

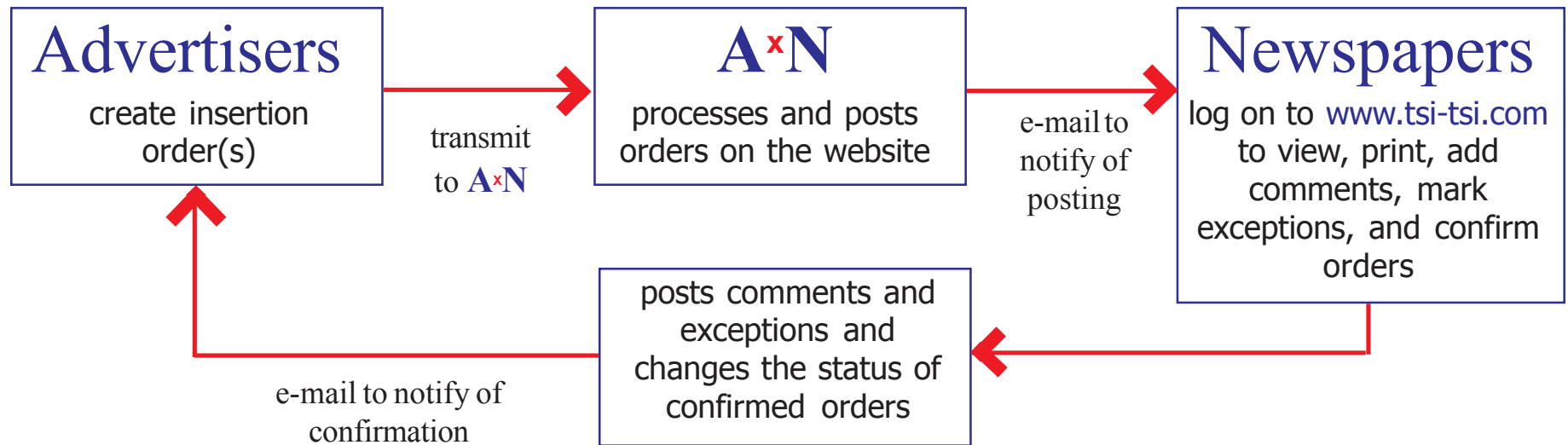
A^xN: Handbook for Newspaper Users

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.

