

A^xN: Handbook for AdDept Users

The intent of this document is to provide a "feel" for what it is like to use TSI's A^xN system. Emphasis in the samples used is on form, not content. No attempt has been made to make the results of one sample consistent with another. The actual appearance of the web pages and printed output will depend upon the browser software and hardware used to print.

This handbook contains valuable trade secrets. It should not be shown or given to third parties.



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What is A*N?

A*N is pronounced “A cross N.” It is the name of a set of computer programs running on a server in TSI’s office. The “A” stands for advertisers, and the “N” stands for newspapers. In a broad sense the purpose of these programs is to enhance communication between advertisers and newspapers. The immediate focus is to improve the process of ordering space.

The AdDept system can easily be configured to feed the A*N programs with orders. Once this is done, the process of delivering orders to the A*N system requires absolutely no extra work on the part of the advertiser. The AdDept system is intelligent enough to know when it creates the order whether to fax it and/or to send it to A*N.

The A*N programs consist of the following modules:

- Programs to set up new users. These are currently run by TSI employees using information supplied by advertisers and newspapers.
- Programs to receive, evaluate, and process new orders.
- A dynamic, interactive website.
- Programs to send e-mails when the status of an order has been changed by either side.
- Programs to make sure that all orders have been confirmed.

Benefits for the AdDept User

A*N is **fast**. A batch of orders can be generated in AdDept in the same amount of time as it takes to generate a batch of orders to be faxed and/or printed. A*N uses a protocol called FTP to send the orders to TSI's computer through the Internet. The orders will be available to the newspapers in a small fraction of the time that it would take to fax them. A batch of forty faxed orders might take two hours or so. They will appear on A*N in approximately two minutes.

A*N is **reliable**. Fax servers notoriously overly sensitive. Everyone that uses them has had problems with them crashing. The FTP server is tremendously more reliable. Another problem is that the fax machines used by a few papers just won't accept faxes generated by the server. Faxing also requires a reliable system of collecting, distributing, interpreting, and filing faxes on the newspaper's end. A*N does all of this work.

A*N is **clear**. Newspapers today receive orders in hundreds of formats. All A*N orders are in the same format. Changes are designated in a way that is virtually impossible to misinterpret.

A*N is **easy to manage**. You can see the status of your orders and focus in on exceptions in just a few seconds.

A*N is **powerful**. If you require signed confirmations, reservation numbers, or assigned positions from your papers, A*N is the perfect way to validate confirmation.

With A*N you will likely spend far less time on the phone.

Benefits for the newspaper

A*N provides **uniformity**. Every order is in the same format. Every change is communicated in the same way. Interpreting orders is extremely easy. The printed versions of the orders are much clearer than any directly generated by AdDept (or any other system). Not only do they include changes; they also show what was changed and what the item used to be. The technique used by A*N could never work with faxed orders.

A*N is **persistent**. Every rep will know that he/she can at any time quickly view at the latest versions of every order. At TSI we call the principle of locating information used by diverse people in one place **one version of the truth**.

A*N is **fast**. The rep can find the order, print a hard copy, and confirm the order in seconds – without leaving her/his desk.

A*N is **flexible**. The rep can write comments on each order. Exceptions can be designated at the insertion level. That is, she/he can confirm an order with exceptions.

A*N is **powerful**. It even sports features for printing color-coded calendars and cover sheets for each ad.

Orders can be **downloaded** to a PC or server on the newspaper's network.

With A*N the rep will likely spend far less time on the phone.

Benefits for everyone

A*N is accurate. From its introduction in 2002 through February of 2007 A*N has processed over 345,000 ads and changes correctly. The advertisers using A*N swear by it. It has almost completely eliminated missed ads and misunderstandings between the advertiser and the newspaper. Both sides are looking at the same information. Both sides know where to check if there is a question.

And if a problem ever does arise, there is never any question about what was ordered. A*N has maintained an electronic record of every single insertion and every change on every order that it has ever processed. On any order you can see who confirmed it, what changes were made, and who confirmed the changes. Everything is stamped with the time and date.

**There should only be one
version of the truth.**

What do I need to do?

- The AdDept server must have TCP/IP with the FTP server started. FTP, which stands for “file transfer protocol,” allows files to be sent through the Internet from one computer to another. This should not be a concern, because all current AdDept users use TCP/IP, and the FTP server is automatically started at IPL.
- The AdDept server must be able to access the Internet either directly or through the network.
- The firewall or IP filter on your network must allow for files to be sent from your network to TSI's server. We may have to get your IT department to help with this.
- The newspaper coordinators must be able to receive e-mail from the outside world.
- You must be able to sign on to TSI's web site using a Netscape or Microsoft browser of release 4 or higher. For printing you should set your browser to print with a 1/4" margin.
- TSI must activate the feature on your AdDept server.
- Most importantly, your papers must agree to join the network of A*N subscribers. In AdDept you can specify how each paper is to receive orders. You can therefore continue to send faxes to papers that have not yet subscribed.
- Someone must record on your AdDept system that insertion orders for the paper use A*N. The pub code by which the paper is identified by A*N and a few other pieces of information must be specified on the AdDept pub table. This process is explained on pp. 5-6.

The newspaper needs e-mail and a browser with printing capability as described above, nothing else.

```

Work with Specs: System Values: Electronic Insertion Orders          SCR #A31U
TSI System Name for FTP . . . . . 64.146.85.222
Advertiser Code . . . . . S100
Firewall User ID, Password. . . . .
FTP User ID, Password . . . . . FTPONLY  FPTAXN
Source Library Name . . . . . TSIDATA
Source Header File Name . . . . . EIOBATCCH
Detail File Name . . . . . EIOBATCCHD
FTP Path: NEWORDER
Target Header File Name . . . . . S100XXXXXH          Detail: S100XXXXXD
Multiply Ins Quants by 1000?. Y,N Y
F3=Exit      F12=Cancel

```

Setup

TSI will work with you to set up the specs that control the transfer of data from your system to A*N. The user ID and password specified on this screen will be used for sending the information over the Internet, not for signing on to TSI's website.

Once support for A*N has been activated on AdDept, you will be able to designate for each paper whether you want to fax orders to them or to send the orders through the Internet to FTP. The designation is on the first screen of the pub table.

A field on the "work with pubs" definition screen determines how orders are sent. F in the "I. O. Delivery" field means to fax the order. T means to transmit it to A*N. N means don't do either one. B means to fax it and transmit it to A*N.

A new function key is now active: F22. If you press it, the screen on the next page appears.

```

Work with Pubs: Field Entry Screen 1                               SCR #M8B
Code: NYT 0                                                         Created      Last Upd
                                                                    TSI1        MIKEW
                                                                    12/01/88   06/04/90
Name . . . NEW YORK TIMES          Daily Circ. . . 1141000
Edition. . .                               Sunday Circ . . 1750000
Contact. . Ray Marsh                Saturday Circ . 1141000
IO Address 143 Park Ave.             Holiday Circ. . 1520000
New York NY 01029                    User Field 1. .
                                                                    User Field 2. .
Phone. . . . 212-556-1210           Region. . . . NY New York
Extension. . .                               Super Region. NY New York
Fax Number . .                               Sequence . . . 10
Add Suffix?. . . .Y,N Y
I.O. Delivery. .B,F,T,N T
                                                                    Delete this record? . Y,N N
F4=List  F12=Cancel  F19=Valid For  F22=IO Specs          More...

```

The first three Y/N fields determine what – in addition to whatever you have specified for the ad – goes into the **special instructions**. For example, if you have placed “TV Book” in the second line of the name of this variation of the pub, you might want to specify Y on the Name 2 line.

