

Design Document for the Marketing Department of Marshall Field's

**December 27, 2004
(Final)**

The intent of this document is to provide a "feel" for what it will be like to use the proposed changes to the AdDept system. Emphasis in the samples used is on form, not content. No attempt has been made to make the results of one sample report consistent with another. The actual appearance of reports will depend upon the software and hardware used to transform spooled files into output.

On screens the fields that you can change are underlined.

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Outline of Strategy

The primary goal of the installation is to modify the AdDept database so that it meets the needs of the Marketing Department of Marshall Fields and, at the same time, conforms to May Company standards.

1. Production Credits and Estimate v. Actual:

(a) The estimate v. actual report for one promotion is similar to reports which already exist in AdDept.

(b) The summary report by promotion for one campaign uses the same logic as the estimate v. actual report for calculating estimates and actual costs.

(c) The production credit reports shows the ads which ran during the month and the ads from previous months which had activity that month. For each ad it breaks down the expenses among the sub-accounts used for invoices in the production credits category. A second report in the same format will show YTD expenses.

Changes to the Database: A new Y/N field will be added to the cost code table to flag the production credits.

Cost: \$4,800. Download added. Output files with a variable number of columns are difficult to program

2. **Open Promos:** This report requires that the change in #1 be implemented. It lists the ads which have run by the end of the specified month which have not yet been closed.

Changes to the Database: You will be able to specify the season and month in which each ad is closed. The values will be stored on DPJOB, the file at the ad number (not version) level.

Cost: \$1,600.

3. **Expenses and the General Ledger:** Three sets of G/L accounts will be stored on the production and media sub-accounts: invoice, debit, and credit. Marshall Field's rules will be used for determining the debit and credit G/L accounts in the CAPS upload. At month end journal entries will be printed:

a) to recognize estimated expenses for all ads which ran during the month;

b) for cost savings both for ads closed during the month and for previously closed ads which received additional expenses;

c) for prepaid production costs (reversing).

Cost: \$5,700.

Changes to the Database: Same as #2 plus new fields on the sub-account table for the old and new general ledger accounts and on the specs table for the old and new leased and transfer expense centers. A new field is required on the sub-account table to hold the ad type for expense class 9, which has many sub-accounts.

4. **Cost Accounting:** For each promotion which ran during the month each department will be directly charged the page rate times the number of pages allocated to it. The difference between the total of the page rates and the total estimate will be charged to the storewide department (and then exploded). When the job is closed, the good news or bad news will be charged to the storewide department (and then exploded).

Changes to the Database: Fields for the leased and non-leased page rates will be provided for all media.

A new Y/N field and two dollar fields will be added to DPJOB (ad number level) for pages to specify whether to override the page cost and, if so, the amounts of the additional charges.

A new Y/N field (similar to the field for leased departments) will be added to the department table to flag non-allocated departments. Records will be created for these departments on DAPANDL but left off of the 790 and DOS.

A field will be added to the specs to specify the storewide department to be used for allocating the difference between the estimated cost and the total of the directly allocated page costs.

Cost: \$5,600.

- 5. Monthly Expense Package:** The discretionary code in AdDept will be used to hold the "buckets" for expense breakdowns. Every ad is assigned one discretionary code.

Changes to the Database: A sequence number will be added to the discretionary code table so that the "buckets" can be shown in the correct order.

A new table will be created for the five types of storewide events. A non-required code will be added to the event table to categorize the events.

The storewide and merchant discretionary codes will be recorded on the specs table.

The discretionary code and a field named LOADYN (to flag the load entries) will be added to the actual cost accounting file. For books, the discretionary code will come from the pages, if any. In all other cases, it will come from the ad file.

Three sort parameters will be added to the sub-account table in order to allow indirect sub-accounts to appear on the proper line.

Cost: \$6,500. Separate backup reports for marketing initiatives and non-media.

- 6. Gross Media Costs by Market:** This report requires sales by store by month. Since it will use the store cost accounting files, it will also require changes to the programs which create those files to make them compatible with Field's rules. The store cost accounting programs require that all pubs be associated with stores and that pub-store allocation percentages either be calculated from sales or entered manually.

Changes to the Database: A field will be added to the region (market) table to designate the Metro markets.

Cost: \$3,500. The bulk of this cost is for activating the store cost accounting module. Training and setup will be required to make this work.

- 7. Vendor Income by Media Type:** This report will use actual vendor transactions.

Cost: \$2,600. Number of pages has a different data source. Added year-to-date version.

- 8. Vendor Income by Sub-Roman:** This set of reports will replace the equivalent reports currently generated by the General Ledger System.

Cost: \$3,400. Added selection by either expense month or transaction month and year-to-date version.

- 9. Terminology and Data Entry:**

a) "Event" will be replaced by "Campaign" everywhere in the system.

Cost: \$4,500. <NO>

b) WRKADS option 1:

"Calendar Comment" will be changed to "Comment."

The two "User Fields" will **not** be suppressed. They are now being used.

The default status for new ads will be P instead of A.

The default version code for new ads will be A instead of blank.

A one-character field will be added for direct mail books to specify whether standard or first class mail is to be used. <This field is now by agreement in the new option 132 of WRKADS.>

Cost: \$1,200.

- c) All fields on the screen for moving an ad will be suppressed except for the new run date. The defaults will be used for all fields except those dealing with production schedules. Production schedules will never be adjusted when an ad is moved.

Cost: \$1,200.

- d) A line of text will be displayed at the bottom of the change windows. The same text will appear for each type of change. Marshall Field's will be able to control what text appears. This requires changes to 67 screens in AdDept

Cost: \$2,500. <NO>

- e) Option 23 (vendors) will be activated for all media. Only the separator will appear for ads which are not books.

Changes to the Database: The fields for the separator will be added to DPJOB, the file for all media at the ad type.

Cost: \$1,200.

- f) Sub-option 1 (new page) of option 5 (page assignments: actual) will be changed so that the primary participant specified for the book in option 1 of WRKADS will be used when the department number is left blank.

Cost: \$600.

- g) Option 2 (media schedule) for books will be changed to show only one digit in the two quantity columns. This means that some accuracy will be lost in the total quantity for inserts.

Cost: \$1200. This requires a separate version of the main screen of option 2 of WRKADS for books. The window to display the totals will **not** be changed. All existing reports will still display the quantities in the format which they currently use.

- h) Option 3 (allocation of costs and co-pay) for pages will be changed to show the page number on the book.

Cost: \$700.

- i) Option 3 and option 4 (allocation of costs and co-pay) will be changed to produce an allocation to the default department if they are skipped on new ads. This will help prevent problems if reports expect entries for all ads.

Cost: \$1200.

- j) The CAPS interface will be changed to place an asterisk in the first position of the description of every invoice. The ad number will be placed in the last five positions for production invoices. If the invoice has multiple ads, the first will be used.

Cost: \$300.

- 10. Job Jacket and assignment sheet:** A new WRKADS option will be created to hold the production information for the job jacket. Some of this is currently in option 21, some is in other options, and some is new.

A menu will be created for Marshall Field's production reports. Two new reports will be added to the menu: Job jacket and assignments sheet. The current WRKADS option 50 for the Job Jacket Cover will run the new job jacket program.

Changes to the Database: A new table will be created for the work groups. Records will be identified by a five-character code. There will be two types of work groups, personnel and approvers.

The following fields will be added to the employee table: work group code (required), Active (Y/N default is Y).

Fields currently available only for books (trim, live area, bleed, etc.) will be made available for magazines, too.

A text field of 40 characters will be provided at the version level for version comments.

Two new subfiles will be created at the ad number level: one for employee assignments and one for additional approvers.

Cost: \$4,800.

- 11. Active promotions list:** The materials due date will be entered for new ads. This will affect the creation of the default production schedule. Reports will be provided for listing of active ads.

Changes to the Database: Add a field to the ad type table to specify whether the due date should be entered.

One production schedule code will be designated as the master. Steps may not be changed on other codes. If steps are changed for this code, they will be changed for all codes.

Cost: \$3,700.

- 12. Preprint distribution list:** This report will list the addresses of store pubs and the quantities which they should receive.

Cost: \$1,300.

1. Production Credits and Estimate v. Actual

A new field will be added to DPCC, the cost category (estimating component) table in AdDept to allow flagging of the five production credits.

```

Work with Cost Categories: Field Entry                                SCR #P11B
                                                                    Created      Last Upd
                                                                    L8MHG       L8BDC
Category Number: 100                                              07/28/04    08/06/04

Name. . . . . Internal Production
Type. . . . . T,M,V  Y      T=Time   M=Materials   V=Vendor
Use on Estimates? . . . . . Y,N  Y
Sub-Account ID. . . . . D1001      Internal Production
Include in Production Costs?. Y,N  Y
Production Credit?. . . . . Y,N  Y

F12=Select a New Item      F4=List
    
```

```

Estimate v. Actual Report: Selection                                SCR #P622

Season . . . . . 042          Fall 2004
Ad Number. . . . . 80156      Back-to-School Mailer

F3=Exit      F4=List
Press Enter to confirm.
    
```

Three new reports will be created and added to a menu which is specific to Marshall Field's. The selection screen for the estimate v. actual report is shown at left.

The report which summarizes costs by promotion for one campaign is shown on p. 8.

The report which summarizes activity for production credits is shown on p. 9.

