Design Document #2 for the Marketing Department of Marshall Field's

April 7, 2005

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.

TSI

Tailored Systems Inc.

Outline of Strategy

This document describes projects which are supplemental to the first design document.

1. **Use Tax:** The objectives are to provide journal entries for use tax liability which can be uploaded to the general ledger and to provide for the costs on the appropriate job. TSI will create the tax locale records and assign tax locales to stores based on a spreadsheet file from Marshall Field's.
    Changes to the Database: A Y/N field will be added to DATRNSH, the invoice header file, to indicate the that an invoice has use tax. Invoices with use tax can be deleted but not edited.
    A field for the tax locale will be added to DATRNSD, the transaction detail file.
    A new field will be added to DAVACCT, the sub-account table, so that the use tax account associated with each production account can be specified.
    Cost: $6,000.

2. **WRKADS Changes**:
    a) A switch will be added to the WRKADS programs to suppress screen #A20A and to display only selected option numbers.
        Cost: $1,200.
    b) Two programs to list ads on the screen will display the constructed headline shown on the ad jacket.
        Cost: $1,000.
    c) When a new ad is created, options 132, 130, and 131 will automatically appear in that order. The default for all three options for a new ad will come from the "pick-up" ad number, if one has been supplied.
        Cost: $1,500.

    d) The Original Budget field will be moved from option 17 to option 1.
        Cost: $2,400.
    e) The two Published Cost fields will be removed from option 1.
        Cost: $600.
    f) An option for the Approver Report will be added to WRKADS. One report will be printed for each version of the selected ad.
        Cost: $800.
    g) A new option will be provided for estimate v. actual by category. It will use the same logic as the estimate v. actual report: a) for production credits categories, the actual will always equal the latest projection; b) for the media category the latest projection will come from the media schedule and the actual will be the total of media invoices.
        Cost: $1,200.
    h) Changes to option 132 of WRKADS:
        The Trim and Bleed fields will be shown for magazine ads. A new field for Live will also be shown. Three more lines of Production Notes will be added. See also #30.
        Cost: $800.
    i) A field will be added to option 1 of WRKADS for "special events" for the color.
        Cost: $500.
    j) Option 2 of WRKADS will be changed for all media to allow entry of quantities in units. This requires substantive changes to at least 15 programs.
        Cost: $6,000. **Killed.**
    k) In option 1 of WRKADS for books, the default value for the ending in-home date will be set to the run date, which is also the default value for the starting in-home date.
        Cost: $300.

3. **Changes for the DOS and 790:** Specified ad types will be separated out; specified indirect sub-accounts will be excluded. Output files will be created in the prescribed formats.
Cost: $5,400.

4. **File for Month End Journal Entries**: A file will be designed for permanent storage of the month end expense journal entries which will be uploaded. One major purpose of this file will be to make certain that estimates have not changed for jobs being closed during the month. These programs and the cost accounting program will respect the locking feature.
Cost: $4,800.

5. **Best Version on DPJOB**: Two new fields will be added to DPJOB, the file for all media at the season-ad number (not version) level: best version code and status of the best version. All programs which could affect either field will be changed to update the file: WRKADS options 1, 2, 8, and 86, as well as option 20 on menu PLAN. A new program on the DAYEND menu will list jobs for specified months with incorrect "best version" codes and allow you to fix them. The list should always be empty.
Cost: $3,600.

6. **Sales Upload**: A new table of store numbers to be excluded from the sales filter program will be created. The sales filter program will be changed to skip any record which references a store on the table.
The program to upload sales (option 9 on menu SLSXFR) will be changed to create the summary records for departments and stores and the total records used by the cost accounting.
Cost: $1,400.

7. **Parent Ad Numbers:** A new field will be added to option 132 of WRKADS, the screen for the specs on the ad jacket, to record the ad number of the "parent ad." This field will be used for the sort on the "Open Promos" report. It will also be used on the ad jacket.
Cost: $3,600.

8. **Ad Jacket Changes**: All fields on the ad jacket will be moved to the version level and stored on DMADS.
The size portion of the ROP headline will be built from the columns and inches without the "cols."
The fields described in item 2h will be integrated into the output.
The fields for the cost per page will be removed from the report.
If the ad is a parent, all children will be listed in the first column.
If the ad has a parent, it will be listed in the first column.
Cost: $5,400.

9. **Validation of Cost Codes and Sub-accounts**: Option 28 of WRKADS and the program for recording expense invoices will be changed to allow only sub-accounts which are valid for the ad.
Cost: $2,800.

10. **Changes to the "At-a-Glance" Reports**: New versions of the two "At-a-Glance" reports, DP404 and DP407, will be created with expanded criteria and slightly different output. Option 24 of WRKADS will be changed to prevent the entry of both Saturdays and Sundays.
If the ad is a parent, its "children" will be listed beneath it on both reports even if they have no due dates in the period being listed.
Cost: $3,600.

11. List of "Manuals:" A report will be provided to list all "manuals," i.e., invoices with the "Upload?" flag set to N.
    Cost: $1,200.
    Killed. Will be done with a query.

12. **Insertion Orders:** For inserts quite a bit of work is required. The "boilerplate" and special instructions must be expanded to 15 lines in order to accommodate the long lists of zip codes. The newly developed features for "printer versions" and "bindery versions" must be activated.
    For ROP a new field must be added to record which color is used in spot color advertising.
    Cost: $7,200.

13. Workflow Management: A file will be created to pass to a PC or Mac program capable of displaying the graphical output.
    Cost: $1,300. **Killed.**

14. **Second Month on Open Promos Report:** The open promos report currently allows the specification of one season and month as the cutoff month. Ads running after that month are excluded. Closed jobs are excluded unless they were closed after that month. Separate sets of seasons and months will be provided for these two checks.
    Cost: $400.

15. Vendor Labels Based on Creation Dates:
    Cost: $x,xxx. **Killed.**

16. **Vendor Reports:** A new table for planned vendor at the department level will be created. Changes will be made to the vendor reports of Design Document 1.
    Cost: $3,800.

17. **Custom Menus:** A new menu named FLPLAN will be created for the marketing planning area. This media can be specified as the starting menu for employees in that department. It is probably not feasible to change the menu named START because it is almost always locked by a job.
    Cost: $0.

18. **Press Run List:** A new option will be added to the FLPLAN menu for the press run list and the cost estimate. Several new fields must be specified at the ad number level for these reports.
    Cost: $5,800.

19. **Invoice Audit List:** The user ID and name of the individual will be printed at the top and the total invoice amount will be printed at the bottom of the report generated when expense invoices are entered.
    Cost: $600.

20. **Description on CAPS Co-op Upload:** An asterisk will be placed in the last position of the description field of each co-op item uploaded to CAPS.
    Cost: $400.

21. **Allocations by Ad:** This report will provide a breakdown of the allocations for specified ads among retail departments, leased and transfers, and other "buckets."
    Cost: $1,500.

22. **Selection for Estimate v. Actual Report:** The estimate v. actual report can currently only be run one ad number at a time. A new version with the same output will be provided. It will allow selection of jobs to be reported in one large batch.
    Cost: $1,500.

23. **Production Credits by Ad Report:** This report breaks down the latest projections of expenses in the five production credit categories.
    Cost: $1,800.

24. **Totals of Creative Invoices by G/L Account:** This report will show the breakdowns by expense center and account of all creative invoices.
    Cost: $1,800.

25. **Porting by Campaign:** Up to five event codes may be specified for porting. You will still be able to port using existing criteria.
    Cost: $1,200.

26. **E-mail Notifications:** E-mail messages of up to 5,000 characters of text can be sent to addresses within the May Company fire wall. If attachments are needed, or addresses outside of the firewall must be reached, more research will be required.
    Cost: $3,000.

27. **Vendor by Transaction Month:** The following will be implemented to provide for allowing vendor transactions to hit in the month that it is received rather than in the month that the ad runs:
    a) The expense season and month for all existing co-op transactions will be set equal to the transaction season and month.
    b) The default season and month for the expense season and month on co-op transactions will be set equal to the transaction season and month.
    c) The cost accounting program will be changed to include all co-op transactions with the specified expense season and month and no others.
    Cost: $1,600.

28. **Indirect for Production Credits:** The indirect cost accounting program will be changed to create one additional record per department using the allocation rule associated with the storewide department. The amount to be allocated will be the difference between the actual expenses (invoices) paid during the month in storewide categories and the projections for ads which ran during the month.
    Cost: $800.

29. **Cost Savings Changes:** The following changes will be made to report #B522, the Cost Savings Report:
    1. A subtotal for each expense class.
    2. A report total for jobs closed this month.
    3. A report total for jobs closed in previous months.
    Cost: $400.

30. **Materials Due Date:** Item #11 in Design Document 1 provided for building of schedules based on the entry of the materials due date. The method proposed there (and subsequently implemented) does not work for status P ads. Entry of the materials due date will be allowed for new ads of both statuses. The date entered will be stored on DMADS. You will be allowed to change the materials due date on status P ads in option 132 of WRKADS. The production schedule will be calculated based on the materials due date as described in Design Document 1 at the time that a status A ad is defined and at the time that a status P ad is activated using option 8 of WRKADS or DM109, the program which can change the status of a large number of ads from P to A.
    Cost: $2,800.

31. **Claims:** The following changes will be made to the process of creating, printing and uploading claims:
    a) The due date on claims will be set to the date finalized.
    b) The window for specifying Y/N for "Upload?" when a claim is printed will be removed. Instead, the value of this field will be set in the "Header" screen for the invoice. It will be the sole determinant as to whether a claim can be uploaded to CAPS.
    c) The printing of claims will be suppressed. Only labels will be generated when the claim is "printed."
    d) TSI will make an effort to direct printing of the labels to the manual drawer using printer file specification and, if that fails, hard-coded PCL escape sequences. This must be done on-site.
    Cost: $900.

32. **Newspaper E-mail:** A 50-character field will be added to DMPUB, the pub table, to hold the e-mail address of the contact at the pub. It will be maintained on one of the definition screens of the "work with pubs" program. This field is for reference only. It will not be added to any existing reports or interfaces.
    Cost: $500.

1. Use Tax

Sub-accounts will be set up for each tax jurisdiction. The only purpose of this exercise is to record the tax liability account in the "credit account" field. The sub-account will not be used for any expenses.

```
Work with Sub-Accounts: Field Entry                          SCR #A18B
                                                  Created    Last Upd
                                                  TSIFL      TSIFL
Code: TAXMN                                       12/07/04   12/07/04_

Description . . . . . . . . . .   Minnesota Use Tax


Contra Account? . . . . . . Y,N  N    Contra Type . . . . . . . . . . . _
Tax Account?. . . . . . . . Y,N  Y    Allocation Rule Number. . . . . __
Indirect Expense Account? . Y,N  N    Expense Class . . . . . . . . . _
Prodn Expense Account?. . . Y,N  N    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 . . . . . . . . . . .  ___

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

```
Work with Sub-Accounts: Field Entry                          SCR #A18D
                                                  Created    Last Upd
                                                  TSIFL      TSIFL
Code: TAXMN                                       12/07/04   12/07/04_


                         G/L Account    Internal Account
Invoice Account . . . . . . .  _____  _____

Debit Account . . . . . . . .  _____  3876552213588

Credit Account. . . . . . . .  _____  0003050212345

Ad Type . . . . . . . . . . . __

Sorts for Indirects . . . . . _  _  ____




F4=List    F12=Cancel                                            Bottom
```

```
 Work with Tax Locales: Field Entry                            SCR #A88B
                                                  Created    Last Upd
                                                  TSIFL      TSIFL
 Code: MN                                         12/07/04   12/07/04

 Description . . . . . . . . .   Minnesota

 Non-media Tax Rate. . . . . .    7.00

 Tax Charged Sub-Account . . .   TAXMN    Minnesota Use Tax

 Tax Incurred Sub-Account. . .   TAXMN    Minnesota Use Tax




                              Delete this record? . . . . . Y,N  N

 F4=List                    F12=Cancel
```

Each tax locale is identified by a five character code. A record will be set up for each different tax rate. It is quite possible that one tax jurisdiction may have more than one tax locale record. Some states charge different rates in different cities. The "Tax Charged Sub-Account" will be used at month end for the liability account. The "Tax Incurred Sub-Account" will not be used.

```
 Work with Stores: Field Entry Screen 1                        SCR #A25B
                                                  Created    Last Upd
                                                  N016667    N016667
 Store: MPL   Minneapolis                         10/22/04   10/22/04

 Description . . . . . . . .   Minneapolis



 Market. . . . . . . . . . .   2M         Metro Minneapolis



 Date Opened . . . . . . . .   _____     Date Closed . . . . . . . .  _____

 Store Number. . . . . . . .    201

 Tax Locale. . . . . . . . .   MN         Minnesota



 F4=List    F12=Cancel                                        More...
```

Each store will be associated with exactly one tax locale.