TSI will enter the correct code in the “Pub ID for AxN” field for each newspaper once they have registered.

```

Work with Pubs: Electronic Insertion Order Specs                               SCR #M8Q
Created      Last Upd
MIKEW       MIKEW
Pub ID: NYT 00 New York Times      08/22/94  03/27/00

Show Name 1 as SI? . . . . . Y,N  N
Show Name 2 as SI? . . . . . Y,N  N
Show Edition as SI? . . . . . Y,N  N

Pub ID for AxN . . . . . NNYT

F12=Cancel                               Bottom
    
```

```

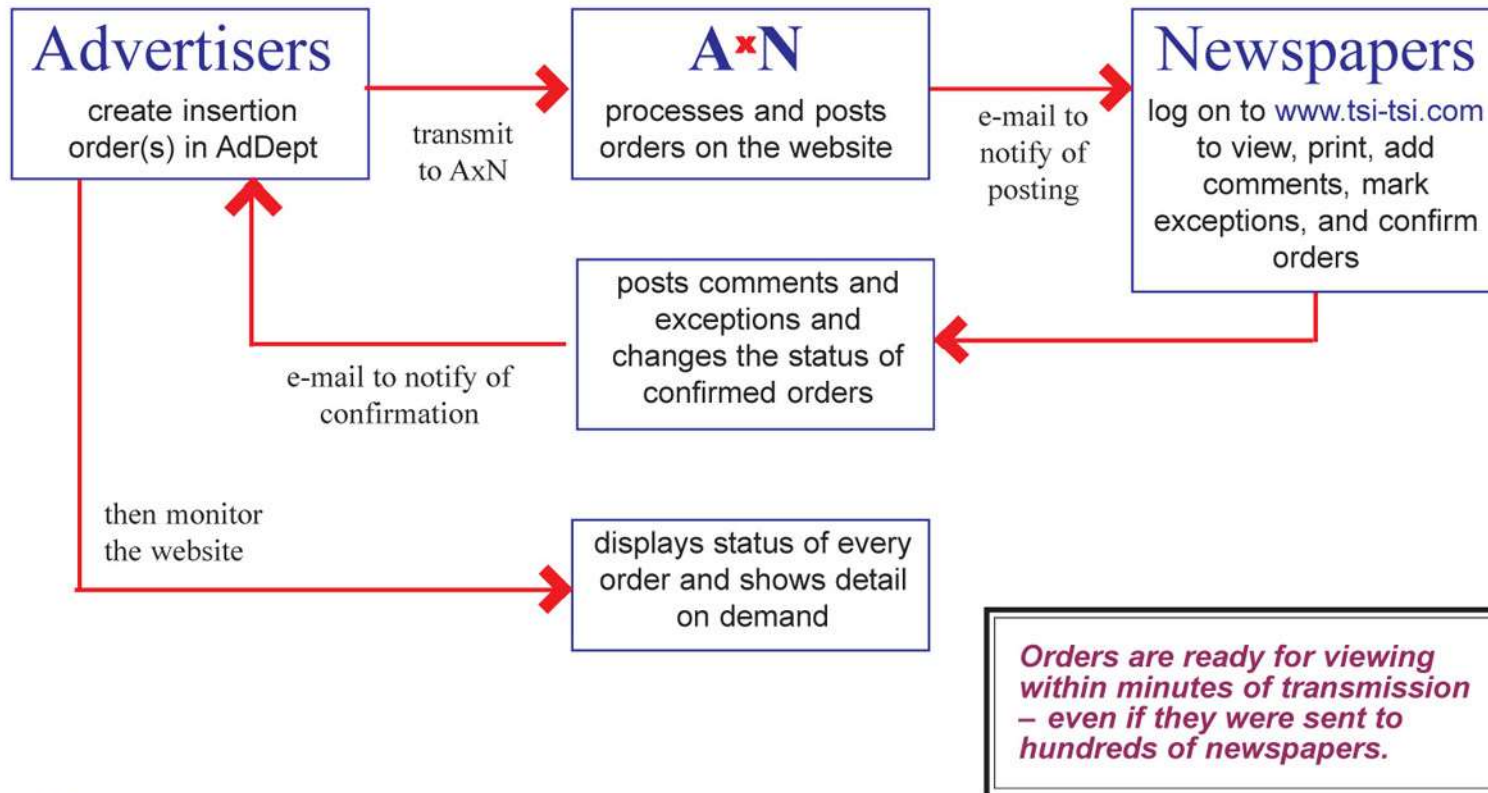
Work with Insertion Order Specs for Pubs: Data Entry                       SCR #M171
I R      N N
n O F    a a
s P /T   m m E
? ? /N AxN Pub ID  e e d
1 2 n
Pub ID   Name/Name/Edition      N Y F   _____ N N N
AAS      African American Sun//Sunday  N Y F   _____ N N N
AB        Balt. Afro. American/     N Y F   _____ N N N
AC        Annapolis Capital/Annapolis Capital  N Y F   _____ N N N
AC 40    Annapolis Capital//        Y N F   _____ N N N
ALL      Test for over 100 stores//  N Y F   _____ N N N
AT        Times Arbutus/            N Y F   _____ N N N
AW        Wash. Afro. American//    N Y F   _____ N N N
BA        Bel Air Aegis/            N Y F   _____ N N N
BAA      Baltimore Afro American//  N Y F   _____ N N N
BG        Boston Globe//Morning Edition  Y Y F   _____ N N N
BG 4     Boston Globe//            Y Y F   _____ N N N
BG 40    Boston Globe//            Y N F   _____ N N N
BS        Baltimore Sun//Sunday      Y Y T   MDBALX   N N N
BS 4     Baltimore Sun//            Y N T   MDBALX   N N N
BS 5     Baltimore Sun//Full Circulation  Y N T   MDBALX   N N Y
More...

F3=Save & Exit  F11=Fax  F12=Cancel
    
```

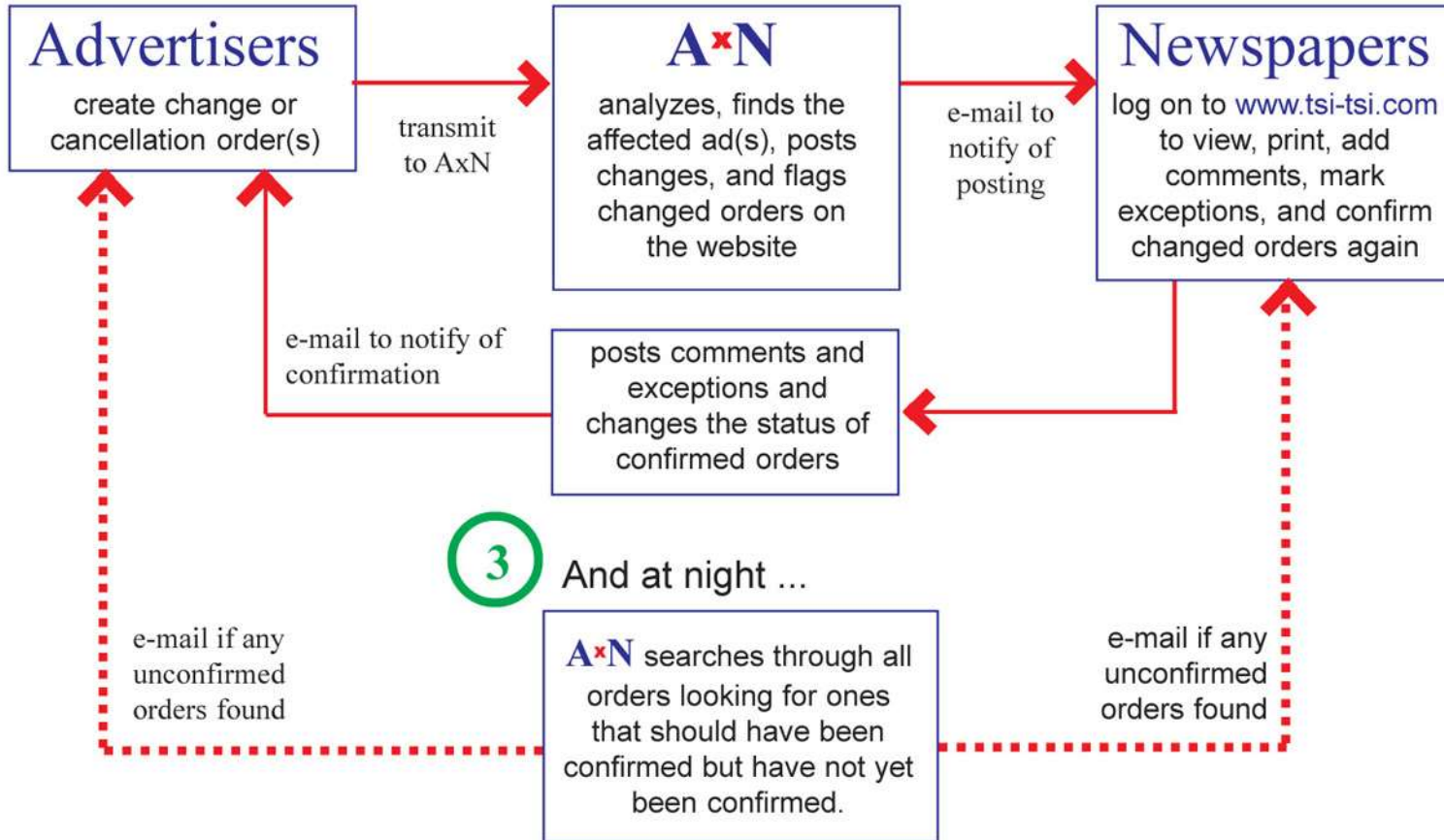
The program displayed at left is on the MMAINT and INSORD menus. It allows you to update all of the fields described above – and several others – for **every paper** all at once.

