

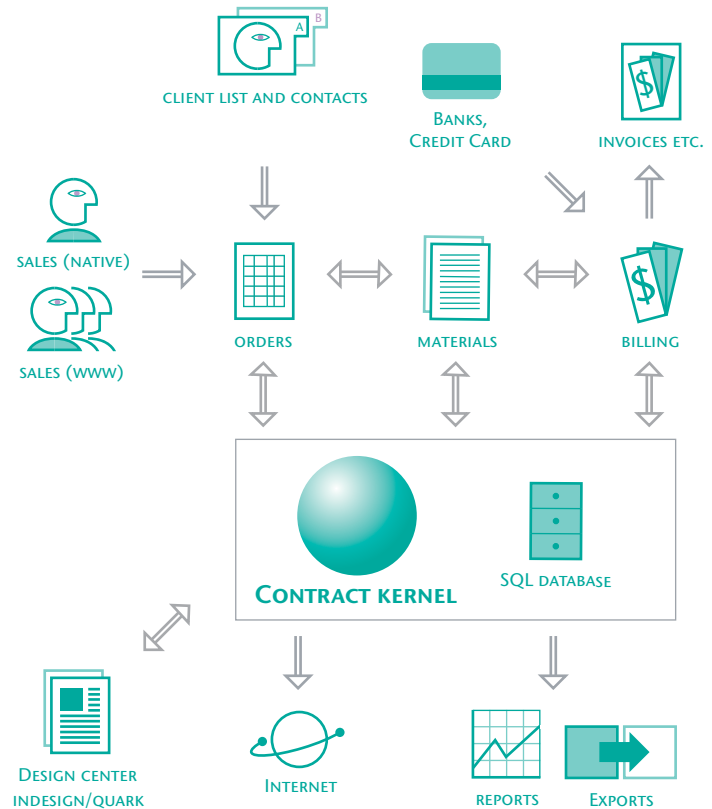
CONTRACT

MEDIA BUSINESS SYSTEM

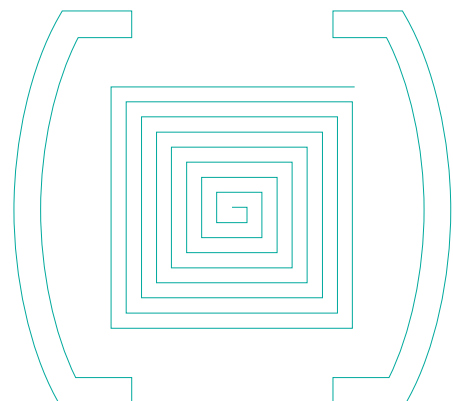
Contract for Media

Advertising system

The Contract for Media advertising system is a professional information system, focused on the administration of customers, prospects, advertisement inventory and classifieds in media companies that generate revenue via advertising sales. This highly-targeted system provides a fully functional suite of quality tools for the efficient receipt and subsequent processing of advertisements and classifieds as well as tools for sales department support and statistical analysis tools for management. Contract for Media is modern and flexible software prepared to solve the challenges of a dynamic media office.



An integrated work flow system creates an efficient distribution of tasks among employees in the advertising sales department and provides interactive monitoring of task status. Contract markedly simplifies complex interdepartmental links as well as those between the your company and your clients. Using the workflow system significantly simplifies and speeds up individual users' work. Contract's architectural design is highly flexible and enables not only fulfilling your individual needs but allows for additional growth and functionality extensions.