Ad #042-84016 Back-to-School Mailer Mailer
 Run Date: 08/16/04 Campaign: Back-to School

Estimating Component	Estimate	Billing Component	Vendor	Invoice #	Actual	To CAPS	Variance
100 Fashion Photo	28,000.00				28,000.00		0.00
110 Internal Creative	8,000.00				8,000.00		0.00
115 Internal Production	6,400.00				6,400.00		0.00
120 Studio Photo	4,000.00				4,000.00		0.00
340 Mailing Services	200.00						200.00
400 Paper	4,500.00	D4001 Paper Cost	014657124 Paper Vendor	N347779	4,558.09	08/12/04	58.09-
410 Printing/Binding	8,000.00	D410 Printing/Binding Printer	057844132 Acme Printing	25682	7,965.59	09/15/04	34.41
412 Separations	9,600.00	D4121 Color Separations	628815563 Seps R Us	8421800	9,580.00	08/12/04	20.00
510 Discounts	0.00	D5101 Discounts	014657124 Paper Vendor	N347779	72.88-	08/06/04	
		D5101 Discounts	628815563 Seps R Us	8421800	191.60-	08/12/04	264.48-
Total	68,700.00				68,239.20		460.80

This is a sample of what the Estimate Vs Actual Report will look like. The costs for categories with Y in the "Production Credits" field will automatically be carried over to the "Actual" column. Invoices in these categories will be recorded against the jobs in AdDept, but they will be ignored in this report, the next report, and in the cost accounting. NOTE: This report includes estimated and actual media invoices, which do not appear on AdDept production reports.

NOTE: The cost category numbers, sub-account codes, and vendor ID's and names have been added in order to make support easier.

The current job cost detail report in AdDept and the on-line job cost detail inquiry can also be used to audit the postings in the production credit categories.

NOTE: The Discount sub-accounts on this and other ad-level report will only include non-media discounts. Discounts from newspapers and from the ad agency will be taken as semi-direct or indirect expenses. AdDept currently supports the use of a separate sub-account for discounts or the allocation of discounts to the ads on the invoice, but it is not currently possible to do both.

10/04/03 Marshall Field's Marketing Department
 07:45:10 Estimate Vs Actual for a Campaign

PAGE 1
 OPT #P623

Campaign: BTS 1 Back-to-School August 2004

Promotion	Media	Ad Type	Estimate	Actual	Variance
22 Back-to-School Signs	ISM	ISM Sign	2,450.00	2,527.50	77.50-
84016 Back-to-School Mailer	Dir. Mail	Mailer	68,700.00	68,239.20	460.80
...					
Campaign Total			2,450,000.00	2,419,378.55	30,621.45

All ads with the specified campaign (as designated by the combination of event code and sale number in AdDept) will be listed. They will be sorted by expense class, ad type, and then ad number.

Campaign Summary Report: Selection SCR #P623

```

Season . . . . . 042                      Fall 2004
Event Code . . . . . BTS_ 1              Back-to-School              August 2004
    
```

F3=Exit F4=List

Press Enter to confirm.

Yr	Mo	Ad Type	Ad #	Promo Name	F/Styl Matls.	F/Home StyMat	F/Film Proc.	F/Loca Co.	F/Ship 6781	F/ Models	F/Fash Styl.	F/Home Styl.	F/Phot graphr	F/Hair & MU	F/Food	F/Equip Rental	Total	Prod Credit	Var	
04	07	ISM Sign	74965	Karen Neuberger Slee	1234	2345	3456	4567	5678	6781	7812	8123	8765	1876	2187	3218	4321	27-		
04	07	ISM Sign	84916	Home Fall Harvest Si		104						325					429	2,000		
Total ISM Sign						77						325					402	2,000	1,598	
Total ISM						77						325					402	2,000	1,598	
04	07	ROP B&W	84159	8/24 MPL- Small Space		12											12			
04	07	ROP B&W	84167	8/20 13Hr Sale ROP								37					37			
04	07	ROP B&W	84176	FJ 13 Hour Sale								400					400			
04	08	ROP B&W	91182	Sept Wk. 3:Sat Paper															2,700	
04	08	ROP B&W	94126	9/2 Small Space Ad-C															500	
04	08	ROP B&W	94173	9/15 MPL - Small Spa															2,700	
04	08	ROP B&W	94174	9/24 MPL - Small Spa															2,700	
Total ROP B&W						12						437							8,600	8,151
Total ROP						12						437							8,600	8,151
...																				
Total September 2004					45,551	8,772	83,451	49,581	4,777	12,859	262,911	97,052	63,754	159,556	51,114	24,063	51,955	935,000	987,640	82,245

This is a sample of the report of promotional expenses for the cost categories designated as "production credits." One report will be generated for each such category. The details of the construction of the report are on the next page.

Production Credits Report: Selection SCR #B624

Season 042 Fall 2004

Month. 2 September 2004

Create Download File?. . Y,N Y

If Y is entered at the "Create Download File?" prompt, you will be allowed to specify the library and file name.

F3=Exit F4=List

Rules for the Production Credits Report:

1. One report will be produced for each category of production credits: Fashion Photo, Internal Creative, etc.
2. The columns for each category will be determined by the third "Production Column Heading" field for each sub-account, as shown at right. The last six digits of the invoicing account have been copied into this field. The column headings will be derived from the "Projection Column Heading" fields on the sub-account table for the first sub-account encountered.
3. The Prod Credit column represents the estimate in that category.
4. One line will be printed per ad selected:
 - a. Each ad with a run date in the specified month with costs or estimates in the category;
 - b. Each ad from previous months for which invoices were posted during the month in sub-accounts associated with the category.
5. The ads will be sorted by expense class, expense season and month, ad type, and ad number.
6. A separate program will be provided to show year-to-date expenses. The report will have exactly the same format.
7. The download file, which can be created by either version of the report, will have one line for each ad. It will include the following columns, including the titles: cost category number and name, year, month, expense class number and name, ad type number and name, ad number, promo name (all 30 characters of the headline), and each data column including the three calculated columns at the end. There will be no subtotal or total rows.

Work with Sub-Accounts: Field Entry		SCR #A18C
	Created	Last Upd
	TSIFL	TSIFL
Code: B100C	10/29/04	10/29/04
Projection Column Heading	<u>F/PROD</u> <u>UCTION</u> <u>694400</u>	Rebate Account?Y,N <u>N</u>
Sequence Number	<u>700</u>	100-199 Assets 400-699 Income 200-399 Liabilities 700-999 Expense
Rollup Sub-Account.	_____	
User References	__ __	
F4=List F12=Cancel		More...

2. Open Promos

Two new fields will be added to option 17 of the WRKADS program to allow you to specify the closing month of an ad. The system will only accept combinations of seasons and months equal or subsequent to the month in which the ad runs. Furthermore, the system will not accept combinations which represent locked months.

The month represents the closing of all versions of the ad, not just the one being displayed.

Work with Ads: Accounting Fields				SCR #M77A	
Ad #042-00003A	HOLIDAY 04	TURBO HEA ISM	Signs	Created	Last Upd
Run: 10/15/04	Release: 10/15/04		Active	N016667	TSIFL
FRIDAY	WK #11	MO #3		10/27/04	10/27/04
P&L?	Y,N	<u>Y</u>	Contra: Commd/Actual?..	C,A	<u>A</u>
Budget?	Y,N	<u>Y</u>	Production: Projn/Actual?..	P,A	<u>A</u>
Discretionary Code. . .	<u>SIGNS</u>		Signs		
Promotion Code.	<u>S</u>		Sale		
Event Code.	<u>HOLDY</u>	<u>1</u>	HOLIDAY		
Store Allocation. . . .	<u>A</u>		Regular		
User Field #1	_____				
User Field #2	_____				
Plan Month.	<u>3</u>				
				<u>Closed Season, Month. . .</u>	_____
				Original Budget	<u>1.00</u>
				Published Cost.	_____
				Published Cost (Lease). . .	_____
F4=List			F12=Cancel		

Open Promos Report: Selection		SCR #B624	
Season	<u>042</u>	Fall 2004	
Month.	<u>2</u>	September 2004	
F3=Exit		F4=List	
Press Enter to confirm.			

This report will be placed on the monthly closing menu for Marshall Field's.

The selection screen for the open promos list is shown at left. Any legal combination of season and month will be accepted.

All active unclosed ads in the specified month or a preceding month will be selected.

10/04/04 Marshall Field's Marketing Department
 07:45:10 Open Promos Report
 October, 2004

PAGE 1
 OPT #B624

Media Type	Ad Type	Month	Ad #	Promo Name	Run Date	Actual	Estimate	Variance
Special Projects	Collateral	Mar 04	34932	Bridal Creatv Fields.com	04/03/04	5,465	181,000	175,535
Special Projects	Collateral	Apr 04	44967	Completion	05/01/04	22,973	15,000	7,973-
Special Projects	Collateral	Apr 04	44969	Template Media Kit	05/01/04	19,110	40,000	20,890
...								

This is a sample of what the Open Promos Report will look like. You will enter the month. The system will select all ads with run dates in the month or any preceding month with no closed month. Ads will be sorted by expense class, ad type, and ad number.

Actual, Estimate and Variance will be calculated using the same rules as in #1. There are no totals or subtotals on this report.

3. Expenses and the G/L

Every sub-account in AdDept currently has a primary G/L account associated with it. Usually this account is the expense account.

```

Work with Sub-Accounts: Field Entry
SCR #A18B
Created      Last Upd
TSIFL       TSIFL
Code: C4001  10/29/04  10/29/04
-----
Description . . . . . PAPER COST
General Ledger Account. . . . .
Contra Account? . . . . . Y,N  N   Contra Type . . . . . ___
Tax Account?. . . . . Y,N  N   Allocation Rule Number. . . . . ___
Indirect Expense Account?. . . . . Y,N  N   Expense Class . . . . . 4
Prodn Expense Account?. . . . . Y,N  Y   Include On Expense Projns?. Y,N  Y
Media Expense Account?. . . . . Y,N  N   Discount Account? . . . . . Y,N  N
Reserve Account?. . . . . Y,N  N
Allocate to Stores? . . . . . Y,N  Y
Usually Taxable?. . . . . Y,N  Y   Tax by Media Schedule?. . . . . Y,N  N
Shipping Account? . . . . . Y,N  N   Overage Reimbursement?. . . . . Y,N  N

Cost Code . . . . . 400          PAPER

Delete this record? . . . . . Y,N  N
F4=List      F12=Cancel      F16=Dup to Stores      More...
    
```

```

Work with Sub-Accounts: Field Entry
SCR #A18C
Created      Last Upd
TSIFL       TSIFL
Code: C4001  10/29/04  10/29/04
-----
Projection Column Heading . . . . . Rebate Account? . . . . . Y,N  N
Internal G/L Account. . . . .
Sequence Number . . . . . 700    100-199 Assets      400-699 Income
                               200-399 Liabilities  700-999 Expense
Rollup Sub-Account. . . . .
User References . . . . . Work Group. . . . .
F4=List      F12=Cancel      Bottom
    
```

AdDept currently also has a field for the "Internal G/L Account." This field is currently used at some locations to designate the account number for a previously used G/L system.