```
 Work with Sub-Accounts: Field Entry                        SCR #A18D
                                            Created    Last Upd
                                            TSIFL      TSIFL
 Code: D4101                                10/29/04   10/29/04


                            G/L Account    Internal Account
 Invoice Account . . . . . . .  _____  5000000222520

 Debit Account . . . . . . . .  _____  5016152566000

 Credit Account. . . . . . . .  _____  5000000222520

 Ad Type . . . . . . . . . . . .  __

 Sorts for Indirects . . . . .  _  _  _____

 Use Tax Sub-Account . . . . .  D4301   Tax for Printing



 F4=List   F12=Cancel                              Bottom
```

You will be able to specify the associated use tax sub-account for each production or indirect sub-account. The field will not be required, but if you enter it, the account must have the proper expense class or ad type (expense class 9).

NOTE: You will not be able to specify on an invoice use tax associated with a sub-account unless it has a use tax sub-account on its record. Sub-accounts which are never taxable do not need these sub-accounts.

When you enter an invoice, you will be allowed to specify which sub-accounts are subject to use tax by placing a Y in the "Tax?" column. The system will create transaction records for these items. The sub-account will be the use tax sub-account associated with the direct expense sub-account. If no use tax sub-account is associated with the direct expense sub-account, it cannot be marked as subject to use tax.

The tax locales -- and therefore the amounts -- of the use tax will be dependent upon the stores, which are entered on the screen on the next page. Before that screen is displayed, you will be allowed to enter a total quantity. The totals on the next screen must balance to the total quantity.

```
 Post Invoices: Sub-account Breakdown                        SCR #A281F

 Ad #042-90013  J KENNEDY STATEMENT  Mailer
 Invoice amount:     $2,000.00

 Enter sub-accounts, amounts, and units (optional).
 Total of amounts on this screen must equal total of Posting.

 Sub-account                    Amount        Units    Category         Tax?
 D4101 PRINTING/BINDING PRI   2000.00      _____  410 PRINTING/BINDIN  Y
 _____                       _____    _____                      N
 _____                       _____    _____                      N
 _____                       _____    _____                      N
 _____                       _____    _____                      N
 _____                       _____    _____                      N
 _____                       _____    _____                      N
 _____                       _____    _____                      N
 _____                       _____    _____                      N
 _____                       _____    _____                      N

 F3=Save and Update     F4=List      F12=Cancel              F18=Bottom
```

On the screen depicted at right you will get an opportunity to enter quantities for splitting the costs to stores. The system will prorate the taxable amounts to the stores, calculate the amounts for each tax jurisdiction, and create transaction records.

Example:

Assume that the $2,000 invoice line on the previous page was split among ten stores in three tax locales with 10,000 in tax locale X, 40,000 in tax locale Y, and 50,000 in tax locale Z. Three detail records would be created with sub-account D4301 (the use tax sub-account associated with D4101) for 200 x X%, 800 x Y%, and 1,000 x Z%. Each record will have the appropriate tax locale code recorded on it.

```
Post Invoices: Sub-account Breakdown                           SCR #A281S

Ad #042-90013  J KENNEDY STATEMENT  Mailer
Invoice amount:     $2,000.00
Enter quantities for each participating store
AAR   Briarwood              _____      ELD   Eastland          _____
BCK   Lakeview               _____      FAM   West Acres        _____
BDL   Brookdale              _____      FLT   Fairlane          _____
BMK   Kirkwood               _____      FOX   Fox Valley        _____
BVL   Burnsville             _____      FRL   Fairlane          _____
CHV   Cherryvale             _____      FWN   Glenbrook         _____
DCC2  Softlines DC CHI       _____      GRA   Woodland          _____
DCC3  Big Ticket DC CHI      _____      GRF   Columbia Mall     _____
DCC4  Warehouse Outlet CHI   _____      GVL   RiverTown Crossings _____
DCC5  Warehouse Stock CHI    _____      HDC1  Warehouse Stock DET _____
DCC6  Warehouse CSS CHI      _____      HDC2  Big Ticket DC DET _____
DCM1  Warehouse Stock MPL    _____      HDC3  Warehouse Outlet DET _____
DCM2  Big Ticket DC MPL      _____      HDL   Hilldale          _____
DCM3  Warehouse Outlet MPL   _____      HTC   Hawthorn          _____
EAC   Oakwood                _____      KZO   Kalamazoo Crossroads ____

                                                                More..
F3=Save and Update      F12=Cancel
```

```
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
     14. Use Tax                                                 DB524









                                                                Bottom
 Selection or command
 ===> _____
 _____
 F3=Exit   F4=Prompt   F9=Retrieve   F12=Cancel   F13=User Support
 F16=System main menu
```

Use tax transactions will have the following properties:
1. They will not be uploaded to CAPS.
2. The default store will be recorded on all transactions.
3. They will be considered as direct costs on the job for all purposes.
4. At the end of the month G/L journal entries will be created based upon the transaction month of the invoice. The process will be similar to what is described in the first design document. A sample of the report is on the next page.

```
11/04/04 Marshall Field's Marketing Department                                         PAGE 1
07:45:10 Use Tax for the Month                                                         OPT #B524
         October, 2004    Tax Locale MN    Minnesota          Debit: 0125524411111  Credit: 5521927754444
_____
Vendor                       |Invoice # |      Amount |Ad Number |Ad Type  |Headline                     |
123123123 Acme Printing      |AA11223344|      147.50 |042-12345A|Mailer   |End of Season Mailer         |

...

_____
   Total                     |          |   15,377.66 |          |         |                             |
```

This is a sample of what the use tax report will look like. You will enter the month and whether you want to use internal (old) G/L accounts. You will also be able to specify whether to create a download file. The system will select all transactions with transaction dates in the month and tax locales at the detail level. Transactions will be sorted by tax locale, vendor, and invoice number.

One page will be printed for each tax locale. The credit account and the debit account will come from the sub-account specified on the tax locale record.

```
 Work with Ads Options: Selection                               SCR #T24A




 Option Number . . . . . . . . . .    2





 F3=Exit     F4=List
```

2a. Selection in WRKADS

The screens shown at right are part of the specs for AdDept. The lower screen will be modified to add the field at the bottom to allow Marshall Field's to specify which options are to be displayed. The default will be Y for all existing WRKADS options. As new options are added to WRKADS, the value of the new field will be set to Y unless TSI determines that the options are not appropriate for Marshall Field's. Editing of all of the other fields on the screen will be allowed only by TSI.

Note: the logic on screen #M20B for determining if an option is valid will not change. If an option is illegal for a specified ad, it will not be accepted even if it is listed. Whenever someone selects a legal option, it will be accepted even if it is not listed.

```
 Work with Ads Options: Field Entry                             SCR #T24B


 Option Number 2                                                          _

 Option Description. . . . . . . .    Media Schedule

 Option Code . . . . . . . . . . .    MED

 Option Valid for Ads? . . . . Y,N   Y

 Option Valid for Book?. . . . Y,N   Y

 Option Valid for Broadcast? . Y,N   Y

 Option Valid for Spec. Event? Y,N   Y

 Display in Alternate WRKADS?. Y,N   Y

 Display on M20B?. . . . . . . Y,N   Y

 F12=Cancel
```

```
┌─────────────────────────────────────────────────────────────────────┐
│  Work with Ads: Pre-Selection Screen                      SCR #M20A  │
│  ─────────────────────────────────────                              │
│                                                                     │
│                                                                     │
│   Select an Option . . . . 1-5  1                                   │
│    1. Unlimited                                                     │
│    2. ROP, magazines, & rotos                                       │
│    3. Books                                                         │
│    4. Broadcast                                                     │
│    5. Special events                                               │
│                                                                     │
│                                                                     │
│                                                                     │
│                                                                     │
│                                                                     │
│                                                                     │
│    F3=Exit                                                          │
│                                                                     │
└─────────────────────────────────────────────────────────────────────┘
```

The screen depicted at left is currently shown whenever the WRKADS program is run. It will be skipped at Marshall Field's. The system will immediately display screen #M20B (below), which will behave as if option 1 has been specified.

The screen will not be eliminated. If a user wishes to limit the displayed options by ad type, he/she can press F12 on screen #M20B displayed below.

The screen shown at the right will be modified to display only the options which have a Y in the "Display on M20B?" field described on the previous page.

The programs invoked by the F7 key and the F4 key at the Ad Number prompt will be modified to display a more descriptive set of fields associated with the ad number. This screen is shown on the next page.

The program invoked by the F8 key will not be affected.

```
┌─────────────────────────────────────────────────────────────────────────┐
│  Work with Ads: Selection Screen                           SCR #M20B     │
│  ───────────────────────────────                                        │
│                                                                         │
│   Season Number. . . . . . . . . . .   042                              │
│                                                                         │
│   Ad Number. . . . . . . . . . . . .   _____  _                         │
│                                                                         │
│   Select an Option:  ___                                                │
│                                                                         │
│     1 AD  Ad Definition                 11 DME Delete Measurement        │
│     2 MED Media Schedule                12 POS Positioning               │
│     3 ADV Allocation of Costs and Co-Pay 13 TXT Text Blocks             │
│     4 BKV Page Assignments: Preliminary 14 RSV Reserve Allocations       │
│     5 BKP Page Assignments: Actual      15 MOV Move Entire Ad            │
│     6 BRF Final Broadcast Allocation    16 TSH Tearsheets                │
│     7 MEA Measurement                   17 ACC Accounting Fields         │
│     8 ST  Change Status                 18 CPS Copy Production Source to Page │
│     9 ADT Change Ad Type                19 COM Production Job Comments    │
│    10 ASC Assemble Components           20 VER Change Version Code       │
│                                                              More...     │
│                                                                         │
│   F3=Exit   F4=List   F7=Ads by Class, Date   F8=Ads by DMM   F10=Next Ad Number │
│   F12=Return    F15=Narrow PRTF      F16=Wide PRTF                       │
└─────────────────────────────────────────────────────────────────────────┘
```

```
 List of Ads                                                      SCR #L47
  Ad #    Run  Type Headline
 80018A  02/19 40K MATTRESS INSERT METR - STRIB - 10.5x11 - 4c - 02/19
 80023A  01/30 40  FEB WK. 1-CIRCULAR -   - OTHER - 4c - 01/30
 80023B  01/30 40P CIRCULAR-REST OF CHA -    - OTHER - 4c - 01/30
 80023C  01/30 40P CIRCULAR-ILLINOIS MA -    - OTHER - 4c - 01/30
 80024A  02/06 40  CIRCULAR -     - OTHER - 4c - 02/06
 80024B  02/06 40P CIRCULAR -     - OTHER - 4c - 02/06
 80024C  02/06 40P CIRCULAR -     - OTHER - 4c - 02/06
 80025A  02/13 40  CIRCULAR -     - OTHER - 4c - 02/13
 80025B  02/13 40P CIRCULAR -     - OTHER - 4c - 02/13
 80025C  02/13 40P CIRCULAR -     - OTHER - 4c - 02/13
 80025D  02/13 40P CIRCULAR -     - OTHER - 4c - 02/13
 80026A  02/20 40  CIRCULAR -     - OTHER - 4c - 02/20
 80026B  02/20 40P CIRCULAR -     - OTHER - 4c - 02/20
 80026C  02/20 40P CIRCULAR -     - OTHER - 4c - 02/20
 80026D  02/20 40P CIRCULAR -     - OTHER - 4c - 02/20
 80027A  02/27 40  CIRCULAR -     - OTHER - 4c - 02/27
 80027B  02/27 40P CIRCULAR -     - OTHER - 4c - 02/27
 80027C  02/27 40P CIRCULAR -     - OTHER - 4c - 02/27
 80027D  02/27 40P CIRCULAR -     - OTHER - 4c - 02/27
 Starting Season: 051    Ad Number: 00000    Ad Types: From: 40  To: 40
 F7=List Pubs    F8=List Changes   F9=Retrieve               F12=Return
```

2b. List of Ads

The screen displayed at left will be shown when the F4 key is pressed on screen #M20B, as shown on the previous page. The headline displayed will be the constructed headline which is used on the ad jacket. View 2 of this screen will be suppressed.

Item 17 in this document calls for this program to be run from the new menu FLPLAN.

```
 List of Ads by Schedule Form                                    SCR #L47F
  Ad #    Run  Type Headline
 80018A  02/19 40K MATTRESS INSERT METR - STRIB - 10.5x11 - 4c - 02/19
 80023A  01/30 40  FEB WK. 1-CIRCULAR -   - OTHER - 4c - 01/30
 80023B  01/30 40P CIRCULAR-REST OF CHA -    - OTHER - 4c - 01/30
 80023C  01/30 40P CIRCULAR-ILLINOIS MA -    - OTHER - 4c - 01/30
 80024A  02/06 40  CIRCULAR -     - OTHER - 4c - 02/06
 80024B  02/06 40P CIRCULAR -     - OTHER - 4c - 02/06
 80024C  02/06 40P CIRCULAR -     - OTHER - 4c - 02/06
 80025A  02/13 40  CIRCULAR -     - OTHER - 4c - 02/13
 80025B  02/13 40P CIRCULAR -     - OTHER - 4c - 02/13
 80025C  02/13 40P CIRCULAR -     - OTHER - 4c - 02/13
 80025D  02/13 40P CIRCULAR -     - OTHER - 4c - 02/13
 80026A  02/20 40  CIRCULAR -     - OTHER - 4c - 02/20
 80026B  02/20 40P CIRCULAR -     - OTHER - 4c - 02/20
 80026C  02/20 40P CIRCULAR -     - OTHER - 4c - 02/20
 80026D  02/20 40P CIRCULAR -     - OTHER - 4c - 02/20
 80027A  02/27 40  CIRCULAR -     - OTHER - 4c - 02/27
 80027B  02/27 40P CIRCULAR -     - OTHER - 4c - 02/27
 80027C  02/27 40P CIRCULAR -     - OTHER - 4c - 02/27
 80027D  02/27 40P CIRCULAR -     - OTHER - 4c - 02/27
 Season: 051   Type: 4 (1=ROP; 2=DM; 3=Broad; 4=Ins; 5=Spl)  Start Date: _____
 F7=List Pubs    F8=List Changes   F9=Retrieve               F12=Return
```

The same format will be used for display of ads for the program associated with F7 on screen #M20B. View 2 of this screen will be suppressed.

2d & e. Field Placement

The "Original Budget" field is currently in option 17 of WRKADS. It will be moved to the first screen of option 1 for all media. An attempt will be made to place it in roughly the same place for all media. Because of previously existing fields, consistency may be difficult or even impossible in some circumstances.

The two "Published Cost" fields will be removed from option 1 of WRKADS.

The two screens at right depict the way that option 1 for books and option 17 will appear **after** the changes have been implemented.

