

CONTRACT FOR MEDIA

Web-based Cross media Ad Sales Management System

Automate Back-Office Tasks and Focus on Sales Growth

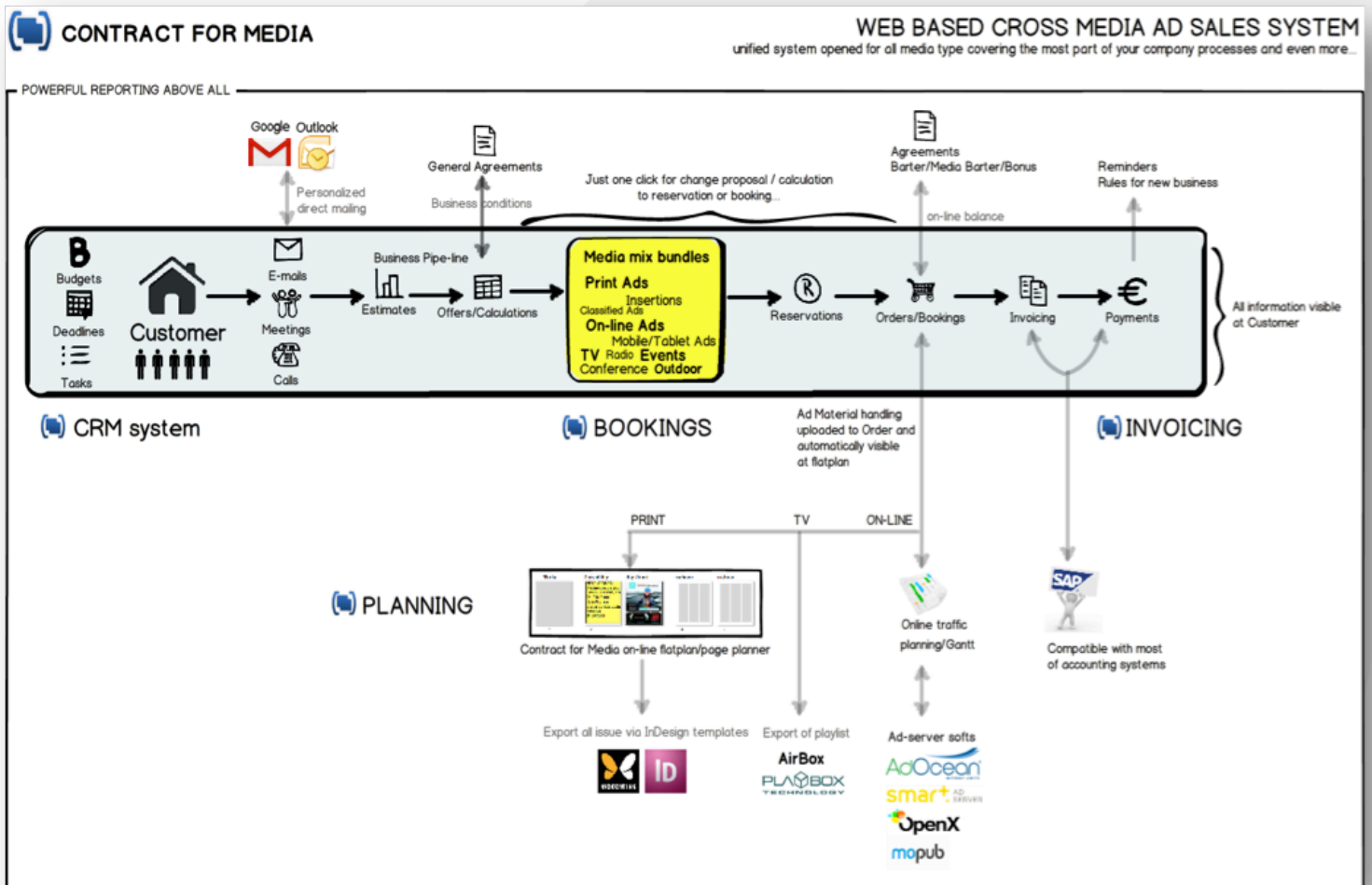
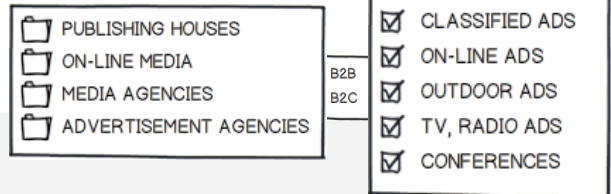
The Contract for Media advertising suite is a flexible information system focused on the administration of customers, prospects, inventory and classifieds in companies that generate revenues via advertising sales.

