



► **AdMAX** Frequently Asked Questions (FAQs)

Overview

Q. How long has AdMAX been on the market?

A. Work started on AdMAX in 1995 and a beta test was started at Central Maine newspapers. In 1996, AdMAX was sold to the Jewish Times Newspapers and *The Albany (GA) Herald*. AdMAX continues to be in production at all these sites today.

Q. What is AdMAX?

A. AdMAX is a fully integrated advertising order entry, billing and accounts receivable solution. It supports both retail and classified advertising order processing. While designed as an integrated system, AdMAX can be purchased and installed modularly. AdMAX takes the place of a number of different (formerly interfaced) systems, fully synchronizing both advertising and financial information. AdMAX handles contract and transient billing and is able to count income from the moment the ad is received. This provides an accurate, real-time picture of expected income. AdMAX is the third generation of SCS advertising technology. It has proved both highly functional and easy to install.

SCS's solutions are built with an enterprise-oriented view of newspaper needs, and SCS systems are serviced by a well-respected newspaper vendor.

Q. How does AdMAX make advertising easier?

A. AdMAX facilitates every aspect of advertising. AdMAX is scalable and flexible, allowing you to configure the system to your publishing needs. AdMAX manages your advertising workflow.

For ad order entry, AdMAX offers a variety of time-saving features. You work in the same order entry screen for all ads (retail, classified display, classified liner, web, preprint). You can import e-mails into ad text. AdMAX features online order entry for classifieds. Since AdMAX combines advertising and accounting in one system, you have immediate access to credit checking and other critical customer information during ad order entry.

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To optimize sales, AdMAX supports cross-selling ads among multiple publishing sites, as well as web publishing. A sales rep can sell an ad at one newspaper that prints in another, in both, on the web, or in any combination you set up. AdMAX automatically updates and renews contracts based on site-defined parameters.

AdMAX offers comprehensive reports for sales, accounting, production and other advertising needs. AdMAX includes an integrated report writer for customized reporting. With its data warehousing functionality, AdMAX also allows you to use your own reporting tools (i.e., Crystal Reports). AdMAX enables you to track any aspect of advertising to maximize productivity and minimize errors.

Q. How does AdMAX help you manage advertising workflow?

A. AdMAX integrates and streamlines all aspects of advertising management, including:

- Ad Order Entry (retail display, classified display, classified liners, web, preprint inserts)
- Billing for Transient and Business Accounts
- Accounts Receivable
- Credit Management
- Contract and Sales Management
- Contact Management
- Standard and User-Definable Reporting

Q. Can AdMAX be configured for your specific publishing purposes?

A. Yes, AdMAX is highly customizable for production, billing and reporting purposes. AdMAX is table-driven. Everything from network device scripting to customer preferences is stored in tables that you control. You can group and define any

" I think this is what every newspaper should have."

Veronica Mike-Hall
Financial Services
Afro-American Newspapers
Baltimore, MD



advertising data through these tables. You design your publication's transactions, rates and combinations. AdMAX includes the SpiceRAQ report writing tool for customized reports.

Q. Is AdMAX scalable (i.e., number of users, amount of data stored, etc.)?

A. SCS's client base consists of weeklies (Plymouth (MA) Memorial Press Group), magazines (New York (NY) Times Mirror Magazines), mid-market dailies and metro newspapers (*Los Angeles (CA) Investor's Business Daily*).

SCS's systems are scalable from a minimum of one user to well over 100 concurrent users. There are no software limitations to growth. AdMAX licenses are site licenses and you can run as many users for the licensed newspapers as you wish at each site.

Q. What is the underlying database for AdMAX?

A. AdMAX uses Spice's relational database, which runs on top of Faircom Inc.'s c-tree data manager. See their web site www.faircom.com for details of the broad range of platforms supported. The ad database for AdMAX consists of over 250 relational tables (entity types), which describe every data object from advertisers to fonts.

Q. Can AdMAX perform automatic backup?

A. Yes, AdMAX performs automatic backup. You can set up what information gets backed up, how frequently backups are performed and what time a backup process begins.

Q. Is AdMAX capable of publishing in different languages?

A. AdMAX has users who publish in English, French and Spanish.

Return on Investment (ROI)/Quality

Q. How long is the projected ROI for AdMAX?

A. Most clients justify AdMAX by showing a 1.5 year payback. There is, of course, no easy way to translate into bottom line numbers the reduction of make goods and the increase in customer and user satisfaction it brings.

When AdMAX is installed, accessing information on sales revenue and production is faster and easier. You use less paperwork for advertising because ad info is sent electronically for pagination and production tracking. Because advertising and billing

are integrated, it is easier for you to maintain credit policies and perform credit checking.

All reports are that AdMAX's ROI is much better than anticipated.

Q. Does the product support cross-selling ads? Can it merge and separate cross-sold ads for multiple publications?

A. Yes, AdMAX supports cross-selling of ads at multiple publishing sites.

Q. How does AdMAX improve customer service?

A. AdMAX can function as a customer service center. Users can perform inquiries on customers and transactions. They can take payments on invoices as well as new ads and they can access information about customer balances and contract fulfillment. Account information is readily accessible.

Cost Factors

Q. How frequently are AdMAX upgrades released?

A. Major releases occur once a year. Incremental updates occur more frequently, based on requests from current customers on support.

Q. How does SCS upgrade customers with new releases and patches?

A. The AdMAX department will schedule an upgrade with the customer. The files are sent via modem or FTP. SCS performs most upgrades remotely unless the site requests a support/installation person to be present for additional training, etc. SCS performs the upgrade and then allows customers to test the new release before going into live production.