```
 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
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

                             Original Budget . . . .  1500000.00


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

```
 Work with Ads: Accounting Fields                            SCR #M77A
Ad #001-80001A SUNDAY CIRCULAR      Circular          Created    Last Upd
Run: 04/09/00                       Active            N011784    N016667
SUNDAY    WK #11    MO #3                             10/22/04   11/29/04

P&L? . . . . . . . . . . . . Y,N  Y     Contra: Commd/Actual?. . . C,A  A
Budget?. . . . . . . . . . Y,N  Y       Production: Projn/Actual?. P,A  A


Discretionary Code. . .  STORE       Storewide
Promotion Code. . . . .  S           Sale
Event Code. . . . . . .  BGONE       BIG ONE
Store Allocation. . . .  X           Dummy
User Field #1 . . . . .
User Field #2 . . . . .
Plan Month. . . . . . .   3          Closed Season, Month . .  000

                             Published Cost . . . . .   33000.00
                             Published Cost (Lease) .   46000.00


F4=List                   F8=Sub-accounts    F12=Cancel
```

```
 Work with Jobs: Estimate v. Actual by Category              SCR #Q28A
Season: 051 Spring 2005                          Created      Last Upd
Job #: 80023 CIRCULAR-I DO, I DO                 N149932      N149932
Circular    Run: 01/30/05  Release: 01/28/05     01/02/05     01/02/05
                            Original      Latest       Open      Invoice
Cost Code                   Estimate  Projection     P.O.'s      Amount
100 FASHION PHOTO          35,850.00  35,850.00        .00   35,850.00
110 INTERNAL CREATIVE      30,000.00  30,000.00        .00   30,000.00
115 INTERNAL PRODUCTION    18,000.00  18,000.00        .00   18,000.00
120 STUDIO PHOTO           42,900.00  42,900.00        .00   42,900.00
220 BOOK SAMPLE SHIPPING         .00        .00        .00        6.40
371 NEWSPAPER INSERTION          .00 223,608.86        .00         .00
375 OTHER                  25,000.00  25,000.00        .00      840.00
400 PAPER                 156,560.00 156,560.00        .00  165,330.44
410 PRINTING/BINDING      120,466.08 120,466.08        .00  117,750.25
412 SEPARATIONS            24,000.00  24,000.00        .00   22,217.00
420 SHIPPING                8,089.71   8,089.71        .00         .00
430 TAX                          .00        .00        .00    1,596.29


Totals                    460,865.79 684,469.65        .00  486,710.40
F10=Vars   F12=Cancel   F17=1st Page
```

```
 Work with Ads: Special Event Ad Definition                  SCR #M36B
Ad #051-60124A FEB WK. 1 SIGNS       ISM Signs     Created      Last Upd
Run: 02/04/05  Release: 01/21/05     Active        N149932      N072362
FRIDAY    WK #1   MO #1                             01/04/05     02/01/05

Long Headline . . . . .  FEB WK. 1 SIGNS_____
                         _____
                         _____
                         _____
Color . . . . . . . . .  _____

P&L?. . . . . . . . Y,N  Y
Budget? . . . . . . Y,N  Y        Production Source Code . . .  I   Inhse
Calendar? . . . . . Y,N  Y        Corporate Calendar?. . . Y,N  Y

Coordinator . . . . . .  OTH      OTHER TEAM MEMBER
Store Allocation. . . .  A____     Regular
Promotion Code. . . . .  S____     Sale
Pickup Season, Ad # . .  000 _____
User Field #1 . . . . .  1500_
User Field #2 . . . . .  _____     Ad Number Last Year. . . . .  _____ _
Pre-press Job Name. . .  _____
Discretionary Code. . .  SIGNS     Signs                        More...
F4=List    F12=Return
```

2g. Estimate v. Actual

The screen at left is based on option 26 of WRKADS. The following changes will be made:

1. The Posted Costs column has been relabeled Invoice Amount.

2. A line for the media cost (category #371 in this example) has been added. It will appear even if there is no estimate or latest projection entered in this category. The value in the Latest Projection column has been calculated as the total of the media schedule at rate 1. The value in the Invoice Amount column is derived from the media invoices.

2. The Invoice Amount for the production credits category have been set equal to the Latest Projection.

3. F22 and F7 have been removed.

You will still be able to press F10 to see the variances. A screen will appear in the same format as screen #P28B, but it will use the above rules.

2i. Color for Special Events

The Color field which appears for other media will be added to the second screen of option 1 of WRKADS for Special Events. The default for new ads will come from the value specified on the ad type table.

2j. Quantities in Units

Quantities are entered in AdDept on three screens: option 2 of WRKADS for books, broadcast, and special events. The screen for books allows for a quantity distributed ("Quant") and a quantity printed ("Thous"). In all cases the entry of the quantity currently contains two decimal points. The calculation of media costs for inserts use the quantities. The rates for inserts are usually expressed as costs per thousand.

```
 Work with Ads: Schedule for Books                          SCR #M25A
 Ad #051-80023A FEB WK. 1-CIRCULAR   Circular        Created    Last Upd
 Run: 01/30/05  Release: 01/28/05       Active       N149932    N007477
 SUNDAY    WK #1   MO #1       24p TAB                01/04/05   02/09/05


 Seq   Date   Pub ID   Units    Distrib     Create        Rate      Rate 2      L
   1  1/30/05 ANNAN 10 CPM        70800       70800       41.95      41.95       0
   2  1/30/05 BATCE 10 CPM        33700       33700       45.29      45.29       0
   3  1/30/05 BAYCT 10 CPM        12800       12800       41.95      41.95       0
   4  1/30/05 DETCO 10 CPM       694400      694400       51.67      51.67       0
   5  1/30/05 ELKHT 10 CPM        25600       25600       49.00      49.00       0
   6  1/30/05 FLINT 10 CPM        86000       86000       41.95      41.95       0
   7  1/30/05 FORTW 10 CPM        91700       91700       44.10      44.10       0
   8  1/30/05 GRANR 10 CPM       180100      180100       41.95      41.95       0
  10  1/30/05 KALGA 10 CPM        69000       69000       41.95      41.95       0
  11  1/30/05 LANSJ 10 CPM        80400       80400       39.36      39.36       0
  13  1/30/05 OAKPR 10 CPM        88000       88000       47.85      47.85       0
  14  1/30/05 PTHTH 10 CPM        43500       43500       48.62      48.62       0
  15  1/30/05 SAGNS 10 CPM        61000       61000       41.95      41.95       0
  16  1/30/05 SOBET 10 CPM        77000       77000       52.28      52.28       0
                                                                     More...
 F3=Save      F4=List       F6=Select Pubs    F9=Pickup          F11=View 2
 F12=Cancel   F13=View 3    F15=Totals        F16=Delete All     F24=More Keys
```

The fields for quantities on all three screens will be changed so that units (instead of thousands of units) are entered. The existing fields will be maintained on DMPSDET, the file updated by option 2 of WRKADS, and they will be used for all purposes for which they are currently employed. Two new fields for the number of Units Distributed and the number of Units Created will be added to the file.

TSI will write new programs to populate the new fields for existing ads. For "real" pubs on books -- that is, pubs which have blank in the "Special Pub Code" field -- the Units Distributed field will equal the Quant field x 1,000 and the Units Created field will equal the Thous field x 1,000. In all other cases the Units Distributed Field will be set equal to the Quant field, and the Units Created fields will equal the Thous field.

All four programs for option 2 of WRKADS, as well as the program for moving an ad and the program which recalculates rates and quantities will update both fields using the same principle: For real pubs on books, the Quant field will equal the Units Distributed field / 1,000 and the Thous field will equal the Units Created field / 1,000 rounded to two decimals. In all other cases – including ROP – the Quant field will equal the Units Distributed field and the Thous field will equal the Units Created field.

The Units Distributed field will be used by the insertion orders (#12 in this document), the press run list (#18 in this document) and the ad jacket. All other programs will use the currently existing fields.

3. DOS and 790

```
Create Department Upload File                                    SCR #B642


Season. . . . . . . . . . .    051

Month . . . . . . . . . 1-6   _1_



Library . . . . . . . . . .    UPLOADFL__

Line 17 Expense File Name .    0521EXP___
Co-op File Name . . . . . .    0521COOP__
Line 20 Expense File Name .    0521EXPSE_




F3=Exit      F4=List
```

A new program based upon DA642, which creates an output file for the DOS, will be created and added to the FLMONTH menu. DA642 produces one file containing both gross and co-op in a format specified by another May Company division. It uses data from the three cost accounting files: direct (including "before" adjustments) summarized at the department level, indirect, and semi-direct.

The following changes will be made to the program:
1. Three file names will be specified: one for regular expenses (line 17), one for co-op (line 18), and one for special events and signage expenses (line 20).
2. A field will be added to the ad type table to determine the file in which expenses for the ads will be included.
3. A field will be added to the sub-account table to determine whether the (indirect) expenses should be excluded or included in line 17 or line 20.
4. The format of the output files will match the one previously provided.
5. Leased and transfer departments will be excluded.

A second program will be created and added to the FLMONTH menu. You will specify the season and month. This program will use data from the three cost accounting files: direct (including "before" adjustments) summarized at the CCN level, indirect, and semi-direct. It will include all costs for line 17 and 18 (but not 20) as defined above.

The report will print one line for each level 1 CCN. The CCN's will be sorted by Roman sequence and then CCN. The columns will be Roman, CCN, description, total gross, total co-op, total net. You will also be given the option of creating an output file with the same fields.

4. File for Month End Journal Entries

The programs on menu FLMONTH which produce journal entries to be uploaded to the General Ledger system do not currently produce a file for an audit trail. A new file will be created for this purpose with the following layout:

```
Field       Specs        Description
EXPSSN      C 3          Season*
EXPMO       ZD 2         Month*
UPDPGMNM    C 10         Program which produced it*
LINE7       ZD 7         Line Number*
ADSEAS      C 3          Ad season
ADNUM       ZD 5         Ad number
ADMOD       C 1          Version code (best)
CC          ZD 3         Cost category number
ACCTID      C 5          Sub-account
GLACCT      C 13         G/L Account
AMOUNT      ZD 11.2      Amount
UPLLIB      C 10         Upload library
UPLFILE     C 10         Upload file
MONUM       ZD 2         Ad month
CRUSER      C 10         Created by user ID
CRDATE      ZD 6         Created by date
```

DB521, the Estimated Expenses for This Months Ads will write one record per cost category per ad, including the category for media costs.

DB522, the Cost Savings will write one record per cost category per ad. The amount will be the difference between the estimate and the actual amount in the category.

No records will be written on this file by DB523, the Prepaid Production Credits or the program for use tax proposed in this document since both create balance sheet entries.

The LINE7 field will be a number which guarantees a unique key to the file.

UPDPGMNM will be either DB521 or DB522.

UPLLIB and UPLFILE are the output library and file specified by the user.

When the programs are run, all records for that program and month will be deleted and then replaced by new records.

The output from DB521 and DB522 will now be usable as documentation of the month end closing process. Therefore, unless the user is authorized to work in closed months, the programs will not be available for a month which has been closed for either scheduling or accounting. DA126, the actual cost accounting program will also be subject to the same check. In all three programs, access will be prohibited to unauthorized users. A warning will appear on the message line for authorized users.

A program will be added to the FLMONTH menu to print an exception report listing ads closed during the month which have categories in which the latest projection is different from the amount on the new file.

```
Stores Whose Sales Should be Excluded                              SCR #B169

   35     45    145    ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____
  ____   ____   ____   ____   ____   ____   ____   ____   ____   ____

                                                          More...

  F12=Return
```

6. Sales Upload

A table will be created to allow you to specify the numbers of stores to be excluded from sales files. The program will be added to the SLSXFR menu.

NOTE: these are store numbers, not the codes used on the store table.

The screen depicted at right appears when option 9 on the SLSXFR menu is selected. The new fields will allow you to specify whether to update the totals and which month the sales represent. If there are no errors, after the files have been updated as usual, the program will create summary records for each department and store on DASLSMOD and DASLSMOS respectively. These functions are currently performed by option 15 and 16 on the SALES menu. It will then create the total sales records using the program which is associated with option 1 on menu TOTALS.

