The Publication Management System

User Guide

1.0.8

I would like to dedicate this system and the countless hours of work to:

My wife Anamaria whose love I could not be without,
To my kids Etienne & Philippe who never cease to amaze me

To my parents Jimmy & Vicki who were always there when I needed them
To my sister Katie, who was always answered my instant messenger calls for help

And a VERY special dedication to my nephew Basile, who on May 9th 2002, passed away at the tender age of 10 after a long battle with cancer. He will be sorely missed.

Nicholas Rhodes
Marbella, Spain
July 2002

Table of Contents

OPENING PPX2

Runtime Users:

Double click the PPX2 application

Filemaker Users

Double Click the PPX2 alias

Filemaker Network Users

Open Filemaker Pro
Select Open from the File menu
Select Hosts
Select main.fp5 in the file list

The system comes preregistered with one super user:

User: nick
Pass: demo

Use this pass to gain access for the first time

REGISTERING THE PROGRAM

Click on the bottom left hand side of the page where you see the text “Demo Version”
On the next screen, enter your registered name, your code and your user count. All these details should have come from the developer when your purchased PPX2.

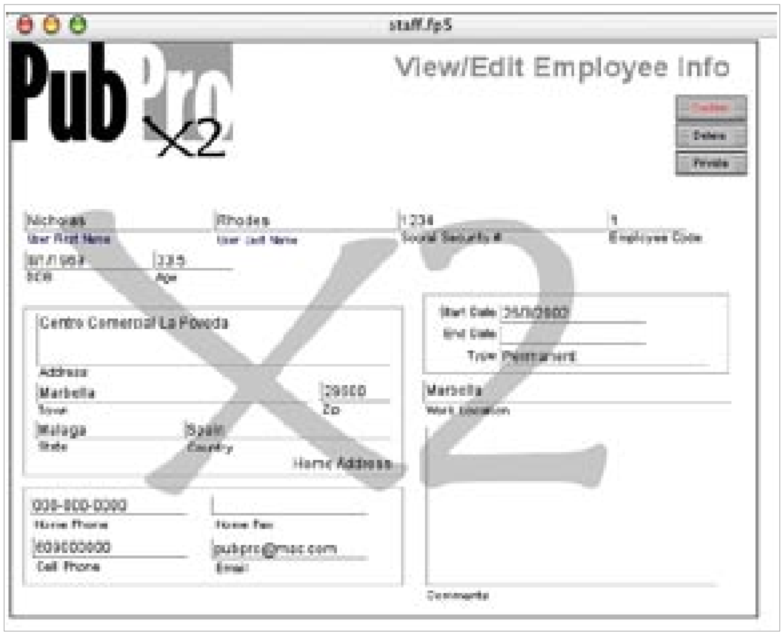
CAVEAT

The runtime version of PPX2 is not multiuser. To obtain multuser functionality, you must run the program under a full registered version of Filemaker Pro 5.0 or 5.5, for Mac or PC.
If you are running PPX2 over a mixed network (Mac/PC), your network prefences in your Mac Version of Filemaker should be set to TCP/IP

SETUP

We suggest that you follow the setup procedures as described below in the same order.

EMPLOYEES



MAINTENANCE->EMPLOYEES

You must create an employee to attribute your log in/user to:

- Click NEW
- Fill in all the necessary info
- Click CONFIRM

If you want to enter salary and absence info, click on PRIVATE.

On the CONFIDENTIAL INFO screen

- "SALES ENABLE" an employee if they earn commissions
- Salary Calculated – "Weekly, Monthly" etc

On the same screen, you can enter absence codes and dates for vacations, sick days etc. To do this:

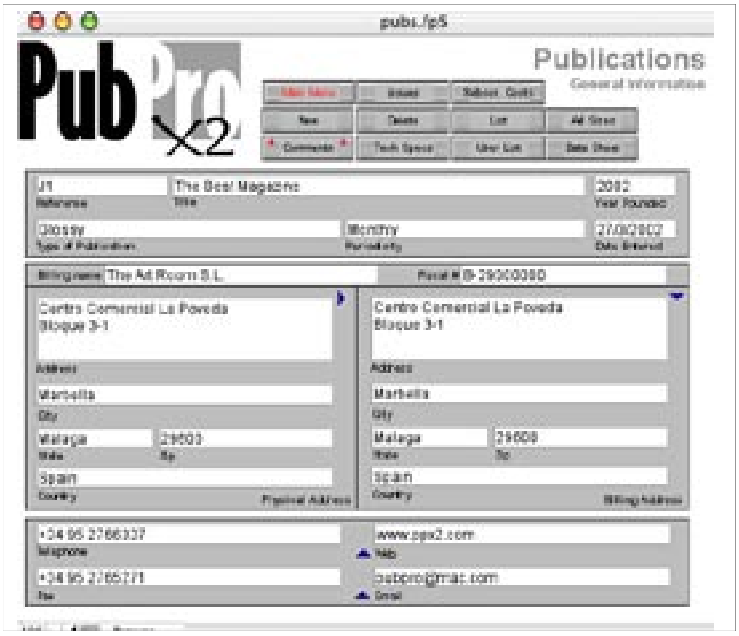
- Enter a code and in the next box a description
- Follow up by start dates and end dates of the "incidences"

