



**MDW Ad Order Entry
Release 1.7**

Release Notes

Revision A

***Read This Document Before Attempting To Install Or
Use This Product!***

This document contains information about factors that must be considered before, during, and after installation.

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Release Notes

Overview

The AOE v 1.7 maintenance release includes newspaper-requested and MDW-driven enhancements.

Uploading Images

One of the outstanding new features is that you can attach an image to your online ad. For your reference, a thumbnail of the image is displayed online with the ad, and the original is sent to the newspaper.

Configuration guidelines for setting up this new feature are provided in this document.

Newspaper-Requested Enhancements

The remaining newspaper-requested enhancements include:

Ad Enhancement and Special Feature Prices Are Now Configurable

Newspapers can define pricing by classification and category for all upsells, including Top Ads.

Newspapers Can Now Add Notes to the Right of the Ad Body

You can provide specific instructions to your classified ad buyers to ensure ads are constructed correctly.

Default Header May Be Set to a Different Size than Body of Ad

An option has been added to allow the newspaper to set individual default font sizes for each section of the ad: heading, body and phone number.

Upsell Prices Display on Enhancement Screen for non-DTI Customers Only

You can view the additional costs associated with enhancing your ad because the price displays beside each enhancement option.

Customized Text Can Be Provided at the Bottom of Each Screen

You can indicate required fields or provide business policies to your customers now that more space has been provided for this information.

For a complete list of enhancements, see the “AOE v. 1.7 Maintenance Release Features List.”

AOE non-DTI v. DTI Integration

Customers on DTI **version 5.4 only**, who wish to take advantage of the automated features of this specific software, may use the DTI templates and settings incorporated in this release.

The following table describes the differences in the functionality between a current customer using AOE and VeriSign Pay Flow Pro versus a DTI 5.4 customer who uses AOE's integrated DTI software.

AOE Step	AOE non-DTI basic package (VeriSign Pay Flow Pro)	AOE integrated DTI (version 5.4 only)
Begin Page	Customizable welcome text in the front page	Customizable welcome text in the front page
	Help links	Help links
Step 1	Dropdown or list categories and subcategories derived from newspaper-defined Template Manager categories	Dropdown or list categories and subcategories derived from newspaper-defined DTI categories
Step 2	Three sections of data (heading, body, and phone number) may be separately formatted by the customer	Newspaper-specified fielded data specific to the category and subcategory
		Running customer receipt
		Automated ad construction
Step 3	Ad enhancements for individual sections, including <i>reverse, screening, bold, italics, underlined, enlarged text, border, and text alignment</i>	Ad enhancements for entire ad. including <i>reverse, screening, boxed border, solid border, and bold</i>
		Running customer receipt
	Estimated visual representation of ad as it should be displayed in the newspaper	Visual representation of ad as it will be displayed in the newspaper
Step 4	Multiple ad packages derived from pricing information supplied by the newspaper for the customer's category	Multiple ad packages derived from the DTI system for the customer's category
	Online-only upsells available, such as Top Ad options	Running customer receipt
Step 5	Printable customer receipt	Printable customer receipt
Step 6	Automatic payment capturing	Automatic insertion into the DTI system
Step 7	Email receipt	Email receipt

DTI Templates

The following templates have been configured by MDW. While most of the templates are customizable, they should not be modified by anyone outside of MDW Engineering. Customer modifications are not supported.

- ❑ **DTI – Errors** specifies custom error messages that supersede the errors returned from DTI. These should provide more detail than the standard error returned from the DTI system. (See “DTI Common Errors” below.)
- ❑ **DTI - Fielded Data** specifies the input fields for each category, for example, "Autos for Sale" would have the fields *Make, Model, Year*.
- ❑ **DTI - Package Default** decides which rate package is the default for a given category.
- ❑ **DTI - Package Detail** describes all the rate packages used by the system.
- ❑ **DTI - Package JavaScript** contains JavaScript used in "Step 2 – Compose Your Ad" to dynamically switch packages based on input fields, such as price.
- ❑ **DTI - Package List** specifies which categories use a specific rate package.
- ❑ **DTI - Receipt** is the running receipt that shows up on the right-hand side of the screen. **It should never be modified.**

DTI Common Errors

Custom error messages that provide more in-depth information can be added for end users. Contact your Support Representative if you wish to add additional messages.

The following custom error messages reflect the most common mistakes made while placing an ad online:

3025 – Invalid Category

The category you have chosen is no longer valid. You should select a different category. Please click on “Previous” to return to the previous step.

3031 – Deadline for posting ads for [ad start date] has passed.

Your ad will be posted for the next run day of [start date]. Please click on “Next” to continue to the next step.

DTI Variables in Settings Template

For customers using DTI 5.4 only, there are specific variables that must be set. For images to be uploaded, specific image variables must also be set.