Note: It is Marshall Field's responsibility to make sure that the correct month is entered. If a mistake is made, the three programs described above must be run from the menus.

```
Update Sales Records: Deletion Selection Screen                   SCR #A179




  Clear PC Format File? . . . . .Y,N  N

  Clear AS/400 Format File? . . .Y,N  N

  Update Summary Files? . . . . .Y,N  N     Season . . . . .  051
                                            Month. . . . . .  02    March 2005




  F3=Exit
```

7. Parent Ad Number

A new field will be added to screen #P72A, the program associated with option 132 of WRKADS, ad jacket info, to let you specify a "parent number." The ad number must be in the same season as the "child" and, in fact, must have the same run date. It must have at least one version which is neither held nor killed.

Option 15 of WRKADS will be changed to maintain this link:
1. If the ad has a parent ad, it cannot be moved.
2. If the ad is a parent of other ads, the "children" ads will be moved when the best version of the parent is moved.

```
 Work with Ad Jacket Info: Field Entry Screen                    SCR #P72A
 Season: 051 Spring 2005                             Created    Last Upd
 Job Number: 60136 CULINARY MEDIA KIT-I              N111879    N111879
 NM Publcty  Run: 02/01/05  Release: 02/01/05        01/05/05   01/05/05_
 Parent Ad Number. . .   60100   CULINARY MEDIA KIT & CABOODLE
 New?. . . . . . . Y,N,D  Y   Pick-up from:. . . . . _____
 Illus/Photo Type?. Y,N   Y   Pick-up from:. . . . . _____




 Size . . . . . . . . .   _____
 Color. . . . . . . . .   BW_____

                                                               More...
 F6=Copy from Another Ad    F8=Save & Print Job Jacket    F10=Version Comments
 F12=Return
```

The Open Promos List (#11 in Design Document 1) will be slightly changed. Children ads will always be printed beneath the parent ad.

The two at-a-glance reports (#10 in this document) will also use these relationships for sorting purposes.

The ad jacket (#10 in Design Document 1) will be slightly changed. If the ad is a parent, the ad numbers and headlines (option 1 of WRKADS) of all children will be listed in the first column. If the ad has a parent, the ad number and headline (option 1) of the parent will be listed in the first column.

8. Versions on Ad Jacket

Option 132 of WRKADS (including the production notes) will undergo significant changes. The following rules will be applied:

1. Separate values will be stored for each version.
2. When new versions are added to an ad, the values on the "best" version will be used as the default.
3. If changes made to screen #P72A or P72B apply to other versions, the other versions must also be changed.

The values currently stored on DPJOB, the file at the ad number level, will be maintained and will be kept in synch with the best version.

TSI will set the values at the version level equal to the current values at the ad number level.

```
 Work with Ad Jacket Info: Field Entry Screen                        SCR #P72A
Season: 042 Fall 2004                                   Created     Last Upd
Job Number: 80013 DEC WK.1:TAB                          N011317     N011317
Circular    Run: 11/28/04  Release: 11/26/04            11/22/04    11/22/04

New? . . . . . . . Y,N,D  Y   Pick-up from:. . . . . _____
Illus/Photo Type?. Y,N  Y   Pick-up from:. . . . . _____

Indicia? . . . . H,V,N  N   H=Horizontal    V=Vertical    N=None
Postage? . . . . F,S,N  S   F=First Class  S=Standard   N=None

Trim . . . . . . . . . . _____
Live Area. . . . . . .  _____
Bleed. . . . . . . . .  _____
Other. . . . . . . . .  _____
Side 1 Color . . . . .  4c_____
Side 2 Color . . . . .  _____
Number of Pages. . . .  36_____
Quantity . . . . . . .  _____

                                                              More...
 F6=Copy from Another Ad    F8=Save & Print Job Jacket    F10=Version Comments
 F12=Return
```

9. Validation of Cost Codes and Sub-accounts

Option 28 of WRKADS currently shows all cost codes valid for the expense class. This will be changed so that for special events (expense class 9), only categories which are valid for the ad type will be displayed.

The invoice entry and editing programs, option 9 and 10 on menu ATRANS, currently check to make sure that the sub-account for special events ads are valid for the expense class of the ad. This will be changed so that for special events ads (expense class 9), the ad type on the sub-account must match the ad type on the ad.

```
 Work with Jobs: Estimates by Category                    SCR #P43A


 Season: 051 Spring 2005                                        NEW
 Job Number: 60224 R1 BEAUTY TREND SHOW
 Original Estimate            Scheduled Media: 0.00      Total: 0.00
 Category                     Amount      Units     Remark
 210 ART/ILLUSTRATION         _____ _____ _____
 250 COSMETIC EXPENSE         _____ _____ _____
 315 EXPENSE                  _____ _____ _____
 320 IN STORE MEDIA EXPENSE   _____ _____ _____
 321 IN STORE MEDIA INCOME    _____ _____ _____
 345 MEDIA                    _____ _____ _____
 375 OTHER                    _____ _____ _____
 390 OUTSIDE PRODUCTION       _____ _____ _____
 403 PHOTO COSTS              _____ _____ _____
 433 TRAVEL                   _____ _____ _____
 510 DISCOUNTS                _____ _____ _____
 530 INCOME                   _____ _____ _____
 535 INTER-COMPANY INCOME     _____ _____ _____
 550 TICKET INCOME            _____ _____ _____
                                                            More...

 F3=Exit           F7=Latest     F12=Cancel
 F16=Total  F17=Totals by G/L
```

```
 Post Invoices: Sub-account Breakdown                     SCR #A281F


 Ad #052-60011  R3 GLAM PRODUCTION  Reg3 Sp Ev
 Invoice amount:    $15,000.00

 Enter sub-accounts, amounts, and units (optional).
 Total of amounts on this screen must equal total of Posting.


 Sub-account                       Amount       Units   Category
 NO403 S/CONTRACT HAIR & MA   15000.00   _____   403 PHOTO COSTS
 _____                       _____ _____
 _____                       _____ _____
 _____                       _____ _____
 _____                       _____ _____
 _____                       _____ _____
 _____                       _____ _____
 _____                       _____ _____
 _____                       _____ _____
 _____                       _____ _____



 F3=Save and Update     F4=List     F12=Cancel          F18=Bottom

 Press F3 to save and exit.
```

```
 Traffic Two-Week At-a-Glance: Selection Screen                    SCR #P707A


   Starting Date. . . . . . . . . .  _____

   Schedule Form . . . . . . . . 1-5  1  2  3  4  5   1=ROP         2=Direct Mail
                                                      3=Broadcast   4=Inserts
                                                                    5=Special
   Exclude Pages?. . . . . . . . Y,N  Y

   Flag Late Steps?. . . . . . . Y,N  N

   Production Source Codes . . . . .  *  _  _  _    *=All

   Statuses to Include . . . . . . .  A  P  _  _

   Create Output File? . . . . . Y,N  N     Select Employees? . . . . . . Y,N  N


   F3=Exit      F4=List
```

10. At-Glance Reports

New versions of the two At-a-Glance reports will be created. They will both use a selection screen similar to the one at left. A new field will be added to allow you to select employees.

```
 Traffic Two-Week At-a-Glance: Employee Selection Screen          SCR #P707B

 Enter the employee's intials or select from the list with a 1: ___

 1 PLAN   AEK  Amy Korman            _ FIN    AMM  Adrianne McDonough
 1 PLAN   AGC  Annie Cleveland       _ SPEV   ARS  Angela Standhardt
 1 CM     CES  Connie Soteropulos    _ CW     AWR  Adam Reynolds
 1 EXEC   GEC  Greg Clark            _ AD     B M  Brian Matson
 1 PLAN   NAG  Natalie Greve         _ EXEC   BAC  Bernice Clark
 1 PLAN   TJC  Theresa Cha           _ PR     BCF  Ben Fraase
 _ SPEV   ABS  Amy Sokol             _ EXEC   BDF  Brett Foster
 _ GRM    AEN  Anne Navarro          _ AD     BEA  Brian Amelang
 _ OTHER  AEO  Amy Olson             _ AD     BRH  Brian Holt
 _ EXEC   AEP  Ann Pavelka           _ AD     CAA  Chad Albers
 _ PUBLC  AJS  Andrea Schwartz       _ PLAN   CAP  Carrie Pruyn
 _ VISUL  ALM  Amy Meadows           _ EPA    CBB  Catherine Binder
 _ PLAN   ALP  Andrea Pizel          _ SPEV   CCC  Cynthia Cata
 _ PC     ALS  Amy Spears            _ VISUL  CEM  Courtney Mehlhaff


                                                          More...

 F3=Save and Exit   F12=Cancel   F21=Select All
```

If you enter Y at the employee selection field, a new screen will appear to allow you to build a list of employees. If you create such a list, one report will be printed for each employee selected. Otherwise, only one report will be generated.

2005	DIRECT MAIL, INSERTS	MONDAY 01/31	TUESDAY 02/01	WEDNESDAY 02/02	THURSDAY 02/03	FRIDAY 02/04	MONDAY 02/07	TUESDAY 02/08	WEDNESDAY 02/09	THURSDAY 02/10	FRIDAY 02/11	
	11/22/04 WMN SHOE INSERT SP05-D-ALL-11 1/2 X 21 1/2 -4c-11/22 4 pp. 042-90175A									Photograph Due Red Dot Due Release	Red Dot Apprvl Due	
	1/30/05 FLOWER SHOW REGARDS 1 pp. 051-90016A											
	1/31/05 BUNNY BRKFT R2REGARD 1 pp. 051-90020A	Release Date										
	1/31/05 BUNNY BRKFT R3REGARD 1 pp. 051-90020B	Release Date										
	1/31/05 BUNNY BRKFT R1REGARD 1 pp. 051-90020C	Release Date										
	2/01/05 FLOWER SHOW MEDIA-DM 2 pp. 051-90017A		Release Date									
	2/01/05 FLOWER SHOW MEDIA-DM 1 pp. 051-90018A		Release Date									
	2/01/05 BRIDAL BOOK OF LOVE 20 pp. 051-90097A		Yellow Dot Apprvl Due Red Dot		Red Dot Apprvl Due	Green Due						
	2/06/05 WATCHES VALENTINES H 4 pp. 051-80032A					Release Date						
	2/10/05 FLOWER SHOW POSTCARD 1 pp. 051-90015A									Release Date		
	2/10/05 FLOWER SHOW POSTCARD 1 pp. 051-90015C									Release Date		
	2/14/05 MENS NIGHT (KMG) INV 1 pp. 051-90062A	Release Date										
	2/14/05 MENS NIGHT (KMS) INV 1 pp. 051-90062B	Release Date										

> **The following changes will be made to the report:**
> 1. The headline will be replaced by the constructed headline which is already used on the ad jacket. If necessary, it will be continued on the second line of the first column. This has been done for the first ad on the sample.
> 2. The size will be removed.
> 3. The two Saturday columns will be removed.
> 4. If employees were selected, one report will be printed for each employee. The employee's name will appear at the top.
> 5. If the ad is the parent of other ads, the "children" will appear immediately beneath it.

```
 1/30/05  Marshall Field's Marketing                                      PAGE  1
11:53:28  ACCOUNTING SYSTEM                                               OPT #B690
          LIST OF "MANUALS" FOR JANUARY 2005

                        |Invoice   |           |Esp  |                |               |          |
Vendor                  |Number    |    Amount |SSn Mo|Ad Number|Sub-account        |G/L Account |
PAYROLL  Payroll        |JAN05     | 15,000.00 |042  6|000     0|PAY01 Payroll|Vis Pres |41100101  |
                        |          | 12,000.00 |042  6|000     0|PAY02 Payroll|Mktg Dir |42000101  |
                        |          |  6,000.00 |042  6|000     0|PAY03 Payroll|Exec Mgt |42010101  |
...
```

```
  List of Manuals: Selection                                    SCR #B690




  Transaction Season . . . . . . . . . . .   042

  Transaction Month. . . . . . . . . 1-6   6   January 2005





  F3=Exit      F4=List
```

11. List of Manuals

This report will be added to the FLMONTH menu. It will list all expense invoices with the specified transaction month which have N in the "Upload?" field.

Invoices will be sorted by Vendor ID and then Invoice Number.

12. Insertion Orders

Inserts at Marshall Fields often contain several sets of blow-ins for one newspaper. It is critically important that the newspaper know which version of the book – as identified by the tag on the skid – goes to which set of zip codes. An added complication is that the distributions vary from book to book because the quantities of available blow-ins vary.

We recommend that "special instructions" be used to specify the zip codes and that the "bindery versions" be used to specify the components. This eliminates the requirement for many versions (as identified by one-character version codes) of each. However, it requires that each set of components be given its own line in option 2 of WRKADS.

Each insertion in AdDept may be assigned special instructions. The current limit is five lines of 70 characters. This will be expanded to 15 lines.

This page shows the screen used for the default text for special instructions. AdDept calls this text "boilerplate." Each of these is identified with a code of up to five characters. In this case the tier 1 zips for the Chicago Tribune are entered and labeled CTT1.