The next time you enter an incidence, you can select from the existing list or create a new one

On the bottom right hand side of the screen, you have a list of the log-ins and levels attributed to this employee

PUBLICATIONS

MAINTENANCE->PUBLICATIONS



You must now create at least one publication to manage.

- Click NEW
- Enter a unique reference number
- Enter all necessary info
- The little blue arrow pointing right copies the physical address to the billing address (the download pointing arrow clears the

  billing address)
- Click CONFIRM

From the list you are taken to, click on the publication and you will be presented with a whole series of other commands.

The first thing you need to do is enter the **issues**:

- Click **ISSUES**

- Enter the Issue Title (August 2002...etc)
- Enter the Publication Date and the rest will be filled in automatically

You should then fill in the **TECH SPECS**. The information on the top right hand side of the TECH SPECS screen is pulled from the LAYOUT section of the system.

You should now fill in **AD SIZES**:

- Click **AD SIZES**
- Type in a Description
- Type in the numerical size (1/2 page=.5, 1/3 page=.333 etc)
- Type in the ad dimensions
- Select the Frequency
- For classified ads, select "yes" from the classified box

- Select your currency
- Select whether Tax (if any) is included in the price and if so, enter the Tax Rate
- Click Back when finished

If you have subscription prices, you should now enter those

- Click **Subscr. Costs**
- Enter a Description (Yearly National Rate....etc)
- Enter a Price
- Enter a Currency
- Click Back when done

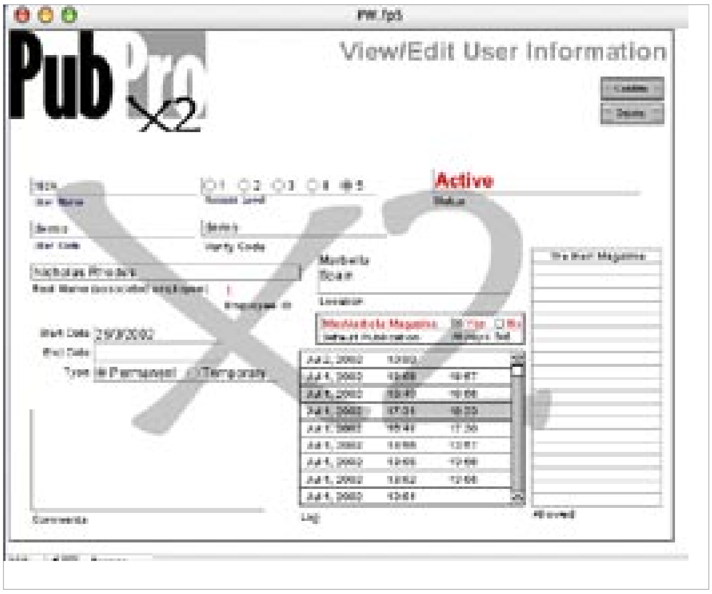
The button USER LIST shows you the Users that have access to this Publication

The button DATA SHEET lets you print a data sheet and price list

The button COMMENTS is...well...obviously for comments but also lets you import your publication logo for use, if needed, on invoices

WHEN FINISHED, CLICK **MAIN MENU**

USERS



You must now create your users:

You will already have a user create called “**nick**” and the code “**demo**”

