



*A UA custom order entry interface for businesses that sell ad space in periodicals*

The Insert Ad form displays customer information and accepts the advertisements from each customer.

- Select or add a customer account or contact
- Adding customer immediately updates UA customer information
- Assembles categorizes and numbers ads for issue
- Simplifies the details of media management
- Organizes ads, generates invoices, filters and categorizes the ads in an editable Microsoft Word file
- Search for customer using all or part of customer number, name, or phone number

- The Ad Copy form is obtained by clicking the Select/Insert Ad button on the Insert Ad form. The Ad Copy form:
- Ads assigned to available periodical or issue
- Enters and edits ad information
- Automatically calculates word and character counts of both heading and body
- Tracks ad create, update and run dates
- Insert advertising graphics

	Body	Head	Total
Word Count	4	1	5
Char Count	33	9	42

- Manages multiple periodicals, each with its own production and sales schedules
- Defines prices and account classifications for each periodical

## Tech Specs

- Easy to Use
- Customizable
- ODBC compliant
- Full UA Module for UA 6.5 FS
- Easily Maintained

Issue #	Open Date	Cut Off Date	Publish Date	Ads Sold	Ad Revenue
1	1/1/2002	2/15/2002	3/15/2002	0	\$0.00
2	2/1/2002	3/15/2002	4/15/2002	12	\$19,306.50
3	3/1/2002	4/1/2002	5/15/2002	10	\$9,110.00
0				0	\$0.00

- **The Insertion Manager:**
  - Edits
  - Deletes
  - Invoices
  - Places items on hold
- Clicking the edit symbol displays the Edit Insertions form
- Insertion numbers highlighted in green denote that the item is the first invoice item in a series of insertions
- An ad that runs for a single issue is a master bill item by default

Insertion#	InsertionDate	CustomerName	Auth	Periodical	CopyId	Rate	RUNdate	Hold BILLED
1017	3/9/2002	sdasd	Admin	Jones Magazine	25	\$100.00	4/15/2002	<input checked="" type="checkbox"/>
1027	3/27/2002	Frank Man	Admin	Jones Magazine	26	\$275.00	5/15/2002	<input checked="" type="checkbox"/>
1021	3/9/2002	Frank Man	Admin	Jones Magazine	26	\$76.00	5/15/2002	<input checked="" type="checkbox"/>
1026	3/11/2002	Dave West	Admin	Jones Magazine	23	\$93.75	5/15/2002	<input checked="" type="checkbox"/>
1019	3/9/2002	Dave West	Admin	The Times	23	\$106.00	4/15/2002	<input checked="" type="checkbox"/>
1020	3/9/2002	Dave West	Admin	The Times	23	\$93.75	5/15/2002	<input checked="" type="checkbox"/>
1037	4/26/2002	ASDA	admins	The Times	32	\$128.00	6/14/2002	<input checked="" type="checkbox"/>
1030	4/15/2002	gashdiga	asd	The Times	30	\$300.00	6/14/2002	<input checked="" type="checkbox"/>

Periodical: Jones Magazine

Issue #	RUNdate
1	3/15/2002
2	4/15/2002
3	5/15/2002

Output:  Preview,  Print,  Word

- Publish by Issue
- Categorized by periodical and by Issue
- Store reports in an editable Word file

**Available Outputs:**

- Report format
- An editable Word file that can be used for insertion into Desktop Publishing, PageMaker, etc.
- Cross Index report produces secondary index report so that all ads within country and state can be categorized by type

Periodical: Jones Magazine

Issue	RUNdate	Author	Rate
4	4/15/2002	Dave East	Dave West
0	0	0	3/9/2002
0	0	0	3/9/2002
0	0	0	3/9/2002
0	0	0	3/9/2002

Insertion Date	Periodical	Issue #	Publish Date	Customer Contact	Author
3/12/2002	Jones Magazine	2	4/15/2002	Dave East	asd
3/12/2002	Jones Magazine	3	5/15/2002	Dave East	asd
3/9/2002	Jones Magazine	2	4/15/2002	skhadkhsakd	Admin
3/9/2002	Jones Magazine	2	4/15/2002	Dave East	Admin
3/9/2002	The Times	1	6/14/2002	Dave East	Admin

- The Insertions form is a tab page on Customer Maintenance, which is found in Accounts Receivable
- Click the AdCopy button to drill down to the AdCopy form

Periodical	Month	Ads	Sum
Jones Magazine	April	3	\$268.50
The Times	May	1	\$93.75

- The Ads to Invoice displays the periodical, the invoice month, the number of ads to be invoiced, and the total amount of the items to be invoiced
- The Ads to Invoice form creates an invoice number for all unbilled items in the selected month
- Prevents Hold items from being invoiced