This program is on the MMAINT menu. It will be added to the FLPROD menu.

```
 Work with Special Instructions Boilerplate: Field Entry          SCR #M83B


 Special Instructions Boilerplate Code: CTT1                                 _

 Seq    Special Instructions
   10   Zips: 60617 60619 60628 60610 60062 60462 60025 60089 60504 60477
   20   60657 60564 60010 60611 60544 60614 60649 60047 60565 60048 60640
   30   60618 60068 60620 60613 60045 60527 60615 60643 60409 60438 60540
   40   60616 60473 60435 60103 60016 60060 60467 60126 60625 60076 60061
   50   60123 60077 60622 60660 60035 60015 60004 60634 60193
   __
   __
   __
   __
   __
   __
   __
   __
   __
   __

 F12=Cancel
```

Option 12 in WRKADS will be deactivated for inserts. The special instructions described below and on the subsequent page can be entered in option 122 of WRKADS, as described on p. 32.

```
 Work with Ads: Positioning                                          SCR #M67
 Ads File                                                  Created   Last Upd
 Ad #001-80025A FEB WK2 CIRC-CHI MET    Active             N016667   TSIFL
 Ad Type: 40 Circular                                      02/02/05  02/13/05_

 Pub ID                               Date SI? Position    Reserv #   Seq  Prem
 CSUNT 10 CHICAGO SUN TIMES           2/06/00  _____    _____  ____ __
 CTRIB 10 CHICAGO TRIBUNE             2/06/00  Red tag_    _____  ____ __
 CTRIB 10 CHICAGO TRIBUNE             2/06/00  Yellow__    _____  ____ __
 CTRIB 10 CHICAGO TRIBUNE             2/06/00  Blue____    _____  ____ __
 CTRIB 10 CHICAGO TRIBUNE             2/06/00  White___    _____  ____ __




                                                                   Bottom
 F3=Save   F6=Copy   F8=Text   F12=Cancel          F22=Instructions
```

```
 Work with Ad Files: Special Instructions              SCR #M86
 Ad #001-80025A FEB WK2 CIRC-CHI MET Circular     Created   Last Upd
 Run: 02/06/00                       Active       N016667   TSIFL
 SUNDAY   WK #2  Pub ID: CTRIB10                  02/02/05  02/10/05_
                                                      Boiler-
                                                      plate
 _____    CTT1_
 _____    _____
 _____    _____
 _____    _____
 _____    _____
 _____    _____
 _____    _____
 _____    _____
 _____    _____
 _____    _____
 _____    _____
 _____    _____
 _____    _____


 F4=List    F12=Cancel
```

When the Special Instructions screen appears, you can specify the zip codes or zones (or anything else). You can key them in using the spaces at the left. An alternative is to key in a code in the Boilerplate column, as shown in the sample, and press Enter.

In this case the text for CTT1 is brought into the text for the special instructions. Text can then be added and deleted. You can even bring in another set of boilerplate. The text will appear starting with the line to the left of the line on which you put in the code.

Save the text by pressing enter. You will be returned to the previous screen.

```
 Work with Ad Files: Special Instructions                        SCR #M86
 Ad #001-80025A FEB WK2 CIRC-CHI MET Circular         Created    Last Upd
 Run: 02/06/00                          Active        N016667    TSIFL
 SUNDAY    WK #2   Pub ID: CTRIB10                     02/02/05  02/10/05
                                                                Boiler-
                                                                plate
 Zips: 60617 60619 60628 60610 60062 60462 60025 60089 60504 60477  _____
 60657 60564 60010 60611 60544 60614 60649 60047 60565 60048 60640  _____
 60618 60068 60620 60613 60045 60527 60615 60643 60409 60438 60540  _____
 60616 60473 60435 60103 60016 60060 60467 60126 60625 60076 60061  _____
 60123 60077 60622 60660 60035 60015 60004 60634 60193              _____
 _____  _____
 _____  _____
 _____  _____
 _____  _____
 _____  _____
 _____  _____
 _____  _____
 _____  _____
 _____  _____


 F4=List     F12=Cancel
```

```
 Work with Printer Versions: Field Entry Screen                SCR #N20A
 Ad #001-80025 FEB WK2 CIRC-CHI MET             Created    Last Upd
                                                TSIFL      TSIFL
 Printer Version Code: CHIM                     02/13/05   02/14/05




 Description . . . . . . . . . . .  Chi. Metro 5A, 12B







                         Delete this record? . . . . . Y,N  N


 F12=Return
```

Option 120 in WRKADS will be used to specify the "printer version," which is identified by a five-character code. For Marshall Field's the 30-character description will be used to describe which set of swing pages will be used. In the example at left, version CHIM uses the A version of page 5 and the B version of page 12 in the Chicago Metro papers.

Option 121 in WRKADS will be used to specify the "bindery version," which is identified by a separate five-character code under the printer version. Each printer version can be associated with multiple bindery versions.

```
 Work with Bindery Versions: Selection Screen                  SCR #N21A




 Printer Version Code. . . . . . .  CHIM   Chi. Metro 5A, 12B


 Bindery Version Code. . . . . . .  T1     Tier 1: 4 blow-ins


 Option. . . . . . . . . . . . . .   1
   1=New Bindery Version
   2=Description
   3=List of Attached Ads

  86=Delete Bindery Version




 F4=List     F12=Return
```

```
 Work with Bindery Versions: Enter Description                          SCR #N21B
Ad #001-80025 FEB WK2 CIRC-CHI MET
Printer Version Code: CHIM  Chi. Metro 5A, 12B                      New
Bindery Version Code: T1  Tier 1: 4 blow-ins




Description . . . . . . . . . . .  Tier 1: 4 blow-ins

Skid Tag Color. . . . . . . . . .  Tier 1: 4 blow-ins




 F12=Return
```

The bindery version consists of a 30-character description and a list of components. The description is entered on the screen at right. When you press Enter, the screen depicted below is shown.

```
  Work with Bindery Versions: Select Ads                          SCR #N21C
Ad #001-80025 FEB WK2 CIRC-CHI MET
Printer Version Code: CHIM  Chi. Metro 5A, 12B                      New
Bindery Version Code: T1
Select from list of components attached to this ad.

Seq  Component                         Seq  Component
 10   80026 #80026A MIST BLOW-IN TIER 1
 20   80027 #80027A GIO BLOW-IN TIER 1
 30   80028 #80028A ROMANCE BLOW-IN TIER
 40   80029 #80029A BLUSH BLOW-IN TIER 1
      80030 #80030A CHANCE BLOW-IN TIER
      80031 #80031A AQUA BLOW-IN TIER 2
      80032 #80032A PRADA BLOW-IN TIER 2
      80033 #80033A MAGIC BLOW-IN TIER 2
      80034 #80034A XOXO BLOW-IN TIER 2



                                                            Bottom
 F3=Save                      F12=Cancel

 Press F3 to save and exit.
```

All components currently assigned to the ad are displayed. You can select which components are included. It is probably a good idea to define a bindery version even if there are no components at all.

```
 Work with Ads: Maintain Printer/Shipper Report Fields            SCR #N41
 Ad #001-80025A FEB WK2 CIRC-CHI MET Circular          Created    Last Upd
 Run: 02/06/00                          Active         N016667    TSIFL
 SUNDAY     WK #2    MO #1                              02/02/05   02/13/05
  Issue                                            Prntr   Bndry
  Date      Pub ID   Pub Name              Quant  Position Vers    Vers
  2/06/00  CSUNT 10  CHICAGO SUN TIMES     183.20 _____ _____   _____
  2/06/00  CTRIB 10  CHICAGO TRIBUNE       354.60 Red Tag  CHIM    T1
  2/06/00  CTRIB 10  CHICAGO TRIBUNE       224.25 Yellow   CHIM    T2
  2/06/00  CTRIB 10  CHICAGO TRIBUNE       224.25 Blue     CHIM    T2B
  2/06/00  CTRIB 10  CHICAGO TRIBUNE       109.80 White    CHIM    T3




                                                         Bottom
  F3=Save and Exit   F4=List   F6=Set Printer/Bindery   F12=Cancel
  F22=Special Instructions
```

Option 122 will be used to assign printer and bindery versions to each paper on the ad.

The quantity (protected) and position (skid tag color) will be added to this screen. The F22 key will be activated so that you can enter special instructions.

Changes in procedures for Marshall Field's:
1. One line must be activated in option 2 for each bindery version (set of components) for each paper. In this ad, the Chicago Tribune required four lines.
2. It will no longer be necessary to enter pubs for the components. They will inherit their schedules.
3. It is probably no longer necessary to use multiple version codes. The printer versions and bindery versions will be used to specify the versioning.

The invoice address will be recorded on the specs table using option 11 on menu INSORD.

```
 Newspaper Insertion Order Message: Address                       SCR #M3E




 Name. . . . . . . . . . . . . . .  Marshall Field's_____

 Address . . . . . . . . . . . .    700 on the Mall, Box 1140_____
                                    Minneapolis, MN  55402_____
                                    _____

 Attention:. . . . . . . . . . .    Marketing Finance_____




 F12=Return                                                Bottom
```

The "scheduling employee" can be specified for each pub variation. This field represents the initials of the media contact for the paper. It is validated against the employee table.

Even though some of the media contacts may not be employees of Marshall Field's, they will nevertheless be given records on the employee table.

```
 Work with Pubs: Field Entry Screen 2                     SCR #M8C
                                                 Created    Last Upd
                                                 BSJ        DENISE
 Pub ID: WP   00  Washington Post                09/26/91   01/08/04

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

 Day Before? (G=From Pub Group)        Quantity Calc. . . 0-5  1
   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)
 Standard Depth . . . . . 21.00        Default Units. . . . . CI
 Actual Depth . . . . . . 22.00        Allow Oversizes? . Y,N  N
 Explicate Position?. Y,N  N           Minor Pub? . . . . Y,N  N
 Positions:                            Scheduling . .  BSJ  Barbara Johnson
 _____  _____  _____       Tearsheets . .  MW_  Marsha Wheeler
 _____  _____  _____       Treat as PM? . . . . . . . . Y,N  N
 _____  _____  _____       AM/PM from pub group?. . . . Y,N  Y

 Position on IO?. . . Y,N  N

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

```
  Work with Employees: Field Entry Screen          SCR #P12B
                                          Created    Last Upd
                                          MIKEW      MIKE
  Employee ID: BSJ                        05/07/00   04/08/02

  Name. . . . . . . . . . . . . . .     Barbara Johnson

  Abbreviated Name. . . . . . . . .     B. Johnson

  Phone Number. . . . . . . . . .       612-677-8900

  Fax Number. . . . . . . . . . .       612-677-8901

  Work Group Code . . . . . . . . .     SCH      Scheduling

  Active? . . . . . . . . . . . Y,N     Y

  E-Mail. . . . . . . . . . . . . .     bjohnson@haworthmedia.com

                      Delete this record? . . . . . Y,N  N

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

The phone number and fax number are already on the employee table. A 40-character field for the e-mail address will be added to the table.

The ordering process will not be changed. You will be able to select a batch of insertion orders by ad number (usually only for revisions), by pub and dates, or by dates for all pubs. The selection program displays all items which meet the criteria specified. You can select all items by pressing F21 or select individual items by placing an O next to them. One order is generated for each paper selected.

Each paper may be designated to receive faxed orders or to receive orders through AxN. When you run the orders, you can choose not to send them. This allows you to review a hard copy before the order is sent to the paper. A pretty good process is to use option 3 on menu IINSOR to print all orders for the month. Specify that they should **not** be faxed or transmitted to AxN. When they have been proofed, they can then be faxed or transmitted using option 2 or 3. If something new is added to the schedule, or if one insert has been drastically revised, option 1 (selection by ad number) can be useful.

In the initial implementation, the orders will be faxed. An effort will be made to sign up papers to use AxN as soon as this is feasible. Keeping track of orders and confirmations is tremendously easier with AxN.