Work with Sub-Accounts: Field Entry		SCR #A18C
		Created
		Last Upd
		TSIFL
		TSIFL
Code: C4001		10/29/04 10/29/04
	G/L Account	Internal Account
Invoice Account	_____	5000000222520
Debit Account	_____	5016153563000
Credit Account.	_____	5000000222520
Ad Type	___	
F4=List F12=Cancel		

A new screen will be added to the sub-account table to indicate the G/L accounts to be used. To minimize confusion the G/L Account and Internal Account fields on the screens shown on the previous page will be removed. The titles will be retained as column headings in order to maintain consistency with existing reports. The debit accounts will be stored in the existing fields and will therefore appear when existing reports are run. The four credit and invoice accounts will be put in new fields.

The new field for the ad type will only be required for production sub-accounts with expense class 9.

The "internal accounts" will be filled in from the spreadsheets. If a cross-reference table becomes available, the new accounts will be filled in using the table.

Additional sub-accounts will be created for the expense portion of the cost savings entries. These sub-accounts will use CS plus the expense class or ad type (expense class 9) number as the code. The sub-account will be specified on the ad type table in the Prodn Sub-Account fields for each ad type.

Work with Ad Types: Field Entry		SCR #M14C	
		Created	Last Upd
		N056213	TSIFL
Ad Type #10		10/20/04	10/21/04
Color? (for Ads)	Y,N <u>N</u>	B&W _____	Number . . . 0-4 <u>0</u>
Models?	Y,N <u>N</u>		
Total Quantity Check?	Y,N <u>N</u>	Defaults for new ads:	
Size from Header?	Y,N <u>Y</u>	Size	_____
Never Port this Ad Type? . .	Y,N <u>N</u>	Pub Group	_____
Production Schedule	_____		
Timetable Code	<u>A</u>		
Media Sub-Account: Primary . . .	_____		
Secondary	_____		
Prodn Sub-Account: Primary . . .	<u>CS1</u>	ISM Cost Savings	
Secondary	<u>CS1</u>	ISM Cost Savings	
F4=List	F12=Cancel		

General Ledger Specs		SCR #A3A	
G/L Season Position	_____	Spring Designator	_____
Accounting Periods . . .3-13	<u>6</u>	Fall Designator	_____
First Fiscal Month . . .1-12	<u>2</u>	Default Store ID	<u>0001</u>
Store in G/L: Position	_____	Company Number	<u>2</u>
Length	_____	G/L Prefix for Indirect	_____
G/L Plan Prof Substitute . . .	<u>61</u>	Number of Characters	_____
Position	<u>3</u>	G/L Account for Indirect	_____
G/L Account for Prepaids . . .	<u>123457890123</u>	Store Expense	<u>1-9004910430</u>
G/L Suspense Account	<u>1-0101104010</u>		
Leased:	<u>0710-0004</u>		
Earliest Media Accrual	<u>10101</u>	Fold Digits	<u>4</u>
		More	
F3=Exit			

The prepaid account for production credits will be stored in an existing field on AdDept's specs table.

General Ledger accounts to be used

1. Invoices:
 - a. Record the **debit account** associated with the sub-account on the AdDept transaction record;
 - b. On the invoice upload:
 - 1) Debit the **invoice account** associated with the sub-account on the transaction;
 - 2) Credit the **offset account**;
 - 3) Reverse for discounts and credits.
 - c. If the ad includes transfer departments, debit the same expense center (first seven digits), different account (last six digits) for the transfer portion of the cost.
 - d. Credit the **credit account** for the sub-account.
2. End of the month:
 - a. For each *job which ran during the month*:
 - 1) Calculate the leased cost as the number of leased pages times the published page rate for lease.
 - 2) Calculate the transfer cost as the number of transfer pages (departments with N in the "Transfer Department?" field on p. 21 of this document) times the published page rate. The non-merchant percentage is the leased cost plus the transfer cost divided by the total estimate.
 - 3) For each category with an estimate:
 - (a) Find the sub-account:
 - (1) If the expense class is 1-8, use the first sub-account with the same cost code and expense class.
 - (2) If the expense class is 9, use the first sub-account with the same cost code and ad type.
 - (b) Debit the **debit account** on the sub-account for the total estimate times $(100 - \text{non-merchant percentage}) / 100$;
 - (c) If the ad has leased departments, debit the same expense center (first seven digits), different account (last six digits) for the leased portion of the cost.
 - b. For every *job closed* during the month:
 - 1) Skip production credits.
 - 2) For all other categories
 - (a) Debit the **cost savings account**, which is the debit account for the primary production sub-account associated with the job's ad type, with the bad news;
 - (b) Credit the **credit account**;
 - (c) Reverse for good news.
 - c. For every invoice posted during the month in a sub-account with a cost category with N in the "Production Credits?" field for a *previously closed job*:
 - 1) Debit the **cost savings account** on the sub-account table for the sub-account associated with the job's ad type with the bad news;
 - 2) Credit the **credit account**;
 - 3) NOTE: this includes media costs.
 - d. *Prepaid invoices for production credits*:
 - 1) Criteria:
 - (a) Sub-account is associated with a cost code for production credits;
 - (b) Expense month is later than the month being closed.
 - 2) Entries:
 - (a) Debit the **prepaid account**.
 - (b) Credit the **invoice account**.

Expense Class	Ad Type	Ad # Headline	Estimating Component	Estimate	Debit	Credit
5 Direct Mail	54 Mailer	84016 Back to School Mailer	100 Fashion Photo	28,000.00	D1001	5016134569000 5016152553000
			110 Internal Creative	8,000.00	D1101	5016130569000 5016152553000
			115 Internal Production	6,400.00	D1151	5016112569000 5016152553000
			120 Studio Photo	4,000.00	D1201	5016131569000 5016152553000
			340 Mailing Services	200.00	D3201	5000000222520 5016152566000
			400 Paper	4,500.00	D4001	5000000222520 5016152566000
			410 Printing/Binding	8,000.00	D4101	5000000222520 5016152566000
			412 Color Separations	9,600.00	D4121	5000000222520 5016152566000
		Ad Total		68,700.00		

... This is a sample of what the first report will look like. You will enter the month and whether you want to use internal (old) G/L accounts. The system will select all ads with run dates in the month. Ads will be sorted by expense class, ad type, and ad number. At the bottom of the report the program will print a summary of the entries in each account.

On the first pass the program will print non-leased expenses. The second pass will show only leased expenses.

```

FLMONTH          Marshall Field's Month End Routines          MD4200AD
                                     MIKE                      ADDEPTFL

Select one of the following:

Closing Entries
 11. Expenses by Ad and Sub-account (Ran This Month)          DB521
 12. Cost Savings Report (Closed This Month)                  DB522
 13. Prepaid Production Credits                                DB523

                                     Bottom

Selection or command
====> _____

F3=Exit  F4=Prompt  F9=Retrieve  F12=Cancel  F13=User Support
F16=System main menu
    
```

The menu at left will eventually include all of the programs used at month end. Three reports will list the journal entries for the month and the backup of the two parts -- the ads that ran this month and the ads that closed this month.

All three reports will have the option of producing an output file for downloading to a PC.

01/04/05 Marshall Field's Marketing Department
 07:45:10 Cost Savings
 December, 2004

PAGE 1
 OPT #B522

Expense Class	Ad Type	Ad # Headline	Estimating Component	Estimate	Actual	Variance	Debit	Credit
5 Direct Mail	54 Mailer	84016 Back to School Mailer	340 Mailing Services	200.00	.00	200.00	D3201	5000000222520
			400 Paper	4,500.00	4,558.09	58.09-	D4001	5000000222520
			410 Printing/Binding	8,000.00	7,965.59	34.41	D4101	5000000222520
			412 Color Separations	9,600.00	9,580.00	20.00	D4121	5000000222520
			510 Discounts	.00	264.48-	264.48	D5101	5000000222520
		Ad Total		22,300.00	21,839.20	460.80	CS54	5016152679100

...

This is a sample of what the second report will look like. You will enter the month and whether you want to use internal (old) G/L accounts. The system will select all ads with closed dates in the month. Ads will be sorted by expense class, ad type, and ad number. The amounts will be the variances. The credit accounts (assuming good news) will be the debit accounts on the sub-account table. The debit accounts will be the accounts associated with the Primary Production sub-account on the ad type table.

After all closed jobs have been listed, the report will then list in the same format invoices received during the month for jobs closed in previous months. The Estimate column will be 0. Actual will be the invoice amount. The Variance will have the opposite sign as the invoice amount.

At the bottom of the report the program will print a summary of the entries in each account.

01/04/05 Marshall Field's Marketing Department
07:45:10 Prepaid Production Credits
December, 2004
Debit Prepaid Account #1234567890123

PAGE 1
OPT #B523

Expense Class	Ad Type	Ad Number	Headline	Month	Invoicing Component	Credit	Amount
5 Direct Mail	54 Mailer	042-84016	Back to School Mailer	Jan 05	D100E F/Photographer	5016134694110	5,247.28
					D1102 C/Freelance Labor	5016130679000	2,428.21
					D1103 C/Mockups 694110	5016130694110	375.00
					D1105 C/Shipping 672300	5016130672300	152.40

...

This is a sample of what the third report will look like. You will enter the month and whether you want to use internal (old) G/L accounts. The system will select all invoices with transaction dates through the end of the selected month for sub-accounts associated with cost categories for production credits for jobs running in future months. Invoices will be sorted by expense class, ad number, and sub-account.