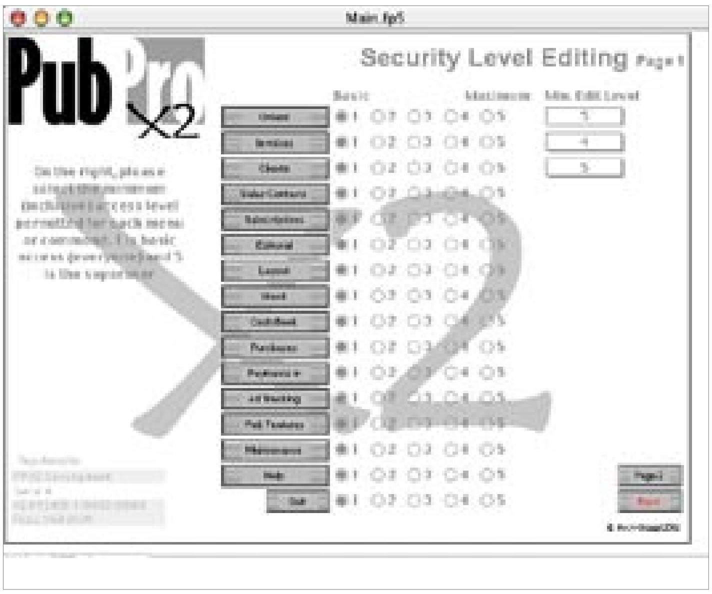
- Click NEW
- Enter a unique USER NAME
- Select an ACCESS LEVEL (5 being all access)
- Select a User Code (password)
- Verify it by typing it again
- Select a Real Name, which associates this account to an employee
- Enter a Location for this user
- Enter a Start Date
- Select an account type (Permanent / Temporary)
- If the account is Temporary, enter an END DATE
- On the left, select the Publications allowed for this user
- If required, you may also set the Default Publication to be used each time this user logs on
- Click CONFIRM

PRIVILEGES

<u>ONLY LEVEL 5</u> USERS CAN ACCESS PRIVILEGES

On the 2 privileges screen, you can set the minimum level a user can have to access a menu or function. For example, a privilege is set at 1,then everyone has access. If it is set at 5, only Users with level 5 can access.

YOU SHOULD ALWAYS HAVE A LEVEL 5 USER (THE SYSTEM CHECKS FOR IT)

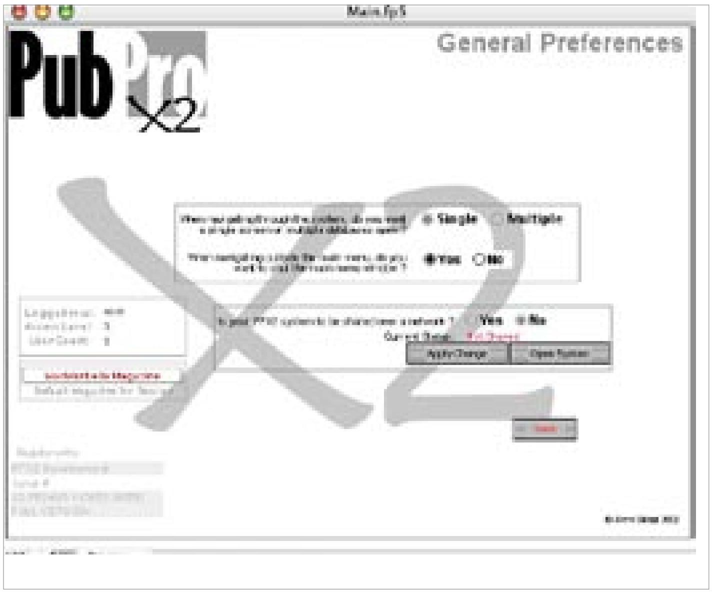


COMPANY INFO

This is for informative purposes only

- Enter your main company info
- Click update

GENERAL PREFERENCES



Here you can set General behavious and the sharing status of the program

- Select whether you want multiple screens open or only the current ones you are working on
- Select whether the main menu should be closed when you are working on other databases
- Select whether you want the system to be multiuser. IF YOU ARE A RUNTIME USER, this button will have **NO EFFECT**

If you have changed something, click **APPLY CHANGES** and wait until the system is ready

If you are already set as multiuser and only want to open all the files so that the system is share correctly across the network, click **OPEN SYSTEM**

LOGS

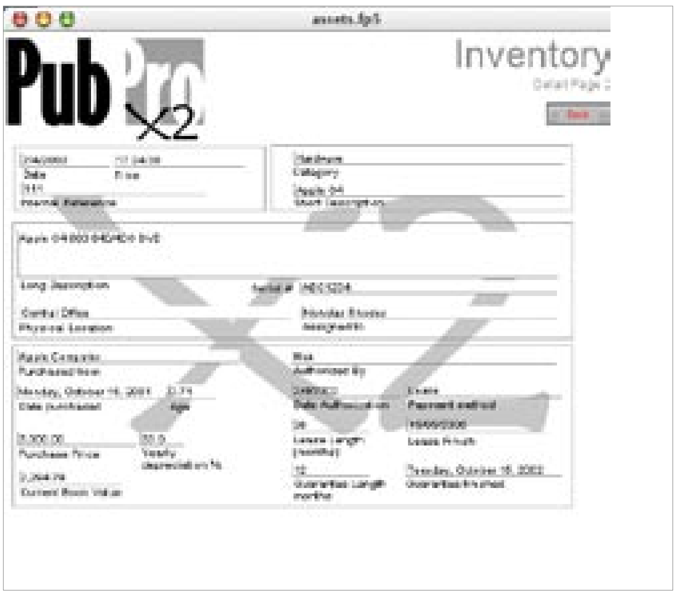
Here, you can see all, entries and exits in PPX2