On the next two pages is a sample of what the order might look like for the insert described above. The actual order will list all inserts for the month before printing the address, contact information, and "footer" text.

```
********************************************************************************************
*                            MARSHALL FIELD'S                                              *
*                          PRE-PRINT INSERTION ORDER                                       *
********************************************************************************************

CHICAGO TRIBUNE                    Acct Rep: ALLISON BARHAM                        ORIGINAL
435 NORTH MICHIGAN AVENUE          Phone: 312-222-3247                           IO #38519
CHICAGO, IL 60611                  Fax: 312-222-3935                               Page #1
                                                                          FEBRUARY 14, 2005


AD           RUN                                   # OF
NUMBER       DATE    DESCRIPTION                    PAGES  SIZE        QUANTITY  COMMENT

001-80025A   2/06/00  FEB WK2 CIRC-CHI MET           16    TAB         354,600  Red tag

                      Tier 1: 4 blow-ins: 80026A MIST BLOW-IN TIER 1;
                      80027A GIO BLOW-IN TIER 1; 80028A ROMANCE BLOW-IN TIER 1;
                      80029A BLUSH BLOW-IN TIER 1

                      Zips: 60617 60619 60628 60610 60062 60462 60025 60089 60504 60477
                      60657 60564 60010 60611 60544 60614 60649 60047 60565 60048 60640
                      60618 60068 60620 60613 60045 60527 60615 60643 60409 60438 60540
                      60616 60473 60435 60103 60016 60060 60467 60126 60625 60076 60061
                      60123 60077 60622 60660 60035 60015 60004 60634 60193

001-80025A            FEB WK2 CIRC-CHI MET           16    TAB         224,250  Yellow

                      Tier 2a: 4 blow-ins: 80031A AQUA BLOW-IN TIER 2;
                      80032A PRADA BLOW-IN TIER 2; 80033A MAGIC BLOW-IN TIER 2;
                      80030A CHANCE BLOW-IN TIER 2

                      60453 60647 60101 60641 60188 60108 60563 60056 60194 60411 60031
                      60561 60630 60187 60067 60139 60646 60172 60440 60007 60638 60090
                      60419 60629 60120 60148 60053 60133 60107 60714 60431 60605 60423
                      60439 60102 60014 60707 60523 60645 60659 60632 60525

001-80025A            FEB WK2 CIRC-CHI MET           16    TAB         224,250  Blue

                      Tier 2b: 4 blow-ins: 80031A AQUA BLOW-IN TIER 2;
                      80032A PRADA BLOW-IN TIER 2; 80033A MAGIC BLOW-IN TIER 2;
                      80034A XOXO BLOW-IN TIER 2

                      60302 60030 60202 60639 60631 60195 60402 60521 60463 60201 60430
                      60516 60085 60091 60005 60074 60451 60073 60652 60637 60426 60601
                      60626 60154 60137 60464 60441 60651 60448 60506 60656 60608 60712
                      60452 60532 60046 60446 60118 60607 60559 60653 60422 60609 60543
                      60827 60110 60445 60517 60417 60515 60093 60623 60191 60655 60465

-------------------------------------------------------------------------------------------
```

AdDept: Design Document #2 for Marshall Field's Marketing CONTINUED

```
*********************************************************************************************
*                                   MARSHALL FIELD'S                                       *
*                                PRE-PRINT INSERTION ORDER                                  *
*********************************************************************************************

CHICAGO TRIBUNE                      Acct Rep: ALLISON BARHAM                       ORIGINAL
435 NORTH MICHIGAN AVENUE            Phone: 312-222-3247                           IO #38519
CHICAGO, IL 60611                    Fax: 312-222-3935                              Page #2
                                                                          FEBRUARY 14, 2005


AD          RUN                             # OF
NUMBER      DATE     DESCRIPTION            PAGES   SIZE           QUANTITY   COMMENT

001-80025A  2/06/00  FEB WK2 CIRC-CHI MET    16    TAB            109,800    White

                     Tier 3: no blow-ins

                     Remaining zips

Send invoice with ad number to:                                         Media Contact:
Marshall Field's                                                            Kit Hagen
Marketing Finance                                                      Phone: 612-677-8900
700 on the Mall, Box 1140
Minneapolis, MN  55402

This form serves as authorization for all Marshall
is authorized.  Any other advertising, without the
forbidden.  The preprints ordered above are schedul
arrangements have been made with your newspaper.  I
Receiving dept to ensure the correct preprint runs
wrongfully inserted or for ROP required to rectify
guidelines for procedures on missing or damaged pre

This schedule is subject to revision.  Please call
damaged preprints.
```

① ② ③ ④ ⑦ ⑧ ⑨

AdDept also provides for up to ten lines of comments which describe the batch of orders. This is often useful to provide for, among other things, seasonal remarks, changes in policy, etc. You can specify default text for these comments as well.

Sources of the data:
1. The address, contact name, phone number, and fax number are on the pub table (option 2).
2. The size will be TAB or BROADSHEET depending on the setting in option 1 of WRKADS.
3. Quantities are currently specified in option 2 of WRKADS.
4. The tag for the skid is specified as the Position in option 12 of WRKADS.
5. The description of the bindery component is concatenated with the list of components to describe the package.
6. The zip codes are from the special instructions entered in option 12 of WRKADS.
7. The invoice address will come from the text.
8. The media contact comes from the information on the employee table for the employee specified for scheduling for the pub.
9. Ten lines of "footer text" can be entered in option 11 on menu INSORD. The same text prints on every order.

ROP

A new field will be added to option 1 of WRKADS for ROP ads to allow you to specify a 15-character text field for the NAA# to be used for spot color ads. If you use one color for the ad in one paper and a different color in another paper, you will need to specify the two colors on separate version.

```
 Work with Ads: Print Media Ad Definition                        SCR #M21B
 Ad #051-00101A EXTRA SPECIAL SAVING ROP 1C              Created   Last Upd
 Run: 02/02/05  Release: 02/02/05       Active           HARRY     HARRY
 WEDNESDAY WK #1    MO #1                                 02/24/04  02/24/04


 Long Headline . . . . .   EXTRA SPECIAL SAVINGS SALE
                           _____
                           _____
 Color . . . . . . . . .   1C              NAA#: 4080 Green
 Size. . . . . . . . . .   6 Col x 15"
 P&L?. . . . . . . . Y,N   Y
 Budget? . . . . . . Y,N   Y            Production Source Code . . .   I  Inhse
 Calendar? . . . . . Y,N   Y


 Store Allocation. . . .   A            Regular
 Promotion Code. . . . .   D            Sale Price
 Pickup Season, Ad # . .   000   _____ _
 User Field #1 . . . . .   _____
 User Field #2 . . . . .   _____        Ad Number Last Year. . . . .   101  A
 Pre-press Job Name. . .   S101A
                                                                     More...

 F4=List     F12=Cancel
```

The ordering process will not be changed. You will be able to select a batch of insertion orders by ad number (usually only for revisions), by pub and dates, by pub group and date, and by dates for all pubs. The selection program displays all items which meet the criteria specified. You can select all items by pressing F21 or select individual items by placing an O next to them. One order is generated for each paper selected.

Each paper may be designated to receive faxed orders or to receive them through AxN. When you run the orders, you can choose not to send them. This allows you to review a hard copy before the order is sent to the paper. A pretty good process is to use option 3 on menu INSORD to print all orders for the week. Specify that they should **not** be faxed or transmitted to AxN. When they have been proofed, they can then be faxed or transmitted using option 2, 3, or 4. If something new is added to the schedule, or if one insert has been drastically revised, option 1 is useful.

In the initial implementation, the orders will be faxed. An effort will be made to sign up papers to use AxN as soon as this is feasible. Keeping track of orders and confirmations is tremendously easier with AxN.

On the next page is a sample of what the order might look like for a set of ROP ads. Actual orders will contain all ads for the week.

```
**********************************************************************************************
*                                    MARSHALL FIELD'S                                       *
*                                    INSERTION ORDER                                        *
**********************************************************************************************

CHICAGO TRIBUNE                      Acct Rep: ALLISON BARHAM                       ORIGINAL
435 NORTH MICHIGAN AVENUE            Phone: 312-222-3247                            IO #38520
CHICAGO, IL 60611                    Fax: 312-222-3935                               Page #1
                                                                           FEBRUARY 14, 2005


AD           RUN                              SPACE
NUMBER       DATE    DESCRIPTION              ORDERED              COLOR      NAA #          POSITION

001-00075A   2/04/00 13 HOUR SALE W/CPN       6 Cols x 21"         1C        4080 GREEN     5A
                    NOTE: This ad has coupons

001-00076A   2/05/00 AN AD THE NEXT DAY       6 Cols x 21"         4C                       BACK MAIN

Send invoice with ad number to:                                            Media Contact:
Marshall Field's                                                            Chuck Hansen
Marketing Finance                                                       Phone: 612-375-5443
700 on the Mall, Box 1140                                                 Fax: 612-375-2040
Minneapolis, MN  55402                          E-mail: Charles_Hansen@MarshallFields.com

This form serves as authorization for all Marshall Field's advertising.  Only the above advertising is author-
ized.  Any other advertising, without the express written consent of Marshall Field's Media, is forbidden.
We will not pay for ROP wrongfully inserted or for ROP required to rectify the situation.

This schedule is subject to revision.  Please call the contact listed above with any questions.  Questions
concerning full-color ads should be directed to ...
```

Sources of the data:
1. The NAA # is the new field in option 1 of WRKADS.
2. Positioning for ROP can be done by pub for a set of dates using option 5 on the MMAINT menu, by ad using option 12 of WRKADS, or on the fly as you order.
3. Special Instructions can be entered using either of the positioning programs or on the fly as you order.
4. Footer text.

13. Workflow Management

The purpose of this item is to provide a data file which can be used to create a graphical representation of production schedules. At Marshall Field's the definition of the dates is consistent among all of the production schedule. This means that, for example, the photography due date on every schedule has sequence number 70.

```
 Work with Production Schedules: Step Definitions           SCR #P13C
                                                  Created    Last Upd
                                                  N055449    N055449
 Production Schedule: DM   DMM                     11/23/04   12/22/04
 Seq  Column Headings          Description         Prod?  X-Ref  Photo Seq
  10 Turn-In    Meeting     Turn-In Meeting         Y     __    ____
  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 Release    Date        Release Date            Y     __    ____
 120 Materials  Due Date    Materials Due Date      Y     __    ____
 ___ _____  _____    _____      Y     __    ____
 ___ _____  _____    _____      Y     __    ____
 ___ _____  _____    _____      Y     __    ____

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

```
 Output File for Workload: Selection Screen               SCR #P674


                            Starting   Ending
 Run Date . . . . . . . . . . . . . 05/01/05  08/31/05

 Schedule Form . . . . . . . . 1-5  1 2 3 4 5   1=ROP         2=Direct Mail
                                                3=Broadcast   4=Inserts
                                                5=Special
 Statuses to Include . . . . . . .  A P _ _

 Sequences to Include. . . . . . .  *___ ___ ___ ___ ___ ___ ___ ___ ___
                                    ___ ___ ___ ___ ___ ___ ___ ___ ___


 Versions to Include . . . . . A,B  B        A=All   B=Best only




 F3=Exit
```

A new option will be added to the FLPROD menu to allow you to create a file to feed a program on a PC or Mac to display production schedules in a more visually useful manner. The proposed selection screen for this program is displayed at left.

You will also be allowed to specify the name of the library and file in which to place the output.

One record will be written for each step on the production schedule for each ad selected. The layout is articulated on the next page.

File Layout

Field	Specs	Description
ADSEAS	C 3	Ad season
ADNUM	ZD 5	Ad number
ADMOD	C 1	Version code
YEAR	ZD 2	Year
MONUM	ZD 2	Month
DAY	ZD 2	Day
HEADLINE	ZD 2	Headline
NPAGES	ZD 3	Number of pages
SEQ4	ZD 4	Sequence
DUEYR	ZD 2	Due date year
DUEMO	ZD 2	Due date month
DUEDAY	ZD 2	Due date day

Notes

The date (YEAR, MONUM, and DAY) will come from the starting in-home date in option 1 of WRKADS. If this date has not been filled in, the ad's run date will be used.

The headline is the 30 character description of the ad in option 1 of WRKADS.

The number of pages will be 0 unless the ad is a book.

The sequence identifies the job step: 10=Turn-in Meeting, etc.

For each step you can identify a due date and a completion date. Completion dates will be ignored.

16. Vendor Reports

A new program will be added to the FLFIN menu to specify co-op budgets at the level of department by month.

You will specify the department and season on a screen similar to the one at right.

```
 Budget by Department: Selection                                    SCR #B16A



 Department Number . . . . . . . .    123

 Season. . . . . . . . . . . . .      051








     F3=Exit      F4=List
```

```
  Budget by Department: Field Entry                        SCR #B16A

 Department #123   CHRISTMAS SHOP                          NEW
 Season: 051   Spring 2005


 Month          Gross          Vendor             Net
  Feb        _____   _____
  Mar        _____   _____
  Apr        _____   _____
  May        _____   _____
  Jun        _____   _____
  Jul        _____   _____

 Total:




 F12=Return
```

The budgets by month will be entered in the Vendor column.

The planned vendor amounts keyed in on this screen will be used on all four reports in items #7 and #8 in Design Document #11. The Gross column will be ignored.

