

## MetaAdBoss™ - Using Layout-8000™ history for analyzing products and improving ad placement

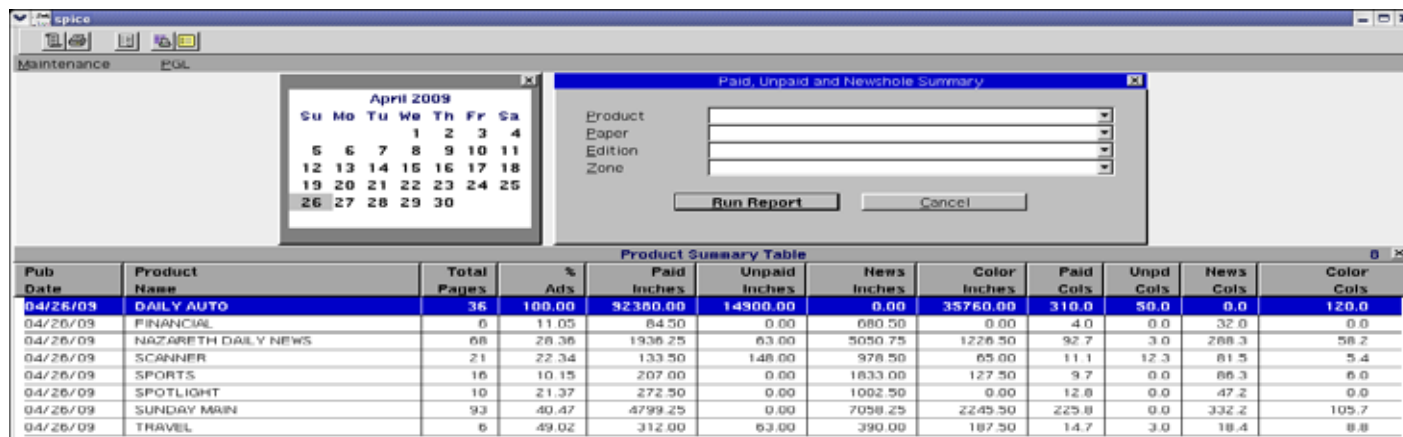
MetaAdBoss™ is a business intelligence system for newspaper products. Publishers and advertising directors can use it to analyze how their products are designed. Creative services staff can use it to profile advertising sources. Layout designers can query it to improve ad placement.

The MetaAdBoss data warehouse contains the collection of edition designs that are sent for each product from the ad dummyming system (Layout-8000, etc.) to the pagination system (InDesign®, QuarkXPress®, etc.). Most Layout-8000 users will have years' worth of relevant data available for trend analysis upon installation of MetaAdBoss.

For Layout staff, MetaAdBoss provides valuable assistance. Find out where advertisers ran in the paper. Use this information to guide current ad placement. Many of the ways you might use this information are provided as automated tools.

A great deal of information is generated each time a publication is designed. Whatever you might want to know about the product such as the number of pages, the amount of advertising space compared to editorial space or the number of paid ads can be easily retrieved from this data.

Perhaps at your newspaper this information is printed on one or more reports and then set



Pub Date	Product Name	Total Pages	% Ads	Paid Inches	Unpaid Inches	News Inches	Color Inches	Paid Coils	Unpd Coils	News Coils	Color Coils
04/26/09	DAILY AUTO	36	100.00	92360.00	14900.00	0.00	35760.00	310.0	50.0	0.0	120.0
04/26/09	FINANCIAL	6	11.05	84.50	0.00	680.50	0.00	4.0	0.0	32.0	0.0
04/26/09	NAZARETH DAILY NEWS	68	28.36	1936.25	63.00	5050.75	1226.50	92.7	3.0	288.3	58.2
04/26/09	SCANNER	21	22.34	133.50	148.00	978.50	65.00	11.1	12.3	81.5	5.4
04/26/09	SPORTS	16	10.15	207.00	0.00	1833.00	127.50	9.7	0.0	86.3	6.0
04/26/09	SPOTLIGHT	10	21.37	272.50	0.00	1002.50	0.00	12.8	0.0	47.2	0.0
04/26/09	SUNDAY MAIN	93	40.47	4799.25	0.00	7058.25	2245.50	225.8	0.0	332.2	105.7
04/26/09	TRAVEL	6	49.02	312.00	63.00	390.00	187.50	14.7	3.0	18.4	8.8