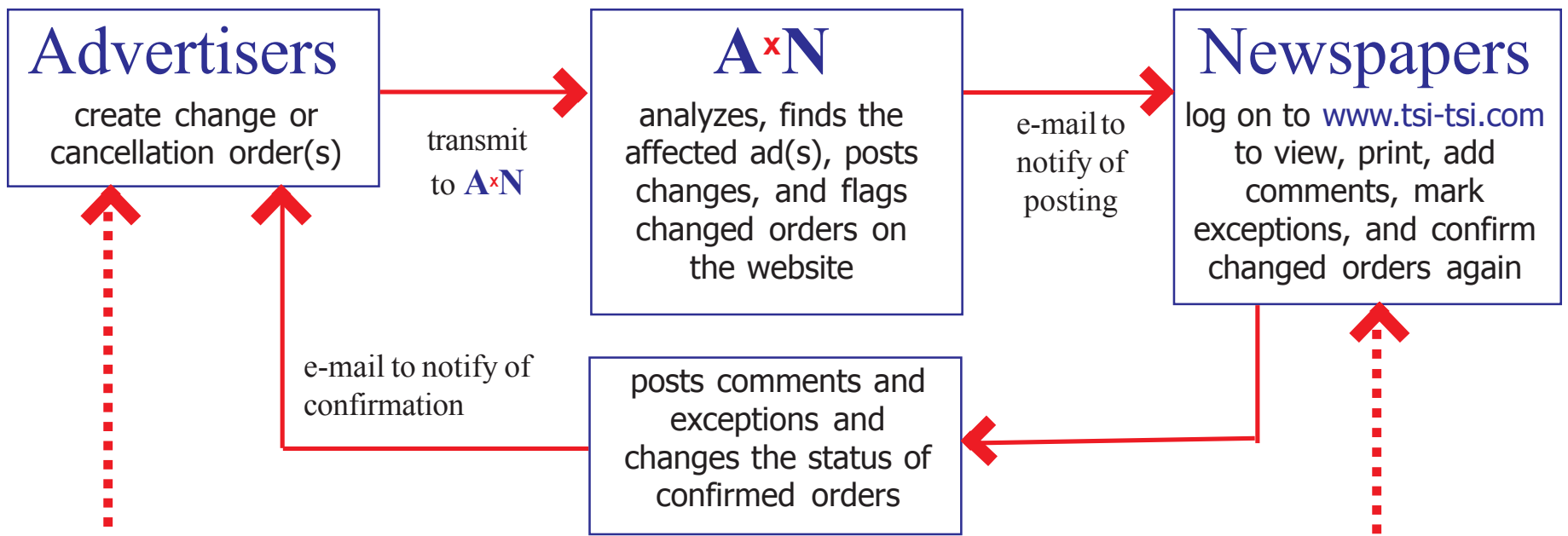


1 Here is a diagram of the ordering-confirmation process:

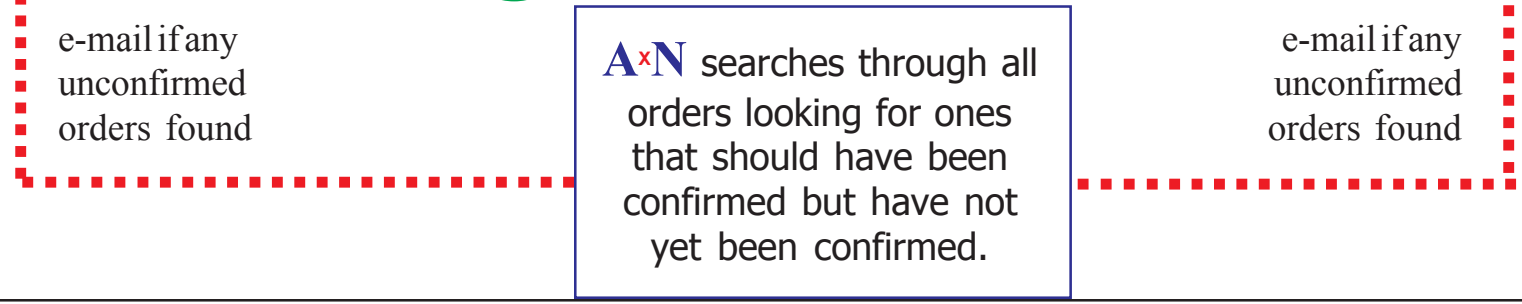


Orders are ready for viewing within minutes of transmission – even if they were sent to scores of newspapers.

2 The process of handling changes is similar:



3 And at night ...

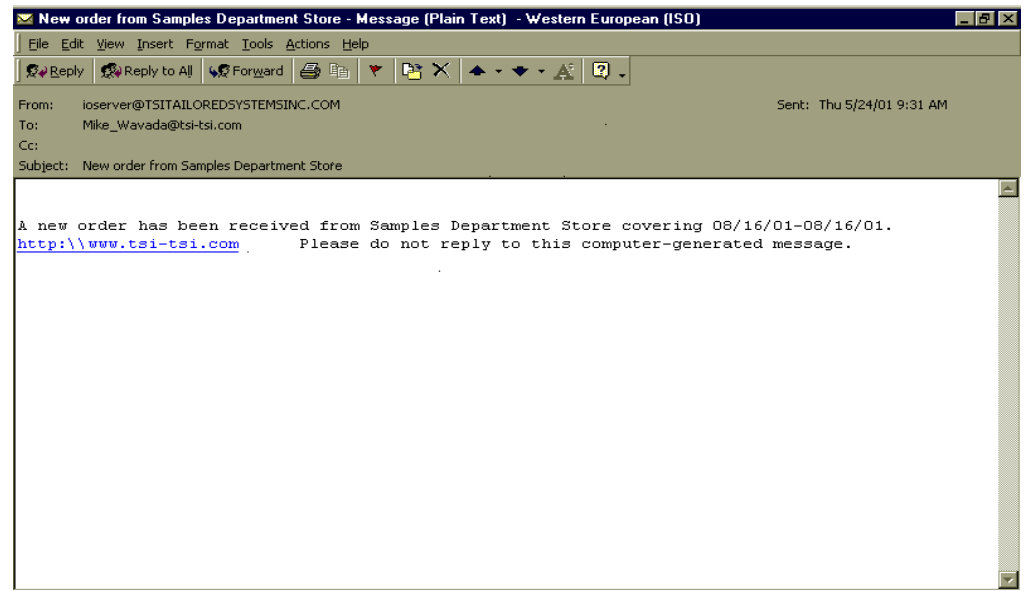


Notification of Orders

Every time that an order or a change of an order is received by A×N, an e-mail is automatically sent to each affected publication.

At right is a depiction of an e-mail that you might receive from A×N when it has finished processing an order from one of your advertisers. The sample uses Microsoft Outlook as the e-mail client.

If you are connected to the Internet, you can probably look at the order immediately just by clicking on the link: <http://www.tsi-tsi.com>.



The link will bring you to the home page for TSI's website. It is shown on the next page.

TSI's Website

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

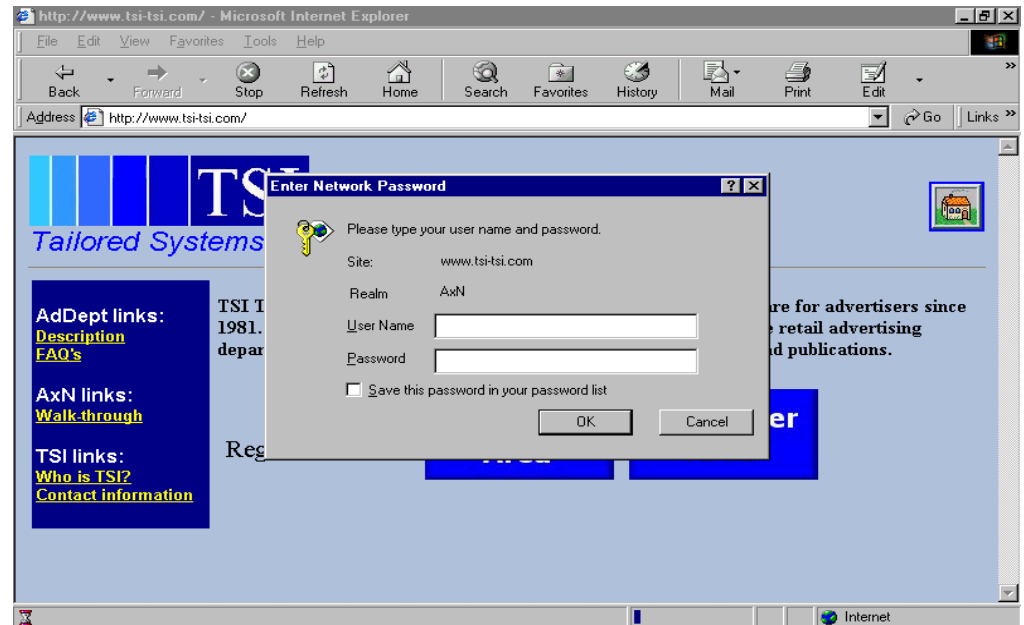


The website works best with Microsoft Internet Explorer release 4 or higher. Netscape versions that are release 4 or higher also support nearly all of the site's features.