```
10/04/04 Marshall Field's Marketing Department                                    PAGE 1
07:45:10 Net Expense by Sub-Roman and Promotion                                   OPT #B623
         March 2004  Department 123  Worthless Dust Collectors
```

Expense Class	Promo # Headline	Date	Gross	Actual Vendor	Net	Planned Vendor
4 Circular	34802 Week 5 Circular	03/07/04	33,000.00	20,000.00	13,000.00	
4 Circular	34803 Week 6 Circular	03/14/04	66,000.00	22,474.00	43,526.00	
	Total Circular		99,000.00	42,474.00	56,526.00	
...						
	Total		129,784.00	42,474.00	87,310.00	41,000.00

This is the new mock-up of the second report in item #8 of the first design document. A report will now be produced for each department. A column for the Actual Vendor has been added. The Net column is now the difference between the two actual columns. The Planned Vendor column has been moved to the far right.

Department	Circular Vendor $	# pages	$/Page	Collection books Vendor $	# pages	$/Page	Other DM Vendor $	Radio/TV Vendor $	Misc. Vendor $	ROP Vendor $	Total Vendor $
3 Liz Clairborne	0	2.5	0	95,500-	10.0	9,500-	0	0	0	12,000-	107,500-
...											
Total 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 #B624




 Transaction Season . . . .    041          Spring 2004

 Transaction Month. . . . .     3            April

 Print Backup Report? . Y,N    Y






 F3=Exit      F4=List
```

A new selection prompt will be added to the report of vendor income by media type to allow you to specify whether to produce the backup report at the department level. A sample of the output is shown above

```
FLPLAN                        Marketing Planning                    TSI270
                                                    MIKE           ADDEPT
Select one of the following:

    1. Work with a Table                                          MTABLE
    2. Work with Ads by Ad Number                                 DM020
    3. Position Ads in an Issue of a Pub                          DM101
    4. Move all Ads in an Event                                   DM108

  Look-up:
   11. Ads by Schedule Form, DMM, and Run Date                    DL047D
   12. Ads by Ad Number                                           DL047FL

  Schedule Inquiry by:
   21. Ad Number                                                  DM131
   22. Pub and Issue                                              DM132
   23. Event                                                      DM133
                                                                  More..

Selection or command
===> _____
  _____
F3=Exit   F4=Prompt   F9=Retrieve   F10=Command Line   F12=Cancel
F13=User Support      F16=System main menu
```

17. Menu for Planning

A menu named FLPLAN will be created. It can be used as the default menu for the people in Marketing Planning.

The first four options come from the MMAINT menu.

Options 11 and 12 are commonly used as function keys.

Options 21-24 come from the MINQ menu.

Option 42 is described in item 18 of this document.

```
FLPLAN                        Marketing Planning                    TSI270
                                                    MIKE           ADDEPT
Select one of the following:

   24. Run Date                                                   DM134

  Insertion Orders:
   31. ROP                                                        INSORD
   32. Circulars                                                  IINSOR

   41. Contract Programs                                          CONTRACT
   42. Press Run List                                             P657




                                                                  Bottom
Selection or command
===> _____
  _____
F3=Exit   F4=Prompt   F9=Retrieve   F10=Command Line   F12=Cancel
F13=User Support      F16=System main menu
```

18. Press Run List

The printer and separator can already be specified for each job using option 23 of WRKADS. This program currently is set up to enter A/P vendor numbers. An alternative arrangement is to enter names of the vendors.

Two new fields will be added to this screen: a five-character text field for the plant validated against the plant table and a vendor ID field for the paper supplier validated against the vendor table. The program to record valid plant codes will be activated.

```
 Work with Production Jobs: Vendor Assignments                   SCR #P41
 Season: 051  Spring 2005                          Created    Last Upd
 Job Number: 90059 ESTEE LAUDER GWP S05            N300060    N300060
 Mailer      Run: 01/30/05  Release: 01/28/05      01/07/05   01/07/05_


 Printer. . . . . . . .  _____
        Contact . . . . .  _____        Plant: _____
 Paper Supplier . . . .  _____

 Separator. . . . . . .  _____
        Contact . . . . .  _____

 Mailer . . . . . . . .  _____
        Contact . . . . .  _____

 Creative . . . . . . .  _____
        Agency. . . . . .  _____
        Contact . . . . .  _____

 Photography. . . . . .  _____

 F4=List    F6=Alpha List    F12=Return
```

```
 Work with Production Jobs: Production Specs            SCR #P21C
 Season: 051 Spring 2005                     Created    Last Upd
 Job Number: 90059 ESTEE LAUD ER GWP S05     N300060    N300060
 Mailer      Run: 01/30/05  Release: 01/28/05  01/07/05   01/07/05_

 Size . . . . . . . . .  OTHER_____
 Color. . . . . . . . .  4c_____
 Paper Stock: Body. . .  38# LWC_____
            Cover . .  _____  Roll Size:
 Quantity . . . . . . .  _____    Heat/Cold .  _____
 Page Size (Per Cent) .  _____       Image . . .  _____
 Pages. . . . . . . . .  _____
 Live Area. . . . . . .  _____
 Colors . . . . . . . .  4c_____
 Full Bleed?. . . . Y,N  Y          Self Cover? . Y,N  Y



                                 Weight. . . . . .  _____




 Page Up for Definition   Page Down for Production Notes   F12=Return
```

The Paper Grade/Weight will come from the Paper Stock: Body field in the second screen of option 21 of WRKADS. A new field for the Roll Size will be added.

The versioning of the press run will be the same as that of the insertion order as described in item #12 of this document. The selection screen for the report will allow for specification of the season and ad number. The format is illustrated on the next page.

```
 Work with Pubs: Production Fields                              SCR #M8F


                                                     NEW
 Pub ID: CTRIB10   CHICAGO TRIBUNE

 Contact. . . .   Ozzie Agosto/Roy Carlson       Phone. . . . .   312-222-2148
 Address. . . .   Freedom Center                 Extension. . .   _____
                  560 W. Grand Av./North Dock
                  Chicago, IL 60610-2489

 Pos/Neg Image.   _____       Spread . . . .   _____
                  _____       Spread Bleed .   _____
                  _____       Gutter . . . .   _____
                  _____       Plate Number .   _____

 Trim . . . . .   _____       # of Progs . .   _____
 Bleed. . . . .   _____       # of Proofs. .   _____
 Image. . . . .   _____       Binding Method   _____
 Line Screen. .   _____       Printing Proc.   _____
 Proc. Colors .   _____       Comments . . .   _____
                                                         _____
 F12=Cancel
                                                             More...
```

The delivery address can be specifed in option 4 of the "Work with Pubs" program. If necessary you can supply detailed delivery instructions in option 14 of the same program.

```
 Insert Distribution Reports: Selection                        SCR #M665




 Season . . . . . . . .     051      Spring 2005

 Ad Number. . . . . .       80025    Valentine's Day Circular

                          Office/Warehouse  Stores          Newspapers
 Delivery Dates . . . .   As Printed        02/15/05         02/10/05

 Print Press Run List? . . . Y,N  Y      Print Count Estimate? . . . Y,N  Y








 F3=Exit      F4=List
```

The versioning of the press run will be the same as that of the insertion order as described in item #12 of this document. The selection screen for the report will allow for specification of the season and ad number as well as 15-character text fields for the dates for delivery of the copies.

Two reports will be available, a detailed distribution report and a count estimate. The formats are illustrated and described on the next few pages.

```
11/04/04 Marshall Field's Marketing Department                              PAGE 1
07:45:10 Press Run for Printer                                          OPT #M665A

**********************************************************************************
*                                 CONFIDENTIAL                                  *
**********************************************************************************

Ad #001-80025  Valentine's Day Circular
Run Date: 02/06/05
Printer: RR Donnelly               Plant: 1

Film Separator: RRD/MPLS
Paper Grade/Weight: 38# LWC               Supplier: Horizon/Kruger        Roll Size: 72.625"

Version: Chicago Metro: Base w/ 3a, 14a   Printing: 1,096,100 + 104 office copies  Total: 1,096,204
------------------------------------------------------------------------------------
Skid Tag: Red            Version: Chicago Metro: Base w/ 3a, 14a
Size: 36 pp. + Mist Blow-in + Gio Blow-in + Romance Blow-in + Blush Blow-in
Quantity: 537,800
Deliver to:  Chicago Tribune                   354,600     Ozzie Agosto/Roy Carlson
             Freedom Center                                 312-222-2148
             560 W. Grand Av./North Dock
             Chicago, IL  60610-2489

             Chicago Sun Times                 183,200     Frank or Louie
             Inserting Plant                                773-247-3671
             2800 S. Ashland Ave.
             Chicago, IL  60608

------------------------------------------------------------------------------------
Skid Tag: Yellow         Version: Chicago Metro: Base w/ 3a, 14a
Size: 36 pp. + Aqua Blow-in + Prade Blow-in + Magic Blow-in + Chance Blow-in
Quantity: 224,250
Deliver to:  Chicago Tribune                   224,250     Ozzie Agosto/Roy Carlson
             Freedom Center                                 312-222-2148
             560 W. Grand Av./North Dock
             Chicago, IL  60610-2489

------------------------------------------------------------------------------------
                                  CONTINUED
```

> Separate values can be specified for the paper stock for the cover and the body. If the stock of the cover is specified, both will be printed.

```
***********************************************************************************************
*                                    MARSHALL FIELD'S                                         *
*                                  PRESS RUN FOR PRINTER                                       *
***********************************************************************************************
*                                      CONFIDENTIAL                                           *
***********************************************************************************************


Ad #001-80025  Valentine's Day Circular                               January 17, 2005
Run Date: 02/06/05                                                              Page 2
Printer: RR Donnelly              Plant: 1


Film Separator: RRD/MPLS
Paper Grade/Weight: 38# LWC                    Supplier: Horizon/Kruger      Roll Size: 72.625"
Version: Chicago Metro: Base w/ 3a, 14a    Printing: 1,096,100 + 104 office copies  Total: 1,096,204
--------------------------------------------------------------------------------------------
Skid Tag: Blue            Version: Chicago Metro: Base w/ 3a, 14a
Size: 36 pp. + Aqua Blow-in + Prade Blow-in + Magic Blow-in + Xoxo Blow-in
Quantity: 224,250
Deliver to:  Chicago Tribune                       224,250    Ozzie Agosto/Roy Carlson
             Freedom Center                                   312-222-2148
             560 W. Grand Av./North Dock
             Chicago, IL  60610-2489


--------------------------------------------------------------------------------------------
Skid Tag: White           Version: Chicago Metro: Base w/ 3a, 14a
Size: 36 pp. No blow-ins
Quantity: 109,904
Deliver to:  Chicago Tribune                       109,800    Ozzie Agosto/Roy Carlson
             Freedom Center                                   312-222-2148
             560 W. Grand Av./North Dock
             Chicago, IL  60610-2489

             --------------------------------    Office Copies    --------------------------------

Deliver to:  Marshall Field's Minneapolis               50    Stacy Baldwin
             700 on the Mall, Box 1100
             Minneapolis, MN  55402

             Marshall Field's Minneapolis                2    Chuck Hansen
             700 on the Mall, Box 1100
             Minneapolis, MN  55402
--------------------------------------------------------------------------------------------
                                       CONTINUED
```

Notes on the report:

The description of the components will be a concatenation of the headlines of each component separated by + signs. The headlines in the sample are not consistent with the headlines shown in the sample for insertion orders, but when implemented the same values will be used for each.

A page break will be inserted between "printer versions," which will be set up for each set of swing pages. If office copies of each set of swing pages are desired, then the office pubs must be assigned to the ads several times.

A dashed line will be inserted between "bindery versions," which will be set up for each set of components. A broken dashed line will be inserted if there are office or store copies assigned to the bindery version.

The last page of the report will show a summary of the total printing required of each printer version -- newspaper, store, and office. It will also show the required delivery dates, and the signature information.

```
11/04/04 Marshall Field's Marketing                                        PAGE 1
07:38:34 Count Estimate for Printer                                     OPT #M665B
**********************************************************************************
*                               CONFIDENTIAL                                    *
**********************************************************************************
Ad #051-80025  Valentine's Day Circular
Run Date: 02/06/05
Printer: R R DONNELLEY & SONS  Plant: 1


Film Separator: RRD/,PLS
Paper Grade/Weight: 38# LWC                  Supplier: Horizon/Kruger      Roll Size: 72.625"


Version: Chicago Metro: Base w/ 3a, 14a    Printing: 1,096,100 + 104 office copies  Total: 1,096,204
--------------------------------------------------------------------------------
Skid Tag: Red            Version: Chicago Metro: Base w/ 3a, 14a
Size: 36 pp. + Mist Blow-in + Gio Blow-in + Romance Blow-in + Blush Blow-in
Quantity: 537,800


--------------------------------------------------------------------------------
Skid Tag: Yellow         Version: Chicago Metro: Base w/ 3a, 14a
Size: 36 pp. + Aqua Blow-in + Prade Blow-in + Magic Blow-in + Chance Blow-in
Quantity: 224,250


--------------------------------------------------------------------------------
Skid Tag: Blue           Version: Chicago Metro: Base w/ 3a, 14a
Size: 36 pp. + Aqua Blow-in + Prade Blow-in + Magic Blow-in + Xoxo Blow-in
Quantity: 224,250


--------------------------------------------------------------------------------
Skid Tag: White          Version: Chicago Metro: Base w/ 3a, 14a
Size: 36 pp. No blow-ins
Quantity: 109,904
```

> The Cost Estimate will do a page break when it reaches a new bindery version.

```
08/04/04 Marshall Field's Marketing Department                                    PAGE 1
07:45:10 Allocations Report                                                       OPT #B522
         Direct Mail February 2005
```

Ad Number	Headline	Discr Code	Dept Charges	Leased/ Transfers	EVTVS	MDNON	MEDEV	MKTIN	PUBME	PUBNM	REGAR	SIGNS	STORE	VISSM
051-15001	Home Sale book-32 pgs, 12	MERCH	332,000	20,000	0	0	0	0	0	0	0	0	0	0
051-15004	Home Sale book "Incentive	MERCH	0	0	0	0	14,250	0	0	0	0	0	0	0
051-15005	Furn-Baker Mailer-VP-4c	MERCH	11,060	0	0	0	0	0	0	0	0	0	0	0
...														
	Expense class total		345,627	30,190	0	0	37,790	0	0	0	55,550	0	0	0

A separate report will be generated for each expense class selected. A total will be printed for each expense class and for all selected classes.