Contract addresses the challenges of a dynamic media office with a fully functional set of tools for efficient receipt and processing of client orders, sales department support and statistical analysis for management.

Contract's integrated work flow system distributes tasks among employees in the advertising sales department efficiently and

enables interactive monitoring of task status. Contract markedly simplifies complex interdepartmental links as well as those between your company and your clients. Hence, the workflow system significantly simplifies and speeds up individual users' work. Contract's architecture is flexible enough to meet specific needs and provides room for growth and functionality extensions.

Open and extensible, Contract's architecture is comprised of modules that can be used independently or combined in useful ways. Each module's features cover all the operations typical for media company workflow and additional modules can be added easily



CONTRACT STREAMLINES SALES FOR MANY MEDIA ENVIRONMENTS

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

ADVERTISING AND MEDIA AGENCIES: Using Contract with its modules for periodicals, OOH, and TV/radio gives an advertising agency a complex information system able to process multiple client campaigns and media channels. If an agency buys from a partner using Contract, data can be exchanged electronically.

OUT OF HOME: Contract easily fulfills the needs of outdoor advertising companies. A specific outdoor module is available, as are tailored marketing/ sales and statistical modules.

BROADCAST MEDIA: A custom airtime module is available for television and radio stations.

MULTI-CHANNEL: Contract supports advertising and/or subscriptions sales across multiple media channels (print, online, TV, radio, etc) and create attractive media mix bundles/packages.

Modular Structure

- Sales & Marketing
- Customer Relationship Management (CRM)
- Order Management & Administration
- Page Planning
- Billing & Invoicing
- Subscription
- Competitors
- B2B Communication (optional)

Key Features

A Comprehensive Workflow Package for Ad sales

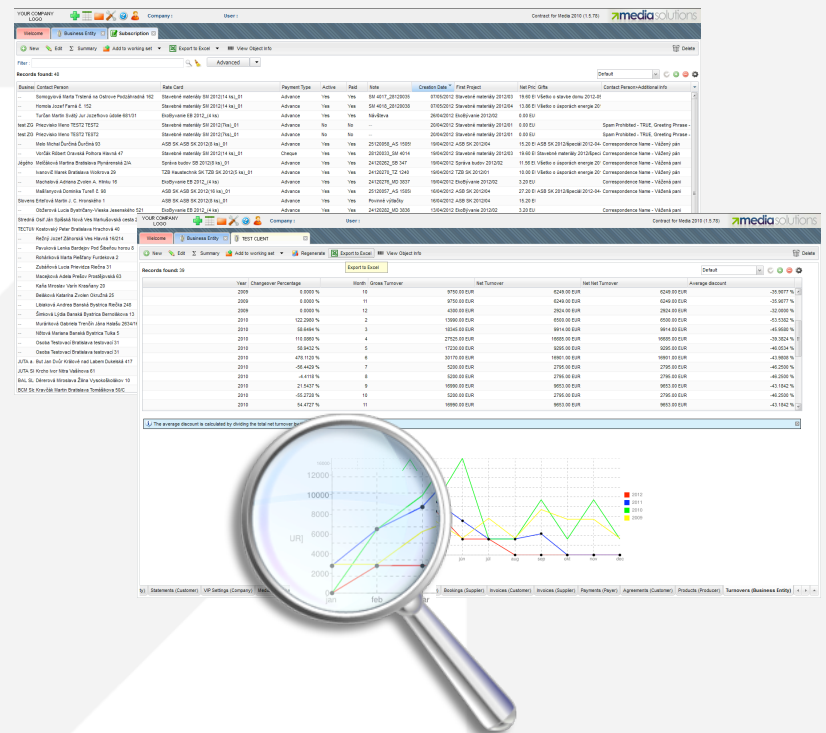
- Receive and manage advertisements and classifieds
- View or generate automated invoicing
- Use tools to connect with your accounting system
- Manage customer contacts
- Use CRM tools for expedited sales
- View workflow & process-checking mechanisms
- View system statistics
- File system to manage ads and advertiser data
- Different levels of access authorization
- Connectivity to external systems
- Customizable to your needs and business processes
- Scalability
- Built-in communication tools for users

System Integration

Contract integrates well with other systems, including accounting systems (e.g. SAP, Pohoda..), spreadsheet programs like MS Excel, MS Office, external reporting applications (e.g. Seagate Crystal Reports), desktop publishing applications like Quark Xpress, InDesign, digital multi-channel software Woodwing or TV Channel softwares like AirBox.

Easy to Use

Drag-and-drop operation coupled with simple menus and unified business process make operating Contract intuitive, user friendly.



Efficient Customer Communications and Automated Business Operations

Contract contains tools for fast and efficient publisher - customer communication. The features that support this are the submission/reservation of an order, processing, automatic invoicing of the customer, capturing customer files, placing 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 in real time on dashboard, pre-defined reports, e-mail notifications, pivot tables: all depend on manager's needs.

Fast and Smart Access to Information

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

Page Preview

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

Interactive Communication Tools

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

CRM Module

Contract is a full CRM system. Its functionality spans data storage, task and agenda setting, business pipeline tracking, custom reports, activity and correspondence tracking. This information yields a comprehensive contact history and database on each customer. This allows you to develop a robust strategy for approaching customers and building long-term relationships. The module's functional centers are:

Meeting Planner

- Topic/Agenda
- Attendees
- Action items & responsibility
- Follow-ups

Task Planner

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

Sales Commission Tracker

- External reps
- Agencies
- Account Managers

Marketing Event Management

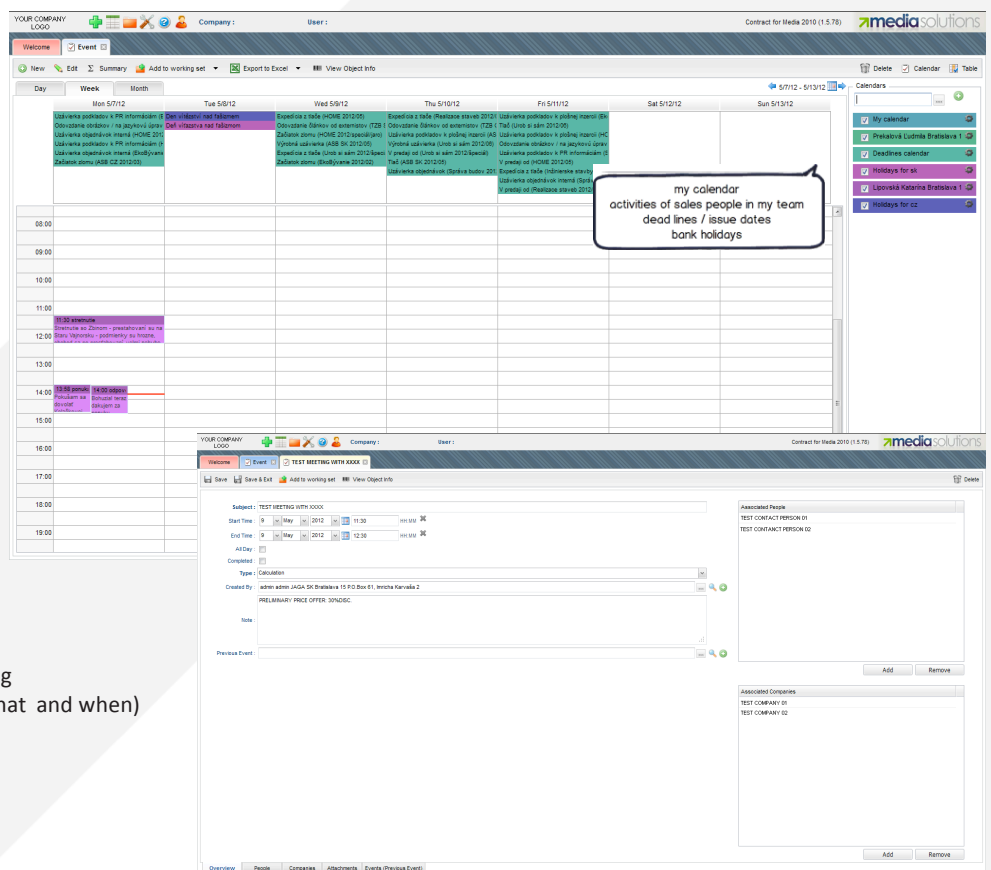
By segmenting customers precisely, Contract lets you target marketing events to specific customer groups. Contract interfaces directly with MS Word, making mail merge and direct mail activities easy and automatic. There is literally no need for human input because Contract searches data independently and merges matched records with your custom document.

Furthermore, Contract contains an integrated e-mail server for automated e-mail distribution. Integration with

Sales & Marketing Module 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 e.g. telecom, banks, retail and/or small, medium, key accounts, etc.



Mailchimp.com to track your campaign results also available. Bulk distribution according to your criteria becomes easy and remarkably fast. For instance, you can automatically generate contact lists by:

- Name and greeting,
- Phone number, e-mail, customer location.
- Priority/importance, and/or
- Category (e.g. decision makers for marketing department of car companies)

➤ Order Management & Administration Module

Receiving advertisements and classifieds is managed by a single module which facilitates order entry, 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 complex pricing models. A system of external scripts lets you define your pricing model and calculation of ads or campaigns according to any parameter including size, position, frequency, color, etc. Additionally, it is possible to group customers into pricing groups, which will affect prices calculated for them in the future. Discounts and surcharges can be defined in advance in addition to the conditions that

will trigger them. Price calculations can be uniform across your organization, or customized to individual customers by authorized users on the fly. Contract also automatically calculates any taxes and surcharges according to business rules you set up.

Other features include:

- Campaign support
- Instant access to billing information for any customer
- Automated e-mail or events according to order status or triggers
- Automated contracts and agreements with customers
- Automated credit limits checks
- Custom offers

A salesperson using Contract is always fully informed about customer invoices and payments. Ad frequency and placement in an issue are instantly visible online so that salespeople can always react to customer needs in real time.

➤ Interactive Issue Planning

Issue planning tools are quick and easy to use. Plan each issue well in advance, from space allocation and colors on each page to predefined number and layout of pages available for ads. All main operations are drag and drop. Information about customers and space utilization is displayed automatically during placement. Furthermore, ads and page layouts can be modified up to the last minute.

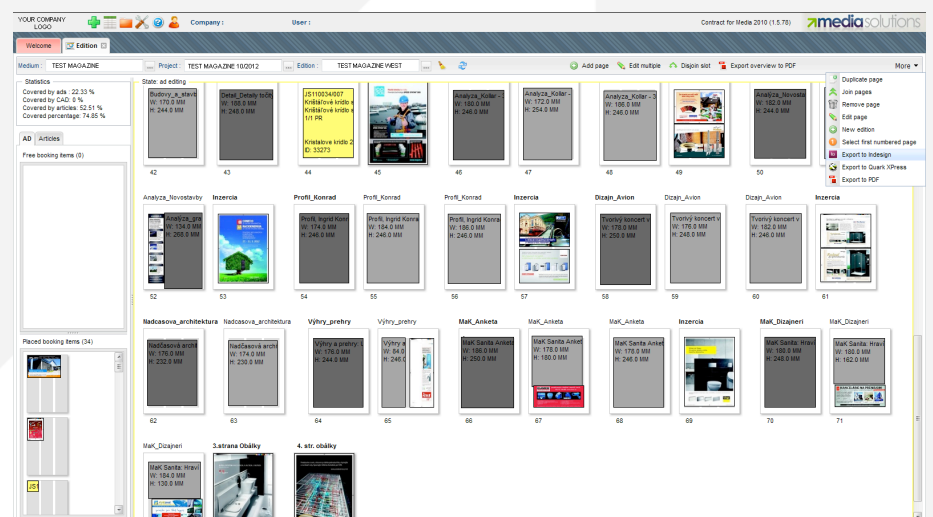
➤ Templates

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.

➤ Page Planning Module (Flatplan) Electronic Preview

Visual presentation of data yields a high degree of usability. Ad placement is drag and drop via a preview of the whole issue. You can view:

- An overview of an entire issue or any of its sections
- A zoned and timed issue view
- Thumbnails of available advertising space
- Thumbnails of repeated ads
- Summaries of ad spaces and priorities for each one
- Thumbnails of editorial sections
- Color-coded sections
- Auto pagination, letting you place ads that have no assigned priorities automatically



➤ Comprehensive Statistics

Contract can generate a broad range of statistical reports via its full compatibility with many state-of-the-art data mining tools.

- Data sort according to numerous parameters
- Invoice lists including payments
- Volume of orders over any given period (gross, net, net/net, barter/cash, direct/agency client/selfpromo..)
- Volume of ads by client over any given period

- Volume of orders by salespeople and reps, budget fulfillment
- Space coverage by ads and yield by page
- Interoperability with MS Excel
- Interoperability with Seagate Crystal Reports
- Based on OLAP technology
- Even more reporting available e.g. on Dashboard, Turnovers at each Customer, etc.

Web Interface

Updated information about availability or coverage and important customer information is available to your team via web browser. An up-to-date preview of the next issue and ad space available can be viewed at any time. Additionally, a web interface for placing classifieds via the internet is provided.

Comprehensive Access Control

Authorized users enter Contract with user names and passwords. Each user has a defined role (e.g. sales person, accountant, etc.) which enables them to access only modules and data authorized for that role.

Data Management

Contract 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 thumbnailed and created automatically as EPS or Illustrator files. A further section of the system lets managers print a list of current ads that includes all available data. Hence, the person in charge is always informed with respect to an ad's status (i.e. production completed, client sign off, etc.).

Moreover, if you're also working with NAXOS, Media Solutions' multimedia digital asset management (DAM) system, the ad is automatically categorized, filed and tagged for easy retrieval at any time in the future.

Automated Billing & Invoicing Module

Contract contains robust automatic billing tools and supports integration with third-party invoicing systems. The internal billing module lets you:

- Create and send invoices individually or in batches
- Generate automatic payment reminders
- Send receipts and thank-you e-mails
- Work with automated electronic communications

Contract can accept or send data to your financial systems easily; this lets you fully deploy Contract without altering legacy systems. Incoming payments can be imported into the system directly from electronic bank reports or entered manually. Invoices are automatically assigned reference numbers to facilitate later reconciliation.

Tracking Incoming Payments

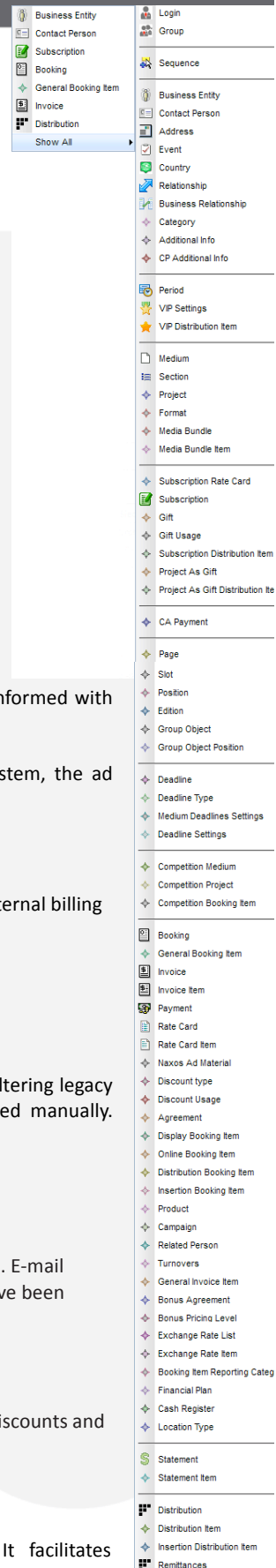
Contract monitors the state of customer payments at all times. Basic information is always available at the time of accepting/placing an order allowing each sales person the flexibility to make decisions on the spot if problems arise. E-mail reminders can be issued with one click or Contract can be set to not remind a client if other arrangements have been made.

Multiple Currencies & Language Environments

Contract supports many international currencies, language options, multiple payment dates, foreign surcharges, discounts and other parameters, allowing all your business units to exchange data in a common format.

B2B Information Exchange Module (optional)

Contract makes use of state-of-the-art technologies and standards for enterprise information systems. It facilitates customer and internal communication automatically. Accepting or placing orders electronically via e-mail or private web interface is possible. Upcoming editions will support the XML standard for publisher-agency e-communication (XML XAA).



➤ Import and Export of Financial Information

Import/export 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.

➤ Avoid Accountancy Issues

Contract will be configured to mirror your internal accounting processes so that incoming/outgoing documents are correctly paired with customer records. This enables you to define accounts for separate items in your price list and chart of accounts and sort ads according to any parameter (e.g. title, pricelist item, etc.). Hence, all operations in the system are a reflection of your company's chart of accounts and no additional steps are required to move information between your accounting package and Contract.

➤ Technical Information

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

➤ Robust, Scalable and Secure

Contract can be enhanced by integrating additional Media Solutions modules or third party software. For example, any number of off-the-shelf CMS solutions can be used to quickly integrate management and processing of banner ads on websites. Contract easily accommodates today's complex business processes and tomorrow's possibilities.

➤ Platform Independent

Contract can be operated on all platforms supporting a JAVA environment including Windows, Linux, Solaris, Macintosh, etc. Contract can use the following SQL database platforms:

- Oracle 9/10, MS SQL2005/2008, MySQL, Linux

➤ Data Security

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

➤ Access Rights Hierarchy

User management and user authentication can be integrated with your LDAP server.

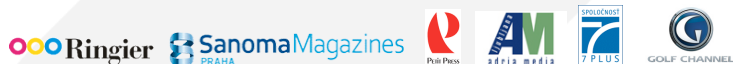
➤ Distributed System

Contract's intelligent architecture allows it to be deployed in companies and organizations with multiple territories and branches. Separate servers can be deployed using secure, private internet technology. This configuration enables the creation of local advertising departments with access rights to a central management system.

Media Solutions : Reference clients in Countries :

Czech Republic | Slovakia | Canada | China | USA | Bulgaria | Croatia | Serbia | Slovenia | Romania | Ukraine |

A few reference companies:



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