Open and Extensible

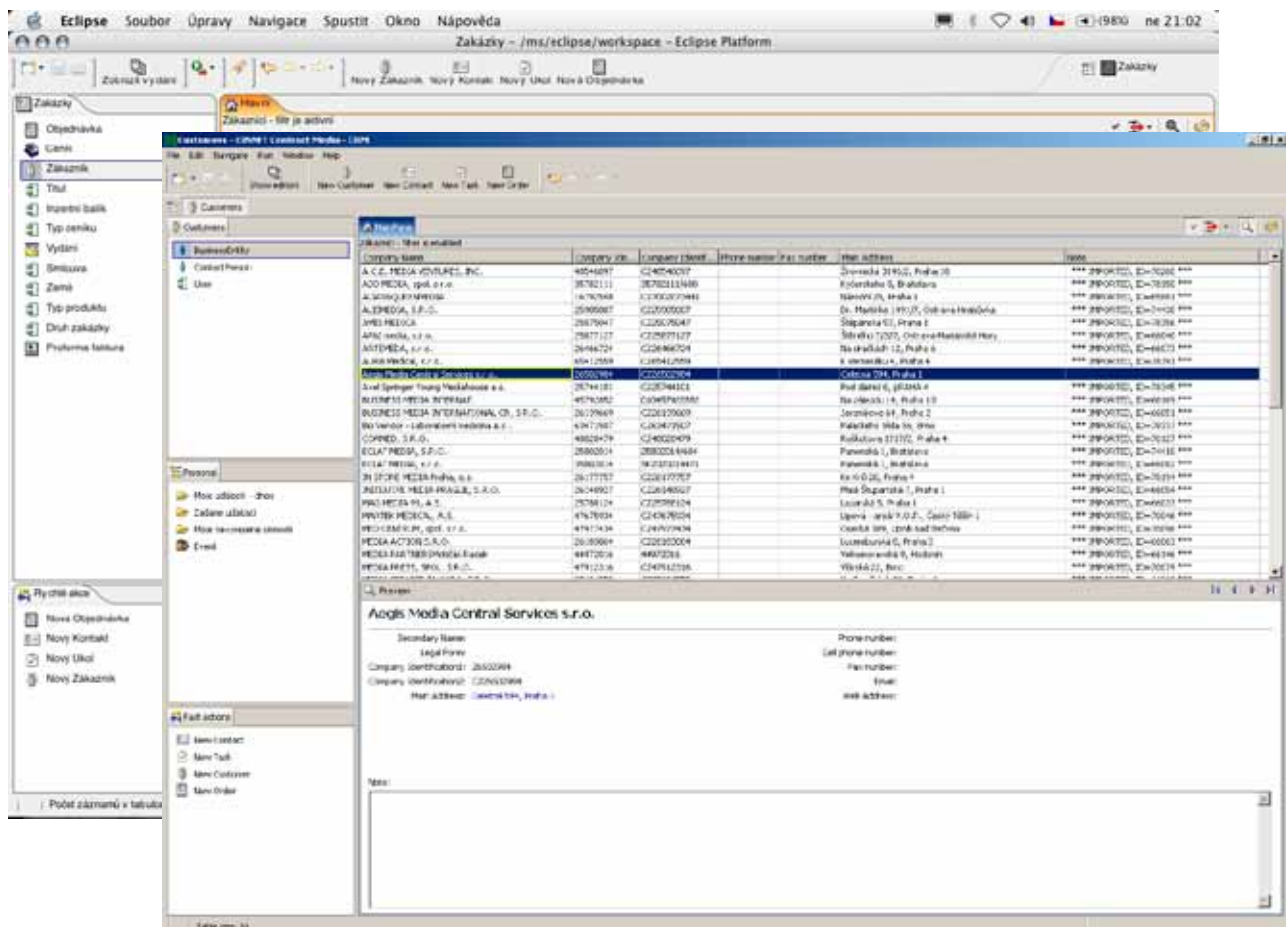
The Contract for Media system consists of modules. The modules can be used independently or combined in useful ways. The module's features cover all of the usual operations typical for a publishing company, and additional modules may be added quickly easily.

Contract for Media modules:

- Sales & Marketing module (client administration, primary interface for the sales department)
- CRM module (customer relationship management)
- Orders module
- Billing and Invoice module
- Advertisement requests processing module
- Front page planning module
- Online time management module
- Administration module
- B2B communication module
- Digital storage for Ads graphics data (optional Naxos module)

Language environment

Contract for Media may be implemented in several languages, currency formats, and international units, allowing all of your business units to exchange data in a common format.