Note: The allocations shown on this report may not be in agreement with the results of the monthly expense package. This report shows how each ad's cost was actually allocated. However, the rules used in those reports may override the allocations. For example, if the STORE discretionary code is assigned to an ad, 100% of its costs are on the storewide line regardless of the ad's allocation.

```
Allocations for This Month's Ads: Selection                    SCR #B525

Season. . . . . . . . . . . . .   051

Month . . . . . . . . . . . . 1-6  1      February 2005

Expense Classes . . . . . . . .   1 2 3 4 5 6 7 8 9



Create Output File? . . . . . Y,N  N
```

If you specify to create an output file, you will be allowed to specify the library and file name. The file will have the expense class number and all displayed columns for detail (not total) lines.

```
F3=Exit     F4=List
```

21. Allocations Report

This report provides a breakdown of charges for all ads running in the specified month in the selected media.

The source of data will be the actual cost accounting file. If the allocation is to a department with no allocation rule, it will be listed in department charges unless it is a leased or transfer department. Otherwise it will be listed in the column corresponding to the discretionary code associated with the department. Currently 10 of these are used for allocated departments. The proposed design will accommodate up to 13.

22. Estimate v. Actual Selection

The report, which will be added to the FLMONTH menu, will generate output which is identical to that of report #P622, the estimate v. actual report. All pages, closed jobs, and jobs with statuses other than A will be excluded. You will be allowed to specify the last included season and month (for the run date) and a list of expense classes. One report will be generated for each job which meets the criteria.

```
Estimate v. Actual Batch: Selection                            SCR #P624




Last Included Season . . . .    051

Month. . . . . . . . . . 1-6   1      February 2005

Expense Classes. . . . . .   1 2 3 4 5 6 7 8 9






F3=Exit      F4=List
```

```
08/04/04 Marshall Field's Marketing Department                                    PAGE 1
07:45:10 Production Credits Report                                                OPT #B526
         Circulars February 2005

Ad         |                               |Discr|FASHION |HARTE   |INTERNAL |INTERNAL  |STUDIO |
Number     |Headline                       |Code |PHOTO   |HANKS   |CREATIVS |PRODUCTION|PHOTO  |
051-24801|11/28 Tab 36 pgs,               |STORE|  71,000 |      0 |       0 |        0 | 57,200 |
051-24802|12/5 Tab 48 pg                   |STORE| 111,450 |      0 |       0 |        0 | 69,300 |
051-15005|12/12 Tab 56 pg                  |STORE| 107,500 |      0 |       0 |        0 | 90,200 |
...

         |Expense class total             |     | 449,550 |      0 |       0 |        0 |357,500 |
```

> A separate report will be generated for each expense class selected. A total will be printed for each expense class and for all selected classes.
>
> The values represent the latest projections in the five production credits categories for active jobs with run dates in the specified month.

```
Production Credits for This Month's Ads: Selection              SCR #B526A

Season. . . . . . . . . . . . .   051

Month . . . . . . . . . . . . 1-6  1      February 2005

Expense Classes . . . . . . . . .   1 2 3 4 5 6 7 8 9



Create Output File? . . . . . Y,N  N
```

> If you specify to create an output file, you will be allowed to specify the library and file name. The file will have the expense class number and all displayed columns for detail (not total) lines.

```
F3=Exit    F4=List
```

23. Production Credits

This report provides a breakdown of production credits for ads running in the specified month and expense classes.

```
08/04/04 Marshall Field's Marketing Department                          PAGE 1
07:45:10 Creative Invoices by G/L Account                               OPT #B527A
         February 2005

Expense|       |          |
Center |Account|    Amount|
4211   |0703   |    428.00|
4211   |0705   |      6.55|
4215   |0639   |  4,412.35|
...
```

```
Breakdown of Creative Invoices: Selection                          SCR #B527A


Season. . . . . . . . . . . . .    051


Month . . . . . . . . . . . 1-6   1        February 2005


Expense Centers . . . . . . . .   4211  4215  4216  ____  ____



Create Output Files?. . . . . Y,N  N
```

If you specify to create output files, you will be allowed to specify the library and two file names. The files will have all displayed columns for detail (not total) lines.

```
F3=Exit     F4=List
```

24. Breakdown of Creative Invoices

This report provides a breakdown of invoices posted during the specified month. You can specify up to five expense centers. The system will select all invoices for the month with **invoice accounts** beginning with the specified expense centers.

Two reports will be generated. The report shown above has summaries by G/L account. The report on the next page shows totals by ad number.

```
08/04/04 Marshall Field's Marketing Department                                    PAGE 1
07:45:10 Creative Invoices by Ad Number                                           OPT #B527B
         February 2005

Expense Class        |Ad Number                      |    4211 |    4215 |    4216 |
1 ISM                |051-15905 Signs and more signs |     .00 |  717.46 |     .00 |
1 ISM                |051-24957 Signs and less signs |  428.00 |     .00 |     .00 |
                     |                               |         |         |         |
1 ISM                |     Total                     |     .00 |  717.46 |     .00 |
                     |                               |         |         |         |
3 ROP                |051-04110 Big sale             |     .00 |     .00 |  185.40 |
3 ROP                |051-04114 Bigger sale          |     .00 |     .00 |  185.40 |
3 ROP                |051-04152 Biggest sale         |     .00 |     .00 |  185.40 |
...
```

A total line will be printed for each expense class and for the report as a whole.

```
 Create Planning Records: Selection                              SCR #A801A
Season to Copy. . . . . . . . . .    042          Fall 2004

Season to Plan. . . . . . . . . .    052          Fall 2005

                                     Prodn        Media        Vendor
% Increases (- for Decrease). . .   _____     _____     _____
    Rate 1 Also? . . . . . . Y,N     N
                                     Starting     Ending
Months to Copy. . . . . . . . . .     1             6

Statuses to Copy. . . . . A,H,K,P    A   _   _   _
Schedule Forms to Copy. . . . 1-4    1   2   3   4    1=Ads   2=Dir Mail   3=Broadc
                                                      4=Inserts           *=All


Source for Commitments. . . A,C,S    S              A=Actual   C=Commd   S=Switch
Recalculate Event Totals? . . Y,N    Y    Copy Event by Season Records?. Y,N   Y
Recalculate Rates?. . . . . . Y,N    Y



F3=Exit      F4=List                                              More...
```

25. Porting by Event Code

A new set of fields will be added to the second selection screen for DA801, the program which "ports" ads from one season to another. You will be able to specify up to five event codes to port. The default will be *, which means that ads which meet all of the other criteria should not be excluded on the basis of their event codes.

NOTE: The first thing that the program does is to delete ads in the target season. If an ad was previously ported, and its event code was changed, it may be deleted by the second porting. It is also possible that ads which should be deleted will be missed if their event codes have been changed.

```
 Create Planning Records: Selection                              SCR #A801B

Blank out Comments? . . . . . Y,N   Y
Blank out Vendors?. . . . . . Y,N   Y

Copy Pages? . . . . . . . . . Y,N   N
Copy Components?. . . . . . . Y,N   N

Set all Contra to 0?. . . . . Y,N   N
Copy Memo Reserve?. . . . . . Y,N   Y



Event Codes . . . . . . . . . . .   *____  ____  ____  ____  ____




F3=Exit                                                          Bottom
```

26. Automated E-mail Message

Item #12 in this document already specifies that a field will be added to the employee table for the e-mail address.

A new option will be added to WRKADS for all media to allow sending of an e-mail message about a version of an ad. The SNDDST command will be used for this purpose. It can send a "long message" of up to 5,000 characters. It cannot send rich-formatted text (bold, specific fonts, etc.) or attachments.

NOTE: The SNDDST command requires that the user have a valid entry in the system directory. If the directory entry has an e-mail address associated with it (F19 when working on the entry), that e-mail address will be used as the "From" address for the e-mail.

The screen displayed on this page will appear when the option to send the e-mail message appears. It provides 15 lines of text for the e-mail. The first two and the last eight will be blank. The other five contain descriptive information about the ad, mostly from option 1 of WRKADS.

```
 Work with Ads: E-mail Message                              SCR #N122A
 Ad #051-90059A ESTEE LAUDER GWP S05 Mailer         Created    Last Upd
 Run: 01/30/05                        Active        N300060    N056213
 SUNDAY    WK #1    MO #1                            01/07/05   02/02/05_
 _____
 _____
 Ad #051-90059A ESTEE LAUDER GWP S05 DML        Ad Type: Mailer      _
 Run Date: 01/30/05  February  Created 01/07/05 by Kristi Zabowski   _
 Size: 1 page(s) OTHER              Dept: 716 Estee Lauder           _
 Event: COSMT  1  COSMETICS         Discr: MERCH Merchants           _
 Pub Group: D-ALL DIRECT MAIL ALL   Budget: $66,300                  _
 _____
 _____
 _____
 _____
 _____
 _____
 _____
 _____

 F12=Cancel
```

```
  Work with Ads: E-Mail Message: Select Employees              SCR #N122A
 Ad #051-90059A ESTEE LAUDER GWP S05 Mailer            Created     Last Upd
 Run: 01/30/05                        Active           N300060     N056213
 SUNDAY    WK #1   MO #1                                01/07/05   02/02/05
 Enter the employee's intials or select from the list with a 1: ___

 1 AD     CAA  Chad Albers            _ PUBLC  AJS  Andrea Schwartz
 1 PLAN   CAP  Carrie Pruyn           _ VISUL  ALM  Amy Meadows
 1 EXEC   GEC  Greg Clark             _ PLAN   ALP  Andrea Pizel
 1 CW     JER  JoAnne Reinke          _ PC     ALS  Amy Spears
 1 PC     JLL  Jennifer Lawrence      _ FIN    AMM  Adrianne McDonough
 1 PLAN   MRH  Marilyn Heskin         _ SPEV   ARS  Angela Standhardt
 1 CM     NSP  Neil Ptashkin          _ CW     AWR  Adam Reynolds
 1 CM     VLI  Vicky Iacarella        _ AD     B M  Brian Matson
 _ SPEV   ABS  Amy Sokol              _ EXEC   BAC  Bernice Clark
 _ PLAN   AEK  Amy Korman             _ PR     BCF  Ben Fraase
 _ GRM    AEN  Anne Navarro           _ EXEC   BDF  Brett Foster
 _ OTHER  AEO  Amy Olson              _ AD     BEA  Brian Amelang
 _ EXEC   AEP  Ann Pavelka            _ AD     BRH  Brian Holt
 _ PLAN   AGC  Annie Cleveland        _ EPA    CBB  Catherine Binder
                                                          More...

 F3=Save and Exit   F8=Select Team   F12=Cancel
```

The next step is to provide a list of employees to receive the e-mail. The screen at left is similar to the one used to assign employees to the ad. However, only employees with e-mail addresses will be listed on the screen at left. When the screen first appears, no employees will be selected.

F8 will allow you to select all employees currently assigned to the ad.

An original e-mail will be sent to the first person on the list. A cc will be sent to each address selected. It might be a good idea to send a copy to yourself or to a designated e-mail address.

The Subject of the e-mail will be in the form "Ad #SSS-NNNNNV Headline."

30. Materials Due Date for Status P Ads

When the first version of an ad meets all of the qualifications for calculation of the production schedule based on the materials due date as outlined in item #11 of Design Document 1, the materials due date entered in option 1 of WRKADS will be stored on DPJOB and displayed on the second screen of option 132. You will be allowed to change the date in option 132. If the status of any version is A, its production schedule will be recalculated using the new date.

When option 8 of WRKADS is selected for a status P ad with a specified materials due date, and the new status specified is A, the production schedule will be calculated using the methodology described in item 11 of Design Document 1. DM109, the program to activate a large number of ads will also use this methodology.

```
 Work with Ad Jacket Info: Field Entry Screen                    SCR #P72B
 Season: 051 Spring 2005                              Created    Last Upd
 Ad Number: 80025A CIRCULAR                           N149932    N149932
 Circular    Run: 02/13/05  Release: 00/00/00         01/02/05   01/04/05_

 Production Notes . . .  _____
                        _____
                        _____
                        _____
                        _____

 Materials Due Date . .  02/01/05




 F8=Save & Print Job Jacket    F12=Return
```

NOTES:
1. No changes whatever will be made to option 24 of WRKADS. If someone creates a production schedule for one of these ads using option 24, the program will ignore the materials due date entered and calculate the schedule from the release date. No changes will be made to the other programs which affect media schedules including the programs on the PMAINT menu and option 9 and 15 of WRKADS.
2. The production schedule is automatically created when the status is changed to A. After that time the materials due date will be treated as just another step on the production schedule. It can be changed using option 24 of WRKADS.
3. The materials due date which is displayed in option 132 of WRKADS for active ads will represent the date used for the original schedule. If the step on the schedule for the materials due date is subsequently changed, the date on this screen will NOT automatically be updated.
4. The program to port ads from one year to the next will calculate the materials due date for ads which meet the criteria. It will compare the materials due date stored on DPJOB with the run date. If the materials due date is X days earlier in the existing season, it will also be X days earlier in the new season.