The credit account is the invoice account.

At the bottom of the report the program will print a summary of the entries in each account, including the prepaid account, which will be stored on AdDept's specs table.

4. Cost Accounting

The Original Budget field will be used for the total estimate for the ad. It, as well as all of the fields in the Cost per Page column will be removed. The Original Budget field will be maintained by Finance using option 17 of WRKADS.

The Published Cost and Published Cost (Lease) fields will be added to the screens for option 1 for the other media. The other fields which currently appear in the lower left portion of this screen will be suppressed.

Work with Ads: Book Definition			SCR #M22A	
Ad #001-80001A	SUNDAY CIRCULAR	Circular	Created	Last Upd
Run: 04/09/00		Active	N011784	N011784
SUNDAY	WK #11	MO #3	10/22/04	10/22/04
Description SUNDAY CIRCULAR				
Number of Pages	46	Ad Type for Pages	49	CircularPg
Number of Flap Pages.		Broadsheet?	F,Y,N	N
Department/Group.	999	SHOE REPAIR		
		Format?	B,C,S,T	T Tab
Rate Code	*DAY	Dummy Campaign		
Event Code.	DUMMY	Circular All		
Pub Group	CIRAL	8 1/2 X 11		
WD Size Code.	I01			
Size.	8 1/2 X 11			
Page Size (Per Cent).	100.00	Tab Size.	93.50	
		Original Budget	1500.00	
		Published Cost.		
		Published Cost (Lease).		
F4=List F5=Recalc F8=Quants F12=Cancel More...				
F13=Alpha Dpt/Grp List F14=Copy Page Size				

Work with Ads: Page Definition			SCR #M23A	
Ad #042-95490	marketplace dishes	DM Page	Created	Last Upd
Run: 08/30/04	Release: 07/31/04	Active	N056213	N056213
MONDAY	WK #5	MO #2	12/01/04	12/01/04
Description marketplace dishes				
Department/Group.	537	Marketing Initiatives		
Event Code.	MISC 1	MISCELLANEOUS		
Logo?	Y,N	N		
Page Size (Per Cent).	100.00			
Spread Ad Number.				
Additional Charge?. Y,N	N	Incremental Charge	_____	
		Incremental Charge (Leased).	_____	
More...				
F4=List	F12=Cancel	F13=Alpha Dpt/Grp List		

Three new fields will be added to the screen for defining a page. If the "Additional Charges?" field is Y, the "Charge" and "Charge (Leased)" will be added to the page cost for the departments on the page.

A new Y/N field will be added to the department table for Marshall Field's: "Transfer Department?" The default will be Y. A department with no allocation rule will be included in the DOS, the 790, and the Monthly Expense Package if and only if it has a Y in this field. The purpose of this field is to allow certain departments to be excluded.

Work with Departments: Field Entry Screen #2		SCR #A15C
	Created	Last Upd
	BSJ	MIKEW
Department Number: 123	10/03/91	01/02/94
Active?	Y,N	<u>Y</u>
Allocation Rule Number.	___	Transfer Department?. . . Y,N <u>Y</u>
Reserve Sub-Account	RES50	D. HILTON
Semi-direct Allocations?. Y,N		<u>Y</u>
F4=List	F12=Return	More..

Changes to the cost accounting algorithm:

1. Preliminary allocations will be used instead of measurements. The system already uses preliminary allocations when there are no measurements. This logic will be maintained so that measurements can be used in the future if necessary.
2. When calculating the costs for ads **which ran** during the month:
 - a) All allocations to the storewide department will be skipped.
 - b) All actual costs will be ignored.
 - c) The Published Cost (or Published Cost (Lease) for leased departments) will be multiplied by the number of pages to determine the costs for all other departments.
 - d) Additional costs specified at the page level will be added to the page costs.
 - e) The difference between the total allocated direct costs and the Original Budget will be allocated to the storewide department. If explosion was selected, the costs will be exploded to departments based on sales. This will be done in two pieces -- the non-load portion (Published Cost x number of storewide pages) and load (the difference between Original Budget and total direct and storewide allocations). Load will be flagged with a Y in a new LOADYN field.
3. There will be no media or production adjustments.
4. For all ads **closed** during the month, the difference between the total actual costs and the Original Budget will be allocated to the storewide department. Categories marked as production credits will be skipped in this pass.
5. Invoices received during the month for jobs closed in previous months will be charged in the current month.

5. Monthly Expense Package

Discretionary codes in AdDept will be used for the "buckets" used by Marshall Field's for budgeting purposes. The sequence number to be added to the discretionary code table has no intrinsic meaning. It will be used to determine the order of the "buckets" on these reports.

The Type will be used to determine in which section of the market summary these expenses appear.

The G/L Account on this table will not be used.

```

Work with Discretionary Codes: Data Entry
SCR #A67B
Created Last Upd
F783886 F783886
10/21/04 10/21/04
Code: MERCH
Description . . . . . Merchants
G/L Account . . . . .
Sequence. . . . . 10
Type. . . . . M M=Media O=Other X=Exclude
Delete this record? . . . Y,N N
F4=List F12=Cancel
    
```

```

Work with Events Field Entry Screen
SCR #M13
Created Last Upd
HARRY HARRY
09/03/03 09/03/03
Code: HMSL
Description . . . . . Major Home Sale
Minor Event?. . . . . Y,N N
Cosmetics Event?. . . . . Y,N N
Intensification Event?. . . . Y,N N
Active? . . . . . Y,N Y
Storewide Event Type. . . . . MAJOR Major Sales
Delete this record? . . . . . Y,N N
F12=Select a New Item
    
```

One discretionary code will be designated on AdDept's specs table as the "storewide" code and one as the "merchant" code.

The storewide event type table will have four entries: 13 Hour Sale, 2 Day Sale, Major Sales, and Other/Clearance Sales.

If the ad is assigned the storewide discretionary code, it must also be assigned an event which has a storewide event type. If the ad is not assigned the storewide discretionary code, the event code cannot have a storewide event type.

Work with Sub-Accounts: Field Entry		SCR #A18C
	Created	Last Upd
	TSIFL	TSIFL
Code: C120I	10/29/04	10/29/04
Invoice Account	<u>G/L Account</u>	<u>Internal Account</u>
		5016131694110
Debit Account		5016153563000
Credit Account		5016131569000
Ad Type		—
Sorts for Indirects	<u>1</u> <u>2</u> <u>120</u>	
F4=List	F12=Cancel	

A new set of fields will be added to the sub-account table to allow specification of the line used in the Expense Summary by Bucket, which appears on the next page.

The sort fields are described on the page following the report. Entries in the merchants section (sort 1=2; sort 2=1) will not be allowed.

10/04/04 Marshall Field's Marketing Department
 07:45:10 Expense Summary by Bucket
 September 2004

PAGE 1
 OPT #B601A

Month to Date		Bucket	Year to Date	
Actual	Last Year		Actual	Last Year
OPERATIONS				
187.3	239.4	Executive Management	1,294.3	1,589.9
205.7	228.0	Marketing Management	1,536.4	1,476.9
40.9	53.7	Sign Management	323.4	361.9
436.8	279.3	Creative	2,532.8	2,049.6
993.1	1,248.0	Fashion Photography	4,975.0	3,938.1
334.7	342.0	Photo Studio	2,049.8	2,094.6
290.8	256.9	Production Mgmt	1,778.2	1,544.0
121.0	33.0	Harte/Hanks/GRM	986.7	438.9
2,610.3	2,680.4	Gross Operations	15,476.8	13,592.6
2,423.6-	2,671.3-	Production Credit	11,421.6-	10,555.4-
186.8	9.0	Net Operations	4,055.3	3,037.1
MEDIA				
Merchants				
669.9	314.8-	Ready-to-Wear	4,471.9	5,195.6
48.9	125.9	Cosmetics	584.7-	214.0
979.8	514.3	Home	3,713.4	5,935.2
448.5	499.9-	Men's/Kid's	4,471.9	5,195.6
.0	.0	Non-Traditional	0.0	.0
2,147.1	174.6-	Net Merchants	9,802.8	13,492.8
3,243.2	3,660.6	Storewide	25,343.1	25,105.9
3,316.5	5,423.4	Marketing Initiative	12,763.1	13,333.8
42.5	105.7	Signs Media	506.2	513.2
39.3	161.6	Regards/Rewards	777.1	967.4
6,641.5	9,351.4	Subtotal	39,389.5	39,920.3
1,427.6-	1,282.6-	Cost Savings/Load	9,533.6-	18,152.8-
7,361.0	7,894.2	Total Media	39,658.7	35,260.3
OTHER MARKETING				
175.6	389.4	Creative Visual	2,208.2	2,989.8
241.6	630.7	Publicity	866.5	1,151.6
2,584.0	3,816.9	Events	9,090.3	11,508.0
190.0	555.8	MD - Non Media	2,069.8	5,342.2
310.7	933.4	Visual/SM	3,184.1	4,333.8
3,501.9	2,924.8	Total Other	17,418.8	25,325.3
11,049.7	14,229.5	Total Marketing	61,132.7	63,622.8

The three Management lines will be entered as indirect expenses. The next five lines represent the estimated expenses in the five categories of "production credits." The Production Credit line represents the actual production expenses as calculated in #3.

The merchant breakdowns represent the page costs for ads running this month allocated to each GMM.

The second part of the Media section shows the costs for ads with media discretionary codes.

Load is the difference between estimated cost and allocated cost for ads which ran during the month. Cost Savings represent the difference between estimated and actual costs for jobs closed during the month.

The last section shows the costs for ads run during the month in the Other discretionary codes.

The algorithm for determining the line to which each type of expense contributes is described on the next page. The direct expenses will be derived from AdDept's actual cost accounting files.