You can also work on the fax information (phone numbers, etc.) from this screen by pressing F11.

1 Here is a diagram of the ordering-confirmation process:



2 The process of handling changes is similar:



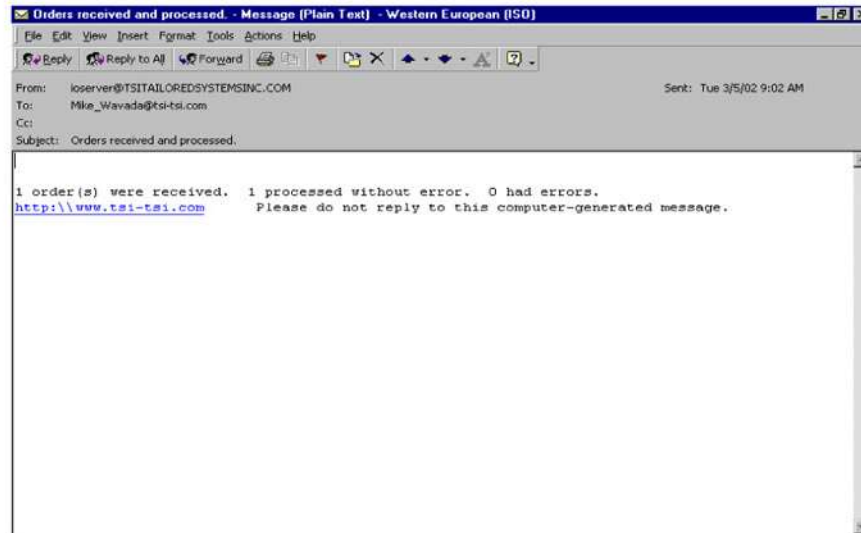
Notification of Receipt of Orders

At right is a depiction of the e-mail that you might receive for a set of new orders. The sample shown uses Microsoft Outlook as the e-mail client. By the time that the message appears in your In box, the A*N system will have processed every order that you sent for every paper. It ordinarily takes a very few minutes.

A*N will always list the number of orders that were processed without errors and the number of orders that had errors. Orders without errors are immediately available to the newspaper. Orders with errors are not.

Orders generated by AdDept could conceivably have the following “errors:”

- The pub code on the AdDept system was not found on the A*N file.
- The order was a revision or cancellation of an order that was not found on the A*N files.
- The run date for one or more item on the order did not fall between the starting and ending date specified.
- The error was deliberate. You can specify that A*N always place certain types of orders in error so that you can look at them on-line before the paper does.



If you are connected to the Internet, you should be able to look at these and your other orders immediately just by clicking on the link: <http:\\www.tsi-tsi.com>.



TSI's Website

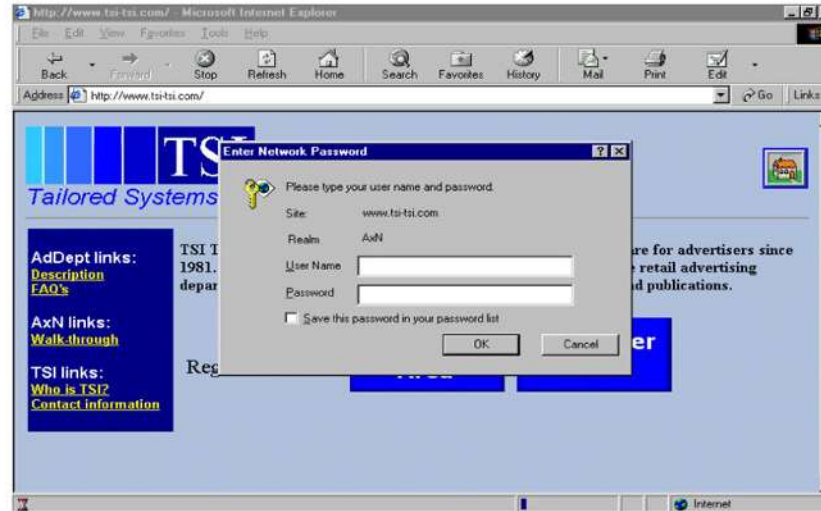
TSI's home page has links to web pages with a great deal of information. The section that concerns insertion orders for advertisers is the "Advertiser Area" in the A*N Registered Users section. Just click anywhere in the **BIG BLUE BOX**.

The website works best with Microsoft Internet Explorer release 4 or higher. Netscape versions that are release 4 or higher also support nearly all of the site's features.

Hint: Make sure that your browser is NOT caching the pages. If it is, you may not see the most current version of every page.
 Internet Explorer: Click on Tools, Internet Options. Click on the General Tab. Click on Settings. Select "Every visit to the page."
 Netscape: Click on Edit, Preferences. Then open Advanced and click on Cache. Select "Every time."

Security

You will be required to enter your user ID and password to gain access to this part of the website. This is a very important step. The orders that your company has sent are linked to its user ID. People logging on with other ID's will not be able to view your orders.



TSI will provide you with the user ID and password. Unless you need for some people from your company not to see the orders for some papers, it is unlikely that you will need more than one.

Be sure to change your password on a regular basis. When someone who has been accessing the website leaves the company, it is very important that the password be changed.

