

AdDispo

Enhanced Ad Space Reservation



Fast, clearly structured ad space reservation is a prerequisite for ongoing growth in ad sales. So no newspaper publisher should be without ppi's electronic ad space reservation program AdDispo. As a member of ppi's product range, it communicates transparently with all other systems, ensuring that all ad placements are processed correctly and smoothly as per customer request. Free, occupied and alternative ad spaces can be viewed centrally at the publishing house and all its remote offices as well. Ad sales are actively supported by a number of functions such as premium position management or waiting lists.





Sales-oriented ad space reservation

Print ads are facing increased competition, not least because of the internet. So customer service is paramount. Today customers expect shorter deadlines, flexible offers with customized, combinable ad spaces, competent advice and top quality. With ppi's ad space reservation system AdDispo, you are optimally prepared for new challenges. AdDispo allows sales-oriented ad space reservation, taking any technical restrictions of the press into account.

Transparent ad space reservation

AdDispo is a client-server solution that can easily be combined with ad booking systems (e.g. SAP, Lufthansa Systems, CCI, alfa etc.) and ad layout and production planning systems (e.g. ppi's PlanPag). The planned page dummy for any editions can therefore be accessed directly from the ad booking system at any remote office, while pages can already be stacked during reservation.

Booking status essential for production

AdDispo differentiates between reservations and fixed bookings, the latter of which are binding for production. This creates room for maneuver which can literally be used to reschedule ads up to the last minute. To help you view the ad status at a glance, reserved ads can be displayed in color in the dummy. A WYSIWYG display is also possible.

Binding ad reservations within seconds

With AdDispo, an ad builder can tell whether a placement request (for example for a specific desk) can be fulfilled while he is still talking to the customer. Individual ad spaces can be selected, reserved on a long-term basis and booked and confirmed within seconds. An integrated plausibility check ensures that all placements correspond with the production catalogs of the press.

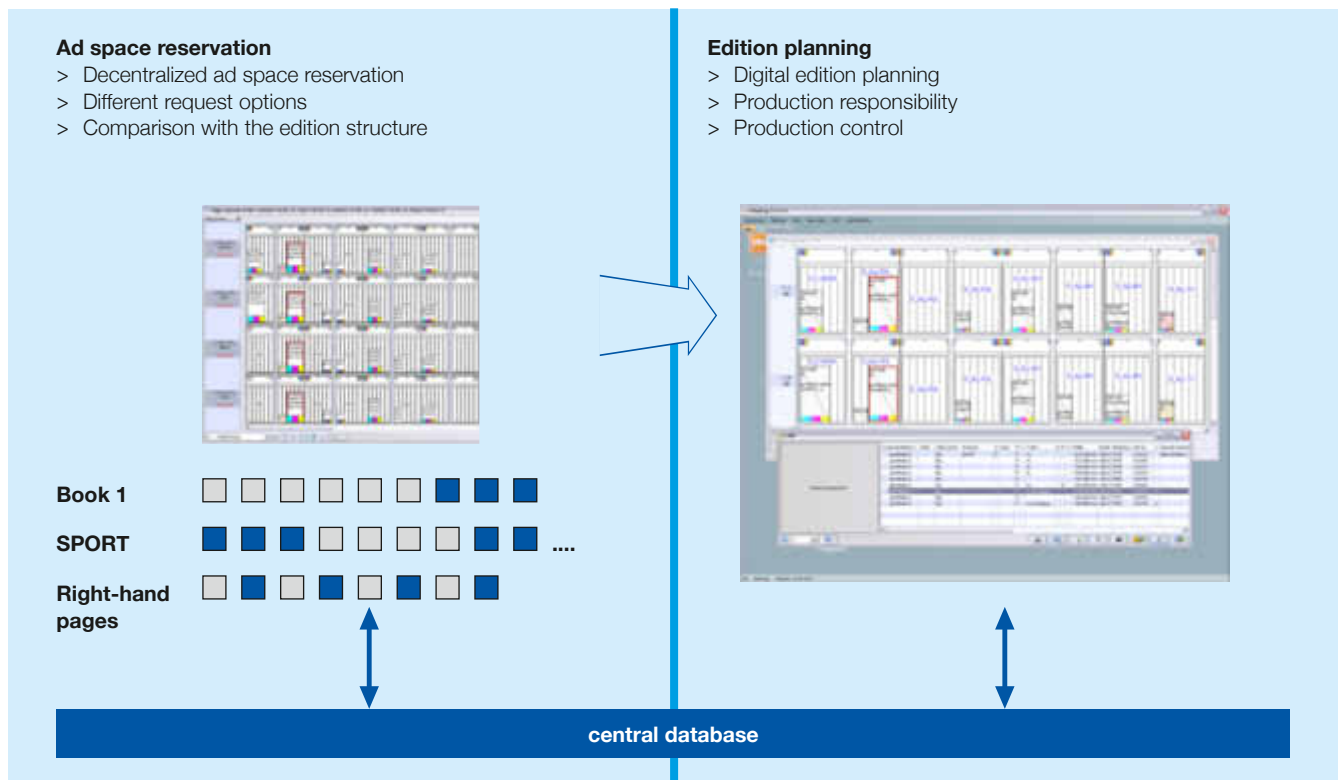
Better service through customized offers