Q. Is the customer required to keep current with the latest upgrade?

A. Customers are not required, but are requested, to keep current with the latest upgrade. We recommend upgrading at least once a year.

Q. Does AdMAX include a test system?

A. Yes, AdMAX can be configured to include a disk partition on the server in which to test new versions of the software.



Q. Who currently uses AdMAX in production?

A. Please contact SCS sales staff if you would like contact information.

Q. What are the largest/smallest/average customers on the AdMAX system in relation to circulation numbers?

A. The largest newspaper has a circulation of 302,000. The smallest has a circulation of 8,000. A typical AdMAX customer has a circulation of 58,000.

Q. Why does SCS use site licenses and a price based on circulation rather than a price per seat like most other vendors?

A. The bigger the publication, the greater the benefit that AdMAX is likely to provide. Our pricing formula captures this notion. We like site licenses because they are convenient. We dislike per seat licenses for advertising systems because:

- they are inconvenient to administer
- fewer seats is better for achieving maximum ROI

Those that charge by the seat have their own ROI in mind, not yours.

Q. Is SCS in possession of the application's source code?

A. Yes, SCS develops, owns and maintains AdMAX.

Q. How does SCS manage support issues?

A. AdMAX emergency support (issues that prevent the paper from being published that day) is 24 hours a day, seven days a week. Normal hours of operation for SCS are Monday through Friday 8:15 AM to 4:45 PM. Support is available via phone, e-mail and remote access.

Q. Is a web-based review of outstanding items available?

A. Yes, SCS maintains a web site for support. The password-protected support database enables users to review the status of their outstanding issues, including a description of each contract item or support item, the date the item was reported and the support staff handling the issue.

Q. What support is available with the purchase of the AdMAX system?

A. There is a 90-day initial support period bundled with the purchase of AdMAX. It goes into effect when you start producing live editions, or are capable of doing so. After the 90-day initial support period, there is a service contract available for

1.25% of the software price per month.

During the initial support period, any issues in SCS's software that you report will be remedied. For emergencies (will not get the paper out), the support staff is available 24 hours a day, 7 days a week.

Q. What support is available after the initial support period expires?

A. A support and maintenance contract is available after the 90-day initial support period ends. You sign up for a year of support and continue on a quarterly basis thereafter. Software support is 1.25% of the software price per month. The support and maintenance contract includes telephone consultation, problem solving and bug fixes. During emergency periods (will not get the paper out), the support staff is available 24 hours a day, 7 days a week. As new features are added, new versions of the package are made available to those with a support/maintenance contract at no additional charge for software.

SCS's applications are on a per site license, allowing you to add users without additional software costs. There are no unlisted third party license fees for databases and other layered products. Our support covers all software with the exception of operating systems, for which upgrades are purchased as necessary.

As part of the service agreement, sites are expected to keep their SCS value-added software, operating systems and equipment current.

Q. Why does SCS offer support on a subscription basis?

A. SCS's goal is to provide trusted newspaper systems. We want to keep system failures to a minimum. We believe a subscription-based service for a reliable system gives customers the least headaches and SCS the least costly support effort.

Q. Do you have the option to purchase non-vendor hardware for client workstations and server?

A. SCS would prefer to supply the servers and would be happy to supply the workstations. As Dell's first reseller, we prefer their equipment. SCS takes responsibility for what it sells.



Q. Is training included in the product purchase price?

A. Training is included in the purchase price as a separate line item and is available both on-site and at SCS.

Q. Is there a charge for future upgrades? If so, what is the current pricing for upgrades?

A. Upgrades are at no charge when a site is on maintenance/support.

Platforms

Q. What is/are the recommended platform(s) for AdMAX?

A. SCS prefers to provide Red Hat Linux or SCO Unix for AdMAX servers.

Q. Does AdMAX run on the most current version of its operating system's platform(s)?

A. AdMAX runs on the most current version of Unix and Linux. When you purchase a system from SCS, we always provide the most recent version of the operating systems.

Q. Was AdMAX developed as "cross-platform"? If so do the same input files work with each?

A. AdMAX (as with all SCS-developed products) is developed as "cross-platform." It accepts the same input files with every operating system.

Q. What are the operating system requirements for an AdMAX server?

A. SCS's advertising applications are platform-independent. Many current sites run AdMAX on SCO Unix. Newer ones are choosing Linux. SCS recommends Dell/Intel servers running AdMAX on the Linux operating system. AdMAX servers may also run on Sun Solaris and/or Windows 2000 (for smaller sites).

Q. What fault-tolerance does AdMAX provide (i.e., replicated servers, automatic fail-over, etc.)? Are these add-on options or standard configurations?

A. SCS advertising systems have dual replicated servers with an incremental tape backup, scheduled for each night. The servers are protected by a UPS, have a RAID 5 with redundant power supplies and fans. Dual servers and RAID provide two levels of redundancy to protect all data and assure availability.

Standard SCS configurations include replicated servers.

Q. Does AdMAX use remote workstations, communication over local area networks (LAN) or wide area networks (WANs)?

A. SCS provides LAN networking among local servers. Customers usually provide the network backbone. Should a VPN (Virtual Private Network) be needed, we would be happy to provide information on how to do this with low-cost Linux servers.

AdMAX supports remote production, accounting or sales offices. Sites can have one large centralized server with remote sites connected through network, modem or VPN or distributed, decentralized servers at multiple publishing sites connected via network, modem or VPN.