ASSETS

Here, you can track your assets, where you bought them, how much you paid for them and where and who they are assigned to:

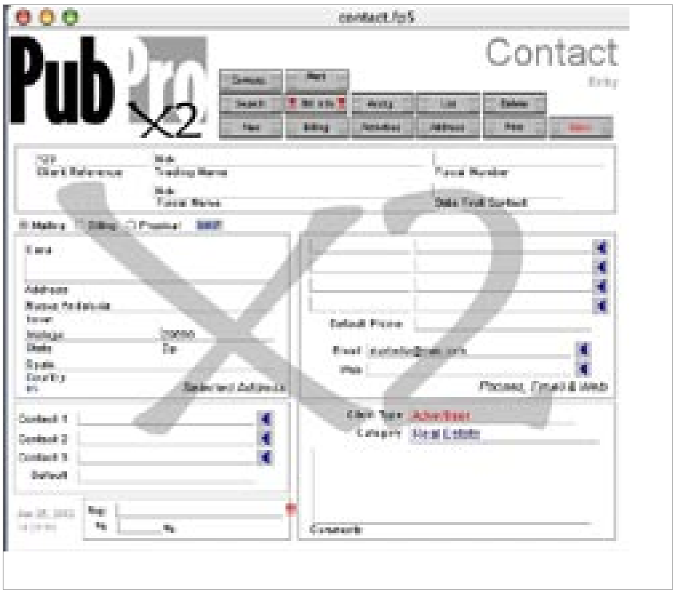
- Click **NEW**
- Enter all relevant information
- If you want, you may import a foto but make sure that you ONLY store a reference to the file. If you import the foto into Filemaker, your files sizes will grow very rapidly !
- If you click more you can enter lease info, warranty length etc

In the list view, you can sort and categorize your assets and print them



CONTACTS/CLIENTS

The Contacts database should be used for any company/individual who your publication has any type of relation with, whether it be agency, supplier or advertiser.



Click NEW and enter the following:

- A Unique client reference
- Trading Name, Fiscal Name, Fiscal Number
- Phone types and Phone Numbers.

Click the left facing arrow to select a default number

- Email. Click the left facing arrow to send a mailWeb. Click the left facing arrow to go to the web address
- Select a client type – THIS IS VERY IMPORTANT
- Select a category
- Enter up to three contact persons
- Click the left facing arrow to select a default contact person
- Click Address to enter up to three different addresses.
    - Mailing
    - Billing (obligatory)
    - Physical
- In each address type, if the TOWN, you type in already exists, it will fill in the rest of the info automatically
- The list of countries of the bottom left hand side of the screen corre-

sponds to the Mapquest.com country list. This enables the program to display a map of the location by clicking the word "MAP" on the main contract screen after having selected on of the addresses.

