

ppi



# Multimedia Ad Workflow



# Multimedia ad solutions by ppi Media



## **Print was the beginning**

New media channels need innovative solutions. Print, online, and mobile – as different as these media are, ads are the essential component in the value chain for all of them. ppi Media's integrated ad solutions open up future-proof cross-media perspectives for ad management – from individual print ads to multimedia advertising campaigns. And with the right software this step is both easy and secure. For more than 25 years the name ppi has stood for all-round high-tech competence and top quality for more than one hundred newspaper groups worldwide.

## **Modular, open, integrative**

For today's media companies, an innovative and active approach to both new and old media is a prerequisite for being successful on the market. Publishers must face today's new challenges and provide answers to cross-media customer requests. The prerequisites for this are not only an optimized workflow, but above all an open approach to the new me-

*Integrated ad solutions:* ppi Media offers a new perspective on ads with its cross-media solutions

dia. ppi Media's ad solutions have been specially designed for this new cross-media workflow and help newspaper publishers streamline their workflow and increase efficiency, transparency and customer service in print, online and mobile.

## **All processes under one roof**

ppi Media's ad solutions combine all areas in the ad department into one logical unit. This creates a highly automated, end-to-end workflow from booking through reservation and production to pagination and verification. The integration of commercial aspects is a matter of course. However, ppi can do more than just integrate. The secret is how you look at things. Central and local newspaper production, online, print and mobile advertising or classified and ROP ads – for each task, ppi offers an individual solution that is efficient, compatible with other system solutions and always offers the highest possible degree of automation.

## **Unlimited workflow**

To achieve maximum transparency, flexibility and security in the workflow, ppi's ad solutions also take production data from the planning, web publishing, prepress and press systems into account. Produced ads and ad pages for the print workflow can be forwarded directly to the page assembly system, where they are automatically and accurately assembled into digital pages together with the editorial elements. This workflow is not restricted to individual sites, but can be performed at any offices and production sites irrespective of geographical boundaries. ■■

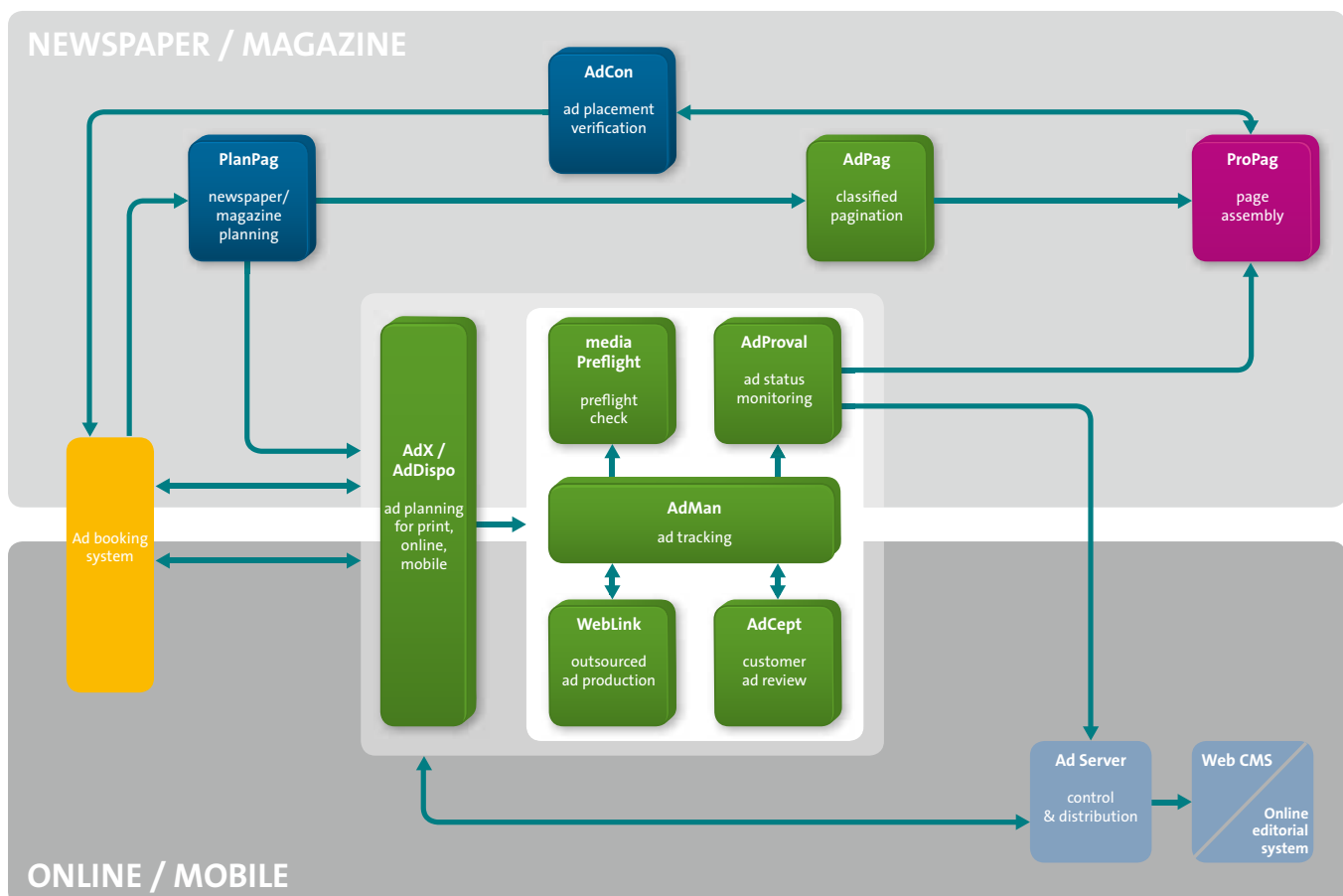
# Using all the advantages of print and online