Q. How many workstations can AdMAX support?

A. The AdMAX license is a site license so you can run as many users as you wish at your site. AdMAX can support more than 80 non-dedicated workstations with the installation of the X-Windows GUI on Unix/Linux workstations, PCs with a WebtermX or other X-windows software or Macs with Exodus. Workstations are limited only by the operating system's requirements.

We work in a mixed environment of Macs and PCs. Generally our accounting and classified advertising people use PCs but the ad staffs and composition departments use Macs. To further complicate matters we have seven individual offices spread throughout the state that need to access AdMAX data. Because of the way SCS designed our system, which runs in Linux, all of our offices and all of our users are able to connect to our central server regardless of where they are located or which type of computer they have.

George E. Spicer
MIS/IT Director
Dover Post Co.



Q. Can AdMAX print to local and network printers?

A. Yes, AdMAX prints to both local and/or network printers. There is a printer attribute table that facilitates this.

Data Interfaces

Q. What can AdMAX interface to?

A. SCS provides enterprise publishing systems, but AdMAX can also interface with your other publishing systems. AdMAX can interface to display ad dummyming, classified pagination, ad tracking and circulation systems. Even though AdMAX handles customer records, general ledger and billing, it can be configured to interface with your existing systems.

AdMAX handles both one- and two-way interfaces. You choose.

Ease of Use

Q. Does AdMAX provide online context-sensitive help?

A. Yes, AdMAX provides lists of available options for critical fields.

Q. Does AdMAX allow users to utilize shortcut keys for common/repetitive tasks?

A. Yes, AdMAX has site-definable shortcut keys for common/repetitive tasks along with pull-down list options for every appropriate field. AdMAX also features an icon toolbar that can be used to invoke frequently used functions.

Q. Is there a user-friendly, graphical, WYSIWYG interface for ad order entry?

A. Yes, the AdMAX order entry screen for retail and classified ads features a graphical user interface (GUI) and enables ad takers to enter any combination of ad features (such as color, position request, etc.). AdMAX also displays a text screen for entering ad copy and a WYSIWYG view.

Q. Does AdMAX have user-defined fields for comments and alerts?

A. Users are able to attach user-defined notes to ads, customers and invoices. Contact management support is provided via an alert/task scheduling tool that provides a "to do" list to sales representatives.

"We like the SCS solution because it will integrate everything seamlessly."

Derek Chester
System Administrator
Derrick Publishing
Oil City, PA

Q. How does AdMAX streamline ad order entry?

A. AdMAX supports user defaults. You can set up default information for each user; defaults are automatically incorporated into the user's order entry. For instance, if an ad taker enters ads only for classified ads in the morning edition, you can set up AdMAX so that the ad type and product automatically appear whenever the user enters an ad.

AdMAX provides users with sales and upsell prompts to increase sales opportunities.

No matter what kind of ad is entered, you enter most of the order information (i.e., customer, publication, schedule, etc.) the same way.

Real-time online credit card approval is available.

You can enter production information for tracking display ads.

Shortcuts can be set up that allow you to format classified liner ads quickly.

Publications

Q. How does AdMAX handle publications?

A. AdMAX easily supports multiple editions and publications. You can schedule ads for single publications, multiple publications, editions and zones, special combination buys and multiple media.

Within site-defined combinations, you can offer special deals for cross-sold publications produced at different sites.

AdMAX supports shortcuts for scheduling specials, such as a 7-day special. You can schedule an ad order for different sizes in different products.

AdMAX allows you to set up a nearly unlimited number of publications and combinations.



Q. Can one ad have different features in different publications?

A. Yes, AdMAX allows you to enter an ad that appears in different sections (A, B, C, etc.), groups (MAIN, SPORTS, BUSINESS, etc.), sizes, colors, classifications and position requests and that has a different schedule in each publication.

Q. Does AdMAX have the ability to handle ads sold in multiple newspapers originating from different sites?

A. Yes, AdMAX can handle ads that originate at other sites. AdMAX supports the scheduling and pricing of ads ordered for a combination of multiple newspapers, even newspapers originating at different production and billing sites. AdMAX can then combine ads entered at multiple sites for production and reporting purposes.

Q. Is AdMAX able to do quick scheduling for multiple publications, editions or zones?

A. To support selling into multiple publications, AdMAX supports combining many publications under one name. AdMAX is engineered to make selling and producing multiple publications easy. Not only do you get to sell multiple publications at one site, but every site running AdMAX can cross-sell and cross-produce advertising accurately and automatically.

Ad Order Entry

Q. How does AdMAX facilitate ad scheduling?

A. AdMAX supports a variety of scheduling methods. Ad takers can use a visual calendar to select ad publication dates, days of the week, start and end dates, TFN, and/or the number of buys.

Q. Can AdMAX track whether an ad is a callback, call in renew, or a new sale?

A. Yes, AdMAX can trace the source of an ad, based on information entered during order entry.

Q. Does AdMAX provide prompts for upsell opportunities during order entry?

A. AdMAX can quote frequency prices and combination buys for immediate upsell opportunities. Ad takers can view and schedule upsells easily.

Q. Can AdMAX perform flexible ad or customer account lookups (by name, phone number, account number, etc.)?

A. AdMAX provides rapid retrieval of ads by using a combination of one or more key fields (ad number,

account number, advertiser name, phone number).

Q. How can users locate ads in AdMAX?

A. You can search for ads using a combination of one or more key fields (ad number, account number, advertiser name, phone number). In addition to these key fields, you can narrow your search using secondary fields, such as package name, product name, classification, ad category, publication date, end date, entered by, ad text and type of ad. You can also perform rapid full text searches.