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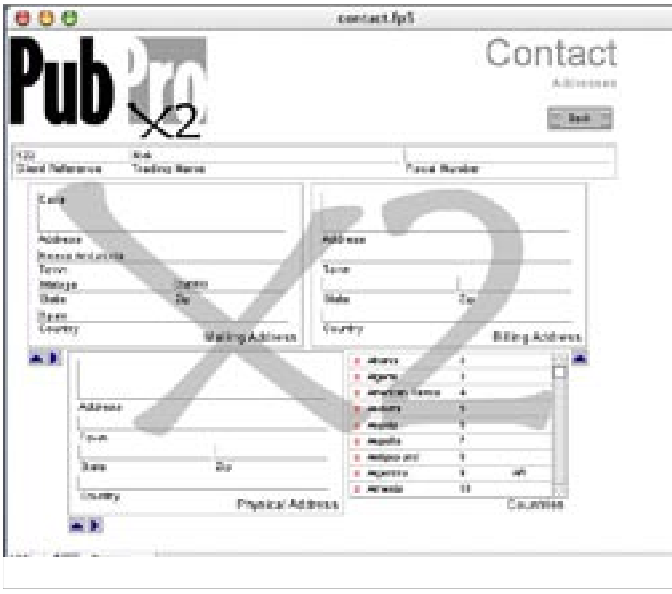
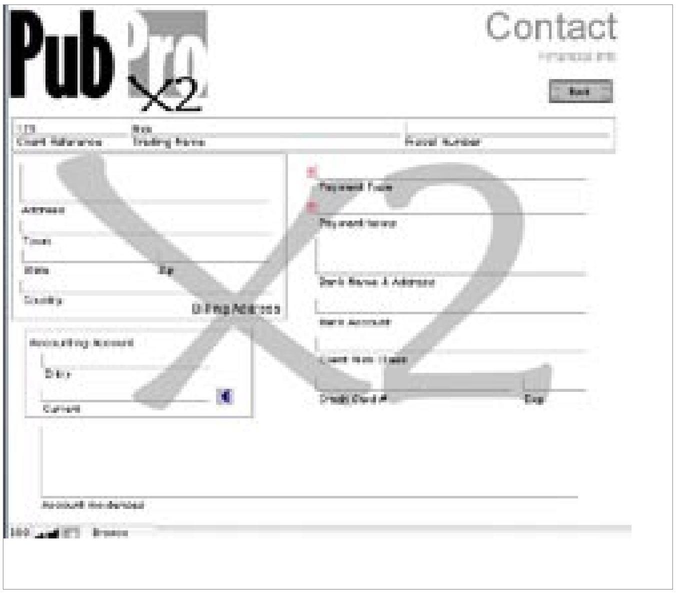
responding %. If no salesperson appears in the list then you have no



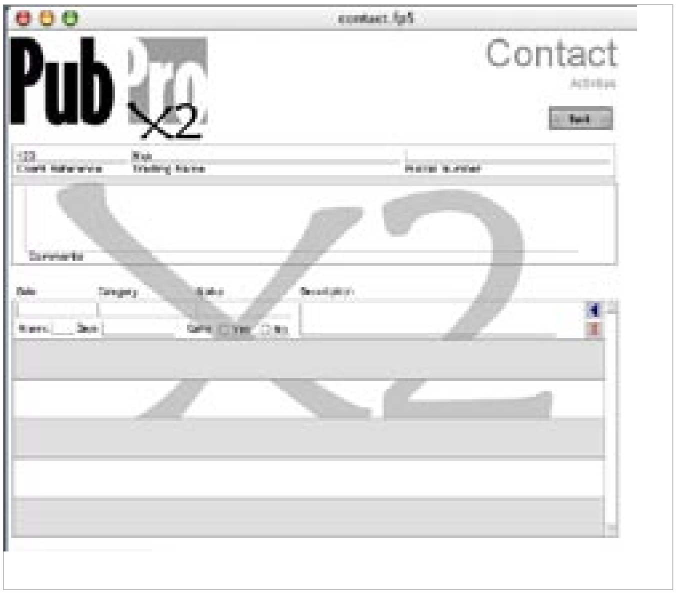


EMPLOYEES “sales enabled”.
Please enable one by going to MAINTENANCE->EMPLOYEES

BILL INFO

Please enter here all current billing and payment info. If you enter an accounting “account”, click the left arrow to update..

BE SURE TO ENTER A VALUE IN PAYMENT TERMS...BE IT 0,30,60,90,120...etc expressed in days. For example, if a client is due to pay you 60 days after invoice date, select 60. If the client is to pay on publication, select 0. This is important to calculate late payment interest charges.



BILLING

Shows Invoices, Orders and Credits. Click the left facing arrow to enlarge the list

ACCTG

Whatever is in the Cash Book for this contact

ACTIVITIES

- Track your activities/contacts.
- Set an alarm if you want, and have it carried over.
- Click the Left facing arrow to enlarge the activity report

- **ALERT**
  Set a General Alert for this Contact.
  Either select an amount of days from today or a fixed date
  Select whether it should “roll over”
  Clicking again on the ALERT button deactivates

  ALERTS are seen on MAIN MENU->ALERTS

CORRESP

Send Emails. Print Letters or Faxes to selected clients

- Select a Template and click to update or... create a new one by clicking on NEW/EDIT
- Click on EMAIL, FAX or LETTER

Custom Sizes

Here you can enter custom prices for clients. That is to say, if a client always books an ad for a specific price (non-standard), you can enter that price here and then when you enter the order, the price will pull in automatically and show on the order that it is a “custom price”.
Just select the Publication, Ad Size and Frequency and the Original price will show up. Then tap in your adjusted price.