Algorithm for producing the expense summary by bucket report:

1. Sort:
 - a) First sort (1=Operations; 2=Media; 3=Other);
 - b) Second sort (in the Media section 1=Merchant; 2=Non-merchant; 3=Cost Savings/Load);
 - c) Third sort (five characters: GMM, cost category (estimating component), discretionary code (bucket), etc.).
2. Active ads which ran during the month:
 - a) If the ad has a discretionary code with type X, exclude it.
 - b) The amount is the non-leased amount as described on p. 14.
 - c) For estimates of production credit categories:
 - 1) First sort = 1;
 - 2) Second sort = 2;
 - 3) Third sort = cost code.
 - d) For estimates of all other categories:
 - 1) If the discretionary code is the merchant code, allocate estimated cost to departments. Exclude leased departments. For departments with no allocation rule:
 - (a) First sort = 2;
 - (b) Second sort = 1;
 - 3) Third sort = GMM number.
 - 2) If the discretionary code is the merchant code (for departments with allocation rules) or the discretionary code is a type M code which is not the merchant code:
 - (a) First sort = 2;
 - (b) Second sort = 2;
 - (c) Third sort = sequence on discretionary code.
- 3) If the discretionary code is type O:
 - (a) First sort = 3;
 - (b) Second sort = 1;
 - (c) Third sort = sequence on discretionary code.
3. Indirect invoices for that expense month: All three sort fields determined by the new fields on the sub-account table.
4. Invoices posted for production credit categories:
 - a) Amount is negative;
 - b) First sort = 1;
 - c) Second sort = 3;
 - d) Third sort = 0.
5. Cost Savings and Load:
 - a) Calculations are described on p. 14;
 - b) First sort = 2;
 - c) Second sort = 3;
 - d) Third sort = 0.

10/04/04 Marshall Field's Marketing Department
 07:45:10 Expense Summary by GMM and Media
 September 2004

PAGE 1
 OPT #B601B

Media	---Month to Date---		----Year to Date----	
	Actual	Last Year	Actual	Last Year
RTW				
ROP	22.6	452.4	150.8	1,358.7
Circular	964.4	1,228.4	8,804.4	8,153.2
Direct Mail	1,648.6	923.2	3,643.5	3,221.8
Radio	.0	.0	.0	.0
TV	.0	.0	.0	.0
Other	14.6	28.5	21.6	48.9
Gross	2,650.3	2,632.6	12,620.3	12,782.5
Vendor	1,593.5-	1,980.4-	8,148.4-	7,586.9-
Net	669.9	314.8-	4,471.9	5,195.6

...

SUMMARY				
ROP	489.0	2,563.7	2,311.5	6,535.4
Circular	5,127.3	2,475.3	30,295.3	29,043.0
Direct Mail	2,930.5	2,915.6	9,645.1	10,603.9
Radio	216.4	.0	1,161.9	1,230.4
TV	.0	.0	163.7	138.0
Other	129.0	28.5	178.6	122.3
Gross	8,892.2	8,210.6	43,748.3	47,673.0
Vendor	6,745.1-	8,385.2-	33,963.3-	34,180.2-
Net	2,147.1	174.6-	9,802.8	13,492.8

This report serves as the backup for the GMM breakdown on the previous report. One section is printed for each GMM.

Direct costs for ads with the merchant discretionary code will appear on this report. It does **not** include indirects, load, cost savings, or any other discretionary code. Queries of the actual cost accounting file will be developed to provide detailed backup. The total on this report should tie to the "Net Merchant" line on the summary report, and the "Net" line for each merchant should tie to the corresponding line on the summary report.

Media	---Month to Date---		----Year to Date----	
	Actual	Last Year	Actual	Last Year
13 Hour Sale				
ROP	583.7	597.5	2,704.6	1,358.7
Circular	.0	.0	.0	.0
Direct Mail	.0	.0	.0	.0
Radio	201.2	255.9	755.2	1,345.6
TV	987.6	998.9	4,836.0	3,850.9
Other	.0	12.0	8.0	72.0
Total	1,772.4	1,864.2	8,303.8	8,030.6

...

SUMMARY				
ROP	1,486.9	2,563.7	2,311.5	6,535.4
Circular	.0	.0	465.0	977.2
Direct Mail	.0	.0	919.4	958.4
Radio	678.8	750.0	4,050.8	5,224.6
TV	987.6	1,273.9	7,090.3	6,965.0
Other	90.0	251.4	494.8	1,634.1
Gross	8,892.2	8,210.6	25,343.1	25,105.9

This report serves as the backup for the Storewide line on the Expense Summary by Bucket report. One section is printed for each storewide event type. An additional section will be printed after the last event type for the portion of the merchant events allocated to the storewide department.

10/04/04 Marshall Field's Marketing Department
 07:45:10 Media and Non-Media Expense Summary for Marketing Initiatives
 September 2004

PAGE 1
 OPT #B601D

Media	----Month to Date----		-----Year to Date----	
	Actual	Last Year	Actual	Last Year
ROP	59.5	535.9	934.0	1,535.5
Circular	.0	.0	1,365.6	51.0
Direct Mail	564.1	220.8	2,539.4	220.8
Radio	0.0	0.0	0.0	0.0
TV	1,604.6	0.0	3,131.6	230.9
Indirect 1	xxx.x	xxx.x	xxx.x	xxx.x
Total	x,xxx.x	x,xxx.x	x,xxx.x	x,xxx.x

This report serves as the backup for the non-merchant lines on the Expense Summary by Bucket Report. One report will be generated for each discretionary code. One line will be printed for direct expenses for each expense class which has activity. One line will be printed for each sub-account with indirect expenses. The name of the sub-account will be printed in the first column of the report, where on the sample Indirect 1 is printed.

Media	----Month to Date----		-----Year to Date----	
	Actual	Last Year	Actual	Last Year
NM Mkt Dir	xxx.x	xxx.x	xxx.x	xxx.x
NM Evt Dir	xxx.x	xxx.x	xxx.x	xxx.x
NM Tourism	xxx.x	xxx.x	xxx.x	xxx.x
NM Vis Prs	xxx.x	xxx.x	xxx.x	xxx.x
NM Vis Crt	xxx.x	xxx.x	xxx.x	xxx.x
NM Cosmet	xxx.x	xxx.x	xxx.x	xxx.x
NM Publcty	xxx.x	xxx.x	xxx.x	xxx.x
NM ISM	xxx.x	xxx.x	xxx.x	xxx.x
NM Sp Evt1	xxx.x	xxx.x	xxx.x	xxx.x
NM Sp Evt2	xxx.x	xxx.x	xxx.x	xxx.x
NM Sp Evt3	xxx.x	xxx.x	xxx.x	xxx.x
Indirect 1	xxx.x	xxx.x	xxx.x	xxx.x
Total	x,xxx.x	x,xxx.x	x,xxx.x	x,xxx.x

This report serves as the backup for the Non-Media lines on the Expense Summary by Bucket Report. One report will be generated for each discretionary code designated as O=Other. One line will be printed for direct expenses for each ad type which has activity. One line will be printed for each sub-account with indirect expenses. The name of the sub-account will be printed in the first column of the report, where on the sample Indirect 1 is printed.

10/04/04 Marshall Field's Marketing Department
 07:45:10 Cost Savings and Load Report
 September 2004

PAGE 1
 OPT #B601D

Media	---Month to Date---		----Year to Date----	
	Actual	Last Year	Actual	Last Year
Special Projects	.0	.0	.0	.0
ROP	0.7	367.6	16.1	1,079.5
Circular	837.6	240.6	5,715.3	10,523.7
Direct Mail	90.6	25.3	669.5	2,567.6
Radio	73.9	81.9	465.8	588.3
TV	157.3	152.4	675.1	533.3
Other	.0	.0	.0	.1
Load	1,158.6	867.7	7,509.5	15,292.5
Special Projects	18.3	60.0	351.6	132.0
ROP	4.6	2.9	83.7	48.1
Circular	160.1	208.1	1,147.5	1,668.7
Direct Mail	66.7	108.4	345.7	507.1
Radio	21.3	9.8	240.6	110.4
TV	157.3	152.4	675.1	533.3
Other	.0	.0	.0	.1
Cost Savings	269.0	415.0	2,024.1	2,860.3
Total	1,427.6	1,282.6	9,533.6	18,152.8

This report serves as the backup for the Costs Savings and Load line on the Expense Summary by Bucket report.

6. Gross Media Costs by Market

In order that the metro markets can be analyzed separately from the regional markets a new field will be added to DMREGN, the table used to designate markets.

Work with Markets: Field Entry		SCR #M7A
	Created	Last Upd
	N016667	N016667
Code: 1M	10/19/04	10/20/04
Description	Metro Detroit	
Billing Description	Metro Detroit	
Super Region.	<u>1</u>	
Sequence Number	<u>100</u>	
Column Headings	_____	

Metro?Y/N	<u>Y</u>
	Delete this record?	Y,N <u>N</u>
F4=List	F12=Cancel	

The report on the following page will require that AdDept's cost accounting by store programs be modified to accommodate the logic used by Marshall Field's for calculating costs for a month.

Costs will be calculated using the following rules:

- Media costs will be based on scheduled media for ads running during the month.
- Media adjustments will be for ads closed during the month.
- All costs for direct mail and non-media costs for other ad types will be based on the estimates for the ads excluding the sub-accounts for "production credits."