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 asked to enter your user ID and password to gain access to this part of the website. This is a very important step. The orders for your paper are linked to your 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 a large number of your advertisers are using A^xN, 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.

List of Orders

Once you have logged in, the list of recent orders for your publication will automatically be displayed. They should correspond with the orders that you currently receive on paper from the advertisers, with one very important exception: changes will automatically be applied to orders. A program running at TSI does the hard work for you – it finds the appropriate order and applies the changes to it.

Open?	Advertiser	Start Date	End Date	Order Number	Status	Received	Inserts?
<input checked="" type="radio"/>	Samples Department Store	06/17/01	06/23/01	18842	Confirmed 05/29/01	05/27/01 15:36:21	
<input type="radio"/>	L'Elegance	06/20/01	06/26/01	3076	Confirmed 05/30/01	05/28/01 14:17:23	
<input type="radio"/>	Winfred-Louder	07/01/01	07/07/01	166069	Opened 06/06/01	06/04/01 15:15:50	

The buttons beneath the list of orders control the action. Each is explained on the next page.

AxN automatically keeps track of the status of the order: unopened, opened, confirmed, changed, or cancelled.

The "Open Order" button 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. See pp. 9-13.

The "Customer Codes" button can be used to tell A×N the code that you use for each customer. See p. 14.

The "Change Password" screen is described on p.15.

The "Preferences" button lets you set the appearance of the list of orders-- which columns appear and the sequence in which orders are listed. You can also show only specific advertisers or eliminate confirmed orders. See p. 16 for details.

The "Default Contacts" button allows you to maintain A×N's list of names, phone numbers, and e-mail addresses for your paper. See p. 17.

The "Individual Contacts" button allows you to assign contacts to advertisers. See p. 18.

The "Open All to Print" button opens all unopened orders to facilitate printing. This is especially useful if the advertiser sends many orders at once.

The "Calendar" button allows you to print a calendar. See p. 19.

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

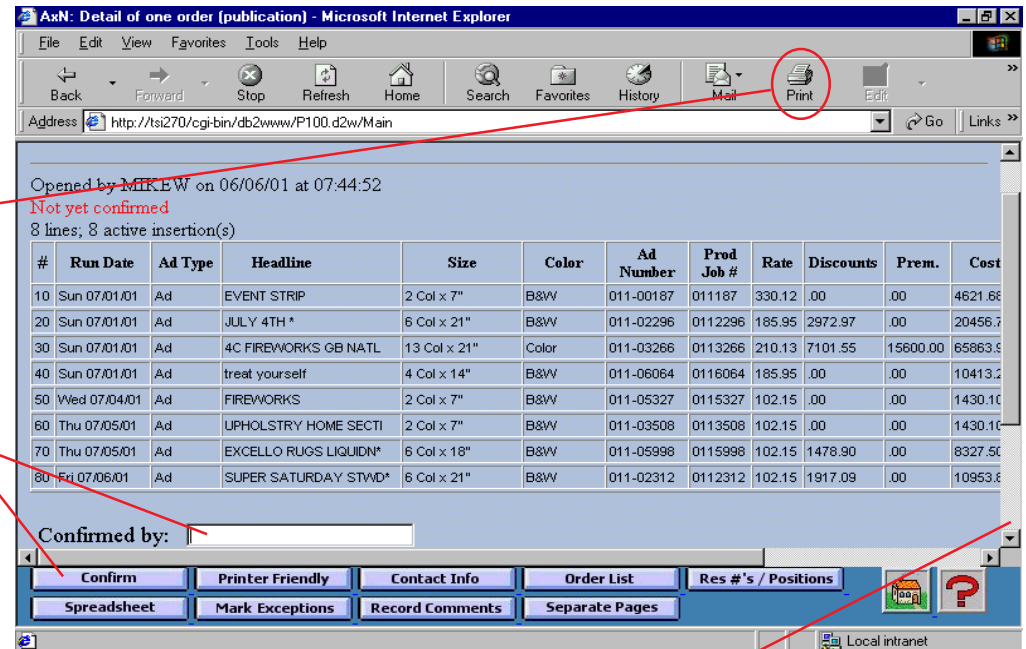
The button with a question mark is a link to the on-line help.



Ads on the Order

The detail of the order is displayed when you click on the "Open Order" button. You can print the order by clicking on the Print button in your browser. A sample printout is shown on p. 11.

If the order has not yet been confirmed, the cursor is automatically placed at the "Confirmed by" field. You can confirm the order by just filling in your name and clicking on the "Confirm" button. An e-mail will then immediately be fired off to the advertiser to inform them that the order has been confirmed.



You can view the bottom of the web page by pressing the Page Down key or by clicking on the slide bar. The bottom part of the screen is shown on the next page, along with a description of the functions served by the other buttons.

The difference between the regular order and the "Printer Friendly" version can be appreciated by comparing p. 21 with p. 22.

The "Contact Info" button shows you names, phone numbers, and e-mail addresses of people at the advertiser.