SALES CONTACTS

Here you can enter prospects and track them with a similar system to that you already used in contacts.

The only difference is that you can XFER (transfer) this information to the active contact list as soon as the client is no longer just a prospect

ORDERS / INVOICES

The ORDERS and INVOICES share the same database and exact same set of features. The only difference is that some records are Orders and some are Invoices (duh!).
Generally, you will not enter invoices directly. You first should create the orders, which will

then be converted to invoices at closing of the publication.

To Create a New Order or Invoice:

- Click Order or Invoice
- Click on NEW
- From the drop down menu, select a CLIENT
- Enter an Order #. This must be UNIQUE. Maybe a Contract number ?

- Enter an Order Date. The up-pointing arrow autoenters today's date
- In the case of an invoice, enter an Invoice # and Invoice Date
- Now you must enter the Publication and Issue. Click on the left facing arrows autoenters the default units. Clicking the upwards facing arrow makes the current selection the default.
- Select the Quantity
- Now select the description. If the description of the ad that you want does not appear, then it is most probably not created in the MAINTENANCE-> PUBLICATIONS->AD SIZES menu
- The price should automatically popup. If need be, adjust the price.
- If the client has requested a Page #, enter the Page #. Do not enter an Assigned Page (yet). You may also enter the Classified section if this ad is a classified.
- If a sales person is assigned to this client, the sales commission will appear in the lines.
- If the client is an agency, you will notice a button on the right hand side of the screen saying "Agency Client" – click on it and enter the Agency Client, Category, Discount % and the PO#.
- Press CONFIRM and your basic details will be checked on confirmed

List

Whenever you enter the Orders/Invoice database, you will be presented with a list of the current found records, you may sort this list by clicking on the column heading.

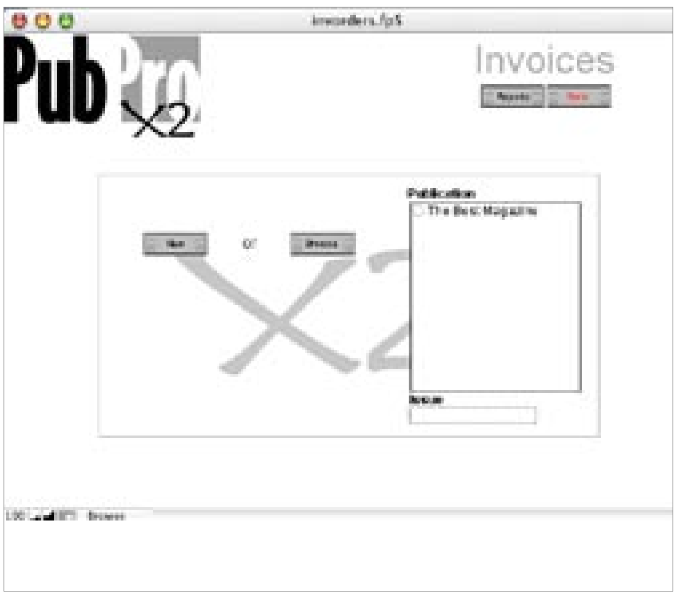
From this screen, you can also do the following:

- New Credit (for credit notes)
- New Invoice
- New Order
- Search
- Go to Reports
- Post Orders to Invoices (explained later)

To Edit an Order or Invoice

- From the list of Orders/Invoices select EDIT next to the appropriate entry

- **Totals**: Select to see the invoice/order breakdown. Note that there are two types of discounts. Client Discount and Agency Discount. Do not enter values into both discount fields – only one is allowed
- **Payments**: Select to enter payments, post payments or see payment details. There is space for 3 part payments. You can either enter the part payments or click Pay Balance to auto pay them. The left facing arrow on each line posts the payment to the Cash Book. Once posted, 2 stars will appear next to the line. Sales commissions are tracked in the boxes below. Click on **POSTED HISTORY** shows the related items posted in the Cash Book
- Click on **Tracking** to see where the design is, where the materials are and the deadlines. In this screen you may also input (as a related link) a Proof (JPG, PDF,GIF) of the ad.