10/04/04 Marshall Field's Marketing Department
 07:45:10 Gross Media Costs by Market
 July 2004

PAGE 1
 OPT #B611

Market	Television		Radio		ROP		Circular			Direct Mail		Gross Total	This Year Sales	Last Year Sales	Change in Sales	Mktg % of Sales		
	Media \$	% Tot	Media \$	% Tot	Media \$	% Tot	Media \$	% Tot	Paper/Mfg	Total	% Tot						\$	% Tot
Chicago	184,760	42.0	171,612	44.3	466,800	37.0	157,172	30.4	218,412	375,584	25.1	141,145	25.5	1,339,921	48,976.96	47,453.82	1,523.16	2.7
...																		
Total Metro	326,802	74.3	281,444	72.6	921,567	73.1	363,173	70.3	507,894	871,066	58.2	266,681	48.2	2,667,760	113,077.35	109,420.65	3,656.70	2.4
% of Sales	0.29		0.25		0.81					0.77		0.22						
% of Total Mktg	12.25		10.55		34.54					32.66		10.00						
Battle Creek	0	.0	1,119	.3	8,116	.6	3,185	.6	5,170	8,355	.6	1,439	.3	19,030	637.43	648.68	11.25	3.0
...																		
Total Regional	89,812	20.4	86,057	22.2	302,041	24.0	153,391	29.7	222,359	375,751	25.1	67,816	12.3	921,477	28,404.93	28,307.05	97.88	3.2
% of Sales	0.32		0.30		1.06					1.32		0.24						
% of Total Mktg	9.75		9.34		32.78					40.78		7.36						
Unallocated Prodn	23,000	5.2	20,020	5.2	37,400	3.0				250,400	16.7	218,487	39.5	549,307				
Total	439,615	100.0	387,521	100.0	1,261,008	100.0	516,564	100.0	730,253	1,497,217	100.0	553,185	12.3	4,138,544	141,482.28	137,727.70	3,754.58	2.9

Gross Media Costs by Market: Selection SCR #B611

Season 041 Spring 2004

Month. 6 July 2004

F3=Exit F4=List

Press Enter to confirm.

The \$'s column for direct mail and the Paper Mfg column for circular represent all direct expenses except media and production credits.

The Unallocated Production line will include agency fees (semi-direct) for broadcast and production credits for ROP, circular, and direct mail.

A second report in the same format for year-to-date costs and sales will also be produced.

7. Vendor Income by Media Type

Vendor income in AdDept comes from transactions in sub-accounts which have been designated with a Y in the "Contra Account?" field.

Work with Sub-Accounts: Field Entry		SCR #A18B
	Created	Last Upd
	TSIFL	TSIFL
Code: N3212	10/29/04	10/29/04
Description	<u>ISM/VENDOR INCOME</u>	
General Ledger Account.	_____	
Contra Account? Y,N	<u>Y</u>	Contra Type <u>V</u>
Tax Account? Y,N	<u>N</u>	Allocation Rule Number. <u> </u>
Indirect Expense Account? . Y,N	<u>N</u>	Expense Class <u> 9</u>
Prodn Expense Account? . . . Y,N	<u>N</u>	Include On Expense Projns? Y,N
Media Expense Account? . . . Y,N	<u>N</u>	Discount Account? Y,N
Reserve Account? Y,N	<u>N</u>	
Allocate to Stores? Y,N	<u>Y</u>	
Usually Taxable? Y,N	<u>Y</u>	Tax by Media Schedule? . . . Y,N
Shipping Account? Y,N	<u>N</u>	Overage Reimbursement? . . . Y,N
Cost Code	<u>321</u>	IN STORE MEDIA INCOME
		Delete this record? Y,N
F4=List	F12=Cancel	F16=Dup to Stores
		More...

10/04/04 Marshall Field's Marketing Department
 07:45:10 Vendor Income by Media Type
 April 2004

PAGE 1
 OPT #B612

DMM	Circular			Collection books			Other DM	Radio/TV	Misc.	ROP	Total
	Vendor \$	# pages	\$/Page	Vendor \$	# pages	\$/Page	Vendor \$	Vendor \$	Vendor \$	Vendor \$	Vendor \$
2 Classic Casual	0	11.5	0	229,000-	22.0	10,530-	2,667-	0	0	82,000-	383,667-
...											
Total RTW	1,517,653-	141.2	10,745-	2,126,848-	181.9	11,781-	16,064-	0	10,320-	90,000-	3,755,984-
...											
Grand Total	10,165,125-	517.5	19,641-	5,928,408-	413.5	15,395-	437,401-	301,943-	1,817,905-	735,511-	19,386,293-

Vendor Income by Media Type: Selection

SCR #B612

Transaction Season 041 Spring 2004
 Transaction Month. 3 April

F3=Exit F4=List
 Press Enter to confirm.

This program reports actual vendor dollars by expense class for each DMM. A subtotal is printed for each GMM.

The distinction between major sale and other have been dropped. Ad types for collection books have schedule form 2,1 (catalogs).

Selection of transactions will be based upon the transaction month. The columns for # pages will correspond with the ads which ran during the season.

A separate program will provide the same information on a year-to-date basis.

8. Vendor Income by Sub-Roman

Every CCN is associated with one Sub-Roman. This entity will be used to hold the budgets for co-op. The program to allow budgeting by Sub-Roman will be activated. This will allow you to enter co-op budgets by Sub-Roman and media. There are currently no plans to use the other fields on this file.

Work with Budgets: Selection Screen SCR #A61A

```

Sub-Roman . . . . . 060   Women's Fragrances
Season. . . . . 041   Spring 2004
Expense Class . . . . . 1-9 4   Circulars
Expense Sub-class . . . . . -
    
```

F3=Exit F4=List

Work with Budgets: Field Entry Screen SCR #A61B

Season: 041 Created Last Upd
 Sub-Roman 060 Women's Fragrances TSIFL TSIFL
 Circulars 11/06/04 11/06/04

Month	Discr. Gross	Memo Reserve	Adjusted Gross	Co-op	Load	Net
1		.00	.00	25300.00		25,300.00-
2		.00	.00	35100.00		35,100.00-
3		.00	.00	37500.00		37,500.00-
4		.00	.00	34000.00		34,000.00-
5		.00	.00	26300.00		26,300.00-
6		.00	.00	19500.00		19,500.00-
	.00	.00	.00	177700.00	.00	177,700.00-

F11=View 2 F12=Cancel F16=Delete

Three reports will be created and added to a menu which is specific to Marshall Field's. Samples are provided on the following pages.

10/04/04 Marshall Field's Marketing Department
 07:45:10 Vendor Income by Sub-Roman
 Trasaction Month: March 2004

PAGE 1
 OPT #B621

Sub-Roman	Vendor ID	Vendor Name	Invoice Number	Date	Actual	Plan	Variance
060	1001967	Zirh International	140691	01/22/04	25,000.00		
060	5519637	Lancaster	140685	01/22/04	50,000.00		
060	4322973	Guerlain Intl.	140690	01/22/04	25,000.00		
060	2287857	Unilever Companies	140684	01/22/04	25,000.00		
060	8077286	YSL Beauty	140676	12/29/03	12,000.00		
060	7139103	Parfums Gifts	140430	10/09/03	7,700.00		
060	7139103	Parfums Gifts	140676	03/03/04	7,700.00		
060	2287857	Unilever Companies	140686	01/22/04	12,500.00		
060	2252554	CFG	140689	01/22/04	5,000.00		
060	Women's Fragrances				154,500.00	152,000.00	2,500.00
...							
Cosmetics					1,011,303.00	556,100.00	455,203.00

Vendor Detail by Sub-Roman: Selection SCR #B621

Season 041 Spring 2004

Month 2 March 2004

Report Type . T,X T T=Transaction Month X=Expense Month

F3=Exit F4=List

Press Enter to confirm.

All co-op transactions for the specified month (expense month or transaction month) will be selected. They will be sorted by Roman, Sub-Roman, vendor, and invoice number (which is slightly different from the sample).

The date on these lines is the transaction date. The expense month in AdDept is generally the later of the transaction month and the ad's run month.

A separate program will provide the same information on a year-to-date basis.

10/04/04 Marshall Field's Marketing Department
 07:45:10 Net Expense by Sub-Roman and Promotion
 March 2004 Sub-Roman 080 Cosmetics Accessories

PAGE 1
 OPT #B622

Expense Class	Promo #	Headline	Date	Gross	Planned Vendor	Net
4 Circular	34802	Week 5 Circular	03/07/04	33,000.00		
4 Circular	34803	Week 6 Circular	03/14/04	66,000.00		
	Total Circular			99,000.00	41,000.00	58,000.00
...						
Total				129,784.00	41,000.00	88,784.00

Net Expense by Sub-Roman: Selection

SCR #B62

Season. 041 Spring 2004
 Expense Month. . . 2 March 2004
 Expense Class. . . 3 4 5 6 7 8 _ _ _ _

F3=Exit F4=List

Press Enter to confirm.

This report will use the data on the cost accounting files for the costs sorted by Sub-Roman, expense class, and ad number. One report will be printed for each Sub-Roman. One line will be printed for each ad. Subtotals will be printed for each expense class.

The planned vendor described on p. 35 will be used for the vendor.

10/04/04 Marshall Field's Marketing Department
 07:45:10 Vendor Income by Sub-Roman
 March 2004

PAGE 1
 OPT #B621

Sub-Roman	Description	Actual	Plan	Variance
060	Women's Fragrances	154,500.00	152,000.00	2,500.00
...				
080	Cosmetic Accessories	409,003.00	41,000.00	368,003.00
	Cosmetics	1,011,303.00	556,100.00	455,203.00

Vendor Summary by Sub-Roman: Selection

SCR #B623

Season. 041 Spring 2004
 Expense Month. . . 2 March 2004

F3=Exit F4=List

Press Enter to confirm.

This report consists of the subtotals and totals of the report on page 36.

A report with the same format for year-to-date totals will also be created.

9a. "Campaign" for Event

AdDept already supports several terms for which an alias can be provided. The term "Event" will be added, as shown on the screen at right. Everywhere in the system "Event" will be changed to the long alias "Campaign" if there is enough room and the short alias "Camp." if there is not. Obviously if the term is used in a different context (e.g., "Special Event" or "Event Date"), it will not be changed.

Killed.

