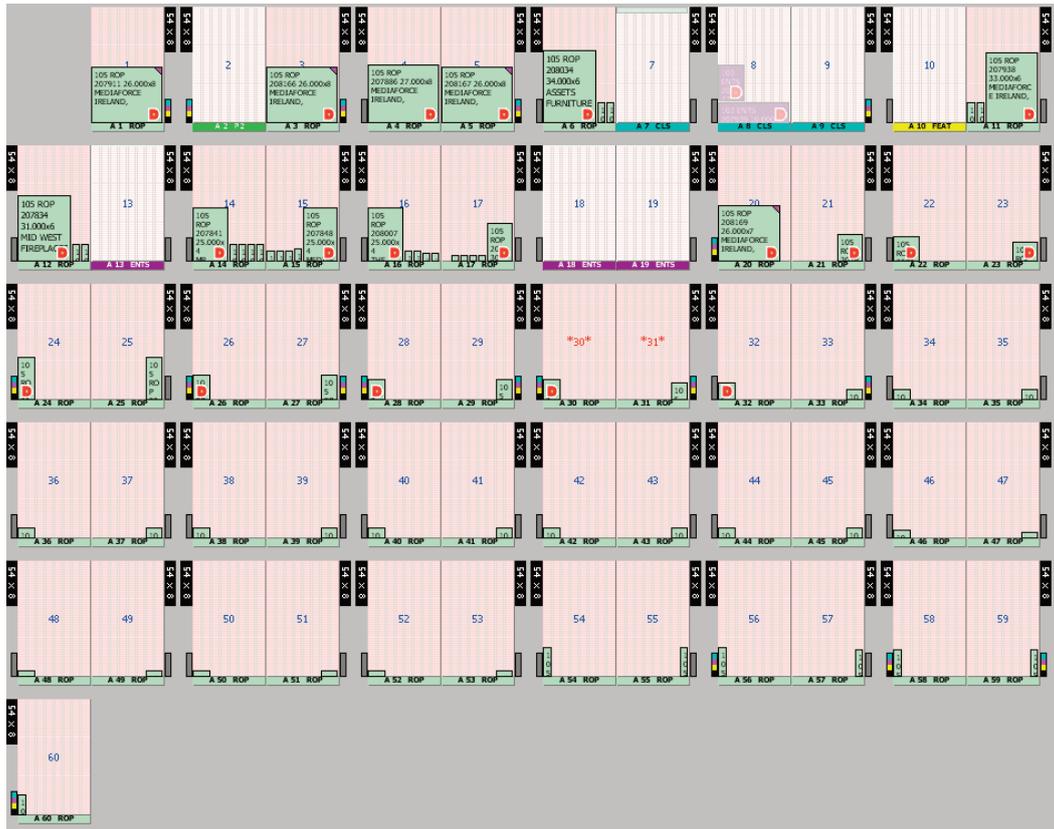# PlanWorks

Interactive planning tool for newspaper & magazine publishers

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

PlanWORKS is a real time, interactive planning tool for newspaper and magazine ROP or classified advertising. Integrated with advert booking systems such as IPA SalesWORKS and Neptune tracking, PlanWORKS is used for the creation of fully paginated, accurate ad dummy plans that can be printed or viewed via a web browser option. PlanWorks can also be integrated with a variety of other advert booking and production tracking systems. Once planning is complete, the ad dummy can be exported to QuarkXpress® or InDesign® for completion.
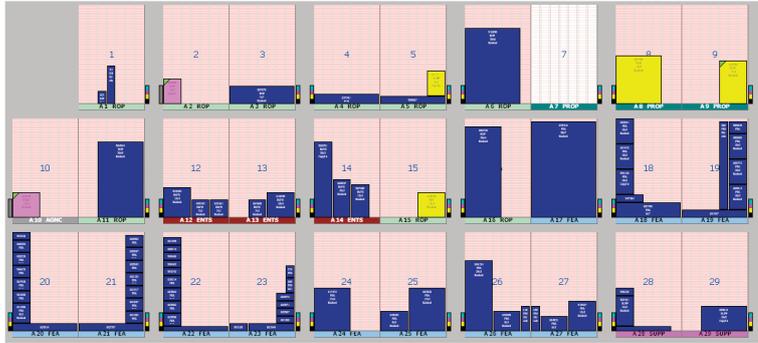
The application is designed to operate on Windows XP/2000/Vista PC workstations and uses a Microsoft SQL database.

PlanWorks is easy to use with the planning of ROP or Classified ads as automated as you require. Default plans/pages are stored in the database. Plans can be organised in section order e.g. A1-A28, B1-B16, or number in page order, e.g. A1-A44. ROP or classified advertisements are delivered from the front end system where information about each ad can be viewed by simply holding the mouse over the ad entry – there is no need to open the issue to see status.

The application is designed to operate on Windows XP/2000/Vista PC workstations and uses a Microsoft SQL database. Placing adverts could not be more straightforward. Automated planning for ads uses the Auto Styles function which comprises ten pre-set styles. Whole sections can be planned automatically for high-speed plan creation. Specific styles can be assigned to an individual page or section. The direction of the planning flow can also be designated to an individual page, e.g. open, packed, stack forwards and backwards. Customisable fillers and headers can be stored and used with automatic planning.

Individual adverts can be dragged from the advert list directly onto the page, page format codes prevent accidental or incorrect positioning, but manual override is also available. Tool tips provide comprehensive information about the highlighted ad; URN, category, size, and production requests etc. The Merge option provides the ability to copy the layout and positions of ads from any earlier issue.

Multiple views provide constant feedback as to the position and status of each advert. Use the toolbar to quickly switch to a single page, paired page or complete issue. In addition, zoom up to 10 times or use the slider to change the number of pages you wish to view.

The Page Editor allows the operator to modify the framework of the issue they are working on. There are a variety of options, which can be applied to individual pages, sections or the complete issue. For example, pages can be locked or unlocked, the height of the page can be changed, the repel figure can be edited, the number of columns on a page can be changed. The Reserve Space function allows space not specified in the advert booking system to be allocated for fillers, banners, editorial content, features, space to sell etc.

Section View

The default view is the Section View, which shows the advert blocks in colours associated with their categories or classes. The centre page of each issue is automatically highlighted to identify the middle page of a section. The Image View can show a preview of the advert image instead of coloured blocks. This feature is extremely useful for checking the content of each advert, and avoiding clashes of copy, style and advert content.

The Status View will colour advert blocks according to whether they are correctly placed. Out of place adverts, e.g. colour ads placed on mono pages and vice versa will be highlighted and thus identified very easily. The AutoSave function guarantees that all work is saved to the database as it happens.

Image View

Web View

The PlanWORKS Web Module is an additional module that allows the viewing of plans in a web browser. Whether used internally or externally, the browser view is automatically updated each time the plan is saved or at predetermined timed intervals. Advertising Managers, Sales Representatives, Production Managers, Editors and external agencies can all monitor the progress of a publication using the Internet.

Once a page, section or complete issue is ready, it can be exported to QuarkXpress® or InDesign® using the FlowWORKS Quark Xtension or the InDesign plugin. FlowWORKS will take the geometry of the plan, convert it to a QuarkXpress or InDesign document separated into individual pages and track completed adverts to the page, where productions systems allow.

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