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

The "Res #'s and Positions" button allows you to assign reservation numbers to the orders. You can also enter the actual positions. See p. 12.

Download the order to an Excel spreadsheet by clicking on the "Spreadsheet" button (premium feature).

20	Sun 07/01/01	Ad	JULY 4TH	6 Col x 21"	B&W	011-02296	0112296	105.95	297.237	.00	20456.7
30	Sun 07/01/01	Ad	4C FIREWORKS GB NATL	13 Col x 21"	Color	011-03266	0113266	210.13	7101.55	15600.00	65863.9
40	Sun 07/01/01	Ad	treat yourself	4 Col x 14"	B&W	011-06064	0116064	185.95	.00	.00	10413.2
50	Wed 07/04/01	Ad	FIREWORKS	2 Col x 7"	B&W	011-05327	0115327	102.15	.00	.00	1430.10
60	Thu 07/05/01	Ad	UPHOLSTRY HOME SECTI	2 Col x 7"	B&W	011-03508	0113508	102.15	.00	.00	1430.10
70	Thu 07/05/01	Ad	EXCELLO RUGS LIQUIDN*	6 Col x 18"	B&W	011-05998	0115998	102.15	1478.90	.00	8327.50
80	Fri 07/06/01	Ad	SUPER SATURDAY STWD*	6 Col x 21"	B&W	011-02312	0112312	102.15	1917.09	.00	10953.8

Confirmed by:

Notes from the Publication:

Confirm Printer Friendly Contact Info Order List Res #'s / Positions
 Spreadsheet Mark Exceptions Record Comments Separate Pages

You can flag items as exceptions to the confirmation by clicking on the "Mark Exceptions" button. See p. 13.

If you would like to add some comments to the order, plenty of space is provided. Just click on the "Record Comments" button when you are finished.

The "Separate Pages" button produces a web page which allows you to print a separate cover sheet for each active ad on the order.



Insertion Order #166069 from Winfred-Louder sent on 06/04/01 at 15:15:50
 Covering the period 07/01/01 through 07/07/01

P100

Opened by MIKEW on 06/06/01 at 07:44:52

Not yet confirmed

8 lines; 8 active insertion(s)

#	Run Date	Ad Type	Headline	Size	Color	Ad Number	Prod Job #	Rate	Discounts	Prem.	Cost	Position Requested	Position Assigned	Reservation Number
10	Sun 07/01/01	Ad	EVENT STRIP	2 Col x 7"	B&W	011-00187	011187	330.12	.00	.00	4621.68	P2		
20	Sun 07/01/01	Ad	JULY 4TH *	6 Col x 21"	B&W	011-02296	0112296	185.95	2972.97	.00	20456.73	P5		
30	Sun 07/01/01	Ad	4C FIREWORKS GB NATL	13 Col x 21"	Color	011-03266	0113266	210.13	7101.55	15600.00	65863.94	P12-13		
40	Sun 07/01/01	Ad	treat yourself	4 Col x 14"	B&W	011-06064	0116064	185.95	.00	.00	10413.20	P9		
50	Wed 07/04/01	Ad	FIREWORKS	2 Col x 7"	B&W	011-05327	0115327	102.15	.00	.00	1430.10	P2		
60	Thu 07/05/01	Ad	UPHOLSTRY HOME SECTI	2 Col x 7"	B&W	011-03508	0113508	102.15	.00	.00	1430.10	P2		
70	Thu 07/05/01	Ad	EXCELLO RUGS LIQUIDN*	6 Col x 18"	B&W	011-05998	0115998	102.15	1478.90	.00	8327.50	P5		
80	Fri 07/06/01	Ad	SUPER SATURDAY STWD*	6 Col x 21"	B&W	011-02312	0112312	102.15	1917.09	.00	10953.81	P5		

Confirmed by:

Notes from the Publication:

This is a sample of a printout created by clicking on the Print button in the browser after the order was opened but before it was confirmed.

- Tips for Printing:
- Use File, Page Setup to set the printing to **landscape** mode with left and right margins of **.25"**.
 - Click on the screen. Then click on the Print button. Make sure the radio button for "Only the selected frame" is selected.

A×N Insertion Order #166069 from Winfred-Louder sent on 06/04/01 at 15:15:50
Covering the period 07/01/01 through 07/07/01

Opened by MIKEW on 06/06/01 at 07:44:52
Not yet confirmed
8 Insertions

#	Position Requested	Position Assigned	Reservation Number	Run Date	Ad Type	Headline	Size
10	P2			07/01/01	Ad	EVENT STRIP	2 Col x 7"
20	P5			07/01/01	Ad	JULY 4TH *	6 Col x 21"
30	P12-13			07/01/01	Ad	4C FIREWORKS GB NATL	13 Col x 21"
40	P9			07/01/01	Ad	treat yourself	4 Col x 14"
50	P2			07/04/01	Ad	FIREWORKS	2 Col x 7"