Open?	Publication	Start Date	End Date	Order Number	Status	Received	Inserts?
<input checked="" type="radio"/>	Bonneville Press	02/27/02	03/05/02	13386	Exceptions 02/22/02	02/21/02 15:14:27	
<input type="radio"/>	The Rochester Review	02/27/02	03/05/02	13392	Confirmed 02/21/02	02/21/02 15:14:29	
<input type="radio"/>	The Anderson Ledger	02/27/02	03/05/02	13403	Confirmed 02/25/02	02/21/02 15:14:29	
<input type="radio"/>	Bonneville Press	03/02/02	04/05/02	13504	Confirmed 03/02/02	02/13/02 14:42:50	Yes
<input type="radio"/>	The Rochester Review	03/02/02	04/05/02	13272	Confirmed 02/13/02	02/13/02 14:42:50	Yes
<input type="radio"/>	The Rochester Review	03/02/02	04/05/02	13273	Confirmed 02/13/02	02/13/02 14:42:50	Yes
<input type="radio"/>	The Anderson Ledger	03/02/02	04/05/02	13288	Confirmed 02/15/02	02/13/02 14:42:50	Yes
<input type="radio"/>	Bonneville Press	03/06/02	03/12/02	13446	Confirmed 03/01/02	02/28/02 20:24:40	

List of Orders

When you log in to the Advertiser Area of A*N, you will be presented with a list of your orders. You can think of the web page shown at left as your home page within A*N. This is an accurate depiction of what might appear in your browser when you decide to look at your orders. You will see every order you have sent for which the End Date has not yet passed.

If you need to check the details of a particular order, just click on the radio button in the first column for the order that you want. Then click on the Open button. You can also just double-click on the radio button in most browsers.

What you will see is essentially the same thing that the rep from the paper sees when he/she opens an order.

The result is shown on p. 14 and following.

The Order Number is the insertion order number that AdDept prints on the hard copy of the insertion order. When you send a new original, the latest order number is displayed.

The possible values for the Status column are:

- **Possible errors.** The publication has not seen this order yet because A*N has determined that there might be a problem with it. For example, the pub code may not correspond with one on the A*N database. When you open the order you will see the problems listed.
- **Unopened.** The order has no errors, but no one from the paper has looked at it yet.
- **Opened.** Someone has looked at the details of the order, but no one has confirmed it.
- **Changed.** The order has been changed since the last time it was opened by someone at the paper.
- **Confirmed.** Someone from the paper has opened the order and confirmed it.
- **Exception.** Someone from the paper has confirmed the order with exceptions.
- **No open items.** Someone from your office has opened the order and cancelled it, but the cancellation has not been confirmed by the paper.
- **Cancelled.** Someone from the paper has confirmed the order after the cancellation.

Buttons for the List of Orders

The “Open Order” button on the list of open orders shown on the previous page works in conjunction with the “Open?” column. You can select the order that you want to work on by clicking on the radio button on that line and then clicking on the “Open Order” button or by just double-clicking on the radio button. Once you open the order, you can see the details that the rep sees along with the history. You can print a copy and add comments. See pp. 14-17 for details.

The “Vendor Codes” button can be used to tell A*N the vendor number that you use for each newspaper. The value of doing this will likely become clearer in future versions of A*N.

The “Change Password” screen is described on p.18.

The “Preferences” button lets you set the appearance of the list of orders. You can determine which columns appear and the sequence in which orders are listed. You can also show only specific newspapers or statuses. See p. 19.

The “Default Contacts” button allows you to maintain A*N's list of names, phone numbers, and e-mail addresses for your company. You can also specify which contact(s) should receive e-mails for new papers. See p. 20.



The “Individual Contacts” button allows you to assign contacts for ads and inserts to each newspaper. See p. 21.

The “Active Papers” button connects you with a web page which lets you pick which papers you use. This is the first thing that you should do when you start using A*N. See p. 22.

The “Exceptions Only” button shows a web page which lists all items from all papers which require action. Either they have not been confirmed, or they have been marked as exceptions. See p. 22.

The button with a drawing of a house is a link to the home page of TSI's website.

The button with a red question mark is a link to the on-line help.

Open Order

This screen shows the detail of the insertion order – essentially the same as what the paper sees. Most of the time you will not even need to look at the details of the order, but the rep from the paper will.

You can print a copy of the order by pressing the Print button on the browser. Setting the margins to 1/4" seems to work very well. You can use either portrait or landscape. A sample of landscape output is on p. 16.

One important purpose of the screen is to allow you to see who confirmed the order and when.

The uses of the buttons are explained on the next page.

You can reach the bottom of the order by pressing the Page Down key or by clicking on the bottom half of the right slide bar.

If the rep from the paper has marked an item as an exception, it is shown with a yellow background.

The ten lines of notes that you can enter in AdDept when creating a set of insertion orders are shown in the “Notes from the Advertiser” section. You can enter more comments here, too. Just click on the “Record Comments” button when you are finished.

If the rep has added comments, they will appear beneath your comments.

A*N: Detail of one order (advertiser) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address http://www.tsi-tsi.com/cgi-bin/db2www/A100.d2w/Main

A*N Insertion Order #13386 for Bonneville Press sent on 02/21/02 at 15:14:27 covering the period 02/27/02 through 03/05/02 **Order Detail**

Opened by MIKEW on 02/22/02 at 06:56:38
Confirmed by MIKEW Mike Wavada on 02/22/02 at 06:56:49

7 Active Insertions

#	Run Date	Position Requested	Position Assigned	Ad Type	Headline	Size	Color	Ad Number	Prod Job #
10	Thu 02/28/02	5		Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00023	S23
20	Fri 03/01/02	5		Ad	HOME SALE	6 Col x 18"	B&W	021-00006	S6
30	Sat 03/02/02	5		Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00024	S24
40	Sun 03/03/02	7		Ad	LIZ CLAIBORNE	6 Col x 18"	B&W	021-00098	S98
50	Sun 03/03/02	9		Ad	INTIMATES BRA SALE	6 Col x 18"	B&W	021-00112	S112
Exception comments: Page 9 is not available on Sunday									

Printer Friendly Header Cancel Order Select Detail Reservation #'s
Record Comments Contact Info Order List Return

A*N: Detail of one order (advertiser) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address http://www.tsi-tsi.com/cgi-bin/db2www/A100.d2w/Main

30	Sat 03/02/02	5		Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00024	S24
40	Sun 03/03/02	7		Ad	LIZ CLAIBORNE	6 Col x 18"	B&W	021-00098	S98
50	Sun 03/03/02	9		Ad	INTIMATES BRA SALE	6 Col x 18"	B&W	021-00112	S112
Exception comments: Page 9 is not available on Sunday									
60	Sun 03/03/02	5		Ad	CLINIQUE OWP	6 Col x 18"	B&W	021-00117A	S117A
70	Tue 03/05/02	SPEC SECT		Ad	PARENTWISE MAGAZINE	5 Col x 6.5"	B&W	021-00086	S86

Notes from the Advertiser:

Printer Friendly Header Cancel Order Select Detail Reservation #'s
Record Comments Contact Info Order List Return

Buttons for the Open Order Page

The “Printer Friendly” button produces a version of the web page which may make a nicer printout. All items which have been replaced or changed are eliminated, as are the comments that explain the changes.

The “Reservation #'s” button shows a different version of this screen. It removes the cost information and instead shows the reservation numbers and actual positions entered by the paper.



The “Record Comments” button records whatever you have entered in the "Notes from the Advertiser" text area. An e-mail is sent to the paper.

The “Contact Info” button shows a web page displaying the names, phone numbers, fax numbers, and e-mail addresses for this paper.

The “Order List” button returns you to the list of orders.

The “Return” button returns you to the previous web page. Its function is the same as that of the “Back” button in your browser.

The button with a drawing of a house is a link to the home page of TSI’s website.

The button with a red question mark is a link to the on-line help.



Insertion Order #13386 for Bonneville Press sent on 02/21/02 at 15:14:27 covering the period
02/27/02 through 03/05/02

A100

Order Detail

Opened by MIKEW on 03/11/02 at 12:21:14
Confirmed by MIKEW Mike Wavada on 02/22/02 at 06:56:49

You may choose to display either or both of these fields.

