

IPA Systems

Internet Ad-Booking

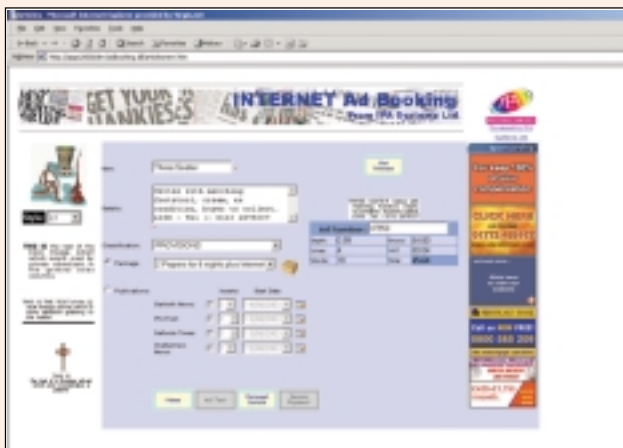


*e-Sales*.WORKS

ADVERTISEMENT BOOKING  
VIA THE INTERNET



IPA Systems Limited is following in its tradition of offering a solution that is flexible, enabling the input of classified and ROP bookings over the Internet with an industry standard web browser. Bookings can be for your paper publications and new media opportunities. The application can be incorporated into an existing web site, allowing the newspaper to maintain its "Look & Feel" and maintain its branding as well as use the advert booking forms as areas within which to display advertising as well as capture advert bookings.



Example of an advert booking form for the articles category.

### METHODOLOGY

The design concept of e-SalesWORKS is that of having a database within which is stored the configuration of the forms as well as the objects within those forms i.e. data input fields, lists, tick boxes etc. There is also the schema to capture the data input for an advert booking and a dll (dynamic link library) running on the web application server to perform functions such as H&J of the text and pricing of the adverts. These H&J and pricing modules are the same software suites that exist on our SalesWORKS advert booking system so you have continuity of style and pricing as well as the advantage of configuring these once for both the Internet advert booking system and the traditional front end system. The advert data, once captured and stored on the Internet booking database is extracted by a software suite that also controls the sending of the Internet advert booking to one or more front-end systems where again it is processed, creating an advert and placing the advert onto a queue for validation before being released into the production cycle.

### FLEXIBILITY

Customisable by the user and capable of being interfaced to many front-end systems, the forms and the objects on the web pages that capture the information, check boxes, text fields, linked lookup lists etc. are user definable and can vary between forms. This flexibility allows you to react to changes in your market, altering the forms or changing data in drop down lists without the need for special programming skills or having to come back to IPA Systems for a change to the core software.

### CONTROL & PRICING

Control of what end users are able to do in terms of booking adverts is important. This is handled in two ways; option one is the use of packages presented to the user as part of the booking sequence. This allows control of the publications booked, number of insertions, appearance pattern and price, to either rate card or agreed cost. Option two is to allow the user to select one or more publications, specify a start date and a number of inserts, the maximum number of which is definable. The advert is then priced to the relevant ratecard.



Example of the calendar available to schedule start dates.

### TEXT FORMATTING

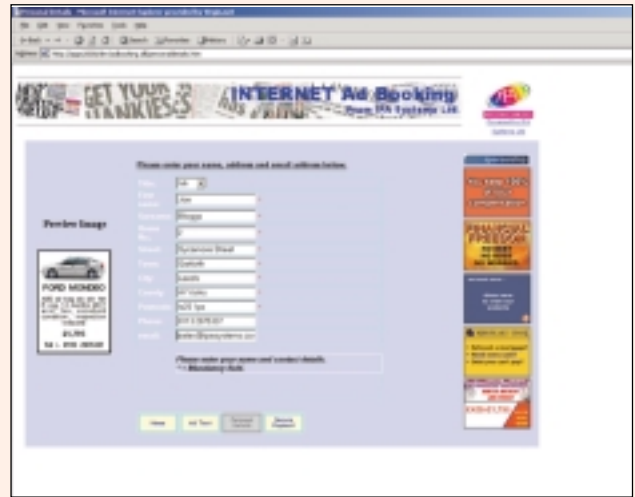
The text of the advert, entered in one or more memo fields or captured in part as structure data is returned as a WYSIWYG preview and priced dynamically to the number of lines, words or centimetres the advert makes or alternatively to the charge as defined by the package. The advert text can be made available in several formats; raw text is retained, as is a JPEG or PNG and EPS, in addition formats such as Quark tagged text, GIF, TIFF, PDF can be produced dependant upon your requirements.

