billing address.
- Batch ID Report** - Create a report of distinct batch IDs for a given time range.

BatchID Report

Use this form to create a report of your Batches. You can specify a date range of up to seven days.

BatchID Report

Report Type: Batch Summary Report

Settled Date: from June 16 2004 to June 16 2004

Host Processor: FDMS Nashville [Click here for settlement times for each processor.](#)

Display as: HTML (Not recommended for large reports)

Mode: View Live Transactions

Submit Reset

Figure 8. This screen shows the search criteria for requesting a Batch ID Report.

4. Select the appropriate Host processor (usually FDMS Nashville).
5. Select the appropriate settled batch date range and any additional search criteria for the transactions you wish to view.
6. Click the **Submit** button.

You should come to a page displaying all with the total dollar amount of Sales/Delayed Captures and Credits with transaction counts for each type. A "There were no batch id's to display" message displays if there are no batches sent within the specified date range.

VeriSign MANAGER

Account Info | Security | Search Utilities | Transaction Terminal | Reports | Downloads | Help | Log Out

BatchID Report

for
Thu Jun 10, 2004 to Wed Jun 16, 2004

BatchID	Date	Total Sales/Delayed Captures(Amount)	Total Sales/Delayed Captures(count)	Total Credit (Amount)	Total Credit (Count)	Total Amount	Total Count
1. 173 HTML Report of Transactions ASCII Report of Transactions	10-JUN-04	\$3,456.92	52	\$0.00	0	\$3,456.92	52
2. 174 HTML Report of Transactions ASCII Report of Transactions	11-JUN-04	\$1,562.49	29	\$96.25	3	\$1,466.24	32
3. 175 HTML Report of Transactions ASCII Report of Transactions	12-JUN-04	\$875.11	22	\$0.00	0	\$875.11	22
4. 176 HTML Report of Transactions ASCII Report of Transactions	13-JUN-04	\$1,148.33	23	\$0.00	0	\$1,148.33	23
5. 177 HTML Report of Transactions ASCII Report of Transactions	14-JUN-04	\$2,500.13	41	\$0.00	0	\$2,500.13	41
6. 178 HTML Report of Transactions ASCII Report of Transactions	15-JUN-04	\$4,015.38	69	\$246.88	3	\$3,768.50	72

Figure 9. This report provides transaction detail in two formats: HTML and ASCII.

VeriSign FAQ

How long does it take for the money to show up in the Bank account?

The VeriSign payment processing time is similar to a normal credit card processing time with a machine transaction. Usually it takes 1 to 3 business days for credit card transactions to show up in your bank account. The actual time may vary depending on your bank and payment processor.

What should I do if the money does not show up in the Bank account?

If the money does not show up in your bank account within 5 to 7 business days, you should do the following:

1. Review the transaction report to find the status of the transaction.
2. If you are unable to discern the status of the transaction, contact VeriSign Payment Services Support
Phone: 888-883-9770
E-mail: vps-support@verisign.com

How quickly are we notified of charges?

Most charges should appear within 15 minutes in the portal.

At what point each day are we able to view all transactions for that day to get a total for our deposit?

Since AOE may capture payment at any time during a 24-hour period, you can view the transactions at any point in the day. You can use the **Batch ID** report to view batches settled on a particular day. Transactions are submitted via a batched process every night around 8:00 p.m. Follow the steps beginning on page 12 to run a **Batch ID** report.

You can display the **Batch ID** report in ASCII format as well as HTML (See Figure 9). The ASCII format can be incorporated into an Excel spreadsheet.

Will items post to the bank statement as a total for each day or individually?

Transactions should be posted individually on your bank statement.

What do I do if I need to make additional charges to a customers account?

The business rules for handling adding additional charges to a customer's account should be defined by each property's Accounting Manager. We would suggest the following steps be followed; however, this may vary depending on your property's business rules.

1. Void the customer's transaction.
2. Create a sales transaction for the newly corrected amount.

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.

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