7 lines; 7 active insertion(s)

#	Run Date	Position Requested	Position Assigned	Ad Type	Headline	Size	Color	Ad Number	Prod Job #	Rate	Discounts	Prem.	Cost
10	Thu 02/28/02	5		Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00023	S23	15.75	.00	.00	1701.00
20	Fri 03/01/02	5		Ad	HOME SALE	6 Col x 18"	B&W	021-00006	S6	15.75	.00	.00	1701.00
30	Sat 03/02/02	5		Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00024	S24	15.75	.00	.00	1701.00
40	Sun 03/03/02	7		Ad	LIZ CLAIBORNE	6 Col x 18"	B&W	021-00098	S98	17.50	.00	.00	1890.00
50	Sun 03/03/02	9		Ad	INTIMATES BRA SALE	6 Col x 18"	B&W	021-00112	S112	17.50	.00	.00	1890.00
Exception comments:				Page 9 is not available on Sunday									
60	Sun 03/03/02	5		Ad	CLINIQUE GWP	6 Col x 18"	B&W	021-0017A		17.50	.00	.00	1890.00
70	Tue 03/05/02	SPEC SECT		Ad	PARENTWISE MAGAZINE	5 Col x 18"	B&W			.00	.00	650.00	650.00

This line was entered by the newspaper.

Rate and cost fields may be suppressed.

Notes from the Advertiser:

This is a sample of a printout created by clicking on the Print button in the browser.

Tips for Printing:

- If you are printing in portrait, make sure that the preferences are set to display in portrait.
- Click on the screen. Then click on the Print button. Make sure the radio button for "Only the selected frame" is selected.

Notes on the printed output:

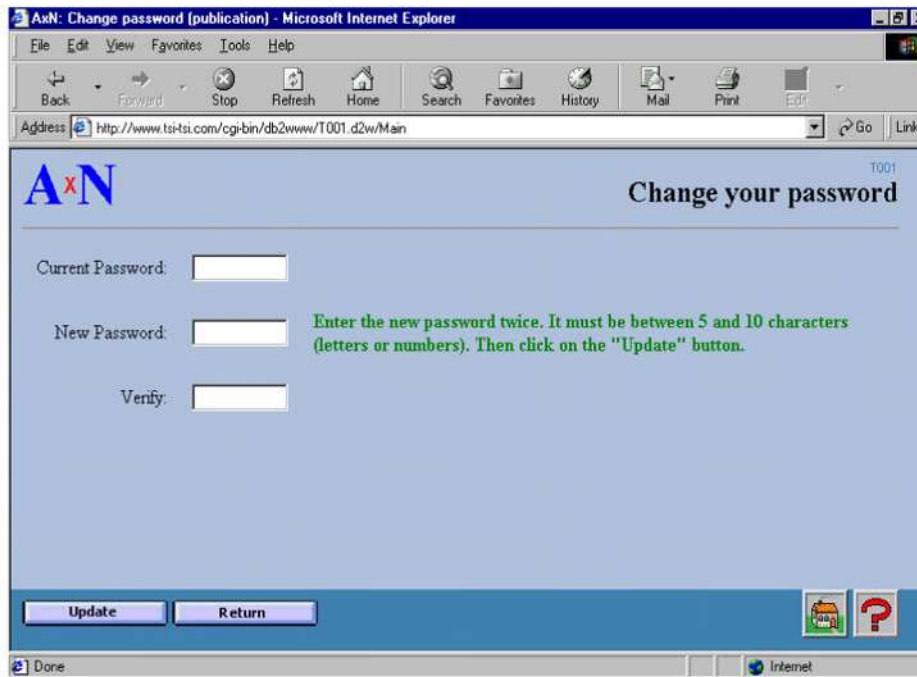
- The numbers in the “#” column do not mean anything *per se*. Their purpose is to make it easier to make certain in dealing with the paper that you are referring to the same ad. Moreover, if an ad is changed, the old version is “grayed out.” The changed version is shown beneath it with the next available number. This process is illustrated on the following pages.
- The “Position Requested” column reflects what you have entered, if anything, in AdDept’s “Position” field.
- The “Position Assigned” may be entered by the paper.
- If you have entered any special instructions, they are shown beneath the ad information. You can also specify that either pub name or the edition show up in the special instructions. This would be useful if you have set up a variation for, say, the TV book or the Calendar section.
- The order in the example was confirmed, but line 50 was noted by the rep as an “exception.” The rep has entered comments explaining what seems anomalous about it.
- The detail of the order available on the advertiser side always shows a history of all changes.

Password

You should change your password on a regular basis. It is very important to change it whenever turnover occurs in the part of the staff that uses the website.

This web page can be reached by clicking on the “Change Password” button on the order list web page.

The new password must contain between five and ten characters. NOTE: the password is case-sensitive. PASSWORD, PASSword, and passWORD are three different passwords.



The screenshot shows a Microsoft Internet Explorer browser window titled "AxN: Change password [publication] - Microsoft Internet Explorer". The address bar displays "http://www.tsi-tsi.com/cgi-bin/db2www/T001.d2w/Main". The page content includes the AxN logo, the heading "Change your password" with a "T001" identifier, and three input fields: "Current Password:", "New Password:", and "Verify:". A green instruction reads: "Enter the new password twice. It must be between 5 and 10 characters (letters or numbers). Then click on the 'Update' button." At the bottom of the form area are two buttons: "Update" and "Return". The browser's status bar at the bottom shows "Done" and "Internet".

After you change the password and click on the “Update” button, you will be asked to log in again with the new password. After that the list of orders will be displayed again.

Preferences

This web page allows you to determine what the list of orders looks like. You can set the columns by checking the ones that you want to appear. You can determine the sequencing of the orders by selecting up to four sort fields. You can even specify whether to include confirmed orders and whether to show orders in portrait or landscape.

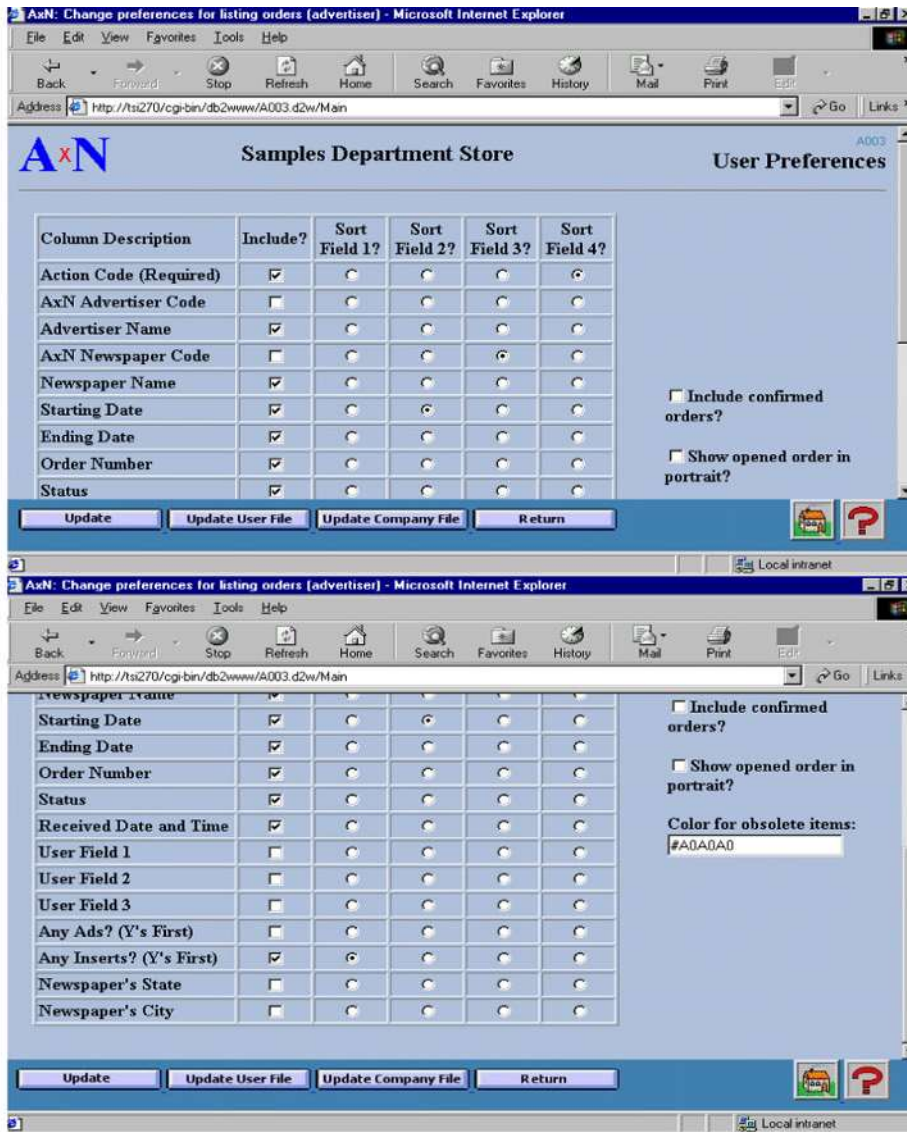
When an item has been replaced or cancelled, it is shown in a different color. The default is #A0A0A0, which is a light gray. You can change this, but if you use a value that is not legal in HTML, it will show it in black.