You may also manually convert the order to an invoice (or vice versa) with the **CONVERT** button

You can set a General **Alert** for this Order/Invoice by either selecting an amount of days from today or a fixed date. Select whether it should "roll over". Clicking again on the **ALERT** button deactivates. The Alert will appear in MAIN MENU->ALERTS

DELETE – clicking this button will bring up a confirmation box

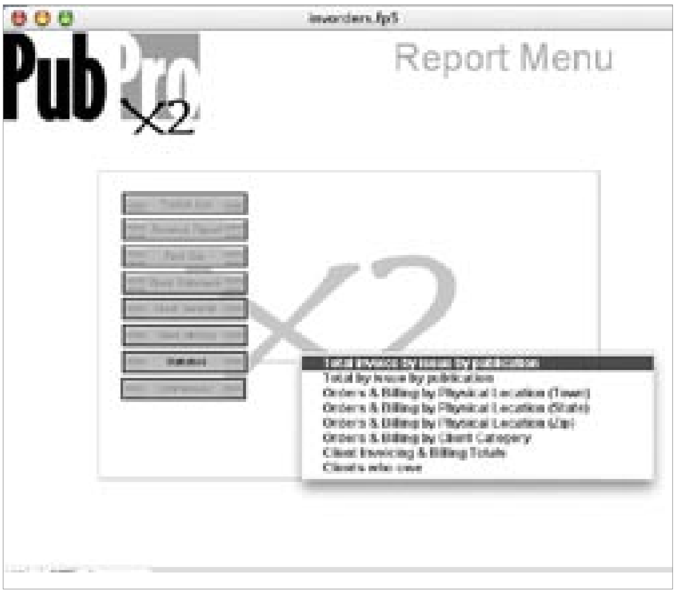
DUPLICATE – duplicating records is a little tricky but once you get the hang of it, it is fairly simple....After clicking the Duplicate button, you will be in a split screen. Click on DUPLICATE to copy the order. You will then see your order duplicate in the bottom right hand portal on the screen. You must now change the order # and the Issue.

The portal on the bottom right hand side of the screen shows the order lines currently attributed to the order #. It is advisable to have unique order #s. Click on the left facing arrow in this portal loads the info for that particular order.

Once you have duplicated orders, check each record for errors.

IT IS POSSIBLE THAT A FLAG COMES UP ON THE SCREEN ASKING YOU TO CLICK IT TO UPDATE. DO IT !!

HOW TO POST ORDERS TO INVOICES



Once you entered your orders and your publication is in print (!!), it is time to print your invoices. From your Order List:

- Click POST INV.
- Click I AM SURE
- Select the Publication and Issue
- Check that you have selected the right orders
- If necessary, you may omit orders
- Click NEXT STEP
- Enter an Invoice prefix (for example 2002-06-)
- Enter a Date for the Invoices
- Click GO and Confirm
- Check your results
- From your invoice/order list, print your invoices

SUBSCRIPTIONS

How to enter a new subscription:

- Enter a subscriber code
- Enter first name, last name etc.etc
- Enter a Subscriber type
- If this subscriber is a giver, click Yes in “Giver”. Note that if it is a giver,
  subscriptions cannot be entered directly on this record
  In the bottom 1/3 of the screen, enter the Publication, Start Issue,

End Issue and Subscription
Type. Once enter, click the Blue
Arrow to see the details.
Enter all payment details

- If it is a gift, enter the gift giver in the Gift From field. If no giver appears, it is because they have not been registered as a giver (see step 4)

How to Pay a Subscription

After having selected a subscription detail (step 5 above), click PayMe. If the item is unpaid, you will be transported to the Cash Book, where certain info will be filled in for you. Please fill in the rest. You must fill in where the Payment Goes (Cash, Bank etc) and the Category

How to Search for Duplicates

Click on Dups
A list will appear for you to check

How to do Renewals

- Click Renewals
- Enter the Publication and Last Issue
- Click Search
- A list will appear. Click the red circle will omit.
- Click text to change the text of the communication
- Click email to send out individual emails
- Click letter to print letters

How to print Labels

- Click Renewals
- Enter the Publication and Last Issue
- Click Search
- A list will appear. Click the red circle will omit.
- Click Print

SPEAK TO THE DEVELOPER ABOUT CUSTOM LAYOUTS FOR YOUR LABELS

Statements

Click Statement for Information on how much a client owes

You can set a General **Alert** for this Subscriber by either selecting an amount of days from today or a fixed date. Select whether it should “roll over”. Clicking again on the **ALERT** button deactivates. The Alert will appear in MAIN MENU->ALERTS

EDITORIAL

In Editorial, the Editor can set up issues and plan articles for future layout and reference

- Click Editorial
- If this is the first time or you have to set up a new issue, click MANAGE
- Click New
- Select a Publication
- Select an Issue
- Enter an issue title, for example – “Summer Holidays”
- Enter Planning Dates
- Enter who is the Editor
- Enter the approx amount of page you think you will need