## Online advertising

ppi Media's combined ad solutions set practically no technical limits, allowing entrepreneurial spirit to unfold. This applies in particular to the growing sector of online advertising. ppi's ad solutions help publishers to place themselves on the local online ad market and enable them to expand their advertising products with cross-media packages for print, online and mobile.

## Reviving business models with creative ideas

In addition to this, ppi Media's ad solutions support innovative online sales models and pave the way for more customer service. Customers' placement requests, for instance, can be quickly determined for print and online media, while customer ad reviews can be performed online in a simple, time-saving process. In the classic field of print ads, too, ppi's *Advertising Solutions* set no limits on creativity. Innovative advertising with inserts, double-truck ads, creative title pages and unconventional advertising formats is immediately available to all ad customers. ■■



ppi Media's ad solutions combine all areas of the ad workflow into one logical unit, making it easy to book, reserve, produce and publish print, online and mobile ads.

# AdX: multimedia reservation of ad formats

## One face to the customer

Many publishers wish for just one main contact who is responsible for all ad requests, and also for a multimedia ad management system that can be operated intuitively. Publishers must be able to respond flexibly to their customers' increasingly challenging and demanding requests. The online reach of ads should be as large as possible. In order for online advertising to be attractive, editorial content and click rates must be just right. Modern software helps to further optimize the ad department. Customer requirements can then be implemented reliably and efficiently.

## AdX – ppi's answer

ppi's cross-media ad solution has been designed not only for the reservation of online, print and mobile advertising formats, but in particular for the lucrative business of selling multimedia packages. State-of-the-art web technology and a clearly structured GUI make it easy for users to become accustomed to the program. Bookings for print are visualized in a page dummy, whereas online bookings are visualized on a planning board with campaign bookings on page placements and page groups. A combined overview that is currently unique on the market.

## Modern online advertising

The online planning area consists of a large planning board that also boasts a calendar function and website list. For each website and its specific advertising formats, all placements are displayed by colored bars on a continuous timeline (monthly, weekly, daily views). Different color codes and bar dimensions enable you to recognize at a glance as to whether these are fixed bookings or multiple placements based on booked page impressions. If required, additional information can be filtered and viewed via pop-up menus.

## Integrated processes

In order to create an end-to-end workflow, AdX is connected to existing booking systems. In the new workflow, orders are entered and reserved on the AdX browser GUI and created in SAP. Based on the conditions defined in SAP, pricing and costing are performed in the ad booking system and displayed in AdX.