SCR #A31C

Work with Specs: System Values: Aliases

```
Alias for Region. . . . . Region
Short Alias for Region. . . . . Reg

Alias for Super Region. . . . . Super Region
Short Alias for Super Region. . . . Srg

Description for AD ADD. . . . . AD ADD

Vendor ID . . . . . 1   1=DUNS Number or Other
                        2=Dept # plus Number

Alias for Estimate. . . . . Original Estimate
Short Alias for Estimate. . . . . Estimate
Alias for Latest Projection . . . . Latest Projection
Short Alias for Latest Projection Latest

Alias for Event . . . . . Campaign
Short Alias for Event . . . . . Camp.

F3=Exit      F12=Cancel
```

10. Job Jacket, etc.

A new table will be created to allow definition of work groups. The key to the table will be a five-character code. The editable fields on the table will be the name of the group, a sequence number (which will be used to order the groups on the job jacket), and two Y/N fields to identify whether the group is to be used for approvers and whether to show the group on the job jacket even if none of its employees have been assigned.

Work with Work Groups: Field Entry		SCR #P64B
	Created	Last Upd
Code: CW	MIKEW	DENISE
	12/28/03	03/08/04
Description	<u>Copywriter</u>	
Sequence Number	<u>20</u>	
Approver?	Y,N	<u>N</u>
Always on Job Jacket? . . .	Y,N	<u>N</u>
Delete this record? Y,N <u>N</u>		
F12=Cancel		

Work with Employees: Field Entry Screen		SCR #P12B
	Created	Last Upd
Employee ID: MW	MIKEW	SANDY
	04/10/04	10/09/04
Name	<u>Marsha Wheeler</u>	
Abbreviated Name	<u>Marsha W</u>	
Phone Number	<u>415-984-1234</u>	
Fax Number	<u>415-984-9876</u>	
Work Group Code	<u>CW</u>	Copywriter
Active?	Y,N	<u>Y</u>
Delete this record? Y,N <u>N</u>		
F4=List F12=Select a New Item		

The phone and fax number will be activated on the employee table. A new field for the work group code will be added. This will be a required field at Marshall Field's and validated against the new work group table. The F4 key will be functional in the field. A new field will also be added so that you can designate whether an employee is active. Only active employees will be shown on the screen at the top of the next page.


```

Production Schedule Code. . . NB      Model After Prod Schedule . .
      NB

Timetable Code. . . . .   ___      Timetable Code. . . . .   ___

Option. . . . .           3
1=New Code
2=Description
3=Job Steps
4=Timetable

86=Delete

F3=Exit      F4=List
Steps can only be changed on the master schedule: DM.
    
```

Unlike other AdDept users, Marshall Field's plans to use the same steps for each production schedule. Therefore one production schedule will be designated as the "master." It doesn't really matter which one is selected. In this example DM was chosen.

If the user attempts to change the steps for any other schedule, an error will be displayed.

Created Last Upd
 N055449 N055449
 11/09/04 11/09/04

Production Schedule: DM DMM

Seq	Column Headings	Description	Prod?	X-Ref	Photo	Seq
10	Turn-In Meeting	Turn-In Meeting	Y	10		
20	Copy Due	Copy Due	Y			
30	Yellow Dot Due	Yellow Dot Due	Y			
40	Yellow Dot Apprvl Due	Yellow Dot Apprvl Du	Y			
50	Photograph Begins	Photography Begins	Y			
60	Photograph Ends	Photography Ends	Y			
70	Photograph Due	Photography Due	Y			
80	Red Dot Due	Red Dot Due	Y			
90	Red Dot Apprvl Due	Red Dot Apprvl Due	Y			
100	Green Dot Due	Green Dot Due	Y			
110	Materials Due	Materials Due	Y	23		
			Y			
			Y			
			Y			
			Y			

F3=Save F4=List F10=1st Page F11=Blank Page F12=Return

When changes are made to the steps for the master schedule, they will be cascaded to the other production schedules as well.

Work with Employee List: Field Entry Screen				SCR #P70	
Season: 042 Fall 2004			Created	Last Upd	
Job Number: 80156 BTS CATALOG			HARRY	HARRY	
CATALOG	Run: 08/01/04	Release: 07/18/04	01/20/04	01/20/04	
Enter the employee's initials or select from the list with a 1: _____					
<u>1</u>	AD	Brian Amelang	-	AD	LS Larry Southwick
<u>1</u>	CW	David Taylor	-	CW	LS Barbara Kuharik
<u>1</u>	PB	Jeff Wosniak	-	CW	IS Ingo Swan
<u>1</u>	EPA	Ben Fraase	-	CW	EP Eddie Pensier
<u>1</u>	RET	Sally Spencer	-	CW	MH Mark Hutton
<u>1</u>	TA	Ed Idarraga	-	CW	KG Kerth Gerson
<u>1</u>	TS	Bunny Moore	-	PB	EF Elliott Fairbanks
<u>1</u>	AMM	Jill Redenbaugh	-	PB	AG Alicia Garcia
<u>1</u>	AMM	Connie Soteropulos	-	PB	TW Ty Wonon
<u>1</u>	EXEC	Greg Clark	-	PB	AR Aaron Reederer
<u>1</u>	MM	Annie Cleveland	-	ETA	FT Francesca Teagarten
<u>1</u>	MM	Amy Korman	-	ETA	AL Alan Lewis
-	AD	Ed Anderson	-	ETA	TC Toby Cahn
-	AD	Phyllis Engel	-	ETA	KK Karen Killian
-	AD	Margaret Rich	-	ETA	MJ Monica Jones
				More..	
F3=Save and Exit F6=Copy from Another Job F12=Cancel					

A new option will be added to the WRKADS program to allow you to select a list of employees assigned to a job in a manner that is similar to the method of selecting pubs. The screen at left is a representation of how this will work. You can select employees either by placing a 1 next to the name or by entering the initials. There will be no restrictions on the number of employees assigned to the job.

F6 will allow you to base the list on that of another job.

This list of employees will NOT replace option 22, and there will be no link between the list and the production schedule.

Another new option will be added to the WRKADS program to allow you to specify a list for the job of additional approvers who are not in the employee table. Add an approver to the list by entering a sequence number and a name. Remove by blanking out the sequence number.

F6 will allow you to base the list on that of another job.

Work with Additional Approvers: Field Entry Screen				SCR #P71	
Season: 042 Fall 2004			Created	Last Upd	
Job Number: 80156 BTS CATALOG			HARRY	HARRY	
CATALOG	Run: 08/01/04	Release: 07/18/04	01/20/04	01/20/04	
<u>10</u>	Warren	Miles	_____	_____	_____
<u>20</u>	Theresa	Cha	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
F3=Save and Exit F6=Copy from Another Job F12=Cancel					

```

Work with Job Jacket Info: Field Entry Screen                               SCR #P72
Season: 042 Fall 2004                                                    Created   Last Upd
Ad Number: 80156A BTS CATALOG                                           HARRY    HARRY
CATALOG      Run: 08/01/04  Release: 07/18/04                          01/20/04 01/20/04
-----
New? . . . . . Y,N Y  Pick-up from: _____
Illus/Photo Type. . . Y,N Y  Pick-up from: _____

Trim. . . . . _____ Size. . . . _____
Live Area . . . . _____ Color . . . . _____
Bleed . . . . . _____
Other . . . . . _____
Side 1 Color. . . . _____
Side 2 Color. . . . _____
Number of Pages . . _____
Quantity. . . . . _____

Production Notes. . . . . _____
                               _____

F6=Copy from Another Job  F8=Print Job Jacket  F10=Version Comments  F12=Cancel

```

A new option will be added to the WRKADS program to allow you to key in the production information for the job jacket. Some of this information is already in AdDept. Some is new.

"New?" must be Y or N. The "Pick-up From:" comment can be up to 20 characters.

"Illus/Photo Type?" must be Y or N. The "Pick-up From:" comment can be up to 20 characters.

Text fields for books:
 Trim (20 characters), Live Area (20 characters), Bleed (20 characters), Other (20 characters), Side 1 Color (10 characters), Side 2 Color (10 characters), Number of Pages (10 characters), and Quantity (10 characters). The fields for Live Area, Side 1 Color, Number of Pages, and Quantity are currently in option 21 of WRKADS, and they will remain there.

The Side 1 Color is called Color on that screen. The other fields are new. If the ad is a magazine (schedule form 1,4), the fields for books will appear, except (1) Color will be shown instead of Color Side 1; (2) Color Side 2 and Quantity will be suppressed. New fields for magazines will not be available in option 21 of WRKADS.

If the ad is not a book or a magazine, the Size (20 characters) and Color (10 characters) fields will appear. The text fields for books will not appear for ROP.

Two lines of 40 characters are available for Production Notes. These fields are currently in option 21 of WRKADS, and they will remain there.

F6 will allow you to specify a job to use as the basis for the information for this job.

F8 will save the information on the screen, run the program to print the job jacket, and then return to the WRKADS selection screen.

F10 will display a window which will let you enter up to 40 characters of comments **for each version** of the ad.

10/04/04 Marshall Field's Marketing Department 07:45:10 Job Jacket		PAGE 1 OPT #B611		<i>Sample does not reflect the new layout.</i>	
Ad #042-38003 Name: Circular-Tab-CIRCA-4C-10/18 Campaign: Miscellaneous - 2004 Storewide Ad Type: Circular Creative: New Illus/Photo: New Ad # Pickup From: 05001 4 Versions Version Comments: A: Comments for A B: Comments for B C: Comments for C D: Comments for D Specs: Trim: Live Area: Bleed: Side 1 Color: Side 2 Color: Number of Pages: 32 with two flaps Printing: Separator: Seps 'R' Us Printer: I.R. Donnelly Mailer: Harte Hanks Quantity: 1,500,000	Budget: Cost per Page: \$13,000 Cost per Page (Leased): \$14,500 Total Budget: \$320,000 Markets and Distribution: Chicago Tribune 457.65 A Detroit News & Free Press 242.11 A Minneapolis Star Tribune 207.09 A St. Paul Pioneer Press 157.11 A Battle Creek 15.01 B ...	Schedule: Turn in Meeting 09/07/04 Copy Due 09/22/04 Yellow Dot Due 09/24/04 Photography Begins 09/24/04 Photography Ends 09/27/04 Red Dot Due 09/27/04 Red Dot Approval Due 09/30/04 Green Dot Due 10/05/04 Materials Due Date 10/15/04 Release Date 10/17/04 Run Date 10/18/04	Personnel: AD Brian Am CW David Taylor 3756788 PB Jeff Wozniak PB Jeff Wozniak EPA Ben Fraase RET Sally Spencer 3753968 TA Ed Idarraga TS Bunny Moore 3754164 Approvers: Creative Manager Jill Redenbaugh 3752306 Creative Manager Connie Soteropulos 3753286 Credit Greg Clark Dir Mail Specialist Annie Cleveland Dir Response Center Amy Korman Executives Human Resources Int. Communications Legal Planning Publicity Special Events Store Support Visual Other Additional Approvers: Warren Miles Theresa Cha		

For the most part the information in the first column is derived from the screen shown on the previous page.