\$using_dti

The \$using_dti variable turns on AOE-DTI if set to "true." Otherwise, DTI is not enabled.

Sample tag:

```
<mc $using_dti = "true">
```

\$dti_default_repid

The \$dti_default_repid variable is the default sales rep id for ads.

Sample tag:

```
<mc $dti_default_repid = "28">
```

The following variables set the default ad criteria used when a user first enters the ad.

\$dti_default_category

The \$dti_default_category variable is the default category id of ads from the MDW system.

Sample tag:

```
<mc $dti_default_category = "127673">
```

\$dti_default_edition

The \$dti_default_edition variable is the default edition id of ads.

Sample tag:

```
<mc $dti_default_edition = "1,4">
```

\$dti_default_rate

The \$dti_default_rate variable is the default rate id of ads.

Sample tag:

```
<mc $dti_default_rate = "90">
```

\$dti_default_rundays

The \$dti_default_rundays variable is the default number of days the ad will run.

Sample tag:

```
<mc $dti_default_rundays = "30">
```

\$dti_default_paytype

The default pay type for the newspaper. Credit card payments are supported in this version only.

Sample tag:

```
<mcc $dti_default_paytype = "CC">
```

\$dti_adtext_placeholder

The \$dti_adtext_placeholder variable is used as a placeholder for the text prior to the user entering any text in “Step 2.” This type is never shown but is used only to set prices and deadlines from DTI before the user enters text. It should contain the DTI minimum number of lines.

Sample tag:

```
<mcc $dti_adtext_placeholder = "@!@ x x  
@!@  
@!@  
@!@">
```

\$dti_subject_allcaps

This variable sets the subject line to all capital letters if set to “true.”

Sample tag:

```
<mcc $dti_subject_allcaps = "false">
```

The following variables are used to specify where to store the Ad Preview image and the URL from which users can view the preview.

\$dti_preview_dir

The \$dti_preview_dir variable is the directory to store the preview ad image.

Sample tag:

```
<mcc $dti_preview_dir = "/opt/apache.test1/htdocs/aoe_preview">
```

\$dti_preview_url

The \$dti_preview_url variable is the URL from which you retrieve preview ad images.

Sample tag:

```
<mcc $dti_preview_url = "http://test1.morris.com/aoe_preview">
```

The following variables are used by “Step 3” to enhance your ad.

\$dti_allow_formats

The \$dti_allow_formats variable indicates the acceptable formats that can be used. The allowed values are NONE, and *. Setting * as the value queries DTI for the acceptable ad formats for specific ad categories. The list returned can be filtered on a category-by-category basis.

Sample tag:

```
<mcc $dti_allow_formats = "*">
```

The following two tags are used as defaults. Usually, the DTI Package Detail templates contain these options per category.

\$dti_allow_borders

The \$dti_allow_borders variable indicates the types of borders that can be used for your ad. Acceptable values are: NONE, BOX, DASHED, and SHADOW.

Sample tag:

```
<mcc $dti_allow_borders = "NONE,BOX,DASHED">
```

\$dti_allow_screens

The \$dti_allow_screens variable is the percentage of screen shading to allow. The number must be a list of integers in the range of 0 to 100.

Sample tag:

```
<mcc $dti_allow_screens = "0,15,100">
```

DTI ClassSpeed XML-RPC Settings

The following attributes of the Settings tag provide specific information about the RPC server associated with DTI ClassSpeed software.

dti_host

This tag provides the IP Address of the host RPC server.

Sample tag:

```
<mcc settings dti_host = "216.116.240.88">
```

dti_port

This tag provides the port number of the XML RPC.

Sample tag:

```
<mcc settings dti_port = "2000">
```

dti_log

This tag provides the file location of the XML RPC log file.

Sample tag:

```
<mcc settings dti_log = "/web/sec.yournewspaper.com/logs/xmlrpc_log">
```


DTI Image Upload Settings in Settings Template

While all upgrading customers need to make changes to the Settings template for v. 1.7, those customers on DTI 5.4 software may wish to take advantage of the DTI-specific upload images settings.

\$dti_graphic_charge

The flat rate for attaching the graphic to the ad.

Sample tag:

```
<mcc $dti_graphic_charge = 5.00>
```

\$dti_graphic_lines

The number of lines to add at the beginning to the ad text when a graphic is attached to the ad.

Sample tag:

```
<mcc $dti_graphic_lines = 5>
```

\$dti_graphic_text

This variable provides a description of what happens to the ad graphics. It displays to the user in Step 3 and is specified by the newspaper.

Sample tag:

```
<mcc $dti_graphic_text = "Photos will be inserted into the ad when the ad is published">
```

\$dti_graphic_overlay

If this variable equals TRUE, then the graphic floats on top of the ad preview. Otherwise, it is placed beside the ad preview.

