

IPA Systems

Advert Layout System



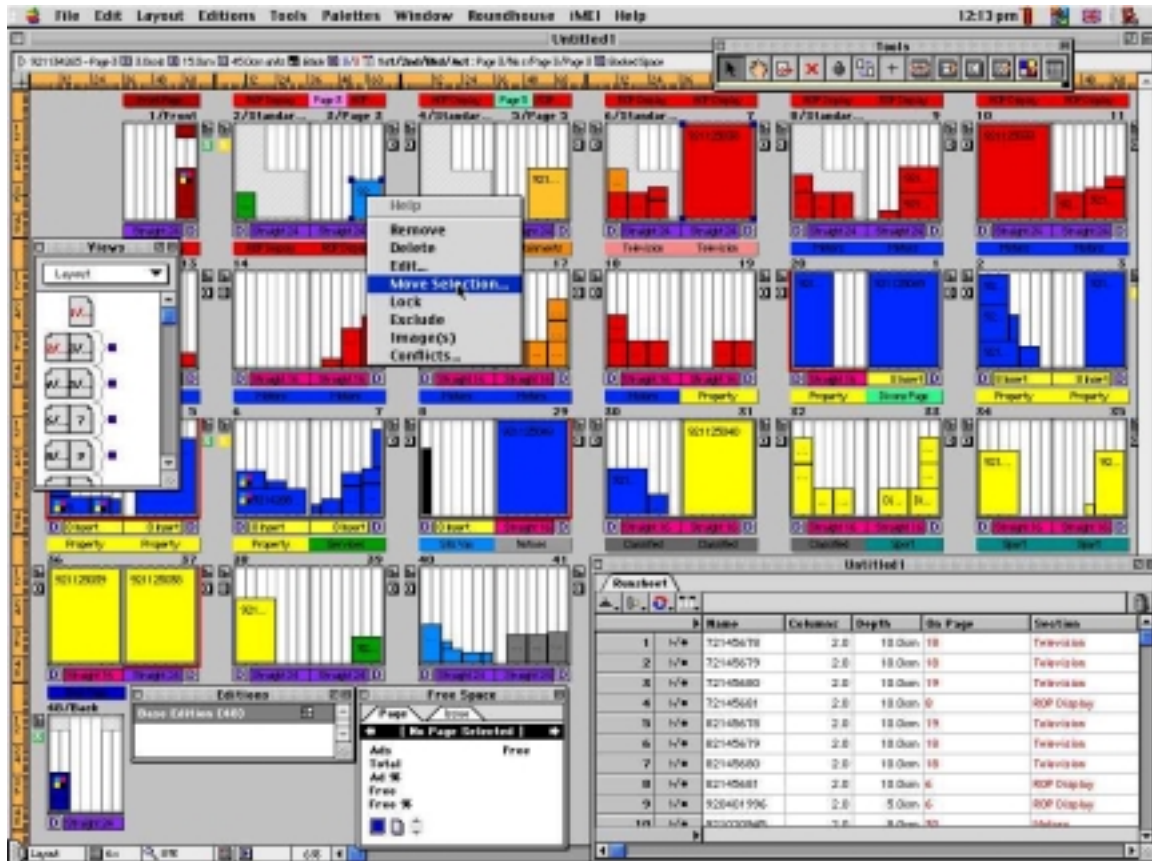
ALS

ADVERT LAYOUT
SYSTEM

ALS



SYSTEMS LIMITED



With MEI's Page Director ALS® you can create advert stacks and control layout gravity, advertising ratios, press configurations and coupon placement. Generate reports on issue information and costs, print completed layouts with the expanded Print Manager and open them in QuarkXPress™ or Adobe™ InDesign®. ALS® allows unlimited codes and classes, user-defined conflict rules, and enhanced pagination management. ALS® also allows multiple import maps to handle new adverts, updated details and updates, and even kill lists. You can view your runsheets in a variety of formats, and many of the entry slots on this spreadsheet are user-definable, so you can use terms or classifications that are familiar to your operation.

The Pagination Manager provides greater flexibility to allow for changes within your publication. With volume, pagination and ratio targets ALS® gives you enough information to make intelligent pagination decisions. It also clearly shows you the target pagination that conforms to your requirements as well as high and low advert-to-editorial pagination solutions. Using the Configuration Manager you can store unlimited press configurations, complete with setup and running costs. Since ALS® automatically tracks colour assignments and press configurations and keeps tabs on married pages, you can determine the impact that any configuration change has on colour positions.

A key strength of ALS® is its ability to monitor and prevent conflicts during ad placement. It handles reverse ads, making sure they don't appear across spreads, it prevents back to back or overlapping coupons,

and it keeps colour adverts to colour pages. ALS® also has a simple, menu driven dialog for creating conflict rules in plain English. Each advert placement can be checked against any other advert and its attributes, such as market codes, product types, zones, sections, even specific advertisers. Conflicts are checked during automatic or manual placement, as well as across editions. A click of a button switches ALS® from Layout to Statistical View and back again. The Views Palette also permits quick display of ad classes, zones, markets and products, plus status, sections, page controls, and many other layout options.

The Print manager has user-definable options and additional flexibility, providing total control over the print process. You can print dummies with scalable ad information and change font and point size of the printed advert details. Print non-contiguous pages, one or more per sheet, in assorted sequences. Sort the runsheet information in any order and print in any variation. Get clear, detailed advertising reports, showing everything from advertising to editorial ratios to booking information. Optional add-on modules are available that work with ALS® to handle the more complex problems of publication management.

Brief System Specification

- ✓ Basic Requirements (Workstation):
- ✓ Apple Macintosh with G4 processor
- ✓ Minimum 128Mb RAM
- ✓ 17" - 21" colour monitor (1024x768 capable)
- ✓ QuarkXPress V.4 or later

ALS® StatusWatch and ImageView Module

StatusWatch interacts with applications such as Baseview's Display Manager, Cascade's DataFlow, or Quark's QPS through batch or real time communication. It can also interact with a front-end, order entry system to track advertising and editorial production throughout the publication process. By displaying the statuses of the adverts a production manager can establish when pages are ready to be output.

ImageView, an optional feature of the Views Palette, displays on screen a PICT image of any ad with a true digital file path. By using ImageView, ad appearance can be considered when making placement decisions.

ALS® Forms Manager

Forms Manager allows for the quick placement of inserts, new forms or forms templates. It also supports customized folios, forms deadline alerting based on just about any publishing interval, and the quick calculation of press setup and running costs. The Forms Manager remembers where each ad is placed by form, and indicates placement by percentage of book.

ALS® Sections and Bookings Module

Plan your issue based upon your sectional content requirements. Create standard newspaper section configurations of daily, weekly, or monthly space usage. By including section requirements in the runsheet, ads are placed automatically within requested sections

ALS® Editions Module

Special tools for placing and tracking zoned ads through multiple editions. Layered publications all contained in a single document, adverts can be coded to be in any variation of editions.



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PrePRESS



Distributor Stamp

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