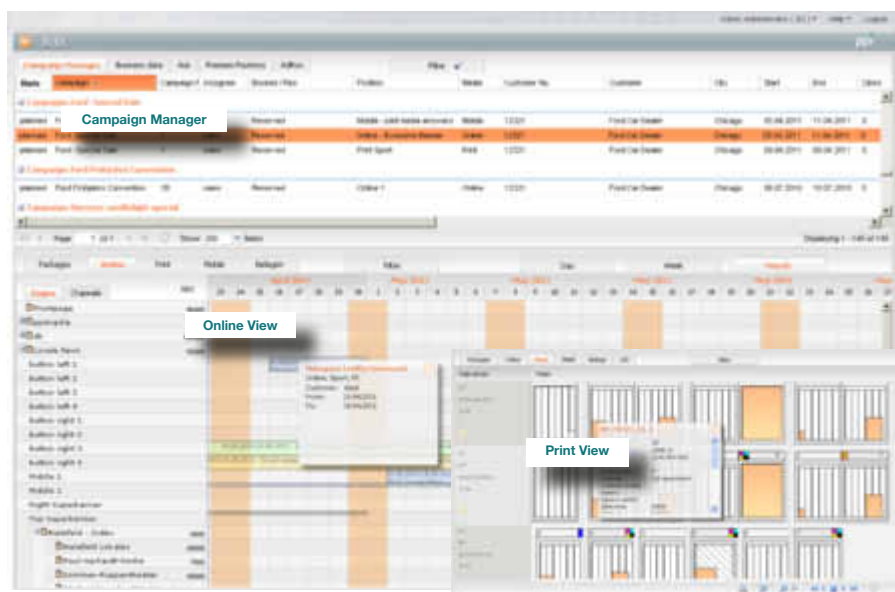
## Self Service Tool – easy handling

An additional sales aid is the integrated Self Service Tool, in which customers can inform themselves on the overall reach, position, duration, format, and, most important of all, cost of their intended online campaign. A calculator shows the price of all the selected bookings.

## iPhone: the latest application

ppi's iPhone application for AdX provides customers on site with an overview of available pre-defined standard packages for a period of four weeks. At the touch of a button, they can reserve the desired package on their smartphone in AdX and then book it centrally. ■■

ppi's ad reservation solution AdX optimally supports print, online and mobile ad sales.



# Optimum sales support for ad reservation

## Enhanced reservation of print ads

The integration of the SAP system enables customers to enter orders for different media in AdX, whereas price calculation and customizing is performed in SAP.

Just like the ad booking system SAP is available as a background application for complex calculation processes and customizing in the back office, more powerful solutions are also available for other background processes. The reservation of print ads in AdX Print, for example, is complemented by a wide range of functions in ppi's AdDispo solution. Special or complex customer requests for print ads can be carried out with additional AdDispo functions by a back office print team in the sales department. The sales staff can concentrate on customer service and ensure customer satisfaction by providing valuable media packages which are optimally compiled according to the customer's requirements. The back office and the sales department work hand in hand to ensure ultimate customer satisfaction.

## Sales-oriented ad space reservation

In times of new opportunities in online and mobile advertising, ad customers expect more from classic print publications: More service! More quality! More options! Today, customers expect shorter deadlines, flexible offers with customized, combinable ad spaces and competent advice. With AdDispo, media companies are optimally prepared for these challenges. AdDispo enables in-depth ad space reservation which takes additional technical facilities of the press into account.

## Greater transparency in ad space reservation

AdDispo is a solution that can easily be combined with ad booking systems and with ppi's production planning system. The planned page dummy for any edition can therefore be accessed directly from the ad booking system at any remote office.

## Binding ad reservations within seconds

With AdDispo, ad booking staff can tell whether a specific placement request can be fulfilled while they are still talking to the customer. Individual ad spaces can be selected, reserved on a long-term basis and booked and confirmed within seconds. A separate, integrated plausibility check ensures that all placements correspond with the press layouts. Both AdX and AdDispo differentiate between reservations and fixed bookings, the latter of which are binding for production. This creates room for maneuver, which can literally be used up to the last minute by the sales department.