MetaAdBoss has built in query and reporting facilities. Senior managers will enjoy making charts and graphs to spot trends. Selecting and sending data to spreadsheets for further analysis is as easy as clicking an icon. You will be able to easily analyze many publication trends based on the ultimate data source of your product design.

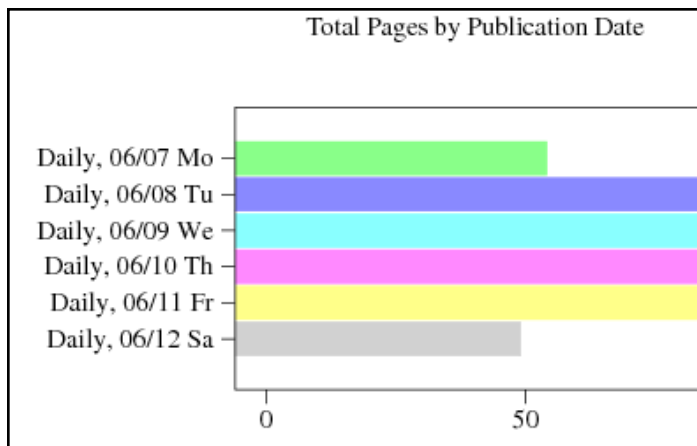
aside, never to be looked at again. What if this information weren't set aside and lost, but instead saved in a central location where it could be easily accessed?

MetaAdBoss is that central location for storing the data.



How does today's paper compare to last year or even last week? Is the number of color ads going up or down over the course of a month? Is the newshole percentage consistent over time or does it fluctuate based on the day of the week? MetaAdBoss provides a number of reporting tools that make it possible to not only ask these questions but to quickly produce the answers.

Make reports with MetaAdBoss's ad hoc report builder; filter tabular data to view product information; chart and graph the filtered data; recreate the actual dummy used to layout a product when it was first published.



### Use the historical information to help place ads tomorrow.

By examining where ads were placed in the past, MetaAdBoss can make suggestions on where new ads should be placed in the future.

Add custom rules for each advertiser to further refine the position requests. Use the knowledge of what an advertiser runs to explore new upsell opportunities and reach new levels of customer satisfaction.

### Interfacing with Layout-8000™

After a product is dummied in Layout-8000, the information about that product is exported into a file called "OUTEXT". The OUTEXT file contains information about every ad, block, filler, page and zone that were part of the product. MetaAdBoss gathers this information and creates a data warehouse. Layout-8000 views one product at a time. MetaAdBoss combines all Layout-8000 data over time.

As ads are sent to Layout-8000, they can be checked by MetaAdBoss against the advertisers' past preferences to determine if the ads are scheduled with the correct position requests. The position requests could then be automatically corrected or resolution can be left in the hands of the Layout-8000 user following notification of any discrepancies.

As each ad is received by Layout-8000, MetaAdBoss is called to check the position request against several models.

Customer Rules can be created to override the historical trends of an advertiser or to provide position information for new advertisers.

If this is the second or subsequent time an ad has run, information from the previous runs can be used to determine where the ad should be placed next.

If this advertiser has run an ad for this product before, MetaAdBoss will suggest an Ad Type (e.g., tires, banks, etc.) and a Group Placement (e.g., sports, main news, etc.) request based on the advertiser's history. Group requests and types allow Layout-8000 to more accurately place ads, keeping competitors apart and satisfying position requests.