Contract for Media's Home Screen

Contract's Home Center

- Receive and manage advertisements and classifieds
- View or generate automated invoicing
- Use tools to connect with your accounting system
- Manage customer contacts
- Use CRM tools for expedited sales
- View workflow/process checking mechanisms

OTHER FEATURES:

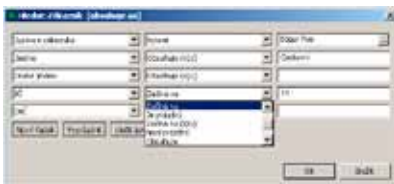
- View system statistics
- File system to manage ads and advertisers
- Different levels of authorization of access
- Connectivity to external systems
- Customizable to your needs and business processes
- Scalability
- Built-in communication tools for users

Interactive Communication Tools

Contract for Media has built-in interactive tools for communication among users of the system, as well as the native ability to electronically transmit data.

System Integration

Contract integrates well with other systems, including your accounting systems, spreadsheet programs like MS Excel, MS Office, external reporting applications (i.e., Crystal Reports), and desktop publishing applications like Quark and InDesign.



Define filters...



and quickly create custom reports
and print outputs.

Easy to use

Drag-and-drop based operation coupled with simple menus make operating Contract quick and painless.

Efficient communication with customers and automated business operations

The system contains tools for fast and efficient publisher-customer communication. The features that support this are the submission/reservation of an order, processing of the order, automatic invoicing of the customer, capturing customer files, placing the ads on given pages, and automatic follow-up checks with the customer.

Centralization for managers

These features enable managers to keep an eye on ongoing initiatives any time of day.

Fast and intelligent access to information

Intelligent filters and a robust searching system make it easy to quickly run reports on your business.

Real page preview before printing

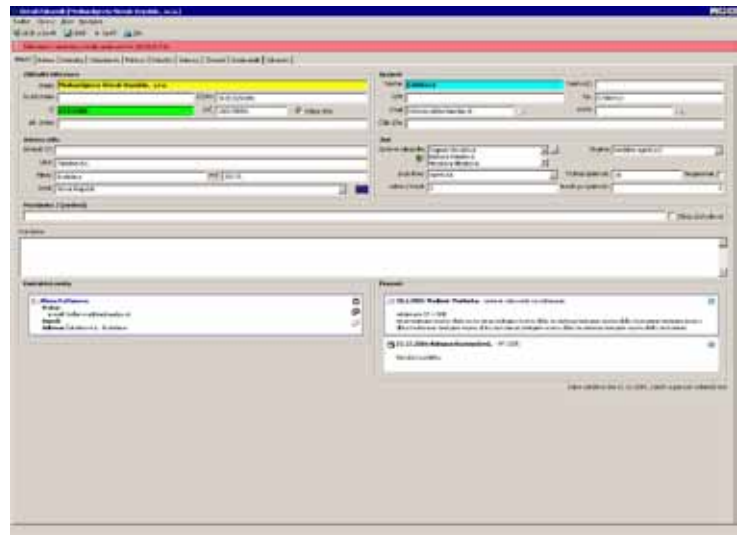
For print publications, the actual page can be previewed before committing to print. Detailed information may be viewed for all placed ads.

Sales & Marketing Center

Contact Management

Built-in logical client categories:

- Clients
- Agencies
- Media buyers
- Creative agencies
- Other
- Custom: further categorize customers according to your objectives. This feature allows you to establish a tree structure subdivided into segments that you define. For example, “telecom, banks, shops” and/or “small, medium, large.”



Customer detail with all relevant informations.