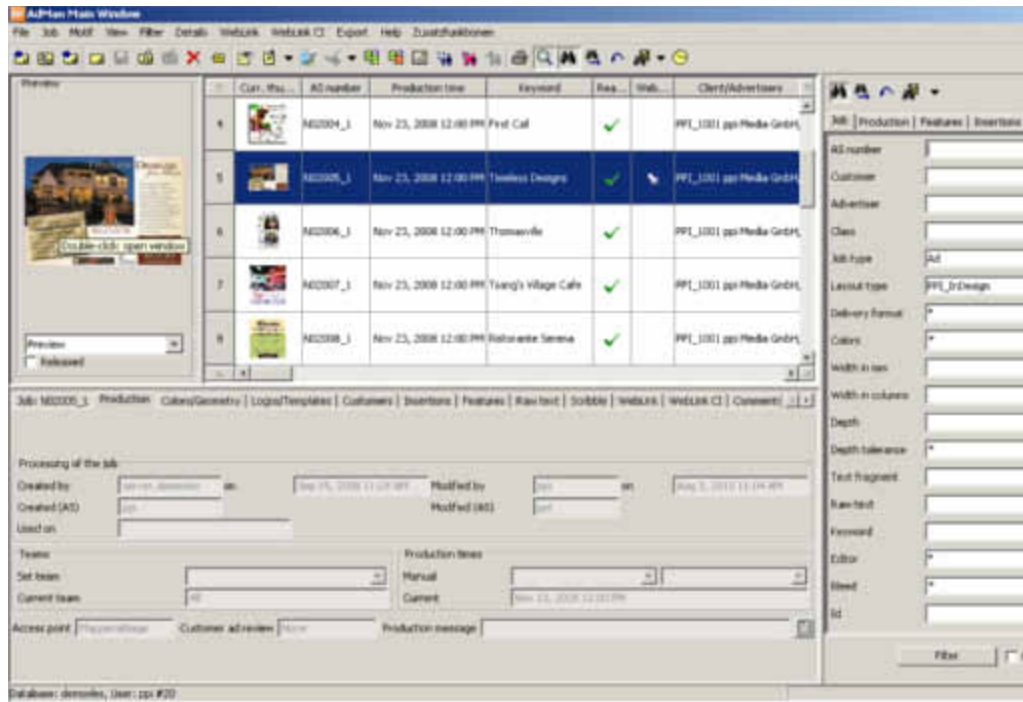
## Ads automatically move up waiting lists

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



AdDispo gives each display ad a fixed position.

# AdMan: ad production for print and online



Ad production with AdMan is easy with state-of-the-art, clearly structured GUIs.

## AdMan – the control center for ad production

AdMan has been designed as a master system for the ad building department and ensures reliable and, above all, efficient production of advertising material for different media. All standard ad booking systems, internet input solutions, ad editors and DTP systems are seamlessly integrated via open interfaces to create an efficient, automated ad production workflow. Furthermore, AdMan has been optimized for use with SAP (IS-M/AM).

## Digital ad input

AdMan has an efficient digital data input function for incoming ads that are sent by e-mail, FTP, ISDN or the internet. Ads that are delivered digitally are easily – and if possible – automatically assigned to the respective order. In an integrated preflight check, any conflicts regarding colors, fonts, sizes or file formats are detected. Users can correct conflicts automatically, otherwise manually, according to the publisher's rules.

## Enhanced ad production

AdMan enables highly automated production of all print and online ads. Depending on the ad type, production systems are automatically started for editing according to an individually defined workflow. A number of options are available for preparing the layout of display ads (assigning scribble, creating raw texts etc.). The integrated management of templates, standing matter, logos, graphic elements and scribble optimally supports working with digital job folders. Manuscripts and images can be saved to the job folder in digital form via the Scanner interface.

## Efficient production of online ads

To meet the demands of the growing internet market, AdMan supports all standard online ad formats (flash, jpeg, gif). All online ads are automatically checked as to whether they are ready for publishing. The production files are transferred to the ad server via standard interfaces. ■■

# Efficient ad production management from the start

## Perfect integration of AdX and AdMan

Due to its integration with AdX and the ad booking system, AdMan efficiently manages online advertising formats such as banners, complex motifs (e.g. for wallpaper or alternative motifs for flash) as well as cross-media campaigns under the order number assigned by the ad booking system. In AdMan, complex motifs are managed as an overall campaign in the folder and then transferred to AdX following a release. The released production files are transferred to the ad server by AdX according to their motif structure.

## Maximum production security and in-time management

AdMan ensures that the ad orders are processed correctly and efficiently. In the AdMan workflow, previews are generated by the production RIP; this ensures error-free production of ads in the prepress workflow. An integrated time tracking system guarantees on-time production of ads for each publication.

## State-of-the-art reviewing on the internet

Produced ads are displayed as previews. AdMan uses a web-based ad review function to reduce the amount of work in the publishing workflow and to avoid make-goods as far as possible. Ad customers are therefore able to release their produced ads directly on the internet. If changes are required, corrections can either be entered as a text comment or graphically directly in the preview of the ad.

## Outsourcing made easy

Along with ad production in the in-house production department, AdMan also supports an interface to outsourced ad production companies. Assigned tasks are accessed directly via the internet. Finished ads are then automatically checked for errors at the publishing house. If errors are found, they are automatically returned to the outsourced production office for correction.