Update Order List

Reservation Numbers and Actual Positions

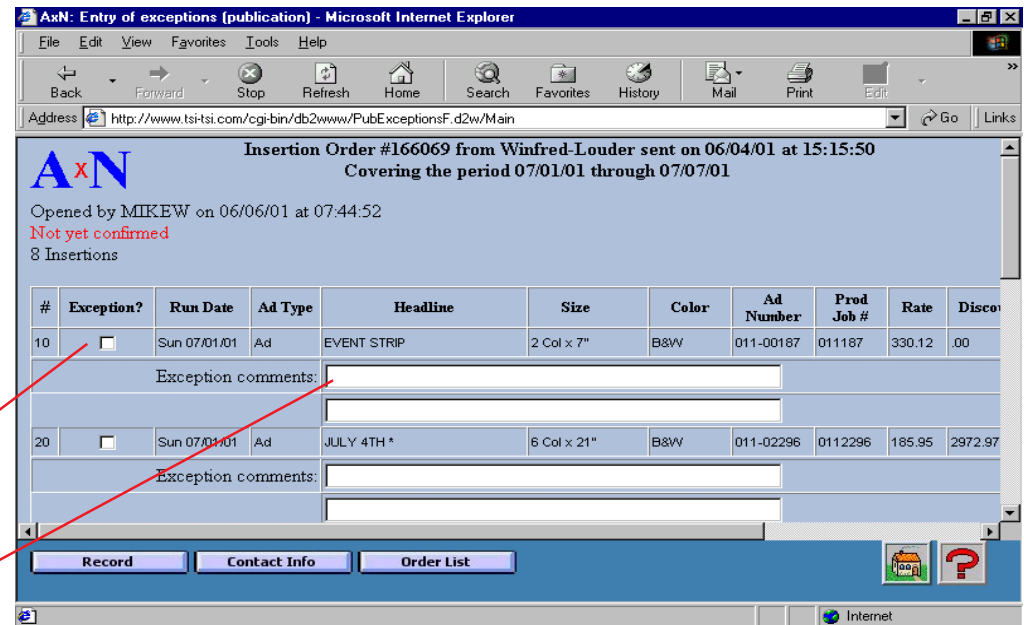
If the advertiser requires that you provide them with reservation numbers or actual positions, you can just key them in on this web page and click on the "Update" button when you are finished. An e-mail is immediately sent to the coordinator at the advertiser. He/she will be able to open the order and see them.

You can reach this page by clicking on the "Res#'s and Positions" button on the open order web page.

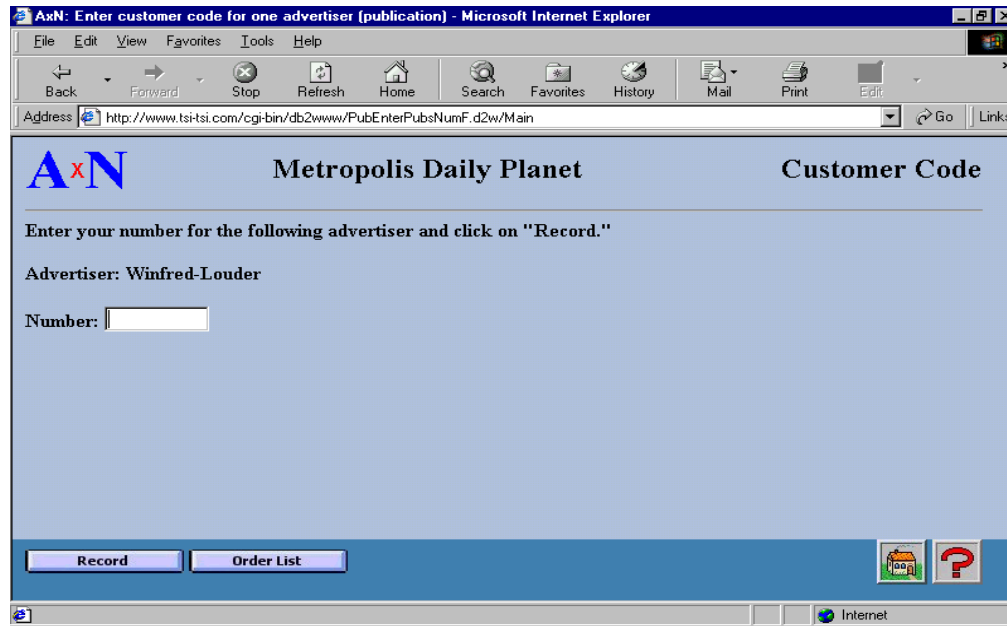
Exceptions

You can reach the page displayed at right by clicking on the button labeled "Mark Exceptions" on the open order web page.

The purpose of this page is to let you notify the advertiser that specific items on the order are questionable. As you mark the item by clicking in the appropriate checkbox in the "Exception?" column, you can explain what is in question – the position, the rate, or perhaps the ad's relationship to other ads. An e-mail will be sent to notify the coordinator that you have done so.



NOTE: The advertiser can see a list of all ads that are either unconfirmed or marked as exceptions by clicking on a single button.



Customer Codes

This web page allows you to provide the number used at your publication for a specified advertiser.

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

NOTE: The customer number appears at the top of printed insertion orders. It also appears on the Excel file that you can download (premium feature).

Password

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

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. The first character must be a letter. The rest can be either letters or numbers.

After you change the password, you will be asked to log in again with the new password. After that the list of orders will be displayed again.

The screenshot shows a Microsoft Internet Explorer browser window titled "AxN: Change password (publication) - Microsoft Internet Explorer". The address bar contains the URL "http://www.tsi-tsi.com/cgi-bin/db2www/T001_d2w/Main". The main content area has a light blue background and features the "AxN" logo in the top left corner. The page title is "Change your password" with "T001" in the top right. The form contains three input fields: "Current Password:", "New Password:", and "Verify:". To the right of the "New Password:" field, there is a green instruction: "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, there are two buttons: "Update" and "Return". The browser's status bar at the bottom shows "Done" and "Internet".