Q. Is AdMAX able to do automatic computation of extra charges (for bold, underline, logo, special characters, etc.)?

A. AdMAX automatically calculates the preferred rate based upon the ad's attributes (i.e., number of columns, depth, number of words, number of bold words, underlined words, logos, special characters, styles, etc.) as soon as the attributes are selected.

Q. Does AdMAX allow a site to define fields that must be filled when taking an ad?

A. Yes, in AdMAX you can use Required Field Maintenance to define the necessary fields for ad orders based on ad type.

Q. Can AdMAX prevent users from changing information in certain order entry fields?

A. Yes, AdMAX features Protected Field Maintenance. For instance, a site can prevent the salesperson on an order from being changed. A field can be set as protected according to ad type, user, new ad, editor or in all circumstances.

Q. Does AdMAX prevent ad taking after production is started?

A. Yes, through the use of deadlines, AdMAX prevents ad taking after a specified time per classification, category, ad type, product, group, section and/or date. Managers can have privileges to override deadlines, when necessary.

Q. Can AdMAX place ads on hold according to type, review, cash limit, etc.?

A. AdMAX supports two types of ad queues: review and hold. Ads in the review queues will run unless explicitly stopped. Those held won't run unless explicitly released. Ads can be placed in queues by operators. You can also define complex rules, considering attributes of the ads, contract, customer, etc., to be automatically assigned to queues.



Q. Does AdMAX show a customer's entire balance, including unpaid ads, during order entry?

A. During order entry, users can perform customer inquiries and see information on ads scheduled to run, ads that have run but not yet been billed, ads billed and any unapplied prepayments, credit or cash.

Q. Can AdMAX tie multiple phone numbers to a customer account?

A. Yes, with AdMAX you can store multiple phone numbers and contacts associated with an account.

Q. Can AdMAX flag phone numbers based on their current credit status?

A. AdMAX maintains both bad phone numbers (i.e., phone booths) and bad credit phone numbers. If a suspect phone number is entered for an order, AdMAX alerts the ad taker. If a user enters a phone number for a customer whose credit is bad, your site can define how the ad taker should handle the order. AdMAX has very sophisticated credit management facilities, including the ability to put ads on hold requiring credit release under certain credit exceptions. Ads can also be put on hold for optional credit review with automatic release. Credit worthiness is evaluated during Order Entry, on demand and when ads are collected for layout or pagination.

Q. Can AdMAX accept multiple types of payments, including cash, credit and checks?

A. Yes, all forms of payments are accepted, including cash, credit and/or checks. Online and batch processing for credit cards are supported in both GPS (Global Payment System) and MAPP (MAC Cards).

Q. Does AdMAX accept real-time credit card payments with payment notification verified? Can advertiser credit card information be stored in the master account for future payments?

A. Yes, AdMAX accepts and validates credit card data in real-time. Card number syntax is checked real-time. Credit card information can be stored within master account for future payments.

Q. Does AdMAX provide ad audit trails?

A. AdMAX audits ads by time-stamping ads when they are placed, modified, deleted or routed from one queue to another.

AdMAX tracks text, scheduling, size, cost overrides and credit information. The ad taker/user code is saved with the modification time stamp so that there is a record of who performed what activity and when.

Q. Can AdMAX provide customer transaction audit trails?

A. All transactions are reflected in General Ledger with proper audit trails back to the source journal (e.g., cross reference number to the source journal which contains the transaction detail.) For auditing purposes, there are inquiry screens that enable users to view the transactions that have been posted to an account, transactions that have been posted to an invoice and any payments and prepayments that have been entered. In addition, activity reports can be run that display all activity on a given customer account.

Q. Can AdMAX accept tearsheet requests and information?

A. Yes, AdMAX can accept tearsheet requests, as well as requests for other forms, such as ad proofs, affidavits and PMTs. AdMAX can store standard form requests for customer accounts and for individual ad orders. Also, AdMAX can produce tearsheet lists and labels for tearsheets.

Internet

Q. Does AdMAX support online Order Entry via the Internet?

A. Classified ad order entry via the web is now available. Nearly all the site-specific web software for this feature is generated automatically without "web master" expertise or administration. It is engineered to be a pure revenue generator requiring minimal labor or expertise.

The AdMAX web-based order entry system is an extension of AdMAX. It front-ends AdMAX through a firewall and makes all appropriate AdMAX functionality available to web users. Pricing matches what is in the rate table, not just some approximation. For the same ad and scheduling, the price from an ad taker will match a web-offered one.

Q. Can AdMAX publish ads to the Internet?

A. Yes, the function of exporting ads with all their elements is performed in AdMAX. The classified ads are usually exported into a text file in order to facilitate conversion to HTML format. The logos/graphics, e-mail addresses and web site links can



be included with the text and when exported to the Internet.

Retail

Q. What AdMAX features facilitate ad design?

A. AdMAX accepts size, placement and color requests that it then passes on to the ad tracking and layout systems to maintain accuracy.

AdMAX supports ad production notes and passes them on to any ad tracking system that accepts them. Ad makeup notes can indicate image sources (i.e., camera ready, electronic, spec ad, etc.), components and other ad tracking details to streamline workflow in ad production. Based on AdMAX information, the ad tracking system can easily designate the appropriate production station for the ad.

