

Advertising Sales and Management **ASM**



Whether you contact clients and prospects directly or through agencies, the Klopotek Publishing Solution Advertising Sales and Management module holds all the information you need to make successful sales calls. ASM also provides you with all the data to support sales meetings.

Advertising sales

The relevant publication dates are stored in the publication database together with the issue contents. This helps you to provide the best advice to customers on rates and position.

Unrestricted classification of business partners allows for targeted selection and contact.

Management of periodic price lists, automatic discounts, print materials and representative statements is intuitive and easily comprehensible. This means routine tasks are simpler and require less effort than before.

A template approach makes it easy to create formatted small ads directly online. Box numbers have their own management option helping with replies and routing.

You can keep track of the competition with advertising assessment and specifically designed analyses.

The reports allow you to effectively assess the success of your operation at any time, and from the viewpoint of publications, customers or agencies.

Customer Pool

Customer with contacts. Agency. Correspondence, delivery and invoice addresses. Agency assignment. Company group assignment. Classification. Automatic assignment of representative. Customer hold. Invoice stop. Payment terms. Bank information. Price scales based on volume and/or number of advertisements (pages/millimeter). Collective invoice. Flexible running time. Customer, company, and collective signings.

Representative Pool, Representative Commission

Automatic assignment to customers and orders. Commission adjustable according to: Advertisement type, direct/agency, country and publication. Representative commission list for all representatives. Responsibility adjustable according to: country, state, zip code, business type, product area, advertisement type.

Publication Pool

Basic system for advertisement management, as well as for journal editing and subscription management. Publication, edition, year, volume, issue structure including special issues. Publication number. Regular and intermittent editions. Cancellation, integration of publications. Publisher. Printer. Language. Issue format / print space. Sections and sub-sections. Contributions and advertisements. Frequency.

Prices

Price-list number. Validity (defined time period). Waiting allowance. Price logs, and price changes including future validity. Basic and standard price according to advertising format. Surcharges: Color, special color, bleed, guaranteed position. Job and box number small ads and inserts. Combined prices. Price scales according to volume and/or number of advertisements (pages/millimeter). Special, combined and company discounts. Turnover rate. Automatic calculation of the best discount.

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Order Processing

Advertiser, agency, contact. Company affiliation. Representative assignment. Order terms. Order confirmation. Invoices, credit notes, additional charges, cancellations. Pro formas. Order changes, order increases. Order copying. Print material management. Advertising placement. Publication and issue assignment. Year, volume, issue. Advertising placement in supplements. Positioning. Single and multiple placement. Orders per year or longer term. Combined placement. Jobs, supply sources, small ads, box number ads. Special advertisement formats (inserts, etc.) Automatic price determination, also by credit notes and additional charges. Format, size. Color surcharges. Prices taken from the publication price structure. Periods of time for discount terms. Discounts dependent on volume and/or quantity of advertisements. Combined, company and special discounts.

Order Handling

Confirmation of reverse posted orders. It is possible to assign combined discounts up to the point of invoicing. Free selection of publication names for the purpose of printing order confirmations and documents. Transaction from order. Transfer of specimen copies to ASM. Pro forma for all insertions of an order.

Texts

Text entry for internal and external texts, as well as for order confirmation (document text) and invoice.

Proof copies

Shipment of proof copies according to amount and addressee (customer/ agency/contact). Label printing along with amount.

Small Ads

Entry of small ad texts. Assignment of random amount of keywords (small ad subjects). Export of small ad texts.

Box Number Management

Processing of box number ads. Automatic number assignment during placement. Range of box numbers adjustable according to publication. Assignment of a recipient per box number order. Processing of replies per address or amount. Box reply re-routing (including repeat printing). Creation of box processes.

Invoicing

Pro forma and standard invoicing, additional charges. Partial and full credit note, cancellation. Agency credit note or additional charges. Costs for generation of printer's instructions. Invoice accessing (pro forma invoicing, after publication, special settlement). Representative commission. Instant invoicing. Additional charges per order and per statement. Financial accounting interface. Financial accounting control codes.

Document Printing

Print publication date. Print tax ID no. Print document completion. Document print requests with surcharges.

Documents

Payment terms appear on the order confirmation and offer.

Renewal Batch

Contract extension according to period specified. Taking the current price list into account.

Print Materials

Description of print materials. Status. Inclusion in multiple placements. Purpose overview. Selection via advertiser, printer or supplier. Creation of a print material plan for placements. Proof copy management.

Reporting

Placement lists. Publication statistics. Customer and agency statistics. Company statistics. Representative statistics. Competition information statistics. All reports are company group-specific. Better visual partitioning of both reports to customer statistics. Internal and external print document number on the dispositions. Dispositions with surcharges.

Competition Observation

Advertisements. Display in online system. Competition reports. Selection via marketing component.

Marketing Selections

Selection according to text position from insertion orders/representatives belonging to the contract.

Offers

Creation and management of offers. Issuing offer numbers from the orders' number range. Pricing as in the order. Use of existing discount completions. Printing detailed offer descriptions. Printing reverse posting confirmation. Transforming into an order. Displaying offers in the Customer Information System (ASM). 'Offers' report. It is possible to create a transaction.

Reader Service

Management and handling of codes for advertisements. Assigning reader service and delivery address. Issuing a 'reader service customer' (advertiser) role by assigning a code. Sending the replies as labels or through ORS (on-line reader service). Manual recording of responses. Automatic recording of responses through an interface. Exporting reader data as label printing or as file export. Three new response reports in the 'Customer Statistic (ASM)' area.