## Distributed ad production

With ppi's *Advertising Solutions*, newspaper publishers with multiple ad production sites can integrate working processes that have been distributed to multiple sites.

## Tracking/Reporting

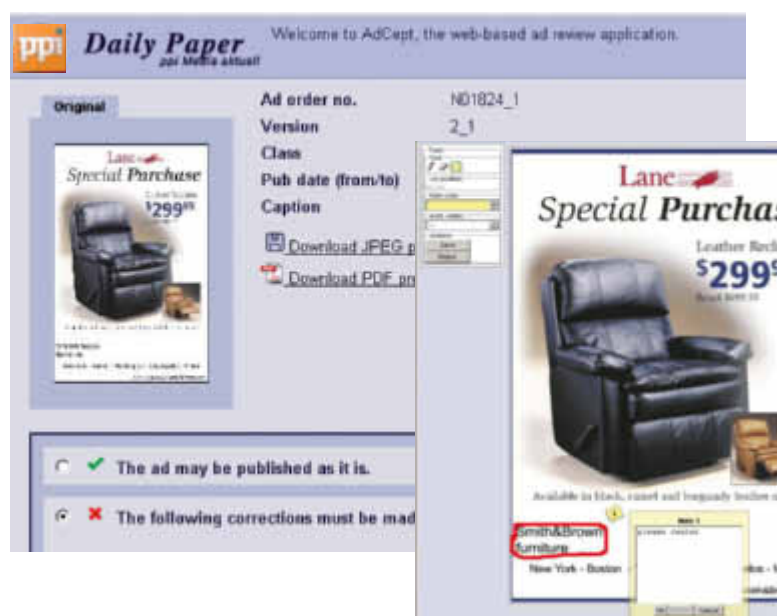
The entire ad production workflow can be monitored step by step. Progress in production of each individual ad can be viewed on any monitor. Errors can be detected and rectified very early on. AdMan provides production data for a job and billing overview that enables comprehensive evaluations in jobreport.

## Customer portal

In a customer portal, ad customers can upload production-ready ads and partial assignments for their booked ads via the internet. This does away with the time-consuming task of assigning files to a job at the publishing house. Customers also receive an acknowledgement on the uploaded files and production status of his jobs.



The automatic web-based function optimizes ad reviews for publishers and their customers.



# Paginating classified ads automatically

## Saving time and reducing costs

AdPag is an efficient pagination system that is used to generate classified pages automatically, reliably and fast. Class headers, follow-on references and column rules are automatically set. On average, pagination times, including proofing, are reduced to under two minutes per page. Pagination is not based on produced ad files but on key data from the ad booking system. This not only saves costs and time, but also generates exact pagination results before the ads and other page elements are produced. Ad deadlines can be extended until shortly before printing is about to begin.

## Optimized pagination results

AdPag offers various pagination processes for different ad markets. This guarantees optimum results, even for ads with different column widths. An integrated filler management feature ensures that empty spaces are automatically filled to fit the other page elements.

## Ad editing also possible during pagination

Together with AdMan, ads can be opened from within AdPag and changed in an integrated design editor. Last minute corrections can be made until shortly before imaging and any short-term changes required by the customer can be integrated.

## Easy handling and maximum transparency

ppi's ad pagination system is extremely simple to operate. Users do not even need to think about what material to select or how to group it for pagination, since this has already been done during the planning stage. Ads can definitely not be placed twice or forgotten. Produced ads can be displayed in the dummy as a preview. Pagination times are significantly reduced.

## Automatic ad placement verification

All published ads, whether classified, semi-display or display, are automatically verified with ppi Media's *Advertising Solutions*. These actual values are then used for precise invoicing and statistics in the ad booking system. The number of make-goods can be significantly reduced. ■■

In AdPag, classes can be combined to form square-offs and are given a banner.



# Success stories



*"ppi's workflow concept has optimized our overall workflow significantly!"*

**Edward Capaldi, IT director at Al Nisr Publishing LLC**

- ppi incorporated SAP Advertising Sales for Media without any problems.
- Cross-site online booking of ads possible from all offices.
- Tracking of ad orders and production control for ads.
- ppi successfully integrated the current editorial system in the publishing workflow.



*"We have been able to increase the efficiency of the ad design workflow significantly with ppi's Advertising Solutions."*

**Dan Barth, CIO, and Bart Williams, production director at OPUBCO**

- ppi Media's *Advertising Solutions* are the complete solution. From the ground up, these single-source solutions have been designed to meet the requirements of the newspaper industry.
- Differentiation of advertising material according to specific editing criteria with AdMan and a reliable workflow from ad layout to production release saves 450 man days a year.