Customer Relationship Management (CRM)

Contract for Media is a full customer relationship management information system. Its functionality ranges from keeping data, setting tasks and agenda, building custom reports, to tracking correspondence. This information keeps a comprehensive record of communication and data on each customer. This allows you to build a more solid strategy of approaching customers, building long-term relationships. Contract for Media has these additional functional centers:

Meeting Planner

- Topic/Agenda
- Attendees
- Action Items & assignees
- Follow ups

Task Planner

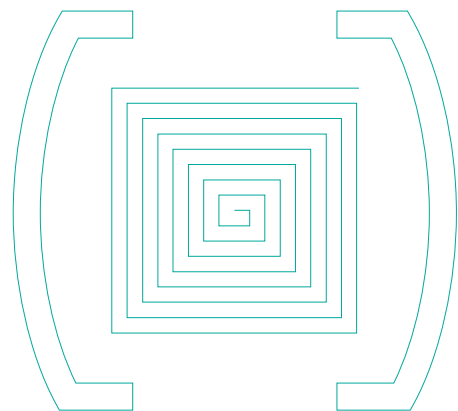
- Individuals can set their own tasks
- Supervisors can assign tasks
- Automatic task tracking and monitoring
- Tracing task fulfillment (who did what and when)

Sales Commissions Tracker

- External reps
- Agencies
- Account Managers

Marketing Events Management

With your customers highly segmented and defined, Contract for Media enables you to target marketing events exactly at specific customer groups. Contract can interface directly with MS Word, making mail merge and direct mail activities easy and automatic. There is literally no need for human input because Contract is able to search for the data independently and merge matched records with your custom document. Further, Contract for Media contains an integrated email server for automated email distribution. Bulk distribution subdivided according to your criteria is now easy and remarkably fast!



Automatically generate contact lists:

- Name and greeting
- Phone number, e-mail, fax
- According to importance
- Address to any customer location

Contract's Order Management Center

Receiving advertisements and classifieds is managed by a single module which facilitates entering orders into the system, automatically calculating prices, printing confirmations, and communicating with the billing module and your external billing system.

Automated, modular calculation of prices, discounts and surcharges

Contract's calculation engine is highly flexible and is able to handle the complex advertising models used by any media company. A system of external scripts enables you to define your pricing model and price calculation of an ad or campaign according to any parameter which may include size, position, frequency, color saturation, etc. Additionally, it is possible to group customers into pricing groups, which will affect calculated prices for them in the future. Discounts and the like may be defined in advance in addition to the conditions in which they can be used. Price calculations may be uniform across your organization, or customized to an individual customer on-the-fly by Contract users with sufficient administrative permissions. Contract also automatically calculates any taxes and surcharges according to business rules you set up in the system. Other features include:

- Campaign support
- Instant access to billing information about any customer
- Automated email or events according to order status or triggers
- Automated contracts and agreements with customers
- Automated checking of credit limits
- Make custom or specific offers and convert acceptance to orders

A salesperson using Contract for Media is always fully informed about invoices and payments of the customer he/she is servicing. The info about the frequency of ads and their positioning in an issue are instantly available online so that sales people can always react to a customers' needs in real time.

Interactive issue planning

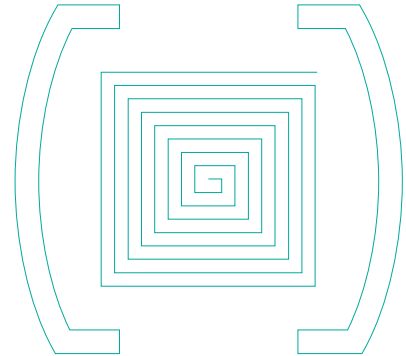
Issue planning tools are based on the philosophy of "easy-to-use and as-quick-as-possible". These tools enable users to plan each issue well in advance, from space budget through the number of colors on each page to the number and layout of pages available for ads. All user operations are very easy and based on a drag-and-drop feature. All useful information about customers, space utilization and the like are viewed automatically during the placement an ad on a page.

Further, ads and page layouts can be modified up to the last minute.

Users may predefine editorial and advertising spaces.

Templates

To make issue planning even easier, the system contains issue templates with predefined parameters which can be implemented with one click. These can then be changed during actual production as needed.

