

mdClassifieds version 2.1 – Product Specification Sheet

Product Highlights	
Feature	Description
Template-driven output	Morris DigitalWorks' (MDW) innovative Morris Templating Language (MTL) allows radical flexibility in presentation and supports multiple publishing platforms and channels.
Front-end system integration	The mdClassifieds' online storage and display system updates and schedules ads from a DTI, Baseview or other data feed that meets the MDW data specification.
Extensible data storage	mdClassifieds' underlying MTL architecture allows the creation of additional data fields as required, without the need for software updates.
Fielded data matching	Ad features, such as price and vehicle make that are stored as discrete data elements in the data feed, will be preserved, allowing for enhanced searching and presentation online.
Integrated line ads and display ads	mdClassifieds can present display ads with line ads or in separate categories. The optional mdDisplay utility provides an easy way to upload display ads.
Relevant searching	Using Oracle's powerful contextual searching, site visitors can search thousands of ads by selected keywords and specific features to return only the most relevant matches. Our flexible MTL architecture allows for virtually unlimited search variations, including the following: <ul style="list-style-type: none"> • Keyword searches • Full-text searches • Ad feature searches • Range-based searches of numeric data • Category searching • Cross-category searches • Single publication searches • Simultaneous searches of multiple newspapers

Standard Features	
Feature	Description
Featured display advertising	Online display ads can be exported from the classifieds system into a Web site's standard ad delivery system.
Featured ad and "Top Ad" placement and management	Featured ads are filtered to the top and selected "Top Ads" (classified ads that are published on content areas) are exported to content areas of the Web site.
Easy-to-navigate search page	Inline, Featured and Display ads all appear on the Search Results page, allowing site visitors easy navigation. Once the user clicks on an ad and arrives on the Details page he can navigate through the Details pages of all the other Search Results ads, one at a time.
Integrated vertical content	MDW's vertical content (Jobs, Homes, Autos, Rentals) is integrated into the interface, taking site visitors directly to the installed vertical when the relevant term is clicked. (If a vertical has been installed, such as mdTransit, the system takes users to mdTransit when Autos is clicked on the Search page.)

Automated data parsing	Common ad features such as model year, vehicle make, list price, bedroom and bathroom count can be automatically extracted from ad text and stored as fielded data.
Automated email search service	mdClassifieds provides an online interface for site visitors to store and manage classified ad searches and set a schedule to receive email alerts with new ad matches.
Automatic daily ad counts	Listings counts let site visitors know how much is available to them before they start searching. Daily ad counts can be displayed for every category of the online classifieds.
Quick Browse links	Quick Browse links can be available for each category, allowing users to retrieve their ads faster.
“My Tools”	Site visitors can save and print ads, refine search results, email an ad to a friend and view saved ads.
Branded printable flyers	Logo and copyright can be displayed on all ad pages printed, if configured.
Customizable design templates	MDW will match the classifieds Web site branding element design to the core set of templates for searching, browsing, and printing classified line and display ads.
Editing and scheduling ads	Included software allows site administrators to create, view, edit, schedule and kill online classified ads on demand. Only active ads are displayed.
Enhanced ad data	Data feed support allows viewing enhanced ad data such as additional photos and multimedia.
Links to advertiser email and Web addresses	URLs and email addresses that are stored as discrete data elements can be hyperlinked and displayed with the ads online. mdClassifieds handles this data in one of two ways; the information can be passed as fielded data in the classified ad feed, or by using complete HTML around desired link text in the free text area of an ad.
Multiple publications	Templates for multiple publications can pull from a single classifieds data feed, allowing sites to present the same data with different emphasis.
Printer-friendly output	Site visitors can see search results or “My Tools” pages formatted for easy printing.
Publication aggregation	A family of publications can have their classified listings merged into a single source for searching.
Publication and category control	Using the included Template Manager software, site administrators can create new publications and classification categories on demand.
Search data ranges for matches	For numeric values such as price, bedroom count, and vehicle year, mdClassifieds allows site visitors to search for values that lie within a given range (e.g. homes between \$100,000 and \$150,000).
Sortable search results	Site visitors may sort search results by features such as price, number of bedrooms, or vehicle model.
Traffic reporting	mdClassifieds generates daily log files that track page impressions and overall system usage.

Required Platforms	
Platform	Description



Workstations	Windows 95 and higher or Mac OS 8.x and higher Java Virtual Machine (PC) or Macintosh Runtime Java (Mac) Internet Connectivity.
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Optional Upgrades	
Feature	Description
Custom data specification	MDW can integrate a non-standard data feed to parse non-fielded data into our system.
Display ad solution	Extract the text from a PDF ad and upload searchable text and linked images using the mdDisplay plug-in for Adobe® Acrobat.
Featured display advertising	Online display ads can be exported from the classifieds system into a Web site's standard advertising delivery system, allowing premium Web site placement for advertisers.
Special section publishing	Convert special sections into searchable Web pages using the PDF to XML conversion features of mdDisplay.

Included Training and Support	
Feature	Description
Application training	Expert trainers will train designated site administrators in how to use all included applications.
Application support	MDW provides on-call end-user support of all included MDW software and applications, which is available during standard business hours.
Operational support	MDW provides customer support via: <ul style="list-style-type: none"> • Telephone and Web-based support • Incidents tracking and resolution • Bug fixes Performance related or platform related problems are handled 24/7/365. Non-emergency-related product support is available during normal business hours, eastern time. Manned operations are from Monday through Friday, 8am-6pm Eastern, except holidays.
Product documentation	MDW provides digital documentation of all included applications.

Optional Training and Support	
Feature	Description
Morris Templating Language Training and Certification	Advanced operational training on-site at Morris DigitalWorks covers the development and implementation of classifieds templates using the Morris Templating Language (MTL). Strong knowledge of HTML fundamentals is required, but advanced programming experience is not.
Onsite MTL training	MDW's MTL training classes can be held at other locations, based upon availability and mutual agreement.
Scheduled software upgrades	MDW's customer service plan includes software upgrades as new feature enhancements become available.

Bundled Software	
Application	Description
AdManipulator	A desktop Java application that lets site administrators read, schedule, edit, and cancel listings in the online database on demand, all through a single graphical interface.
Classified Ad Parser	<p>The parser uses a default mdClassifieds dictionary file to identify a specific set of searchable ad features for real estate and transportation ads. The default dictionary includes standard listings features which are extracted from ad text and stored as fielded data:</p> <p style="text-align: center;">Real Estate Data Fields</p> <ul style="list-style-type: none"> • Price • # Bedrooms • # Bathrooms <p style="text-align: center;">Transportation Data Fields</p> <ul style="list-style-type: none"> • Year • Make • Model • Price • Mileage
Classifieds Loader	On a pre-defined schedule, the loader inserts data formatted to the MDW standard specification into the mdClassifieds database for use in the MTL presentation system.
Display Ad Parser	Prepares data from mdDisplay or formatted to our standard specification for insertion into mdClassifieds by the Classifieds Loader.
Template Manager	A desktop Java application that lets site administrators create and manage templates for the mdClassifieds system. Allows the management of publications and classifications. Includes version tracking and template history storage.

Optional Software	
Application	Description
mdDisplay	An Adobe [®] Acrobat plug-in that allows designers to identify, label, and copy the components of a display ad. The ad text and graphics are stored as XML, JPG, and GIF files that can be loaded into mdClassifieds or other CMS for viewing and searching online.