**Customer Rule Definition**

Customer Id:  First Tri-State Bank  
 Paper Id:  Edition ID

Rule Type:   
 Run Date:  Sun  Mon  Tue  Wed  Thu  Fri  Sat

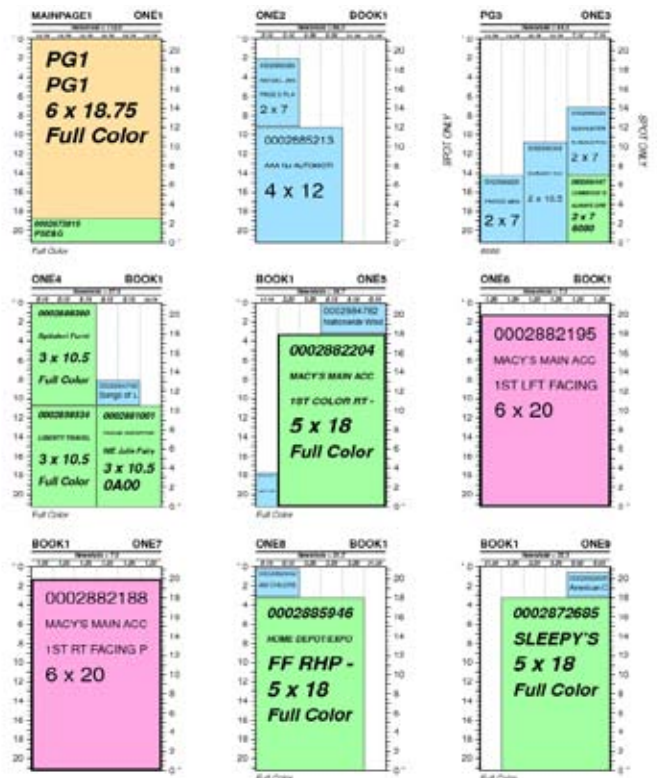
Ad Type:  BANKS

Group Id:  BUSINESS Page  of  from   
 Section Id:

This is especially important if your order entry system does not support either Group or Type requests.

**Use with AdMAX™**

Whenever an ad is updated in AdMAX, the revenue information (extra charges, discounts, cost of the ad, adjustments) are sent to MetaAdBoss. AdMAX can also use the information maintained in MetaAdBoss to improve the order entry process. When an order is being placed for an advertiser, AdMAX can query MetaAdBoss to determine where other ads for that advertiser have been placed in the past.



More sample reports on the next page.

Reprint or view page dummies from any product.



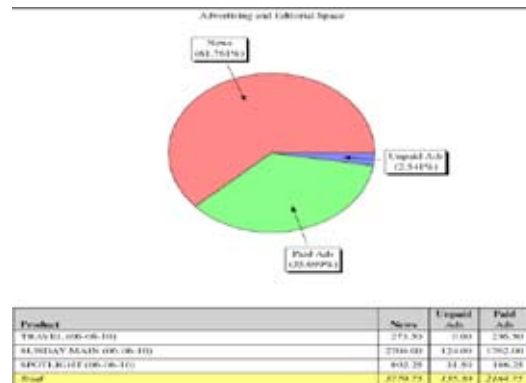
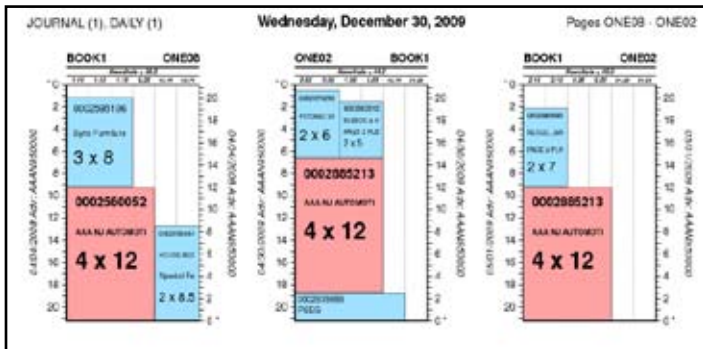
Review an advertiser's placement history - either in a report