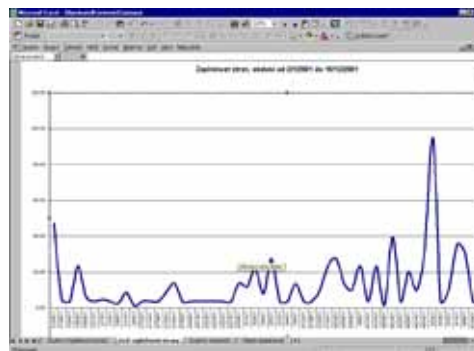


Business card organizer

Contract's Comprehensive Statistics

- Sort data according to many parameters and comparators
- Show invoice lists including payments
- Show the volume of orders over a given period (gross/net)
- Show the volume of ads by client over any given period
- Show the volume of orders placed by salespeople and reps
- Show the space coverage by ads and yield by page
- Interoperability with MS Excel
- Interoperability with Seagate Crystal Reports
- Based on OLAP technology

The system is fully compatible with many state of the art data mining tools.



Typical statistical outputs



Web interface

Updated information about space availability or coverage and important customer information is available to your team via a web browser. An updated preview of the next issue and the ads space available for sales are available for review any time of day. Additionally, a web interface is provided for placing classifieds via the internet.

Comprehensive system for authorized access

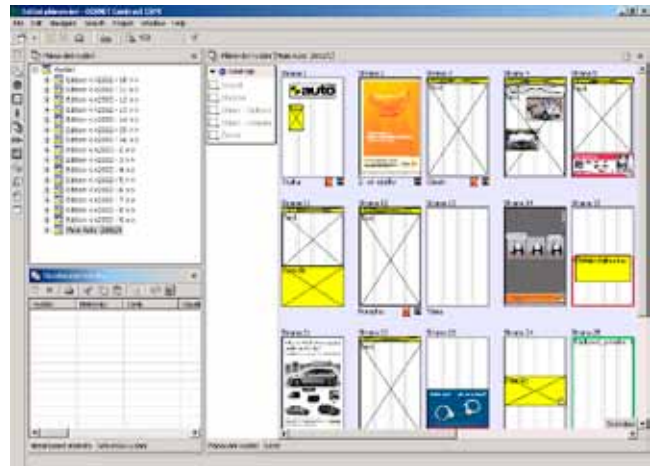
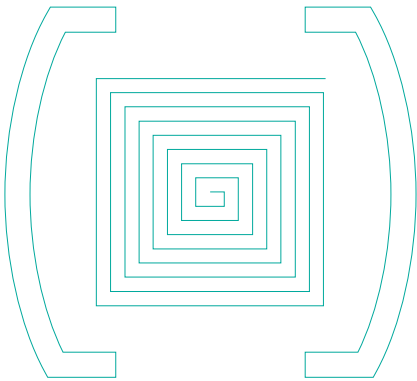
Authorized users enter Contract for Media with user names and passwords. Access to modules and data is controlled with the use of a complete control system for authorized access. Each user has a defined role (sales person, accountant) which enables them to access only modules and data that are authorized for that role.

B2B - Business to Business

Contract for Media makes use of today's state of the art technologies and standards for enterprise information systems. It facilitates customer and internal communication automatically. Contract makes accepting or placing orders electronically possible via e-mail or the private web interface. Upcoming editions of the system will support the XML standard for publisher-agency e-communication – XML XAA.

Extensible architecture

Contract for Media may be further enhanced with the integration of additional Media Solutions' modules or third party software. For example, using any number of off-the-shelf solutions, we could quickly integrate the management and processing of banner ads on websites. Thanks to Contract's flexibility, it is able to easily accommodate today's complex business processes and tomorrow's possibilities.