If you click on the “Update” button, your selections will be used for this session only.

If you click on the “Update User File” button, your selections will be used for this session. They will also be used in subsequent sessions for your user ID.

If you click on the “Update Company File” button, your selections will be used for this session. They will also be used in subsequent sessions for your user ID and for new user ID's set up for your company. Other existing user ID's (if any) will not be changed.

You can reach the page displayed at top left by clicking on the “Preferences” button on the order list web page. The bottom screen was reached by pressing the Page Down key on the top page.



Contacts

The contacts have two purposes. They allow each newspaper to see the names, phone numbers, and addresses of your employees. Their primary purpose, however, is to direct e-mail sent by the A*N system.

You can specify up to three contacts. More are available as a premium feature. For each contact you may supply up to ten additional e-mail addresses. All e-mails sent by A*N to the contact will also go to these addresses as cc:'s.

	Contact Name	Phone	Fax	E-Mail	Ad Contact	Insert Contact	E-Mail IO Contact
#1	Sue Meierhoff	445 347-1255	445 347-1266	smeierho@samples.c	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cc: (e-mail address only)	production@samples.c						
#2	Alicia Rodriguez	445 347-1271	445 347-1266	arodriguez@samples.c	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cc: (e-mail address only)	production@samples.c						
#3					<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cc: (e-mail address only)							

This web page lets you specify names, phone numbers, and e-mail addresses of your coordinators. The coordinator that you specify as the one for ads and the one that you specify for inserts are used on **new** papers. Save your changes by clicking on the “Update” button.

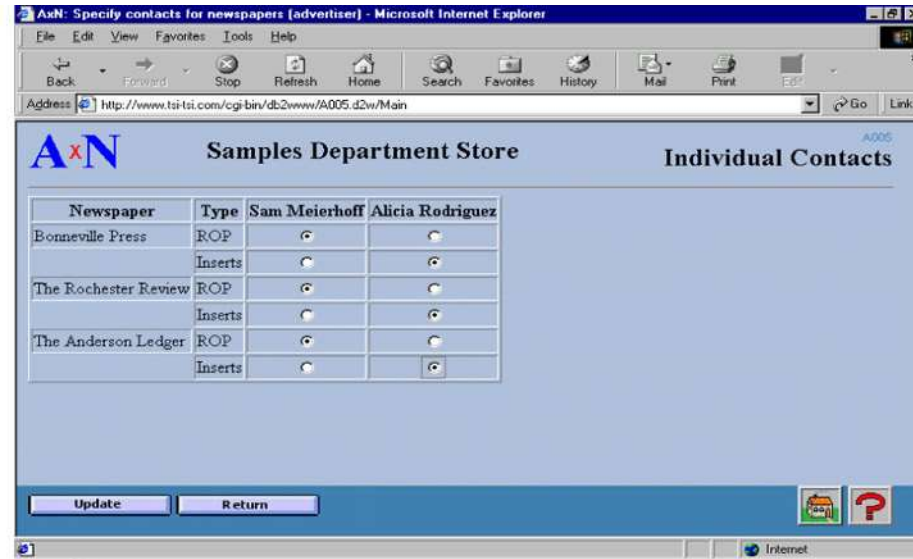
You can assign these contacts to all **existing** papers by clicking on the “Apply to Papers” button. Be very careful; this will override any assignments that anyone has already made.

You can reach this web page by clicking on the “Default Contacts” button on the order list web page.

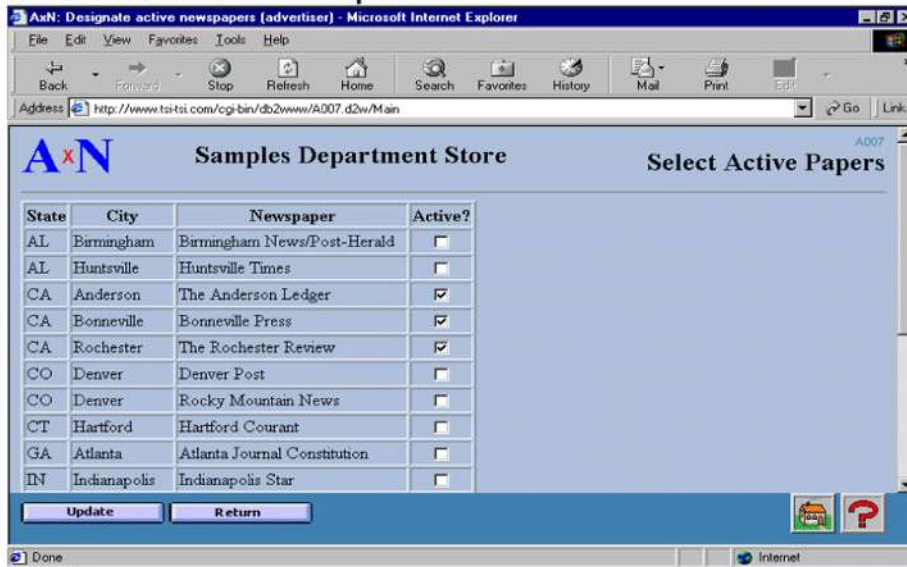
The web page depicted on the right allows you to specify which contacts are assigned to each **current** newspaper. If a paper is missing from the list, you need to add it to your “active papers” (p. 22). You may specify one contact for ads and one for inserts for each paper. The contact for ads and the contact for inserts can be the same person.

The designated person – and the people on the associated cc: list – will be sent e-mails concerning the orders.

The default values are determined by the selections on the web page shown on p. 20.



You can reach this page by clicking on the “Individual Contacts” button on the order list web page. If you have only defined one contact, this option is not available. In that case the one contact that has been defined will be assigned to all advertisers for both ads and inserts.



Active Papers

This web page allows you to specify which papers you use. It is important to do this because you cannot assign contacts to papers which you have not activated. Also, activating the paper lets the paper know that you are sending insertion orders to A*N. Several options in their programs depend on this.