Q. What measurements does AdMAX accept for retail ads?

A. AdMAX supports all standard measurements, including inches, centimeters, column inches, etc., and AdMAX can support whatever measurements your site defines. Based on site-defined parameters, AdMAX also accepts retail ads according to descriptive sizes, such as full page, half page horizontal, half page vertical, quarter page, etc. You can also define measurements for reporting purposes, such as SAU, as well as conversion factors for production sizes to SAU.

Q. Does AdMAX allow customers to request specific page or position placement?

A. Yes, AdMAX supports a variety of page and position requests. Customers can request an ad appear in a specific section or group of the paper, on a desired relative page (such as the penultimate page of section 2), on a desired absolute page or on a left or right page. Customers can order island ads that are the only ad on a page and ear ads that appear at the top of a page. Placement requests can also be set as guaranteed. All such placement requests can be linked to rate tables for automatic cost calculations.

Q. Can AdMAX separate ads based on their industry, if requested by an advertiser?

A. AdMAX can accept requests to group or to separate ads based on section (A, B, C, etc.), group (MAIN, BUSINESS, ENTERTAINMENT, etc.) and type of advertiser (airlines, funeral homes, etc.). AdMAX identifies the ad type and page/position requests

for the layout and/or pagination system, which is responsible for placing them accordingly.

Q. How does AdMAX handle proof requests?

A. AdMAX can accept multiple proof requests. AdMAX can also accept requests for Velox and PMT. AdMAX allows you to set up standard requests on a customer account or to enter requests on demand per ad. Proof requests can be sent to any tracking system that accepts them, and AdMAX can print labels for proofs.

Q. How does AdMAX handle standby ads?

A. AdMAX enables you to schedule an ad and a date range. Within the date range, an ad taker can specify the number of times the ad should run. AdMAX keeps track of each time the ad runs.

Q. How does AdMAX handle make goods?

A. AdMAX allows your site to define codes explaining make goods (production error, wrong size, etc.). Codes can be entered based on insertion or on publication date so that make goods can be tracked for reporting purposes.

Q. How does AdMAX handle coop ads?

A. A coop ad is placed by both a manufacturer and a retailer. For instance, if a supermarket agrees to feature a beverage company in an ad, both companies cooperate to order the ad and share the advertising costs. When a coop ad is entered in AdMAX, AdMAX can record whether the cost is divided as a percentage or as a flat fee. AdMAX can produce invoices that show the required costs for each party.

Q. Can AdMAX accept coupon ads and prevent them from printing back-to-back?

A. Yes, AdMAX accepts coupon ads and location information. If your layout/pagination system accepts coupon placement information, AdMAX will send the coupon placement so that the pagination system prevents coupons from printing print back-to-back.

Classified

Q. How does AdMAX facilitate classified ad entry?

A. As classified ads are entered in the Ad Order Entry screen, the inside sales representative or user has the ability to type the ad text, insert images/logos, insert fonts and insert special characters.



There are two models for composing ads now in use in classified systems: high productivity, output-independent style-based copy input with composition, and full direct manipulation WYSIWYG on-screen design. AdMAX supports both. Everything is built-in for style-based composition, including a full WYSIWYG display of composed ads including logos, pictures, etc.

AdMAX can prompt users for site-defined standard ad data, such as housing features for real estate ads, to ensure the completeness of classified liners.

Q. Can AdMAX handle multiple fonts in the same ad?

A. AdMAX is configurable so that each site can define the fonts and number of fonts accessible to each user. Once these parameters are defined, the user can change fonts as often as desired within the same ad.

Q. How does AdMAX handle affidavits for legal ads?

A. AdMAX generates affidavits for legal ads. You can set up a default affidavit request on a customer account or affidavit requests can be submitted during order entry. You can set up the time and date the affidavit should be delivered, as well as an alternate delivery address. AdMAX can produce a standard form for a customer's affidavits that include customer details, such as name and address.

Q. Can you search for ads by ad text?

A. Yes, AdMAX can search for ads containing any text. It includes a full-text search engine for classifieds.

Q. Does AdMAX have the ability to fax information from classified workstations?

A. Yes, AdMAX includes faxing with queuing. The application is server-centric, which allows a single fax modem to be accessed by anyone using AdMAX. For ad takers, clicking the fax icon initiates this process and its verification automatically. Not only is the image sent but also details of the order are provided. AdMAX allows you to fax classified information and the ad image directly from your workstation.

Q. Does AdMAX have a customizable dictionary?

A. Yes, AdMAX comes with a customizable spell checker, thesaurus and dictionary.

Q. Does AdMAX have the ability to insert images/logos in classified ads for both print and online products?

A. Yes, images/logos can be inserted in classified ads for both print and online products.

Q. Does AdMAX have the ability to place pictures and logos in in-column ads?

A. Yes, in AdMAX ad takers can place pictures and logos anywhere in a classified ad. The ad takers in ad order entry bring up a valid list of logos/styles to be selected and are able to view the ad WYSIWIG.

Q. Is AdMAX able to wrap text around photos and logos in an in-column ad?

A. Yes, text wraps around photos and logos in classified liner ads.

Q. Can AdMAX convert column inch lineage to SAU?

A. Yes, AdMAX converts column inch lineage to SAU. Numerous units of measure are supported, as are conversions among them.

Q. Does AdMAX have a spell- and grammar-checker?

A. AdMAX includes a spell-checker and a dictionary/thesaurus. While we offer a grammar checker, our customers find that classified ads allow so many grammar exceptions that it has remained unused.

Q. Does AdMAX ad taking functionality enable users to insert art work, borders, fonts and special characters? Is AdMAX able to accept scanned and other types of digital images for use in creating ads?