Graphical interface for periodical issues

Electronic preview

Graphical presentation of data where possible in the system adds a high degree of usability to Contract for Media. A primary tool for placing an ad into a periodical is via an electronic preview of the whole issue, in real time. All work in these modes is via an intuitive drag-and-drop based method. You can view:

- An overview of an entire issue or any part of an issue
- A zoned and timed issue view
- Thumbnails of available advertising space
- Thumbnails of repeated ads
- Summaries of advertising spaces and priorities for each
- Thumbnails of editorial sections
- Color coded sections for your periodical to make orientation easier
- Autopagination – giving you the possibility to place ads that have no assigned priorities automatically



Individual page detail

Data management

Contract for Media supports and facilitates a unified approach to data management. The system intelligently creates sub folders in the main folder structure according to the ID number of each ad. Onscreen electronic previews of ads can be thumbnailable on the side and can be created automatically as EPS files or Illustrator files in the vast majority of cases. A special section of the system enables managers to print a list of current ads that includes all available data. This means the person in charge is always informed with respect to an ad's status, i.e., if production has been finished, if the client has approved, and so on. Further, if you're also working with Naxos, our multimedia warehouse and retrieval system, the ad is automatically categorized, filed, and tagged for easy retrieval at any time in the future.

Automated billing

The Contract for Media advertising system contains robust automatic billing and invoicing tools. Additionally, Contract supports integration with 3rd party invoicing systems. The internal billing module allows you to:

- Create and send invoices individually or in bulk
- Generate automatic friendly payment reminders
- Send receipts and thank you emails
- Work with any automated electronic communications.

Contract can accept or send data to your financial systems easily. This allows you to fully utilize Contract without altering the business model currently in use by your company. Incoming payment may be imported into the system directly from electronic bank reports or entered manually if necessary. Invoices are automatically given variable symbols which help pairing the actual items afterwards.

Tracking incoming payments

Contract for Media monitors the state of customer payments at all times. Basic information is always available at the time of accepting/placing an order and each sales person may have the flexibility to make decisions on-the-spot if problems occur. Email reminders can be issued with one click and it is also possible to set Contract to not remind a client if other arrangements have been made.

Multiple currency options

Contract for Media supports many international currency options, language options, multiple payment dates, foreign surcharges, discounts and other parameters, making international business easy to support.

Import and export of financial information

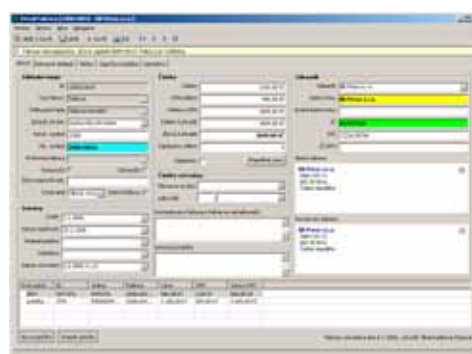
The exporting/importing of financial data to other applications within your corporate environment is supported. Contract will automatically pair payments from imported bank statements and monitor payment dates.

Accountancy issues avoided

Contract for Media will be configured to mirror your internal accounting processes. Incoming/outgoing documents will be correctly paired with the customer record. This enables you to define analytic accounts for separate items in your price list and in your chart of accounts and sort ads according to any parameter, i.e., title, price-list item, etc. All operations in the framework of the system are a reflection of your company's chart of accounts- translation: no additional steps are required to move information between your accounting package and Contract!



Contract's Main Module Screen



Contract's Billing Screen

Contract for Media's Versatility

Advertising management in a publishing group

The system makes it easy to build complex advertising combinations that span multiple but separate titles within a single publishing company, or deploy a similar campaign across a network of different companies.

Billboard management

Contract can easily fulfill the needs of an outdoor advertising company. A specific outdoor module is available, as well as tailored marketing/sales and statistical modules.

TV/Radio station commercial time management

A custom "Air Time" module for television and radio stations is available.