*"AdX provides us with a tailor-made, expandable online solution that meets our requirements."*

**Bernd A. Müller, managing director of OWL-Online GmbH & Co. KG**

- With AdX, multiple users can access the reservation system simultaneously via the web. This has a positive effect on workflow efficiency.
- All available and booked spaces for all portals can be viewed at a glance on the digital planning board.
- In AdX, a large number of different combinations of advertising formats and spaces can be booked in one or more portals.

# The ideal solution portfolio for publishers

## All-round customer liaison and support

At ppi, one contact for all issues is not an empty promise or its ultimate goal. It is a consistent service strategy that ppi pursues. Generally known as an 'integrator' in the printing industry, ppi offers its customers comprehensive, all-round customer liaison and support – from consulting and installation to maintenance. No matter which software solutions a media company decides on, ppi will integrate them in the existing workflow – including ad booking systems.



## Ad management with SAP and other partners

What do the Bild Zeitung, New York Times and Gulf News have in common? Advertisements are their most important source of income. Ad booking systems such as Advertising Sales for Media help publishers manage all processes related to the sale, booking, and invoicing of advertisements. Ad management with SAP covers:

- Cross-media order management
- Offers and accounts
- Classified ad design
- Invoicing
- Revenue recognition
- Settlement
- Sales analysis

## Close interaction of print and online

With order handling, advertisements for one or more titles can be booked in different media (print and online, for example in SAP). With the new function for entering combined orders in AdX, the workflow is reversed: booking and reservation in a simple condensed GUI in AdX, with the proven functions of the ad booking system running in the background.

Contracts are assigned to orders automatically. This enables media companies to have an overview of a customer's contracts at all times. Furthermore, contract settlement allows media companies to produce credit and debit memos according to the applicable discount conditions.

## SAP certified

The interfaces between the ppi solutions and the ad order entry system SAP for Media were already certified by SAP in 2001. Since then, ppi products are in operation with SAP's IS-M/AM in more than 30 installations worldwide.

Ad booking systems such as SAP Advertising Sales for Media organize and assist fast and reliable ad order entry.

### Marketing and campaign management

What do publishers need to be successful? Good editors, plenty of readers, and lots of advertising customers. They will always have to find editors on their own. But to win new readers and advertising customers and consolidate existing customer relationships, they can rely on the following functions, for instance in SAP's Customer Relationship Management system.

- Marketing and campaign planning
- Customer segmentation, audience profiling
- Campaign execution
- Campaign analysis



### Customer management and customer care

Your customers are what matters: they should be the focus of your activities. Systems like SAP Advertising Sales for Media enable publishers to build up extensive knowledge of their customers and puts all channels of communication at their disposal. Special functions include:

- Contact and activity management
- Records management
- Field sales management and support
- Customer-oriented contact center

The solution keeps a record of all contacts with each customer, which forms a customer history. Contact and activity management supports publishers in planning, executing, and tracking contact with customers and internal activities. They can forward activities, create linked, follow-up activities, and use the integrated document management system. The contact center can be used as a strategic communication channel for marketing, sales and customer service. The application provides all the staff in the contact center with tested tools that they need in order to perform their tasks smoothly – both inbound and outbound.

Records management gives publishers a tool for managing electronic files. When managing customer files, information from various sources can be aggregated into a central location. The sources include transaction data, such as orders, invoices, and make-goods, as well as reports, archived documents, web content, and unstructured documents because of integration with Office applications. ■■

Find your ads where they're supposed to be – without any stress. With the help of Customer Relationship Management, publishers know their customers and can fulfill targeted requests and preferences.

# Advertising Solutions by ppi Media

for your multimedia ad workflow

ppi Media's Advertising Solutions have been specially designed for a cross-media workflow and help newspaper publishers streamline their workflow and increase efficiency, transparency and customer service in print, online and mobile. Detailed information on individual ppi ad solutions can be found in the following brochures:

Cross-media ad space reservation	AdX
Enhanced ad space reservation for print	AdDispo
Production management for ads	AdMan
Reviewing ads on the internet	- AdCept
Web-based ad design	- WebLink LI
Customer portal for uploading files	- WebLink CI
Automated classified pagination	AdPag
Automated ad checks	AdProval
Statistical evaluation	jobreport

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