Different measures, fonts and file formats can be accommodated in a single booking across multiple publications.

## SECURITY

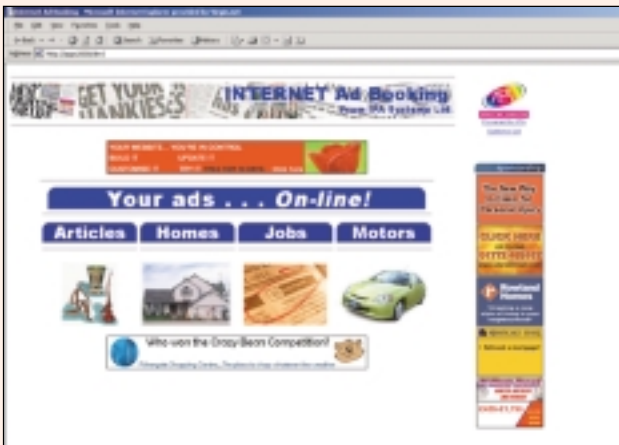
The booking application will run on your current web application server or on a hosted server, protected by the security measures implemented on that server. For the security of payment details any third party shopping cart or web payment applications can be interfaced to, from the IPA application. Alternatively, there is a payment screen available within the IPA solution working with SSL encryption on the web server to ensure that credit card details are kept secure.

For more information or a demonstration of e-SalesWORKS Internet advert booking please contact sales@ipasystems.co.uk or contact the sales manager at IPA SYSTEMS Ltd.

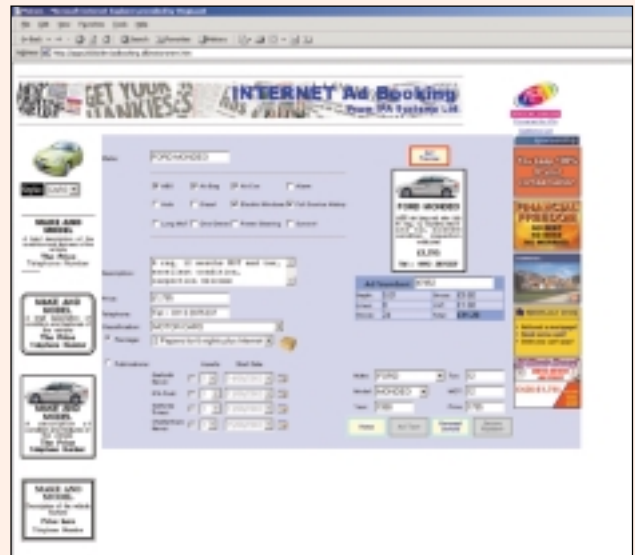


Capture of customer details and payment

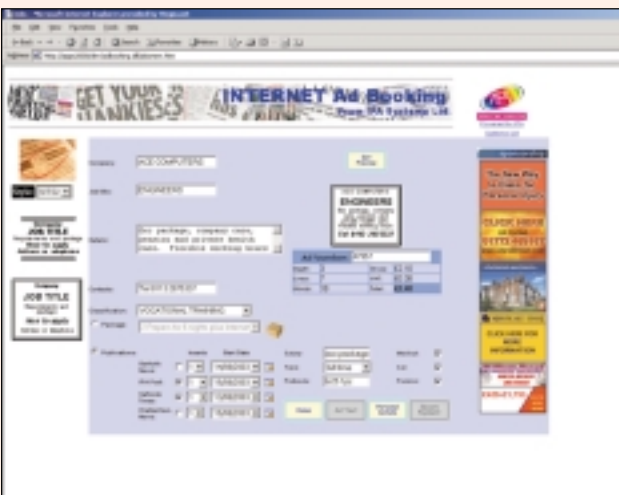
## Screen Shots of e-SalesWORKS



Example of a classified home page, arrived at via a link from your main site.



Example of data capture objects on a HTML page



Example of data capture associated with the Jobs category

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Distributor Stamp

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**SYSTEMS LIMITED**