OnLine Ads time/impressions management

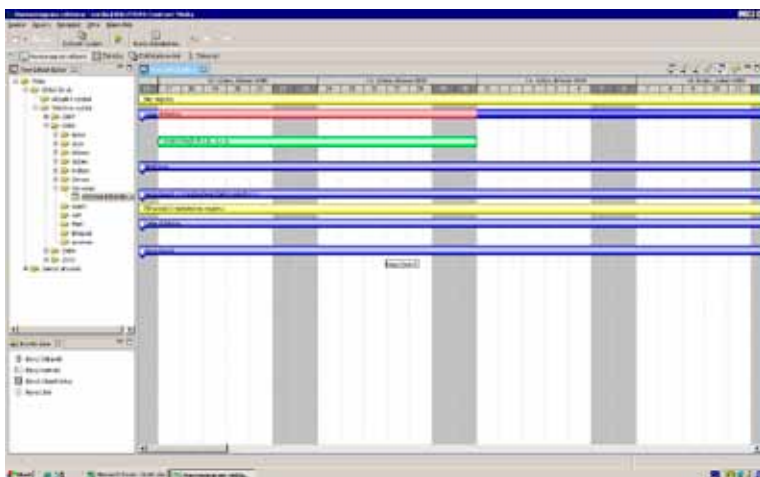
"Online" module for new media allows manage campaigns by CPM/CPA/CPT and use graphics UI for quick planning of Ads on your websites.

Multimedia advertising management

Contract easily manages companies selling advertising and/or subscriptions across multiple media outlets (print, TV, radio, web, etc). Contact our sales department for further information.

Advertising campaigns management in advertising and media agencies

Using Contract for Media with its modules for periodicals, outdoor advertising, and TV/radio stations gives an advertising agency a complex information system able to process multiple client campaigns and multiple media outlets. If an agency buys from a partner using Contract for Media, data can be sent and received electronically.



Gant chart view for quick planning of online campaigns



Fast navigation pane in the graphical issue view

Technical information

Contract for Media is a modern information system based on a multi-tier architecture. It makes use of JAVA, EJB, and XML technologies. Well-chosen technologies together with an intelligent project architecture make the system viable over the long-term and extremely flexible. Complex internal IT requirements for your company may be accommodated.

Robust, scalable and secure system

The system is robust, scalable, and secure. The system is designed with use of JAVA, Google web Toolkit, XML, SQL, and other state-of-the-art technologies and its multi-tier architecture enables customers to scale the system in accordance with their specific business needs.

Platform independent

One of the most significant features of the system is its platform independence. It can be operated on all platforms supporting a JAVA environment including Windows, Linux, Solaris, Macintosh, etc. Contract can utilize these SQL database platforms:

- Oracle 8/9/10
- MS SQL 2005/2008

Data security

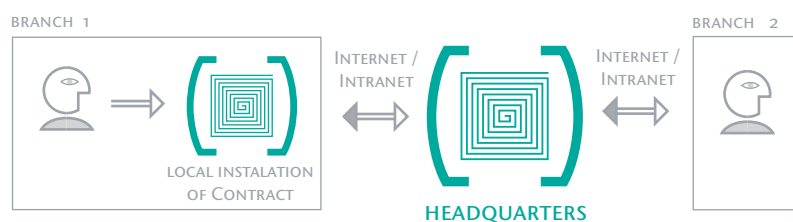
A very high level of security is built in to Contract. All events in the system are recorded and stored in log files so that all past operations can be easily tracked.

Access rights hierarchy

User management and user authentication can be accomplished via your company LDAP (Active directory) server if desired.

Distributed system

The intelligent architecture of Contract for Media allows it to be deployed in companies and organizations with multiple geographically distant branches. Separate servers are established using secure, private internet technology. This configuration enables the creation of local advertising departments with rights of access to a central management system.



⇒ CONTRACT

ADVERTISING SOLUTIONS

NAXOS

MULTIMEDIA DIGITAL ARCHIVE

ORBIT

WORKFLOW AND DOCFLOW SYSTEM

REFERENCE

- RINGIER
- MARK BBDO
- LIDOVÉ NOVINY
- PETIT PRESS
- EURO AGENCY
- PEREX
- SPOLOČNOSŤ PLUS 7
- TÝDEN
- TREND
- PROFIT
- SANOMA MAGAZINES
- ADRIA MEDIA
- MOTOR PRESSE
- ATEMI
- 4 HELP
- STAR PRODUCTION
- ... and others

Example of REDIS solution