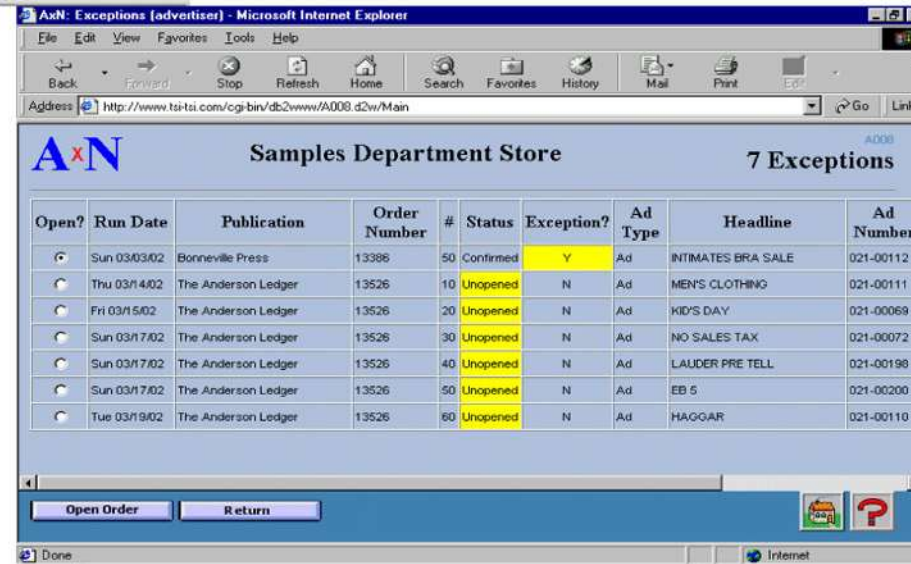
You can reach the page displayed at left by clicking on the "Active Papers" button on the order list web page.

Exceptions

This web page allows you to look at everything that requires action. Items appear on this page if they have been marked as exceptions. All items on orders that have not been confirmed are also listed.

You can look at the detail of the order by selecting the item by clicking on the radio button in the "Open?" column and then clicking on the "Open Order" button.

You can reach this page by clicking on the "Exceptions" button on the order list web page.



Dealing with Changes

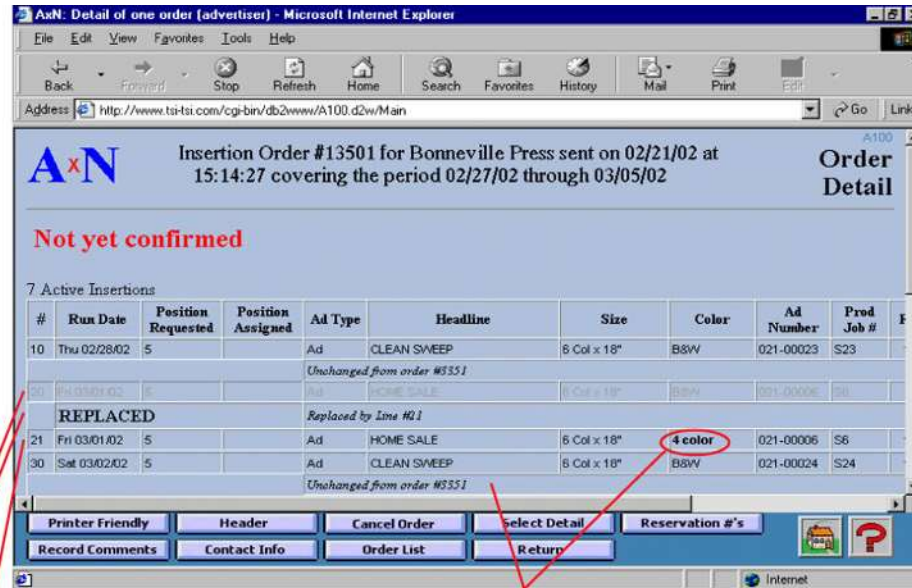
Nothing is more important than the clear delivery of changes to the newspaper. One of the most important functions that A*N performs is to make this process **reliable** and **seamless**.

In this example ad #021-0006 was changed in AdDept from black and white to 4 color using option 9 of WRKADS. A new insertion order covering the same period as the original was then created. An alternative would have been to send a replacement order for the changed item(s). A*N found the appropriate line on the appropriate order. It then did all of the following:

- Changed the status of the old line to “replaced.” This has the effect of “graying out” the old line.
- Added a line indicating the line number of the new line that replaced the original.
- Assigned the next available line number to the new record and bolded the changed field.
- Put the paper's reservation number and actual position (if any) on the new record.
- Changed the status of the order to “Changed.” On the web page that the rep from the newspaper views, this order will now be highlighted.
- Sent an e-mail to the newspaper to tell them that the order has been changed.

It also lists a comment in italics to flag the items that were on the original order and the new order but had no changes.

A printout in this format is on p. 24.





Insertion Order # 13501 for Bonneville Press sent on 02/21/02 at 15:14:27 covering the period 02/27/02 through 03/05/02

A100

Order Detail

Opened by MIKEW on 03/11/02 at 12:21:14

Not yet confirmed

9 lines: 7 active insertion(s)

#	Run Date	Position Requested	Position Assigned	Ad Type	Headline	Size	Color	Ad Number	Prod Job #	Rate	Discounts	Prem.	Cost
10	Thu 02/28/02	5		Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00023	S23	15.75	.00	.00	1701.00
<i>Unchanged from order #3351</i>													
20	Fri 03/01/02	5		Ad	HOME SALE	6 Col x 18"	B&W	021-00006	S6	15.75	.00	.00	1701.00
REPLACED				<i>Replaced by Line #21</i>									
21	Fri 03/01/02	5		Ad	HOME SALE	6 Col x 18"	4 color	021-00006	S6	15.75	.00	300.00	2001.00
30	Sat 03/02/02	5		Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00024	S24	15.75	.00	.00	1701.00
<i>Unchanged from order #3351</i>													
40	Sun 03/03/02	7		Ad	LIZ CLAIBORNE	6 Col x 18"	B&W	021-00098	S98	17.50	.00	.00	1890.00
<i>Unchanged from order #3351</i>													
50	Sun 03/03/02	9		Ad	INTIMATES BRA SALE	6 Col x 18"	B&W	021-00112	S112	17.50	.00	.00	1890.00
REPLACED				<i>Replaced by Line #51</i>									
Exception comments:				Page 9 is not available on Sunday									
51	Sun 03/03/02	11		Ad	INTIMATES BRA SALE	6 Col x 18"	B&W	021-00112	S98	17.50	.00	.00	1890.00
60	Sun 03/03/02	5		Ad	CLINIQUE GWP	6 Col x 18"	B&W	021-00117A	S117A	17.50	.00	.00	1890.00
<i>Unchanged from order #3351</i>													
70	Tue 03/05/02	SPEC SECT		Ad	PARENTWISE MAGAZINE	5 Col x 6.5"	B&W	021-00088	S88	.00	.00	650.00	650.00
<i>Unchanged from order #3351</i>													

Notes from the Advertiser:

Added color to Friday's ad.
Page 11 is OK for ad #112 on Sunday.

Line 20 and 50 on this order, which have been replaced by line 21 and 51 respectively, are grayed out. You can set the color used for such obsolete versions to make sure that you always know which version is the current one.

AsN: Detail of one order (advertiser) - Microsoft Internet Explorer

Address: http://www.tsi-tsl.com/cgi-bin/db2www/A100.d2w/Main

AxN Insertion Order #13501 for Bonneville Press sent on 02/21/02 at 15:14:27 covering the period 02/27/02 through 03/05/02 **Order Detail**

Not yet confirmed

7 Active Insertions

#	Run Date	Position Requested	Position Assigned	Ad Type	Headline	Size	Color	Ad Number	Prod Job #
10	Thu 02/28/02	5		Ad	CLEAN SWEEP	6 Col x 18"	BSW	021-00023	S23
20	Fri 03/01/02	5		Ad	HOME SALE	6 Col x 18"	BSW	021-00006	S6
21	Fri 03/01/02	5		Ad	HOME SALE	6 Col x 18"	4 color	021-00006	S6
30	Sat 03/02/02	5		Ad	CLEAN SWEEP	6 Col x 18"	BSW	021-00024	S24
40	Sun 03/03/02	7		Ad	LIZ CLAIBORNE	6 Col x 18"	BSW	021-00098	S98
50	Sun 03/03/02	5		Ad	WINTER'S BSA SALE	6 Col x 18"	BSW	021-00112	S112

Exception comments: *Page 9 is not available as Sender*

History Record Comments Contact Info Order List Return

Printer-Friendly Version

At left is displayed the web page that appears if you click on the "Printer Friendly" button on the order detail web page. The items that have been changed are still grayed out, and the exception comments are still shown with a yellow background. However, all of the historical comments – as shown in italics on p. 24 – are removed.