The second line is the "built job name: headline-pub group-size-color-run date." The fourth line is the discretionary code.

Quantities by pub (newspaper or market) will be shown for circular and direct mail. Newspapers will be listed with size, date, and version code for ROP. These values are in option 2 of WRKADS.

Production schedules are updated through the use of option 24 of WRKADS.

Steps will be listed even if no date is assigned.

Personnel and approvers will be maintained in the new WRKADS options described on the previous pages.

Groups so designated will be listed even if no one is assigned.

10/04/04 Marshall Field's Marketing Department
07:45:10 Approver Report

PAGE 1
OPT #B612

Ad #042-38003	YELLOW DOT		
Name: Circular-Tab-CIRCA-4C-10/18		MMT initiator: Chuck Hansen	
Storewide		Specialist/Mktg: Tasha Ziemer	
Art Director: Catherine Knaeble		Specialist/Mktg: Amy Korman	
Creative Director: Greg Clark		Specialist/Mktg: Marilyn Heskin	
Creative Manager: Connie S		Specialist/Mktg: Annie Cleveland	

This little sheet will show all of the personnel assigned to the job on the left and all of the approvers, including the "additional approvers" on the right. It can be printed in a larger font, if that is desirable.

The second line of the first column is the "built job name." The fourth line is the description of the discretionary code.

The selection screen for this program will allow you to enter the ad number and a ten-character "Dot Stage."

11. Production Schedules and Open Promo Lists

A new field will be added to the ad type table to specify whether a materials date is required.

The work flow will be changed so that for each new ad a window will appear to allow the person starting the job to enter the materials due date. This window will appear unless:

- 1) The ad type does not require it.
- 2) Another version of the ad exists.
- 3) The ad type does not have a valid production schedule code.
- 4) The ad type has no valid timetable code.
- 5) No step has cross-reference 24.

Blank and any legal date will be accepted in the Materials Due Date field. The production schedule will be created using the run date and the values on the tables. If the Materials Due Date is left blank, the default schedule will be used.

If a legal date is entered, the number of days between the entered date and the date for the step with cross-reference 24 will be calculated. The release date will be offset by the same number of days, and the schedule will be recalculated and saved, along with the revised release date.

```

Work with Ad Types: Field Entry                                     SCR #M14C
                                                                    Created      Last Upd
                                                                    N056213     TSIFL
Ad Type #10                                                       10/20/04    10/21/04

Color? (for Ads) . . . . . Y,N  N   B&W _____   Number . . . 0-4   0
Models? . . . . . Y,N  N
Total Quantity Check? . . . Y,N  N   Defaults for new ads:
Size from Header? . . . . . Y,N  Y   Size . . . . . _____
Never Port this Ad Type?. . Y,N  N   Pub Group . . . . . _____

Production Schedule . . . . . AD
Timetable Code . . . . . A
Enter Materials Due Date? Y,N  Y

Media Sub-Account: Primary . . . CS10   ISM Cost Savings
                  Secondary . . . CS10   ISM Cost Savings
Prodn Sub-Account: Primary . . . CS10   ISM Cost Savings
                  Secondary . . . CS10   ISM Cost Savings

F4=List      F12=Cancel
  
```

```

Work with Ads: Book Definition                                     SCR #M22A
Ad #001-80001A SUNDAY CIRCULAR   Circular
Run: 04/09/00                   Active
SUNDAY   WK #11   MO #3

Description . . . . . SUNDAY CIRCULAR
Number of Pages . . . . . 46           Ad Type for Pages . . . 49 CircularPg
Number of Flap Pages . . . . . _____   Broadsheet? . . . F,Y,N N
Department/Group . . . . . 999         SHOE REPAIR
                                      Format? . . . . . B,C,S,T T   Tab

Rate Code . . . . . *DAY
Event Code . . . . . DUMMY           Dummy Campaign
Pub Group . . . . . CIRAL           Circular All
WD Size Code . . . . . I01         8 1/2 X 11
Size . . . . . 8 1/2 X 11
Page Size (Per Cent) . . . 100.00       Tab Size . . . 93.50

:
: Materials Due Date: 02/01/00 :
:
:
:

F4=List  F5=Recalc  F8=Quants  F12=Cancel
F13=Alpha Dpt/Grp List  F14=Copy Page Size

More...
  
```

Ad Number	Release Date	Ad Type	Job Name	Turn-In Meeting	Copy Due	Yellow Dot Due	Yellow Dot Apprvl Due	Photograph Begins	Photograph Ends	Photograph Due	Red Dot Due	Red Dot Apprvl Due	Green Dot Due	Materials Due	Employee
042-12345	10/12/04	ROP BW	13hr Sale ROP-REGNP-4x14-BW-10/18	09/11/04	09/18/04	09/23/04	09/27/04				09/30/04	10/05/04	10/07/04	10/12/04	Bill Smith
...															

This is a sample of what the report will look like. A page will be printed for each item (employee, ad type, event, or work group). The third line of the report header will describe which report was run and which item appears on that page.

Ads for each item will be sorted by release date and then ad number. The last column will appear only on the work group report.

The "Job Name" field on this report is the "built headline" described in item 10.

Gross Media Costs by Market: Selection SCR #B611

Run Dates * _____ * = All future release dates

Type of Report 1-4 1 1=Employee 2=Ad type
 3=Event 4=Work Group

Employee Codes: * _____

Ad Types: * _____

Event Codes: * _____

Work Group Codes: * _____

F3=Exit F4=List

The screen at left will provide the selection criteria for the report. If you enter a range of run dates, ads running in that period will appear. Otherwise all ads with a release date of the current date or later will be selected.

Each report type has a selection field associated with it. In each case you can either select all or specify up to five codes. The F4=List key will be available for each field.

12. Distribution List

Pubs can be set up for store quantities. The key is to designate them with S in the "Special Pub" field on screen #M8C.

Default quantities will be used when the pubs are assigned to ads. The addresses on the pub tables will be used in the distribution list. If an address is entered in option 4, it will be used. Otherwise the "Insertion Order Address" will be used. The store code should be placed in User Field 2.

A new report (next page) will be created for the distribution list. NOTE: Only store quantities will be shown on the report.

```

Work with Pubs: Field Entry Screen 1                                SCR #M8B
Created Last Upd
N016667 N016667
Pub ID: C-MFR00 CIRCULAR MAYFAIR 11/16/04 11/16/04

Name . . . CIRCULAR MAYFAIR Daily Circ. . . 700
Sunday Circ . . 700
Edition. . . Saturday Circ . . 700
Contact. . STORE MANAGER Holiday Circ. . 700
IO Address 1 MAYFAIR ROAD
WAUSATOSA, WI 53226-1448 User Field 1. .
User Field 2. . MFR

Phone. . . . 414-471-3700 Market. . . . 3B Region Milwaukee
Extension. . . Super Region. 3 Region 3
Fax Number . . Sequence . . .
Add Suffix?. . . Y,N Y
I.O. Delivery. .B,F,T,N F

Active? . . . . . Y,N Y

F4=List F12=Cancel F19=Valid For F22=IO Specs More...
    
```

```

Work with Pubs: Field Entry Screen 2                                SCR #M8C
Created Last Upd
N016667 N016667
Pub ID: C-MFR00 CIRCULAR MAYFAIR 11/16/04 11/16/04

Sun Mon Tue Wed Thu Fri Sat A=AM C=Combo
Issues: A A A A A A P=PM X=No Issue

Day Before? (G=From Pub Group) Quantity Calc. . . 0-5 3
Daily. . . . . Y,N,G Y 0=No value 3=Circ/1000
Sunday . . . . . Y,N,G Y 1=CI Calc (Ads) 4=Circ.Circ
Preferred Run Day. . 1-7 - 2=Pages 5=1 (Buy)
Default Units. . . . . CPM
Special Code . . . . . S
Minor Pub? . . . . . Y,N N
Scheduling . . . . .
Tearsheets . . . . .

F4=List F12=Cancel F19=Valid For More...
    
```


08/04/04 Marshall Field's Marketing Department
 07:45:10 Distribution List
 Ad Number 042-12345 Fragrance Book-CIRCA-Tab-4C-10/18
 Region 1, Detroit

PAGE 1
 OPT #P752

Northland Mall	NLD	700	Fashion Square Mall	SGN	700	Rivertown Crossings	GVL	200
21500 Northwestern Hwy			21500 Northwestern Hwy			3850 Rivertown Parkway		
Southfield, MI 48075-5009			Saginaw, MI 48604-2798			Grandville, MI 49418		
248-443-6000			517-797-6300			616-257-4900		
ATTN: Store Manager			ATTN: Store Manager			ATTN: Store Manager		
...								

This is a sample of what the report will look like. You will select the ad number. Only pubs with S in the "Special Pub" field will be selected. Pubs will be sorted by super region sequence, super region code, region (market) sequence, region code, pub sequence and pub code. One page will be printed for each super region. The total quantity for the region will be printed at the bottom of the page. The total quantity for all regions will be printed at the bottom of the last page.

The value of user field 2 on the pub table will be used as the store code shown in the second column.