A. Yes, AdMAX can have a scanning workstation for image capture and OCR (Optical Character Recognition) text capture. You can easily insert art work, borders, special fonts and characters into ads. Scanned and other types of digital images can be imported into ads.

Q. Can AdMAX accept ads electronically online or by fax?

A. Ads that come in via fax can be passed through the imaging/scanning software provided with the system and included into the ads. E-mail files can be cut and pasted into ad text.

Q. Can AdMAX support a special charges table for additional charges that can be applied to ads, such as logos, color, borders, etc.?

A. Each ad can have special charges applied to its



pricing. These are identified by the ads' attributes (i.e., size, color, multiple insertion, day of week, word count, logos, and several dozen more).

Q. Can AdMAX handle blind box, mail box, hold box, phone box and sitter ads?

A. Yes, AdMAX can handle all such box ads in which responses are collected and/or forwarded to the customer. Based on AdMAX parameters, classified ad takers can insert sequential box numbers into classified ad copy, and rate tables can be linked to box ads for automatic cost calculations.

Typography

Q. Does AdMAX support text short cuts?

A. Yes. AdMAX has pre-defined shortcuts that can make a variety of composition changes to ad text. AdMAX also supports site-defined shortcuts for any composition command.

Q. Does AdMAX allow the ad taker to change typefaces and type sizes?

A. Yes, depending on site-defined privileges, AdMAX allows the ad taker to change both the typeface and the type size in classified ad copy.

Q. How does AdMAX's composition engine facilitate the formatting of ad text?

A. AdMAX's composition engine offers users extensive variety in the creation and formatting of classified ad text. Logos, photos, boxes, justification, tabs, type style, color and other features of ad text can be minutely defined and controlled. Any desired typographical effect can be accomplished with composition commands. Composition shortcuts can also be defined for frequently used styles and ad elements.

Q. Does AdMAX/Classified enable ad takers to control the justification of ad text?

A. AdMAX's composition engine enables users to control line justification.

Q. Does AdMAX enable ad takers to control leading in classified ad text?

A. AdMAX's composition engine offers users complete control over leading in classified text. With composition commands, users can control the blank space between letters, words and lines.

Q. Can multiple fonts and point sizes be used in classified text?

A. AdMAX's composition engine supports multiple

fonts and point sizes in classified text. Site-defined composition shortcuts can be set up for frequently used styles or logos.

Accounting

Q. Can account write-offs be done automatically or on demand by user-established parameters?

A. Account write-offs can be done both automatically and on demand according to user-defined parameters. Small balance write-offs are usually done automatically as part of the month-end processing.

Q. Can AdMAX track write-offs by salesperson?

A. AdMAX tracks write-offs by salesperson, date, sales office and customer.

Q. What information does AdMAX store regarding ad revenue (i.e., publication, edition, day, insertion etc.)?

A. In AdMAX .comma ad revenue is stored by transaction (insertions) with all relevant information such as publication, customer, date, size of the ad, salesperson, sales office, revenue distribution, rate and contract.

Q. Is AdMAX capable of mapping all system activity to GL account numbers? by publication and division?

A. AdMAX comes with a generalized, configurable GL interface to map all system activities to GL account numbers by publication and division.

Q. Is there a limit on GL account number length?

A. AdMAX supports GL account numbers up to 35 characters long.

Q. Does AdMAX have a detailed journal for ad level and account level adjustments?

A. Yes, AdMAX has a detailed adjustment journal for both ad level and account level adjustments.

Q. Does AdMAX keep an audit trail for all financial transactions?

A. Yes. AdMAX keeps an audit trail for each transaction. It notes the person who entered the transaction and when the transaction was entered.



Rate Tables

Q. How does AdMAX process rate calculations?

A. The rates in AdMAX are set up by a simple table-driven style. In order to calculate prices, different rate tables and procedures are selected semi-automatically, derived from an ad, customer's or contract's attributes.

Q. Can AdMAX maintain rate tables for seasonal activity, holidays, special events and promotions?

A. AdMAX is engineered to support the easy establishment of special (or seasonal) sales promotions. New publications can be easily set up for one-time or infrequent use.

Q. Can AdMAX support a special charges table for additional charges that can be applied to ads?

A. Each ad can have special charges applied to its pricing. These are identified by the ads' attributes (i.e., size, color, multiple insertion, day of week, word count, logos, and several dozen more).

Q. Does AdMAX allow for surcharges or discounts on specific days (i.e., higher rate for Sunday)?

A. AdMAX automatically calculates surcharges or discounts through the rate tables for specific days. Specific days are just one of the many attributes considered in rate table specifications.

Q. Does AdMAX allow for surcharges or discounts on customer type (i.e., higher rate for commercial customers)?

A. AdMAX automatically calculates rates for customer types through the rate system maintained by the site.

Accounts Receivable (A/R)

Q. Does AdMAX have a fully functional Accounts Receivable (AR) package?

A. AdMAX is a comprehensive retail and classified ad management system that handles everything from order entry, production and accounts receivable with invoicing.

Q. Does AdMAX allow credit card verification from classified workstations?

A. Yes, AdMAX accepts and validates credit card data in real-time. Card number syntax is always

checked immediately. Both real-time and batch credit card payment execution are available using GPS (Global Payment System, Visa, etc.) and MAPP (MAC cards). Credit information can be kept within the master customer accounts for future payments.

