



Internet Ad Booking System

24/7 self service, online ad booking for print & online publishing

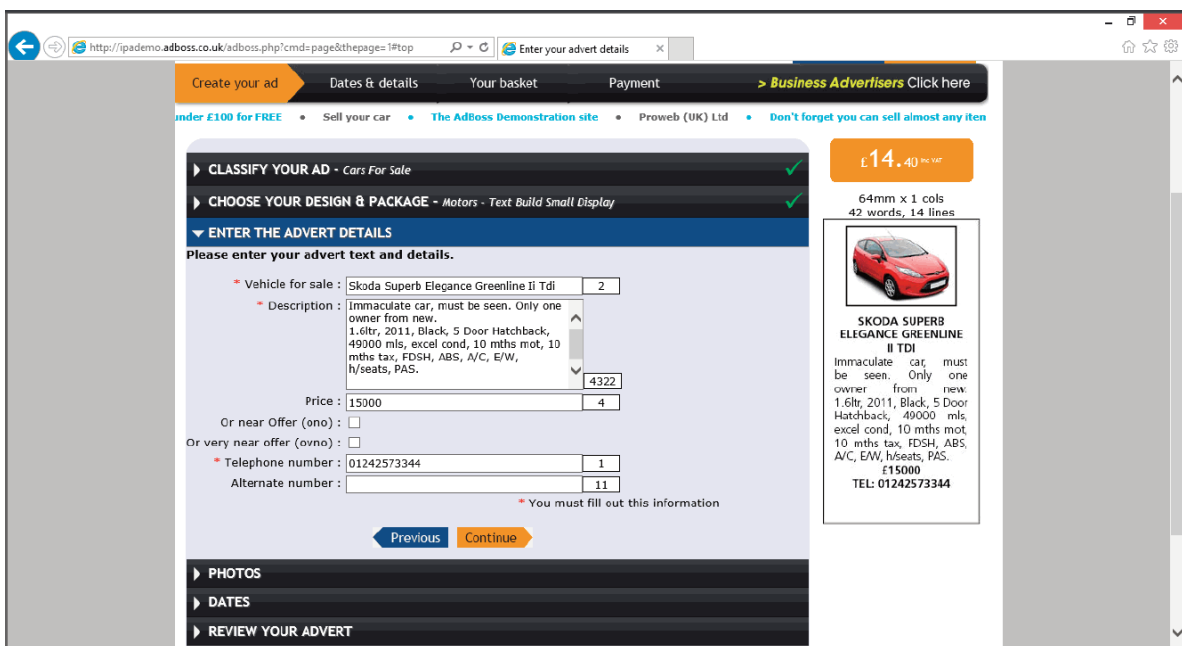
Product specifications are frequently updated; thus content and examples are for general information only and are subject to change without notice.

Internet ad booking powered by Adboss provides 24/7 self-service, online facilities for both private and trade customers to create, edit and view their own advertisements for print and online publishing using a powerful array of templates that allow flexible ad creation with facilities to upload photos etc.

The publisher's sales reps or agents can book display adverts, either templated or space bookings using the AdBoss browser interface from any device connected to the web or within your network. This enables your sales people to stay out on the road doing what they do best; releasing them from the need to return to the office to place bookings or fill in dockets.

Easy and simple selection of products, both print and digital with deadline controlled appearance dates and rate table calculations that incorporate additional sell up features allowing you to monetise self-service and secure payments with integration to your chosen payment gateways.

An optional feature of Internet ad booking is a "marketplace" module, placing your adverts on a searchable advertising platform with features such as geo-location of where items are for sale as well as facilities to e-mail advertisers directly.



BENEFITS of ADBOSS

The benefits to your business are faster production times, increased productivity and more effective customer engagement. All resulting in increased revenue!

- Internet ad booking uses a simple booking process, fully branded and styled that encourages your advertisers to use your self-service platform.
- Proven track record delivering 1.8 million ads per year for more than 130 publications
- Increased revenue without increased staffing
- Offers wider variety of styles and options
- Up-sells, cross-sells and multiple purchase options
- Fully managed, monitored and maintained platform
- A "Quick to Market" bespoke solution

FEATURES

- A complete online self-service solution
- Template driven advert placement
- Simple online package, order system management
- Print ready artwork using Adobe InDesign server
- Payment fulfilment using a variety of popular payment gateways
- Website advertising/banner campaign management

Your customers can create their own ads online.

- Insert their own text and images into a range of templates
- View the resulting advert as it would appear in a publication
- Select the days the advert is to appear in the publication
- See the advert in the digital edition via the MarketPlace

HOSTING & SUPPORT

The Internet ad booking system will include fully managed Web/IT service and hosting. Server hosting includes application software, disk space, server hardware and other data centre IT services. Your service and hosting model includes backup, security monitoring together with telephone and email based support.