Preferences

This web page allows you to determine what the list of orders (p. 6) looks like. You can set the columns by checking the ones that you want to appear. You can determine how the orders are sequenced by selecting up to four sort fields. You can even limit which advertisers are shown and whether to include orders which have been confirmed.

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.

You can reach the page displayed at 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 first screen.

The "Update" button saves the preferences for **this session**. The "Update User File" saves them for this and future sessions. The "Update Company File" button additionally sets the defaults for new user ID's.

The screenshot shows the "Preferences for All Users" page in Microsoft Internet Explorer. The browser title is "AxN: Change preferences for listing orders (publication) - Microsoft Internet Explorer". The address bar shows "http://www.tsi-tsi.com/cgi-bin/db2www/P003.d2w/Main".

The page content includes the AxN logo, "Metropolis Daily Planet", and "Preferences for All Users".

Column Description	Include?	Sort Field 1?	Sort Field 2?	Sort Field 3?	Sort Field 4?
Action Code (Required)	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AxN Advertiser Code	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertiser Name	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AxN Newspaper Code	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper Name	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starting Date	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ending Date	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Order Number	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Status	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Buttons: Update, Update User File, Update Company File, Return

Color for obsolete items: #A0A0A0

Advertisers to include:

- Include confirmed orders?
- Bargain City
- Endicott Brothers
- Fabulous Electronics
- Samples Department Store

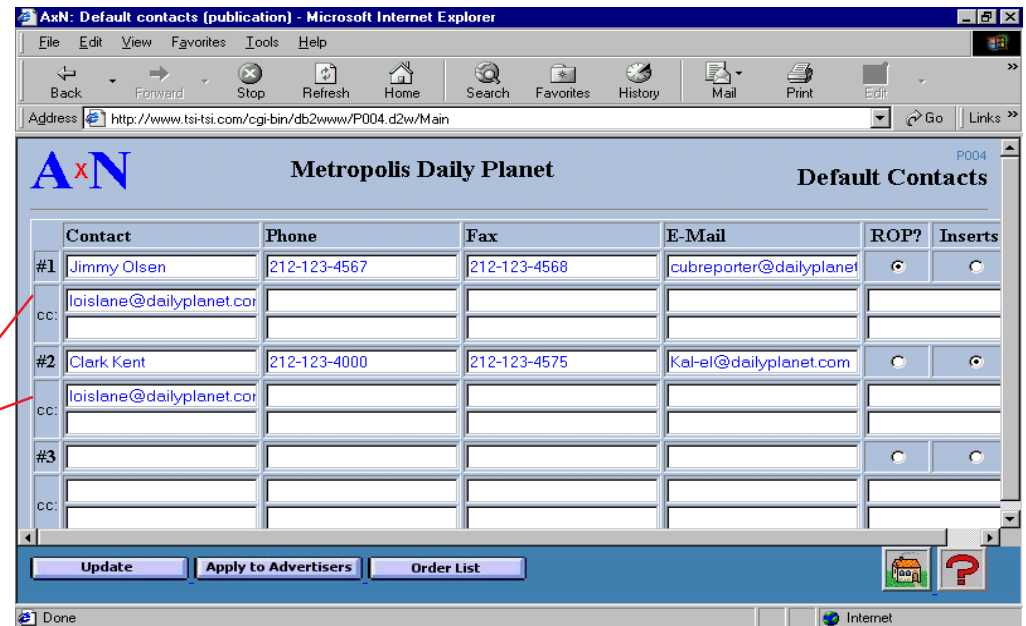
The second screenshot shows the same page with more advertisers listed:

- Winfred-Louder
- Martinson and Son
- The Nijinski Connection
- The Persia Place
- Prometheus Unbound
- Rutherford's
- L'Elegance
- Standing Tall

Contacts

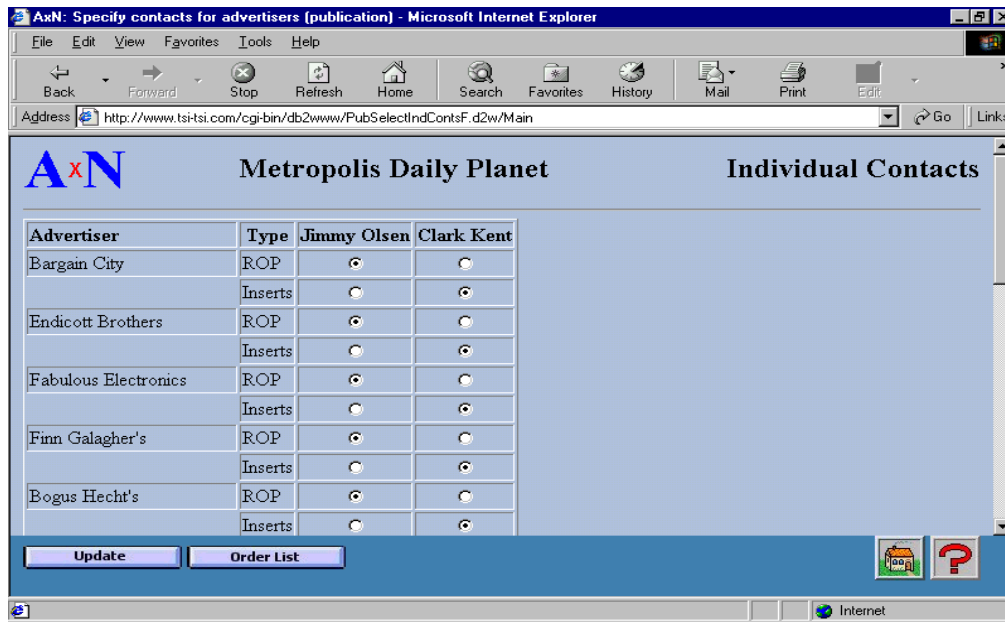
The contacts have two purposes. They allow the advertiser to see the names, phone numbers, and addresses of your employees. Their primary purpose is to direct e-mail sent by the AxN system.