Q. Does AdMAX allow credit card correction at classified workstations?

A. Yes, users with access and permission can correct credit card transactions at any workstation.

Q. Does AdMAX store check numbers for check payments?

A. AdMAX stores check numbers, credit card numbers, PO numbers and the amount of cash paid for payments.

Q. Are payments searchable by check number?

A. In AdMAX payments are searchable by check number, credit card, cash and/or PO number.

Billing

Q. What are AdMAX's billing capabilities?

A. AdMAX comes with its own built-in billing system. It is also capable of interfacing with any billing system supported by input and output files. During the installation process, you will be able to have your bill format and paper size tailored for specific needs.

Q. Can AdMAX book and bill all advertisements including inserts and weeklies?

A. Yes, AdMAX can book, bill and invoice all advertisements including dailies, preprints, inserts, weeklies, web, etc.

Q. What invoicing options does AdMAX offer?

A. AdMAX produces invoices automatically according to site-defined parameters and month-end procedures.

Based on site-defined parameters, AdMAX can invoice based on the date the ad was ordered, on ad appearance, on first insertion or on last insertion. Invoice date can also be differentiated for classified ads, classified display ads, retail ads and preprints.



Q. Can AdMAX create multiple sort orders for billing with user-assigned dates for first, second and final notices, with the option for other types of billing, i.e., collection, fourth notices?

A. Invoices, statements, notices, etc. are provided in default formats (INFE compatible). These are further customizable as part of the installation process.

Q. Does AdMAX offer the ability to sort billing according to postal regulations or pass data to a third-party postal program?

A. If your invoice volume is sufficient to justify sorting by postal codes, SCS can create an interface for you to pass data to a third party postal program.

Q. Does AdMAX link subsidiary accounts to parent accounts for consolidated reporting and billing (i.e., a real estate office with several agents)?

A. Yes, accounts can be set up with a client-agency relationship. AdMAX supports advertisers having hierarchical relationships, such as, one account with multiple sub accounts. Individual accounts in AdMAX can have an unlimited number of names and/or phone numbers associated with one account number.

For example: A real estate office has fifteen agents. The office signs a contract with your newspaper, which covers all the agents. However, each agent is billed separately. Each agent is given an account that is linked to the real estate office. The link sets up the contract and billing relationship.

Q. Can AdMAX print postcards (laser forms) for billing private party customers?

A. AdMAX produces postcard bills for billing private party customers, which can be printed on laser or line printers.

Q. Can AdMAX generate an invoice that has a single line item that includes print, web, and other charges with the option to print them as individual items at the customer's request?

A. AdMAX produces invoices for all advertisers. They are configured for each site. You can have a single line item for all charges or fully itemized ones. AdMAX does all appropriate record keeping and reporting for such advertisers.

Q. Can AdMAX generate an invoice that contains notes or messages?

A. Notes and messages can be placed on invoices based on the age status of customer accounts for

individual advertisers or groups of advertisers.

Q. Can the notes differ depending on the amount due and/or the time overdue?

A. Notes differ by customer's aged balance. Amount due currently does not trigger a change.

Q. Can invoice notes be customized?

A. AdMAX allows for up to five lines of free format text entry for invoices.

Q. Can AdMAX force prepayment of ads (i.e., not allow an ad to run without approval or payment)?

A. Yes, AdMAX can force prepayment of ads in specific classifications on a per site basis as well as force prepayment for ads over a set amount.

Sales

Q. Can AdMAX track sales by salesperson?

A. Yes, AdMAX tracks sales by salesperson, product, transaction level, account type, customer type, classification and ad type.

Q. How can AdMAX assist in Sales maintenance?

A. AdMAX maintains your Sales information, including salespeople, sales territories, sales offices and commission codes. AdMAX can link salespeople to specific products, territories and offices. With its customizable report writer, AdMAX can provide various reports on daily sales, sales by salesperson, etc.

Contracts

Q. Can AdMAX generate and maintain contracts and contract history?

A. The history of all transactions for contracts and related sales representative information is kept as long as desired.

Q. What kinds of contracts can AdMAX support?

A. AdMAX accepts and maintains bulk, dollar volume and frequency contracts. AdMAX can also maintain earned contracts that are automatically applied to customer accounts that fulfill predefined criteria. For instance, AdMAX can maintain a dollar volume contract sold by outside sales reps and can also automatically apply contract rates to a customer without a previously agreed contract if that customer reaches a predefined dollar volume.



Q. Does AdMAX allow contract overrides?

A. Yes, based on site-defined privileges, users may override ad orders to adjust a customer's contract fulfillment.

Customer Maintenance

Q. Can new customers be entered on the fly?

A. Yes, depending on your publishing site's policies, operators can enter new customers as they take the customer order. Administrators can also control which users have the privileges to enter new customers or modify customer information through order entry.

Q. Does AdMAX store customer information in user-defined fields (i.e., a field to input customer's e-mail address)?

A. AdMAX includes standard fields for customers' e-mail addresses and nearly every other customer detail you might imagine.

Q. Does AdMAX use Standard Industry Classification (SIC) codes?

A. Yes, AdMAX allows entry of SIC codes, as well as reporting based on them.

Q. Can AdMAX track whether or not an advertiser is a subscriber?

A. When AdMAX is purchased with SCS's circulation system, this feature is standard. For third-party circulation systems able to export subscriber data, an "advertiser is a subscriber flag" is supported.

Q. Can AdMAX track the customer's credit status?

A. AdMAX provides two levels of credit checking. The first level is when the customer or account is first brought up. The second level is when an ad is saved. The credit checking process will notify the ad taker what the status of the customer is. During installation the site defines the collection and credit processing workflow. You choose who and when and how credit issues are handled. AdMAX parameters are set to implement this workflow.

