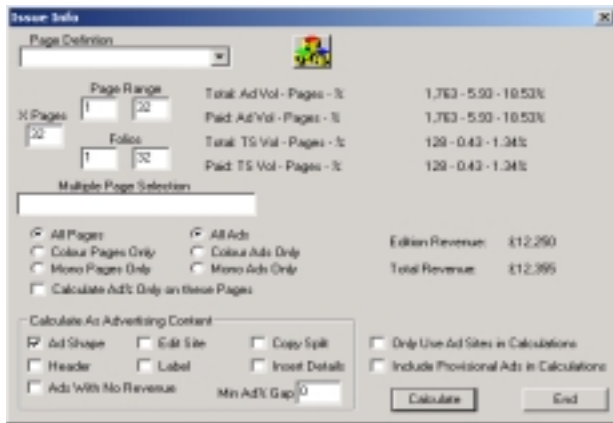


IPA Systems

MediaPlanner



MediaPlanner



With MediaPlanner, production and planning departments can achieve new levels of efficiency. ROP display advertising, full classified pages and even modular magazine or supplement pages can all be managed within the same publication. MediaPlanner is already a vital part of the production process in many UK titles both national and regional, as well as many in the US and Europe.

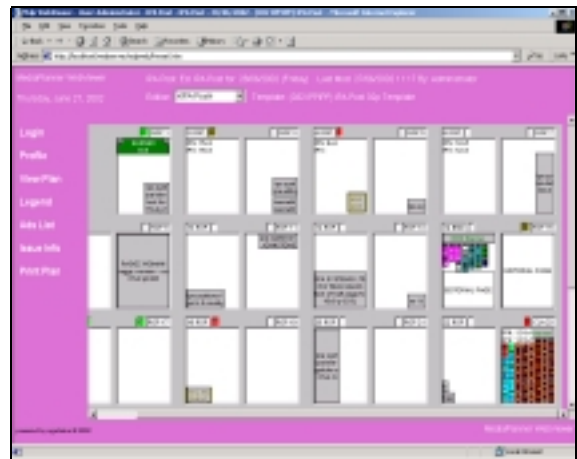
MediaPlanner – System Overview

- ✓ MediaPlanner allows the operator to manage the entire publication creating plans based on pre-configured templates.
- ✓ Multiple editions within a publication can be planned simultaneously.
- ✓ Complete control over ad placement in all editions.



- ✓ Track the image files of completed adverts to provide wysiwyg plan view.
- ✓ View layouts in progress across intranet or internet via web server.
- ✓ Interface to Sales.WORKS and Edit.WORKS, plus many third party advertising or editorial systems.

- ✓ Two-way data feed, information and geometry exported from MediaPlanner to other systems.

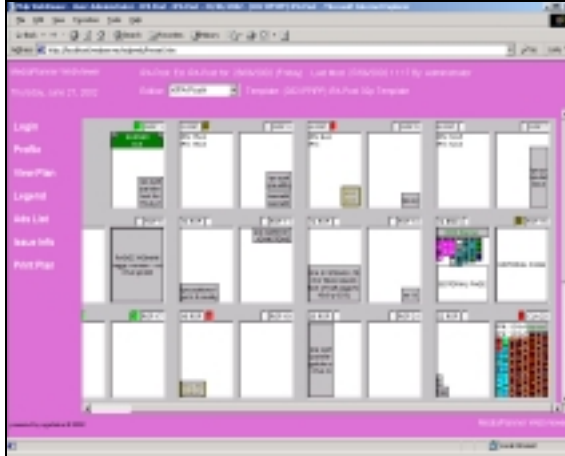


- ✓ MediaPlanner spools advert information in real time so plans are constantly updated.
- ✓ ROP and classified pages laid out in one document, no need for separate applications.
- ✓ Flexible pagination, pre-configured templates for fast up or down page operations.

- ✓ Revenue and advertising volume figures available for all planned issues, past, present and future



- ✓ Output from MediaPlanner or through one of many editorial pagination systems, including QuarkXPress via the IPA Xtension Flow.WORKS.
- ✓ Open and work on multiple issues simultaneously.
- ✓ Plan 'option' adverts, bookings without pre-determined appearance dates, easily moving from one issue to the next.



- ✓ Clear use of colour to represent placement and colour conflicts, coupons, special position and editorialised bookings.



- ✓ Classified pages can be flowed by classification or by category.
- ✓ Fully configurable classification flow and sort orders.

Advert	Date	Page	Page No.	Page Size	Page Yield	Page Revenue	Page Cost	Page Profit	Page Margin	Page Return	Page Yield %	Page Revenue %	Page Cost %	Page Profit %	Page Margin %	Page Return %
ADVERT 1	2000-01-01	1	1	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERT 2	2000-01-01	2	2	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERT 3	2000-01-01	3	3	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERT 4	2000-01-01	4	4	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERT 5	2000-01-01	5	5	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERT 6	2000-01-01	6	6	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERT 7	2000-01-01	7	7	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERT 8	2000-01-01	8	8	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERT 9	2000-01-01	9	9	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERT 10	2000-01-01	10	10	100	100	100	100	100	100	100	100	100	100	100	100	100

- ✓ Flat plan output available showing advert information, volume, yield and revenue per page.
- ✓ Additional reports can show ad content and revenue by section and category.

Brief System Specification

- ✓ MS-Server 2000/NT
- ✓ PC Clients, Windows 98, NT workstation or Windows 2000, minimum 128 MB RAM.



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