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 AxN to the contact will also go to these addresses as cc:'s.



This web page lets you specify names and addresses of your reps. The coordinator that you specify as the rep for ads and the one that you specify for inserts are used on **new** advertisers. You can assign these reps to all **existing** advertisers by clicking on the "Apply to Advertisers" button.

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 left allows you to specify which contacts are assigned to each **current** advertiser. You must specify one contact for ads and one for inserts for each advertiser. 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.

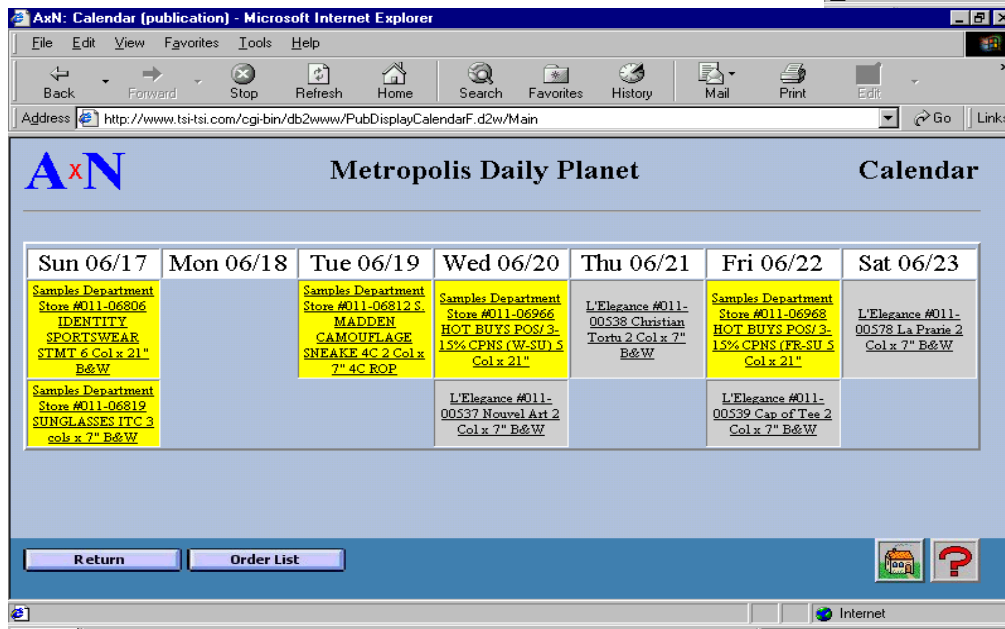
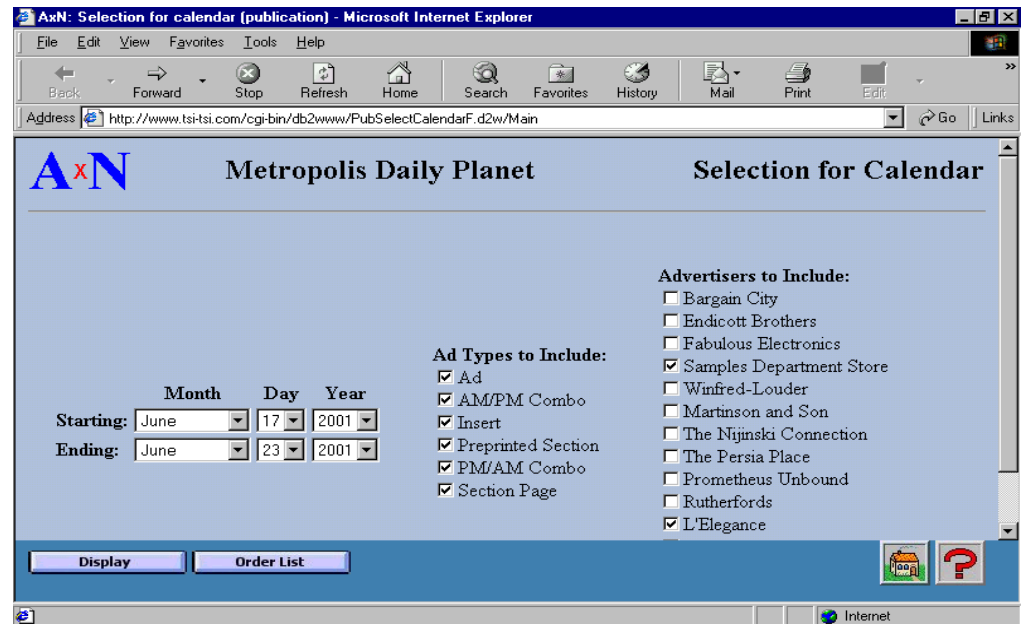
The default values are determined by the selections on the web page shown on p. 17.

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. That contact will be assigned to all advertisers for both ads and inserts.

Calendar

The web page at right allows you to specify the selection criteria for the calendar (which is displayed below). You can select a week, a month, or any other period up to 40 days.

You can reach the page displayed at right by clicking on the "Calendar" button on the order list web page.



The calendar contains one cell for each active ad that meets the selection criteria. The advertiser name, headline, ad number, size, color, and position are shown. If it is not an ROP ad, the ad type is also shown.