Paper	Edition	Zone	Pub Date	Page	Width	Height
JOURNAL (1)	DAILY (1)	60	04/30/2009	2	4	12.00
JOURNAL (1)	DAILY (1)	00	05/01/2009	2	4	12.00
JOURNAL (1)	DAILY (1)	00	04/04/2008	8	4	12.00
SUNDAY JOURNAL (2)	TRAVEL (18)	00	01/05/2008	3	3	1.00
SUNDAY JOURNAL (2)	TRAVEL (18)	00	01/12/2008	4	3	1.00
SUNDAY JOURNAL (2)	OUTLOOK (113)	00	01/20/2008	2	3	1.00
SUNDAY JOURNAL (2)	OUTLOOK (113)	00	02/24/2008	2	3	1.00
SUNDAY JOURNAL (2)	OUTLOOK (113)	00	02/24/2008	3	3	1.00
SUNDAY JOURNAL (2)	TRAVEL (18)	00	04/27/2008	2	4	1.00
SUNDAY JOURNAL (2)	SUNDAY MNW (45)	00	10/25/2008	23	3	6.00
SUNDAY JOURNAL (2)	SUNDAY MNW (45)	00	11/09/2008	22	3	6.00
SUNDAY JOURNAL (2)	SUNDAY MNW (45)	00	11/23/2008	19	3	6.00
SUNDAY JOURNAL (2)	TRAVEL (18)	00	02/11/2007	5	4	1.00
SUNDAY JOURNAL (2)	TRAVEL (18)	00	08/25/2007	3	3	1.00
TIMES (2)	DAILY (1)	00	04/30/2009	8	4	12.00
TIMES (2)	DAILY (1)	00	05/01/2009	8	4	12.00
TIMES (2)	DAILY (1)	00	04/04/2008	7	4	12.00

Product Summary Table

Pub Date	Product Name	Total Pages	% Ads	Print Inches	Unpaid Inches	Newspaper Inches	Color Inches	Print Cost	Unpaid Cost	Newspaper Cost	Color Cost
01/01/08	DAILY AUTO	16	87.50	41720.00	0.00	2902.00	0.00	146.0	8.5	20.0	0.0
10/01/08	DAILY AUTO	12	83.33	22200.00	2280.00	8000.00	11820.00	75.0	24.8	28.2	40.0
11/01/08	DAILY AUTO	8	100.00	17880.00	2980.00	0.00	0.00	80.0	20.0	6.0	0.0
12/01/08	DAILY AUTO	18	86.11	37260.00	10260.00	140.00	0.00	125.0	34.5	8.5	0.0
01/01/09	DAILY AUTO	12	0.00	0.00	0.00	25780.00	0.00	0.0	0.0	128.0	0.0
02/01/09	DAILY AUTO	12	100.00	32760.00	2980.00	0.00	2980.00	110.0	10.0	6.0	10.0
03/01/09	DAILY AUTO	8	100.00	22840.00	0.00	0.00	0.00	80.0	0.0	6.0	0.0
04/01/09	DAILY AUTO	4	100.00	11820.00	0.00	0.00	2980.00	40.0	0.0	6.0	10.0
05/01/09	DAILY AUTO	8	100.00	16380.00	140.00	0.00	1920.00	50.0	20.0	6.0	40.0

or graphically via page dummies for each past insertion.



**Paid, Unpaid and Newshole Summary Report**

Zone: 35

JOURNAL	DAILY	Tot. Pgs.	Paid Advertising			Unpaid Advertising			Newshole			% Ads
			Inches	Columns	Pgs	Inches	Columns	Pgs	Inches	Columns	Pgs	
	Fri, 01 May 2009	7	484.50	22.80	3.80	0.00	0.00	0.00	408.00	19.20	3.20	54.29