



DPS, Inc.

AdVantage

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AdVantage: Online ad building seamlessly integrated with the Newspaper Industry's # 1 AdTracking System.

AdVantage allows newspapers to provide a simple, low cost, low maintenance solution to re-engage a customer base which is currently too costly to provide direct sales contact.

AdVantage provides simple order scheduling, ad production, online billing and a seamless entry directly into the ad production workflow.

AdVantage will post to a billing system; insert into the ad tracking system, produce and flight-check the final EPS/PDF, and finally route them to your pagination system.

Online Ad Building Simplified

AdVantage offers a simple yet complete solution to online ad building. **AdVantage**, provides your advertisers with a clean easy to use tool for building ads online. Advertisers simply select from categories of templates to choose the right style ad they wish to build. Enter their text, upload their images, choose some clip art and they are done. **AdVantage** will print ad proofs, schedule the insertion dates, price the ads and provide online payments.

Your Ads are Your Templates

There is no need to create special templates for **AdVantage**. Because **AdVantage** is a member of the AdTracker family, ads built in AdTracker can be easily made available as templates. AdTracker will turn your existing ads into **AdVantage** templates. Who knows more about your ads than AdTracker. All the ads, their text and graphics elements are already in AdTracker. These ads and elements are simply re-purposed as ad templates for **AdVantage**. Repeat customers can also call up a list of previous ads to use as their template.

Customizing the Templates

Once an advertiser has selected a template, customizing could not get easier. Using the **AdVantage** text control, text can be fully styled. Fonts can be changed, font sizes can be changed and the text boxes can be moved anywhere on the ad canvas. Photos can be easily uploaded to the **AdVantage** palette to replace the template images. The photos can be dragged or re-sized anywhere on the ad canvas. Advertisers can also select images directly from the **AdVantage** clip art library. Clip art is categorized and the provided thumbnails make it easy to quickly select the right image. Backgrounds can be either created on the fly from a color palette, selected from a clip art library, or uploaded directly to the canvas.

Scheduling and Purchasing the Ad Online

Once an advertiser has built and proofed their ad they are ready to schedule insertion dates. In **AdVantage** users are directed to a pop up calendar to select the days they would like their ad to run. A simple pricing engine allows the customer to view the total cost for their ad. The final click is to an electronic payment screen where the customer is directed to a secure online payment site. Funds are deposited directly into the newspaper's account

AdTracker Family Integration Takes Over

The electronic ad is imported back into AdTracker, the ad production system. The ad is given the proper status and sent on to pagination through the normal AdTracker AutoEPS process. No manual intervention is required. In addition to this automation **AdVantage** posts a billing record to the appropriate layout and billing systems to complete the electronic cycle. The customer, sales rep and production personnel are all sent a confirming e-mail including a copy of the ad proof. The last step is to re-assemble the web ad back into its native document format. Should there be a late change or problem with the ad, the production staff could easily call it up in AdTracker, make whatever modifications are required and then re-release the Ad.