Each advertiser is assigned a background color so that it is easy to tell which ad is for which advertiser. If you click on an ad, A x N will open the order for you.

Change Management

Probably the most valuable feature of A×N is its ability to find and process changes.

This web page displays an order that has been changed. The change order included ads for June 17 only. The first ad was unchanged, but the size was changed on the second ad. A×N shows this by "graying out" the original ad and adding a new line with the changed fields highlighted.

Insertion Order #18842 from Samples Department Store sent on 05/27/01 at 15:36:21
Covering the period 06/17/01 through 06/23/01

Opened by CKENT on 05/28/01 at 16:06:49
Confirmed by CKENT Clark Kent on 05/29/01 at 07:27:46
6 Insertions

#	Run Date	Ad Type	Headline	Size	Color	Ad Number	Prod Job #	Rate	Discounts	Prem.	Cost
10	Sun 06/17/01	Ad	IDENTITY SPORTSWEAR STMT	6 Col x 21"	B&W	011-06806		243.24	.00	.00	30645
20	Sun 06/17/01	Ad	SUNGLASSES ITC	2 Col x 7"	B&W	011-06819		396.08	.00	.00	5645
REPLACED											
21	Sun 06/17/01	Ad	SUNGLASSES ITC	3 cols x 7"	B&W	011-06819		396.08	.00	.00	8317.4
30	Tue 06/19/01	Ad	S. MADDEN CAMOUFLAGE SNEAKE 4C	2 Col x 7"	4C ROP	011-06812		118.64	.00	1000.00	2660.00
40	Wed 06/20/01	Ad	HOT BUYS POS/3-15% CPNS (W-SU)	5 Col x 21"		011-06966		141.00	.00	.00	14805
WITH COUPONS											
HOT BUYS POS/3-15% CPNS (FR-											

Printer Friendly Contact Info Order List Res #'s / Positions Spreadsheet

Mark Exceptions Record Comments

The default, as above, is for obsolete (changed or cancelled) lines to be shown in a light gray. If you like, you can use a different color. See p. 16.

The next page shows what the printout of a changed order looks like.

On the page after that is a sample of a printed order after the "Printer Friendly" button was pressed.



Insertion Order #18842 from Samples Department Store sent on 05/27/01 at 15:36:21
 Covering the period 06/17/01 through 06/23/01

P100

Opened by CKENT on 05/28/01 at 16:06:49

Not yet confirmed

6 lines; 5 active insertion(s)

#	Run Date	Ad Type	Headline	Size	Color	Ad Number	Prod Job #	Rate	Discounts	Prem.	Cost	Position Requested	Position Assigned	Reservation Number
10	Sun 06/17/01	Ad	IDENTITY SPORTSWEAR STMT	6 Col x 21"	B&W	011-06806		243.24	.00	.00	30648.24			
20	Sun 06/17/01	Ad	SUNGLASSES ITC	2 Col x 7"	B&W	011-06819		396.08	.00	.00	5545.12			
REPLACED														
21	Sun 06/17/01	Ad	SUNGLASSES ITC	3 cols x 7"	B&W	011-06819		396.08	.00	.00	8317.68			
30	Tue 06/19/01	Ad	S. MADDEN CAMOUFLAGE SNEAKE 4C	2 Col x 7"	4C ROP	011-06812		118.64	.00	1000.00	2660.96			
40	Wed 06/20/01	Ad	HOT BUYS POS/3-15% CPNS (W-SU)	5 Col x 21"		011-06966		141.00	.00	.00	14805.00			
				WITH COUPONS										
50	Fri 06/22/01	Ad	HOT BUYS POS/3-15% CPNS (FR-SU)	5 Col x 21"		011-06968		141.00	.00	.00	14805.00			
				WITH COUPONS										

Notes from the Advertiser:

Changed size of ad for 6/17

Confirmed by:

Notes from the Publication:

In this printout, line #20 has been replaced by line# 21. The two fields that have been changed -- the size and cost -- are shown in bold.

In the printout on the next page the obsolete line #20 has been removed.



Insertion Order #18842 from Samples Department Store sent on 05/27/01 at 15:36:21
 Covering the period 06/17/01 through 06/23/01

P101

Opened by CKENT on 05/28/01 at 16:06:49

Not yet confirmed

6 lines; 5 active insertion(s)

#	Run Date	Ad Type	Headline	Size	Color	Ad Number	Prod Job #	Rate	Discounts	Prem.	Cost	Position Requested	Position Assigned	Reservation Number
10	Sun 06/17/01	Ad	IDENTITY SPORTSWEAR STMT	6 Col x 21"	B&W	011-06806		243.24	.00	.00	30648.24			
21	Sun 06/17/01	Ad	SUNGLASSES ITC	3 cols x 7"	B&W	011-06819		396.08	.00	.00	8317.68			
30	Tue 06/19/01	Ad	S. MADDEN CAMOUFLAGE SNEAKE 4C	2 Col x 7"	4C ROP	011-06812		118.64	.00	1000.00	2660.96			
40	Wed 06/20/01	Ad	HOT BUYS POS/3-15% CPNS (W-SU)	5 Col x 21"		011-06966		141.00	.00	.00	14805.00			
WITH COUPONS														
50	Fri 06/22/01	Ad	HOT BUYS POS/3-15% CPNS (FR-SU)	5 Col x 21"		011-06968		141.00	.00	.00	14805.00			
WITH COUPONS														

Notes from the Advertiser:

Changed size of ad for 6/17

This is a sample of the "printer-friendly" version of the printout. It is the same order that is shown on p. 21.