If a placement request cannot always be fulfilled, a search for alternatives can be made. A comprehensive search can be made for free or occupied ad spaces in all editions and page groups, and specific customer requests can be started.

Ads automatically move up waiting lists

Placement requests from ad customers that cannot currently be fulfilled can be "parked" in waiting lists. Waiting lists can contain one or several ads, which are displayed in a certain order based on priority. When the originally planned ad is cancelled or placed, the ad with the next highest priority is then moved from the waiting list to the required space. This not only ensures optimum use of premium positions, but also increases the long-term attractiveness of a newspaper for

With AdDispo ad spaces are reserved securely on a long-term basis. Reservations are based on the editions planned with PlanPag.





ad customers. Before pages or editions are released for production, the system checks whether any ads in the waiting lists are still unplaced and, if so, generates a warning message.

Additional features

- AdDispo allows you to define individual page groups so that you can concentrate on ad spaces on specific pages. This kind of access can also be restricted depending on how your user profile is set.
- AdDispo reserves spot colors and marks them in the page dummy.
- AdDispo monitors the desk volume and text-to-ad ratio.
- AdDispo has enhanced filters, e.g. for searching for ads, customer and agency addresses, pub dates or page groups. All settings can be saved as a

custom profile. Different placement categories (books, sections, desks, pages) are taken into account for specific reservation requests.

- AdDispo manages the premium positions of a newspaper.
- AdDispo allows you to reserve orders which can subsequently be booked in the ad management system.
- AdDispo visualizes common pages for different editions in so-called full-run page groups. Common pages can be revoked by placing local ads.
- AdDispo has an e-mail function for receiving messages from other programs or AdDispo users and for sending your own messages.
- AdDispo generates filling level reports that provide information on current

text and ad volumes for each object, pub date, schedule or page group.

- AdDispo has a WYSIWYG function for displaying previews in the dummy.

Cross-media reservation of advertising formats with AdX

ppi offers a tailored solution for publishers who want to expand their range of products to include multichannel publishing.

The web-based module AdX is used for the combined reservation of advertising formats for online, mobile and print. AdX is a highly flexible solution that is tailored to meet the current requirements of a publisher's sales strategy. It is therefore suitable for newcomers to online advertising and for cross-media reservation of premium packages in multimedia campaigns. (For additional information see the AdX datasheet.)

The page dummy in AdDispo provides a clear overview of all reserved ads and fixed bookings.



How you benefit



- Effective ad inventory management.
- Reliable ad space reservation based on guidelines from the ad booking, production planning and press systems.
- Overview of all free and occupied ad spaces from any workstation.
- Enhanced search for free ad spaces for optimal last minute sales.
- Combinations with AdX possible for cross-media sales.

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