Sample tag:

```
<mcc $dti_graphic_overlay = "FALSE">
```

Image Upload

End users can now upload images that appear as smaller previews online with the original version emailed to the newspaper. However, the following two conditions must exist before they can upload images:

- 1 The \$accept_images variable must be set to TRUE and
- 2 Either the \$preview_max_width or \$preview_max_height variable must be set.

Image Upload Variables in Settings Template

The image upload variables are listed below:

\$accept_images

This variable must equal TRUE to upload images.

Sample tag:

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

\$main_image_max_width

Leave this blank and the main copy of uploaded images will not be resized.

Sample tag:

```
<mtl $main_image_max_width = "">
```

\$main_image_min_width

The minimum number of pixels needed BEFORE CROPPING (which DOES NOT TAKE PLACE IN AOE) to ensure an image has enough resolution to be printable. Users receive a warning if this minimum is not met, but still have the option to complete the upload of the too-small image.

Sample tag:

```
<mtl $main_image_min_width=200>
```

\$image_extra_lines

The number of lines to add to the lineage charges when an image is uploaded.

Sample tag:

```
<mtl $image_extra_lines = 5>
```

Note: The image preview shown to the customer will be sized to the smaller (based on image shape) of the two variables below. Either may be left blank, BUT NOT BOTH.

\$preview_max_width

The maximum width in pixels the image should display in the ad preview (steps 3 [Enhance Your Ad] and 5 [Confirm Your Ad]).

Sample tag:

```
<mtl $preview_max_width = 100>
```

\$preview_max_height

The maximum height in pixels the image should display in the ad preview (steps 3 [Enhance Your Ad] and 5 [Confirm Your Ad]).

Sample tag:

```
<mtl $preview_max_height = 100>
```

\$graphic_email_to

The email address to which notification of new images should be sent.

Sample tag:

```
<mcc $graphic_email_to = "classifieds_department@a_newspaper.com">
```

Configuration Guidelines

Image Upload Configuration

For image upload to appear as an option to the end-user, the following conditions MUST be met:

- ❑ **For non-DTI customers only:** Must have a product named "image." The catalog of upsells needs to include the image product.
- ❑ Must set the Pop-up - Upload Image template to default to "true."
- ❑ In the Settings template must either set the value of **\$preview_max_width** or the value of **\$preview_max_height** to a non-zero value.
- ❑ In the Settings template, must set \$accept_images variable to "true."
- ❑ Must set property attributes (through Template Manager 2) of *data_entry_images_root_path* and *data_entry_images_url_path*. This is the path from server root to which images should be written. For example:

```
Site.com:/web/site.com/htdocs/images
```
- ❑ **For System Administrators only:** The *mod_forge.cfg* file must have the following key/value pairs set: **IMAGE_SERVER_ADDRESS** and **IMAGE_SERVER_DEFAULT_USER**.

Known Constraint

File uploads are currently limited to <2 MB because of internal limitations. This is expected to change in future releases.

Add Directories

Add *mdControlled* and *mdControlled/ad_image* directories to the following paths:

```
[data_entry_images_root_path]/mdControlled
```

```
[data_entry_images_root_path]/mdControlled/ad_image
```

Then to ensure proper file ownership and group location, do the following:

```
Chown [data_entry_images_root_path]/mdControlled httpuser
```

```
Chgrp [data_entry_images_root_path]/mdControlled httpgrp
```

```
Chown [data_entry_images_root_path]/mdControlled/ad_image httpuser
```

```
Chgrp [data_entry_images_root_path]/mdControlled/ad_image httpgrp
```

Forge Configuration File Changes

For Morris internal customers moving to AOE 1.7, the mod forge configuration file has already been updated to allow for image upload. However, for external customers, the following values should be set in *mod_forge.cfg*:

IMAGE_SERVER_ADDRESS=[IP Address]

IMAGE_SERVER_DEFAULT_USER=[Anonymous] or default user

Documentation

The following documentation is available for all AOE 1.7 updates.

Document Title
AOE 1.7 Maintenance Release Features List
Ad Order Entry v. 1.7 Webmaster Guide
Ad Order Entry v. 1.7 Ad Manager Guide
Ad Order Entry v. 1.7 Account Manager Guide
Ad Order Entry v. 1.7 Deployment Guide
Ad Order Entry v. 1.7 User Guide

Additional available resources if desired:

Document Title
Basic Concepts of MTL
Common MTL Tags

Training and Support

The following training and support are available for Ad Order Entry release 1.7.

Training and Support	Standard	Optional
Application Training	√	
MTL Training and Certification	√	
Software Support	√	
Operational Support	√	
Onsite MTL Training		√
Software Upgrades	√	

Technical Support is available to assist you in your training and support needs. For assistance in upgrading to AOE version 1.7, please contact Technical Support at (706) 828-2955.