Q. Can AdMAX cross-reference advertiser names, phone numbers and addresses?

A. Yes, names, phone numbers, addresses and many other fields are indexed for rapid searching and retrieval. AdMAX also supports multiple phone/address fields for contacts and alternate mailing information.

Customer Relations Manager

Q. Does AdMAX have contact management capabilities?

A. Yes, in the AdMAX contact management system, users manage their time and customer's information from the "To Do" scheduler. Because the AdMAX system is one database, you can easily view the account number, customer name and address, the follow-up phone number, balance due and collection level within contact management. You can keep track of messages and conversations with customers, follow-up call dates, status of issues, priority of follow-up calls, customer information, scheduling follow-up calls for yourself or another user, etc.

Q. How does AdMAX facilitate contact management and telemarketing?

A. The contact management tool in the AdMAX system includes historical information on each customer, multiple contact names per company, credit and customer notes, viewable customer invoices and payment information, and the ability to flag customers if they are delinquent in their bills. AdMAX supports scheduling of "To Do" items, such as call backs, with notes fields for customers, contracts, ads, etc.

AdMAX also produces standard reports, such as call back lists, that can be used by sales for telemarketing purposes.

Reports and Statistics

Q. What standard reports are available in AdMAX?

A. AdMAX can produce over 100 standard reports from the following categories: Accounting, Advertising, Contract, Customer, Maintenance, Production and Sales. The most frequently used are the Aging Report, GL Report, Classified Call Back, Extra Form Printing, Contract Performance Report, Customer Activity Report, Customer List, Ad Production Report and Classified Lineage Estimates. AdMAX can also create unlimited customized reports.

Q. Can AdMAX reports be customized? If so, describe the report generator that enables this.

A. AdMAX reports can be customized by either a search criterion or a field criterion.

There are a number of general report specification generation tools that support point-and-pick report



creation. Some are general purpose, operating on the application's data dictionary. Others are more application-specific, providing specific reports from a more general reporting template that performs retrieval organizations based on the applications relationships.

AdMAX comes with three general-purpose reporting tools. There are two general-purpose application specific tools one for production data and one for financial data. (Access privileges, not generality, is the reason for this.) For the most general-purpose, access to all data SpiceRAQ is provided. SpiceRAQ is a graphical menu driven report writer that allows you to select any data in the AdMAX system and generate reports using a wide range of formats, sort criteria and calculations.

Q. Does AdMAX offer report generation by corporation, publication and branches?

A. AdMAX supports individual advertisers, corporate advertisers, agencies, collections of advertisers and/or agencies, and hierarchies of corporate organizations with appropriate credit, contract, billing and accounting processes. Reports can be requested by advertisers, corporations, publications, branches, etc.

Q. Does AdMAX provide scheduled and on-demand report generation? Can AdMAX provide online reporting without degrading system response time?

A. Yes, AdMAX provides scheduled and on-demand report generation. AdMAX runs on open systems and comes with multiple special and general purpose reporting tools. Given the right privileges, any individual can request (demand) enough system resources for simultaneous on-line report production to saturate the system and slow it down.

Any reasonable administration of finite resources will yield excellent performance.

Q. Can AdMAX produce detailed call back reports?

A. Yes, the call back report is part of the contact management functions.

Q. Can AdMAX produce reports on ads by classification number?

A. Yes, AdMAX reports on classified and classified display ads by classification number.

Q. What kind of revenue reports or comparisons does AdMAX offer?

A. AdMAX has a variety of standard revenue reports, along with customizable reporting abilities. The revenue in AdMAX is tracked per transaction, which includes insertions, discounts, extra charges, adjustments and payments.

AdMAX includes a standard revenue report for each publication per insertion for all advertisers. AdMAX can report period-to-period comparisons for revenue for all advertisers.

AdMAX has standard reports showing revenue for fiscal periods for all advertisers. The fiscal period for invoicing and aging is site-definable and thus includes support for 5-4-4 cycles.

Current SCS customers also do budget comparisons by downloading actual revenue data into spreadsheets with budget values.

Q. Can AdMAX compare lineage period-to-period, current year versus last year actual?

A. Yes, AdMAX reports period-to-period comparisons for lineage for all advertisers.

Current SCS customers also do lineage budget comparisons by downloading actual lineage data into spreadsheets with budget values. Should you wish a more built-in solution, SCS will spec and quote a solution.

Q. Are the reports accessible via a web browser?

A. Yes, the reports and the application itself can be accessed through the Web. You would use X-term clients in a standard web browser. For efficient remote access to AdMAX, using optional Tarantella clients would be appropriate.

Parameters

Q. Does AdMAX include multi-level system security? Does AdMAX offer the ability to maintain separate sets of passwords and authorized functions for two or more publications and companies?

A. AdMAX has over 99 levels of security. Initial access to AdMAX is through login security. Users are then provided with access to system functions at every menu item either as a member of a security group (ad takers, accountants) or as individuals.



Access levels are assigned to data and functions.

Permissions are assigned to individuals and groups of individuals.

Security at the field level gives users privileges to see or to see and change field information. The system manager administers these privileges.

Q. What kind of user functions can be controlled by AdMAX parameters?

A. AdMAX allows system managers to determine which users can enter or edit customer information, agency links, contracts, customer notes, ad makeup notes, credit cards, manual discounts and charges, prepayments and other transactions. AdMAX parameters can also control virtually all aspects of advertising management, including how credit card payments are processed, how ads are routed, how finance charges are applied, whether Insertion Orders are automatically printed for each ad order, when ads are purged, etc.