A printout in this format is on p. 26.



Insertion Order #13501 for Bonneville Press sent on 02/21/02 at 15:14:27 covering the period 02/27/02 through 03/05/02

A100

Order Detail

Opened by MIKEW on 03/11/02 at 12:21:14

Not yet confirmed

9 lines; 7 active insertion(s)

#	Run Date	Position Requested	Position Assigned	Ad Type	Headline	Size	Color	Ad Number	Prod Job #	Rate	Discounts	Prem.	Cost
10	Thu 02/28/02	5		Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00023	S23	15.75	.00	.00	1701.00
20	Fri 03/01/02	5		Ad	HOME SALE	6 Col x 18"	B&W	021-00006	S6	15.75	.00	.00	1701.00
21	Fri 03/01/02	5		Ad	HOME SALE	6 Col x 18"	4 color	021-00006	S6	15.75	.00	300.00	2001.00
30	Sat 03/02/02	5		Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00024	S24	15.75	.00	.00	1701.00
40	Sun 03/03/02	7		Ad	LIZ CLAIBORNE	6 Col x 18"	B&W	021-00098	S98	17.50	.00	.00	1890.00
50	Sun 03/03/02	9		Ad	INTIMATES BRA SALE	6 Col x 18"	B&W	021-00112	S112	17.50	.00	.00	1890.00
Exception comments:				Page 9 is not available on Sunday									
51	Sun 03/03/02	11		Ad	INTIMATES BRA SALE	6 Col x 18"	B&W	021-00112	S98	17.50	.00	.00	1890.00
60	Sun 03/03/02	5		Ad	CLINIQUE GWP	6 Col x 18"	B&W	021-00117A	S117A	17.50	.00	.00	1890.00
70	Tue 03/05/02	SPEC SECT		Ad	PARENTWISE MAGAZINE	5 Col x 6.5"	B&W	021-00088	S88	.00	.00	650.00	650.00

Notes from the Advertiser:

Added color to Friday's ad.
Page 11 is OK for ad #112 on Sunday.

What the paper sees:

When the rep from the paper signs on to the TSI web site, he/she will see a list of orders that have been sent by the paper's advertisers. Reps can open orders in much the same way that you can. The web page at right shows the way that the order shown on the previous pages might look when the rep calls it up.

Note that the ad that was changed (line 20) is greyed out and replaced with the new line (21). The cells which have been changed have been bolded. What could be clearer than this?

AXN: Detail of one order (publication) - Microsoft Internet Explorer

Address: http://tsi270/cg-bin/db2www/P100.d2w/Main

Bonneville Press
Insertion Order #13501 from Samples Department Stores sent on 02/21/02 at 15:14:27
Covering the period 02/27/02 through 03/05/02

Opened by MIKEW on 03/11/02 at 12:21:14
Not yet confirmed
9 lines; 7 active insertion(s)

#	Run Date	Ad Type	Headline	Size	Color	Ad #	Job #	Position Requested	Rate	Discounts	Pre
10	Thu 02/28/02	Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00023	S23	5	15.75	.00	.00
				<i>Unchanged from order #3351</i>							
20	Fri 03/01/02	Ad	HOME SALE	6 Col x 18"	B&W	021-00006	S8	5	16.75	.00	.00
				<i>Replaced by Line #21</i>							
21	Fri 03/01/02	Ad	HOME SALE	6 Col x 18"	4 color	021-00006	S8	5	15.75	.00	300.
30	Sat 03/02/02	Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00024	S24	5	15.75	.00	.00
				<i>Unchanged from order #3351</i>							
40	Sun 03/03/02	Ad	LIZ CLAIBORNE	6 Col x 18"	B&W	021-00098	S98	7	17.50	.00	.00
				<i>Unchanged from order #3351</i>							

Buttons: All History, Active Ads Only, Select Dates, Contact Info, Order List, Spreadsheet, Mark Exceptions, Record Comments, Separate Pages, Res #'s / Positions

Depicted on this page is the “Standard View” of the order. It shows all active ads plus all changes since the last time that the ad was confirmed. The “All History” view shows all changes. The “Active Ads Only” view shows only ads that are currently active; there is no history. The “Changes Only” view shows only ads that have been changed since the last confirmation.

The rep can do any of the following things to the order:

- Print a copy of the insertion order using the print button on the browser. A sample of the output is on p. 29.
- Print a cover sheet for each ad on the order.
- Add comments to the order.
- Confirm the order (in which case an e-mail will automatically be sent to you) simply by entering his/her name and clicking on a button.
- Record the actual positioning and/or reservation numbers.
- Download it to an Excel spreadsheet if that feature is active for his/her paper.



Bakersfield American
Insertion Order #13501 from Samples Department Stores sent on 02/21/02 at 15:14:27
Covering the period 02/27/02 through 03/05/02

P100

Opened by MIKEW on 03/11/02 at 12:21:14

Not yet confirmed

9 lines; 7 active insertion(s)

#	Run Date	Ad Type	Headline	Size	Color	Ad #	Job #	Position Requested	Rate	Discounts	Prem.	Cost	Position Assigned	Reservation Number
10	Thu 02/28/02	Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00023	S23	5	15.75	.00	.00	1701.00		
<i>Unchanged from order #3351</i>														
20	Fri 03/01/02	Ad	HOME SALE	6 Col x 18"	B&W	021-00006	S6	5	15.75	.00	.00	1701.00		
			ABOVE AD REPLACED	<i>Replaced by Line #21</i>										
21	Fri 03/01/02	Ad	HOME SALE	6 Col x 18"	4 color	021-00006	S6	5	15.75	.00	300.00	2001.00		
30	Sat 03/02/02	Ad	CLEAN SWEEP	6 Col x 18"	B&W	021-00024	S24	5	15.75	.00	.00	1701.00		
<i>Unchanged from order #3351</i>														
40	Sun 03/03/02	Ad	LIZ CLAIBORNE	6 Col x 18"	B&W	021-00098	S98	7	17.50	.00	.00	1890.00		
<i>Unchanged from order #3351</i>														
50	Sun 03/03/02	Ad	INTIMATES BRA SALE	6 Col x 18"	B&W	021-00112	S112	9	17.50	.00	.00	1890.00		
			ABOVE AD REPLACED	<i>Replaced by Line #51</i>										
				Exception comments: Page 9 is not available on Sunday										
51	Sun 03/03/02	Ad	INTIMATES BRA SALE	6 Col x 18"	B&W	021-00112	S98	11	17.50	.00	.00	1890.00		
60	Sun 03/03/02	Ad	CLINIQUE GWP	6 Col x 18"	B&W	021-00117A	S117A	5	17.50	.00	.00	1890.00		
<i>Unchanged from order #3351</i>														
70	Tue 03/05/02	Ad	PARENTWISE MAGAZINE	5 Col x 6.5"	B&W	021-00088	S88	SPEC SECT	.00	.00	650.00	650.00		
<i>Unchanged from order #3351</i>														

Added color to Friday's ad.

Page 11 is OK for ad #112 on Sunday.

Notes from the Advertiser:

Confirmed by:

Notes from the Publication: