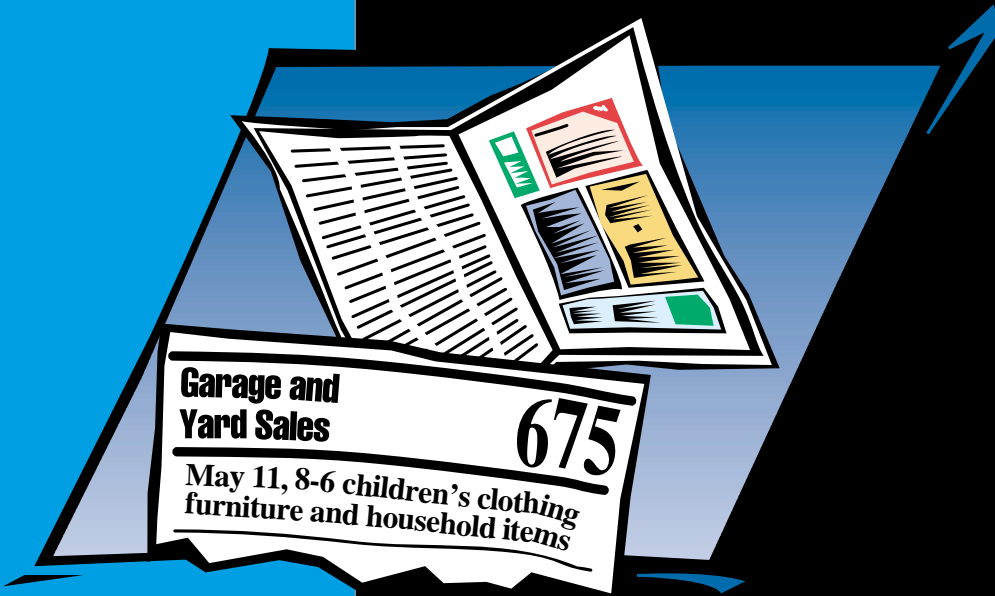


Advertising



**Garage and
Yard Sales**

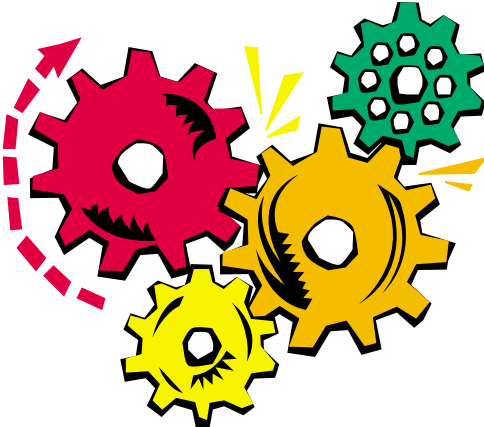
675

May 11, 8-6 children's clothing
furniture and household items

A Unified Approach
to Advertising Management



Each newspaper or magazine has its own unique requirements. AdManagerPro's modular applications provide features you need. Our user-friendly software offers all the powerful controls found in more expensive systems. What's more, our software requires minimal training and upkeep. Familiar tools such as pull-down and pop-up menus, buttons and keyboard shortcuts make the programs easy to learn and master. Our advertising applications can streamline your entire operation, from ad entry to publishing, pagination and billing.



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The Advertising Product Line

ADMANAGERPRO

Baseview's powerhouse advertising software handles all of your classified and display needs. Full WYSIWYG capability ensures that what your ad-takers see on screen is exactly what runs in the paper. AdManagerPro handles everything from ad taking to publishing. Ad-takers enter classified and ROP ads, schedule them and get a price — including extra charges — all on the same screen. Add the Receivables module and AdManagerPro even handles billing. The Administration module lets you customize the program to your paper's precise style and needs.

ClassFlow

Paginating a classified section couldn't be easier. The ClassFlow QuarkXTension works with AdManagerPro, grabbing finished publish files and laying them out in QuarkXPress. Your ads come out pre-formatted in the right font, the right size, and with proper headers. Think of ClassFlow as an entire paste-up department stored inside your layout computer.

PAGE DIRECTOR AD LAYOUT SYSTEM

This practical software takes AdManagerPro's display ads and automatically creates a dummy layout in QuarkXPress. In one smooth step, PageDirector ALS places your display ads, creating partial layouts ready for either classified liners or editorial copy. It takes into account color, placement, coupons, special requests and more.



ADFORCE II

This low-cost alternative is similar to Page Director ALS, but requires more manual intervention.

FiFi XT

While laying out a section, it's easy to break links to pictures and graphics. FiFi, a QuarkXTension, knows how to find those pictures and restore your links. FiFi searches your entire network and relinks picture boxes with the appropriate graphic. The program also lets you lay out a section *before* the graphics are ready; working with PageDirector ALS, FiFi tracks unfinished ads that you've allotted space for, pulling in the final graphic as soon as it's ready.

Administration

AdManagerPro's approach to administration keeps things simple. Whether you're working with one or more than 20 workstations, the program is easy to learn and maintain.

The Administration module manages AdManagerPro, allowing you to customize the program for your own needs. It also performs miscellaneous housekeeping chores, plays a key role in security and prints a variety of reports.

EDITIONS AND ZONES

AdManagerPro supports daily, weekly and monthly publications. You can set up regular skip days, default run periods and deadlines for each edition, and "zones" for quick scheduling in multiple editions.

RATES

Easy-to-maintain rate tables are as simple or as detailed as you desire. Password protection keeps out curious fingers. AdManagerPro supports word, line, agate and inch rates. A percentage or flat rate day-of-the-week surcharge can be based on edition and/or rate preferences.

CLASSIFICATIONS

AdManagerPro's open-ended classification system allows for infinite customization. Enter as many classifications as you like, change their printing order, and choose from a variety of sort sequences for each classification.

AUTOMATED MAINTENANCE AND BACKUPS

While you sleep, AdManagerPro's built-in Nightly Processing automates backup procedures, purges old data, and checks your data's integrity to catch small errors before they grow into large problems. You can organize multiple backup folders, which Nightly Processing automatically rotates to protect several days worth of data.

REPORTING

Improve efficiency with dozens of built-in reports, including TFN List, Solicit List, Blind Box, Prepaid Cash, Classifications, Rates, Sales Tax, Period Comparison, Period Reconciliation, Period Summary and more. In addition to the built-in options, our Report Generator module gives you the power to create hundreds of customized reports.

AGING AND AUDIT TRAILS

User-definable date spans let you dictate aging parameters, so you can print aging reports whenever you need them. Choose from several sort options, including print by edition. Easy-to-read audit trails provide all the tracking information you need.

EARNED DISCOUNTS AND CONTRACTS

Customers can be assigned to plans that automatically apply discounts as goals are achieved. AdManagerPro enables you to set up contracts based on words, lines, agates, frequency or by length, for any time period.

SECURITY

Systems administrators define how much or how little ad-takers can actually do. For instance, you can set up your system so ad-takers are not allowed to change rates or can change rates only by entering a password.

HISTORICAL REVENUE COMPARISON

Compare revenue on date-to-date or period-to-period basis.

"Everything's right there. We really like it because we don't have to skip back and forth when we're talking to a customer. Plus it was so easy to train on because everything's all on one screen."

Jody Watson
Classified Advertising Manager
The Kendallville (Ind.) News-Sun

Classifieds made easy

AdManagerPro's classified system is fast, easy and self-explanatory. We've put everything you need on one screen, so there's no time wasted jumping from window to window. Ad-takers see the ad as it will run on the printed page, complete with graphics and logos. Shortcuts allow you to perform most tasks right from the keyboard, minimizing use of the mouse.

"Classifieds first. I recommend Baseview. This is the most versatile, yet user-friendly, program I have found. Classified liner ads are entered in the computer in a WYSIWYG format. What you see is what you get. No more codes. It automatically shows you your line count, prices and lets you schedule the ad."

Mark Wilson
Newspapers and Technology

THROW AWAY THE CALCULATORS

AdManagerPro automatically prices ads as you enter them. All extra charges for bold words, borders, graphics, etc. are automatically applied to the ad's price. AdManagerPro also supports user-defined rates, on-the-fly extra charges, day-of-the-week surcharges and billing surcharges.

FINDING A CUSTOMER

AdManagerPro features searchable fields that appear in color on your screen — Phone, Last Name and Company. Via these search fields, you can instantly locate existing customers. You'll never "lose" an ad again! You can also search by text, set aside code, customer number or ad number. You can even use the phone number to perform instant credit checks.

SCHEDULING

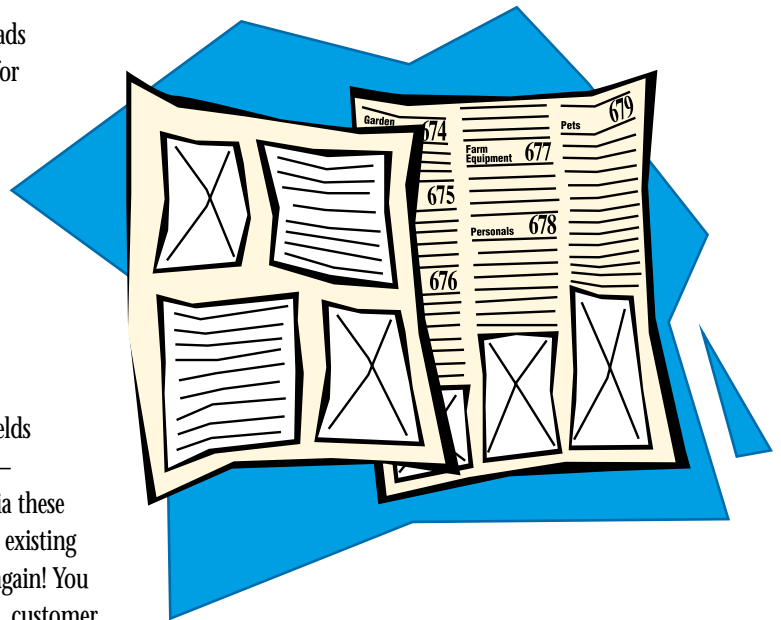
There are two easy ways to schedule ads. Ad-takers can use either the schedule edit line or the color-coded calendar. The calendar lets you see in a glance what days the ad will run, what other days are available and even the ad's publishing history. You can also perform "what ifs" by changing rate codes, insertions, words, lines or inches. AdManagerPro quickly calculates modified costs, letting your ad-takers provide customers with options. "Upsell" prompts encourage ad-takers to boost earnings by showing changes in costs for additional insertions.

IMAGES

You can easily place pictures and logos in your ads, simply by choosing the Get Picture command. Import car pictures, real estate graphics or company logos. Since you create a direct link, you don't risk losing a halftone on the backshop floor or mixing up pictures for a complicated real estate ad. Move, re-size and crop picture boxes at will. And, of course, AdManagerPro automatically adds the cost of running a graphic to the ad's price according to price structures you've defined.

CHARACTER PALETTE

AdManagerPro lets you paste decorative, eye-catching characters into your ads, pleasing customers and boosting revenue. The program automatically calculates the cost of the characters and tacks it onto the ad's total.



WYSIWYG

The What You See Is What You Get window takes the guesswork out of creating ads. With the WYSIWYG format, ad-takers see line breaks and hyphenation as the ad is typed. Borders and images appear on the screen just as they will in print. The WYSIWYG screen also keeps a running tally of lines, inches, words and agates. Entering the classification code can even bring up an upsell prompt, if one's been entered.

INTERACTIVE SPELLING

You determine whether the built-in spell-checker beeps when you type a misspelled word, or checks the entire ad after you've finished typing. Customizable user dictionaries contain words unique to your publication.

DON'T KEEP TYPING THE SAME STUFF

AdManagerPro's Paste Special command lets you put customer information into the ad without having to retype it, saving time and eliminating errors. Simply press a keyboard combination to have the name, phone number, address, company name and more pasted into the text of the ad.

VARIETY IS THE SPICE . . .

Ads can contain up to eight different type styles with leading adjusted on a paragraph-by-paragraph basis. Alignment can be set to Left, Right, Justified or Full. Change point sizes on a whim. With any change you make, AdManagerPro quickly recalculates the ad's final cost.

"It's so much easier, what with everything being on one screen. We love the combo-buy option."

Matt Crow
Computer Systems Manager
Kane County (Ill.) Chronicle


The screenshot displays the AdManagerPro software interface. The main window is titled "Ad Entry" and contains several sections:

- Customer Information:** Customer # 01102758, Phone (219) 7662-5800, Type PU, First Tom, Last Jackson, Company Jackson Auto Sales, Address 1217 Main Street, City CHELSEA, State IN, Zip 46118, Subscriber checkbox.
- Rate and size or Commercial Rate:** Columns 1, Inches 1.10, Agates 16, Lines 9, Words 28, Modular Size.
- Billing:** Total 102.60, Extras 15.00, Tax 0.00, Net 117.60, Ppd (checked) 40.00, Due 77.60.
- Calendar:** A color-coded calendar for January 1998, showing dates 11 through 31. Legend: Part (orange), Open (green), Scheduled (red).
- Ad # 01514017 Liner:** Sert 1997 Ford Taurus, Ad Notes.
- Ad Type:** Set Aside, Subclass (dropdown), TFN.
- Table:**

Edition	Start	Stop	Runs	Rate	Cost
02	01/16/1998	01/27/1998	10	cr	102.60
02	01/16/1998	01/27/1998	10	cr	102.60
- Buttons:** Find (F), New (N), Copy (Y), Receipt (R), Revert (R).

The WYSIWYG window on the right shows a preview of the ad with the following text:

0 1997 Ford Taurus, low miles, one owner. Car is in great shape, lonely for a new owner. Handles like a dream. Call 555-6123 for for a test drive.]

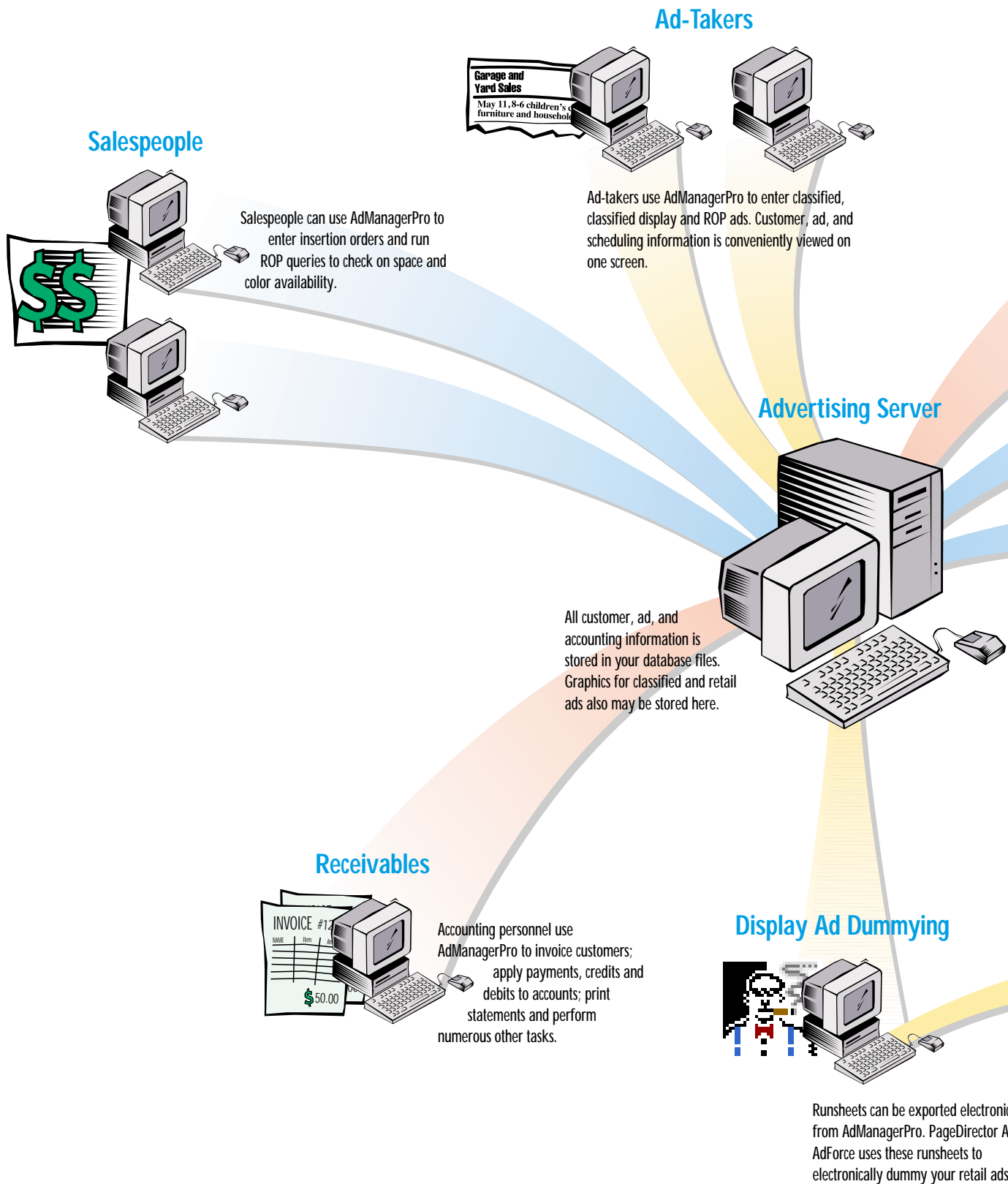
1 

Words: 28 Agates: 16 Columns: 1
Lines: 9 Inches: 1.10

Class 007 Auto Services

AdManagerPro puts all your ad entry information on one screen. The color-coded calendar makes scheduling easy. Real-time pricing lets you immediately tell customers the cost of an ad with additional days, editions or extras. The WYSIWYG screen (right) shows you the ad exactly as it will run. Place images, logos and graphics right in the ad. Jazz up copy with decorative characters from the character palette. All of these features provide you with an up-selling bonanza that makes your customers happy and your revenues climb.

Advertising Workflow



Garage and Yard Sales
 May 11, 8-6 children's furniture and household

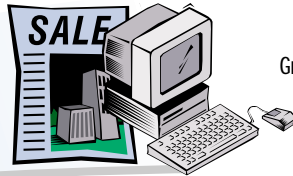
INVOICE #12
 \$50.00

Internet



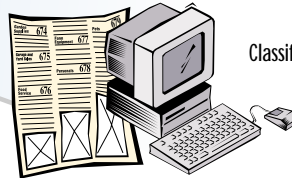
AdManagerPro's Web Publish processes your ads and creates HTML files. HTML output is easily customized to match your site design.

Production



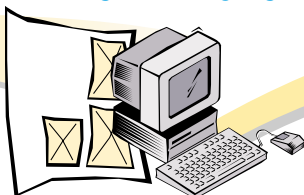
Graphic designers use AdCreation Toolkit to create retail display ads. These files can be linked through AdManagerPro and PageDirector ALS/AdForce.

ClassFlow



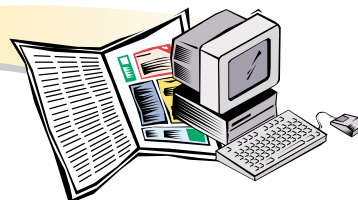
Classified pages are created with the help of Baseview's ClassFlow XTension. Classified display ads are easily repositioned. Headers, spacing and rules are all easily adjusted.

Page Dummied



PageDirector ALS or AdForce files are overlaid onto your editorial QuarkXPress templates. Picture boxes indicate where ads will appear.

Finished Pages



Editorial staff fills dummied pages with news content. The FiFi XTension automatically places graphic files for ads.

ROP/Display Ads

Because classified and display ads are housed in one database, everything you need is at your fingertips. The billing and scheduling functions used in classified advertising are available for display customers, as well as contract management, agency/client support, publish and A/R histories and hundreds of ready-to-use reports.

WE'RE NOT FUSSY

Create ads in whatever program you prefer — QuarkXPress™, Freehand™, Multi-Ad Creator™, Creator2™, Illustrator™, etc. — then use AdManagerPro to schedule the ads.

HERE'S HOW IT RATES

Our easy-to-learn display advertising interface means ad-takers can schedule ads for multiple insertions — even when the rates vary from day to day — because rate codes are available on an insertion-by-insertion basis.

AGENCY/CLIENT SUPPORT

AdManagerPro features built-in agency/client support for ad-taking, receivables and reporting.

A HISTORY LESSON

The click of a button provides complete billing and publishing histories for classified liners, classified-display and ROP ads. Display Account lets you examine an individual payment and all ads that payment is applied to.

INVOICE, SCHMINVOICE

AdManagerPro provides several detailed invoicing forms. Baseview's Invoices, Statements and Reminders kit lets you pick from dozens of camera-ready forms that work with AdManagerPro's built-in layouts.

"CAN I GET MY AD ON THE SPORTS PAGE?"

AdManagerPro quickly answers reservation queries. When a customer wants to place an ad on the A-section's back page or wants the sports inside front, you can instantly let them know if space is available, and reserve that space if it's free.

RUN WITH IT

AdManagerPro quickly generates runsheets in both print and electronic versions. PageDirector ALS uses the electronic runsheet to dummy your layout in minutes.

The screenshot shows the 'Insertions' window in AdManagerPro. It is divided into several sections:

- Insertion:** Contains fields for Ad Type (MI), Rate (02), Set Aside (None), Cost (9.10), Extras (125.00), Tax (6.71), and Total (140.81).
- Attributes:** Contains fields for Section (A), Page (12), Product (AGGR), Kind (AUCTION), Color (FOUR), Market (Unknown), Sales (10), and Class (007).
- Earned Discounts:** A checkbox and a field showing 0% to contracts.
- Send Tearsheets:** A checkbox for Send Tearsheets and another for coop tearsheets.
- Navigation:** Buttons for Previous and Next.

AdManagerPro helps you schedule display ads by including all publishing information on one screen. Ad Type, rate, extras, taxes, color costs, tearsheet requests, etc. -- everything resides on one easy-to-understand screen.

Receivables

AdManagerPro offers a fully functional receivables management system. Maintain complete customer histories for as long as you like, allowing for accurate reporting and period comparisons. All postings include audit trails with batch numbers and a complete record of each transaction.

HOLD THE RECEIVABLES

AdManagerPro can be purchased without the Receivables module at sites where there are few credit accounts or where there is an existing business system. If desired, AdManagerPro can also export billing data to your business accounting system.

INVOICING

Generate invoices based on customer type or ad type. The system comes complete with several generic forms. Print

invoices upon placement of the ad, on demand or on the first or last day of the ad's run. The Print and Post Invoices command automatically moves the information from the Ads module, where the ad was entered, to the Receivables module, where it is billed.

AUTO WRITE-OFF

This function takes care of those nasty past-due invoices that can clog up a system. Our Auto Write-Off screen lets you select write-offs based on outstanding balance and the number of days past due. You set the transaction code for the write-offs. AdManagerPro even lets you print of a list of customer names that meet the criteria.

PAYMENTS, CREDIT MEMOS AND DEBIT MEMOS

AdManagerPro makes entering payments, credit memos and debit memos simple and fast. Errors are easily detected and corrected before posting. As you enter payments, AdManagerPro keeps a running total for all customers and displays the grand total when you're finished.

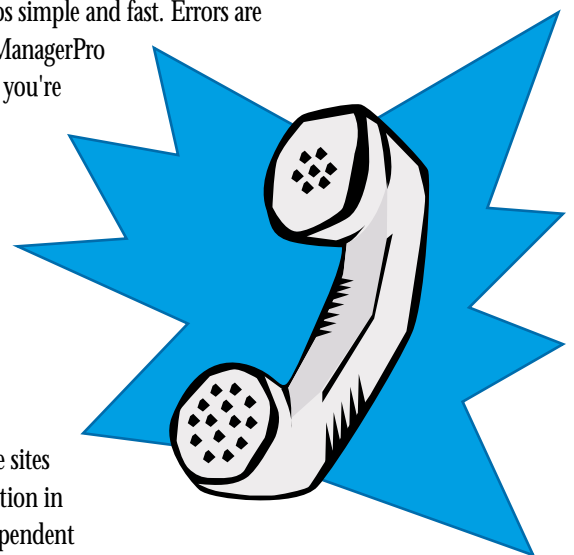
STATEMENTS

AdManagerPro includes a variety of customizable statement and reminder forms. You control which customers receive statements and when.

REMOTE AD ENTRY AND BILLING

AdManagerPro's Remote Merge feature combines ads entered at multiple sites and into one comprehensive file. Combine customer and billing information in your central database, or keep that information separated by site for independent accounting and reporting. Easy and cost effective, AdManagerPro's remote features

Invoicing in AdManagerPro is the definition of flexibility. "Print & Post Invoices" (above) lets you choose which types of customers and ads to invoice, and even lets you restrict by edition.



ClassFlow

AUTOMATED PAGINATION XTENSION FOR QUARKXPRESS

Baseview's ClassFlow, a QuarkXTension, automatically paginates ads, classification headers, rules, multicolumn ads, boxed ads and more.

ClassFlow processes your entire classified section in minutes. The program handles a variety of headers and rules, ensuring that your paginated pages look identical to those pasted up from galleys.

LOOK OUT AHEAD

ClassFlow has a special "look ahead" feature that scans within the classification, filling any holes with properly sized ads.

GO WITH THE FLOW

Set ClassFlow to flow the ads in back-to-front or front-to-back, depending on where you want your overflow space. ClassFlow automatically handles all images — graphics, photos and logos — imported through AdManagerPro's ad-taking process.

AND JUSTIFICATION FOR ALL

ClassFlow's unique justification process ensures that columns are straight and tidy. Another nifty feature identifies holes, reporting their size and location — choose a house ad and paste it in.

SUPPORT & TRAINING

After purchase, we support our customers with installation, training, ongoing upgrades and telephone support. Telephone support is free for the first 90 days. Low-cost service contracts, which often pay for themselves in the first few months, provide you with unlimited support and upgrades for the length of your contract. Baseview's support department is made up of people with experience in all aspects of publishing. Our extended service hours, 8 a.m.-8 p.m. EST, ensure that your questions are answered quickly. Our exceptional Installation & Training specialists put their experience to work for you. The trainer's individual attention, patience and sense of humor help facilitate the installation process.

whole			
<p>42 Business Opportunities</p> <p>P/T, F/T rapidly growing comm. co. needs reps in this area. (509)249-8087</p> <p>5-bed Wolfe Tanning System plus single station beauty salon. Turn-key operation. Contract terms available. Operate from current location or move to your site. \$27,000. Steve Enkoff & ENGLUND & ASSOC., 453-5566.</p>	<p>54 Apartments Unfurnished</p> <p>Modern 2 BR. WSO pd livng facill, 409 N. 6th St. Apt. A, \$450/\$200/dsp. 966-3822</p> <p>New 2 BR. Apt. Wareside, oak kitchen, lg liv rm. \$550/\$350 dep. windows-in incentive. 965-8121/453-9742</p> 	<p>54 Apartments Unfurnished</p> <p>Newest, W'side, 2 BR, brand new carpet vinyl, paint, W/D hookup, carpet, no pets/smoking, w/dlg pd \$490/mo. 966-1066, 945-6444</p> <p>Providence Area, 1 BR. \$350, \$200; no pets. 248-6209.</p> <p>Great deal TH 2 BR, wdg & cable pd, appl., \$495. 452-3848, 453-8171. Daybreak</p> <p>1 BR. Apt., \$350 mo. w/dlg pd, 12 W. Wash. Apt. B. 697-4776. References.</p> <p>416 S. 65th Ave. 2 Br, w/d hookup, carpet \$500. Assoc. Property Mgmt. 248-5101</p> <p>2 BR. apt. WSO/heat pd. Stone, refr, disp, DW, W/D, A/C, garage. Large. Clean. Lots of windows & closets. No smkg - no pets. \$650/mo. 248-1849</p> <p>311 N. 7th St. 1 BR. upstairs, coin lndry. \$300 Assoc. Property Mgmt. 248-5101</p> <p>Stadler Apts. 55 & older. 2 BR. downstairs wdg HEAT AIR paid. \$430, \$200 non-ref dep. No pets. 453-8870</p> 	<p>54 Apartment Unfurni</p> <p>New units 1111 So. Ave. 2 BR, gascent ht hookup, \$600. Call Property Mgmt. 248-5101</p> <p>105 W. Fremont Subh. 2 BR. \$435 + dep. Call 697-6336 or 575-7950</p> <p>Large 2 BR. Town Providence area, 1.5 appls, cov'd parking no \$475, \$300 dep 248-6209</p> <p>SELAH Newest Apts 1, 2 & 3 BR, appls, W/D 697-4905 or 376-9456</p> <p>*NEAR COLLEGE* 1 BR, wdg paid, no pets, month. 452-7</p> <p>308 Valleyview-Selah *MANAGER'S SPECIAL 2BR/2BA \$580-2BR/1BA WSO paid/Covered Park Laundry 698-3507 697</p> <p>1203 B Jefferson. 2 BR paint, \$375 Assoc. Property Mgmt. 248-510</p> <p>313 S. 8th Ave. 1 BR, 1 frass laundry, c \$375. Assoc. P.M. 248-51</p> <p>58 Ho Unfurni</p> <p>3 BR, electric, A/C, carpet, no pets, 1410 Avenue. \$630. 965-8867</p>
<p>46 Money to Lend</p> <p>RECEIVING payments on real estate sold? Meridian now buys direct from the seller. Immediate quotes, no fees, prompt closings. For the best bid, dial direct 1-800-301-9301. (Book-azs still welcome to call)</p>	<p>FREE RENT</p> <p>Call for details</p> <p>Glenmoor Green</p> <p>966-1567</p>		<p>48 Money Wanted</p> <p>Seeking private investor to back commercial retail business. Robert 248-8601</p>
<p>50 Mortgages & Contracts</p> <p>CASH, DEEDS OF TRUST, Real Estate Contracts</p>			

ClassFlow brings in ads, headers, rules, classified-display ads and even graphics in one easy step.

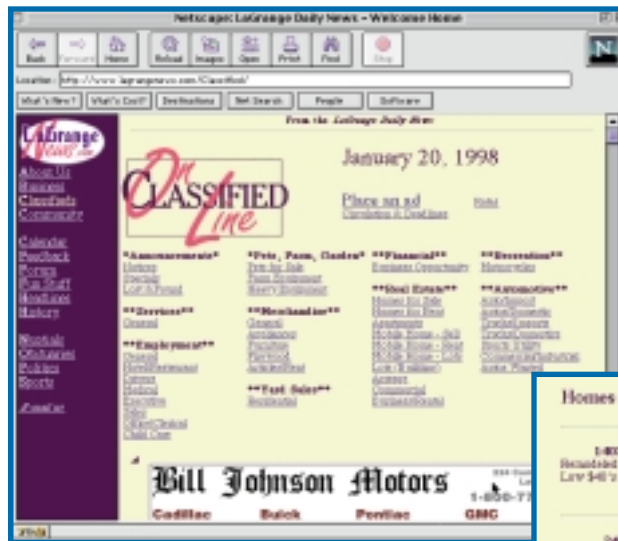
Web Publishing

ADMANAGERPRO EASILY PREPARES YOUR CLASSIFIEDS FOR THE WORLD WIDE WEB.

ATTRACT MILLIONS OF READERS VIA ADMANAGERPRO'S WEB PUBLISH FEATURE.

The Web Publish feature processes your ads and generates an HTML file, complete with an index of your classifications and links to individual ads. All of this lands in a handy, ready-made folder — just link to that folder from your main page. Baseview can also write custom export files that help you post ads on bulletin boards and other WWW services. For the same cost that it takes to reach your usual readership, you can now circulate your ads across the World Wide Web.

The LaGrange Daily News of LaGrange, GA, utilizes Baseview's Web Publish feature to produce a sharp, easily navigated on-line classified section. LaGrange customers can hop on the Web and browse the Daily News classifieds category by category.



AdManagerPro's built-in Web Publish feature lets you cash in on the ever-expanding World Wide Web. Web Publish produces an HTML-coded file, complete with all your classified information. Edit style tags to give the classified page your own look and feel. All you have to do is design a style to display the ads, giving you a "classified Web page" (left) to show off your categories. The HTML Web Publish file comes complete with links to individual classifications (below). Publishing for the Web is a snap — you can tell AdManagerPro to produce the HTML file at the same time you publish your print classifieds.



LINERS ONLINE LETS CUSTOMERS BUY ADS RIGHT FROM YOUR SITE!

A new addition to AdManagerPro lets your readers schedule classified advertising right from your Web site. What your Internet users will see is an easy-to-understand form where they can enter customer information, followed by ad information. The final screen confirms that the ad's information is correct as well as confirms the ad has been submitted successfully. All your usual classifications show up, as well as any extra editions you have.

What your advertising sales rep sees is a simple addition to AdManagerPro, Baseview's popular advertising solution. When you click Import, Liners Online grabs all the Web-entered ads and, as the file is imported, automatically moves them to "set-aside" status within AdManagerPro so they're not inadvertently published. Liners Online also checks customer names and matches them up with customers already in your database.

Our Liners Online classified ad entry solution is template driven, so there are two ways to put it to work for you. Using specs provided by Baseview, you can generate your own Web pages to make the ad entry program fit right into your design. Or, you can opt for Baseview's existing design and quickly plug it in to your Web site.

Features at a Glance

Administration

- Multiple zones and editions
- Rate tables easy to build and virtually limitless
- Easily sort classifications
- Automatic backup, purging and integrity checks
- Dozens of reports are included
- Report generator provides custom reports
- Real-time agings
- Discount plans and contracts easily set up and applied
- You determine how much or how little security you need

Classified

- What You See is What You Get
- Character palette boosts earnings
- Graphics, logos and photos are easily placed
- Extra charges automatically figured
- Color-coded calendar makes scheduling easy
- Customers are easily located and created
- Ad Log creates an automatic backup of ad text
- Prompts encourage upselling
- Ads can be copied with the click of a button
- Set-aside status lets you save work while checking on customer information
- Proofs quickly printed while client waits
- No jumping between screens

ROP/Display

- Calendar scheduling
- Build ads however you want; schedule them right here
- Rates supported on an insertion-by-insertion basis
- Built-in agency/client support
- Complete billing and publishing histories
- Invoicing forms included and easy to use
- Comparison reports easily generated
- Nearly instantaneous answers to reservation queries
- Runsheets quickly generate ad lists

Pagination

- Flow classified ads simply by choosing a command
- Back-to-front or front-to-back
- Nice, tidy columns
- "Look ahead" within a classification to fill a hole
- Images are flowed automatically

ABOUT BASEVIEW

Baseview staff members have been developing electronic publishing systems since the '70s. In 1986, we installed the first completely Macintosh-based publishing system at a daily newspaper. Today, a version of that system is still in operation.

Over the years we have further expanded and refined our products. With more customers than any other vendor, Baseview is the world leader in low-cost, powerful publishing systems.

Internationally, Baseview is responding to a tremendous demand for our publishing systems in Europe, North, South and Central America, Australia, Africa and Asia.