- In the lower 1/3 of the page, enter an article title, the author and the deadline.
- Then press the left facing arrow to enter detail
- Enter payment details (if any) and approvals.
- Enter keywords and the category of the article (e.g. travel, autos, shopping etc)
- The big white box is for the text that can be pasted in
- A brief can also be written with the Brief button
- The down facing button on the right hand side magnifies the text entry box
- You may Reuse an article by clicking REUSE and then entering a Publication and Issue

How to Write an Article (input text)

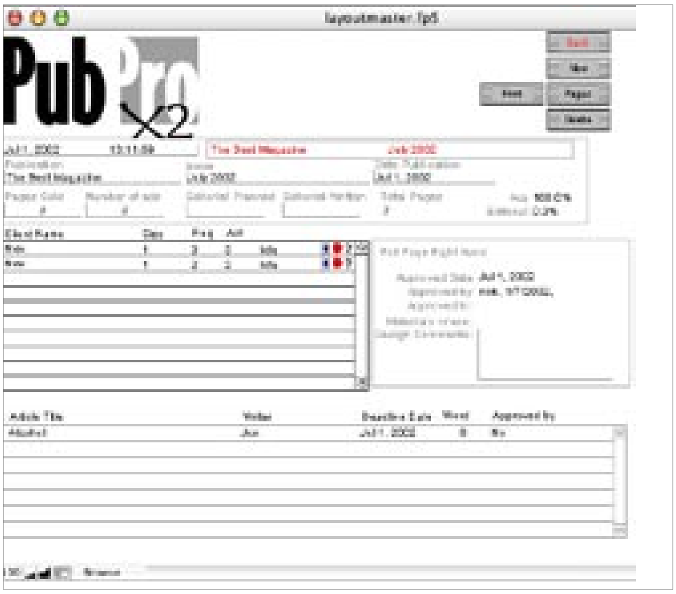
- Click CREATE
- Enter the Publication and Issue
- Click Search and a list of articles for that issue should appear
- Click the Left facing arrow next to the article to enter text
- If available, you can see the brief by clicking BRIEF

Note: to delete, unapprove or aprrove anything, you will need the Editorial password which is set in the Maintenance->Privileges menu. Its default is 1111.

STOCK

In the stock menu, you can either search editorial or enter and archive fotos in the same way as you have in Editorial.

NOTE: WHEN IMPORTING FOTOS, **ALWAYS SELECT** “Store only a reference to this file” in the dialog box. If not, PPX2 files will become very “bloated”



LAYOUT

PPX2 can help you decide which ads and editorial go on which pages. This , by no means, replaces the DTP process in Quark, Pagemaker or Indesign, but it helps streamline the process and save time.

- Click Layout
- If the issue is not yet setup, click NEW
- Select the Publication and the Issue

When you have completed step 3, you should now see a list of the ads and editorial scheduled for that issue

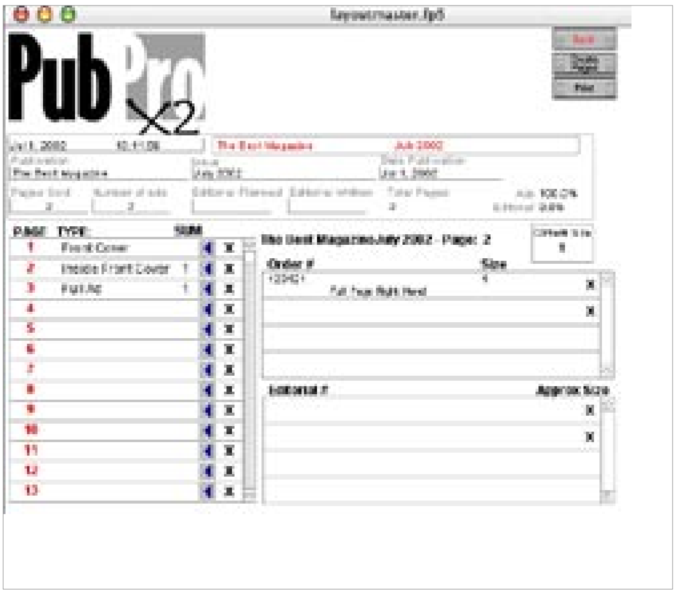
You must now create the pages for the issue, so:

- click PAGES and then
- CREATE PAGES
- Input the amount of pages you think your publication will be and click OK
  You should now see all the pages on the left hand side of the page

If your page 1 is the Cover, select Front Cover in the Page Type and continue for the pages you are sure about

Click back to go to the “Layout Master”

On the left hand side of the page, you will see a portal with a list of orders with their respective client name, numerical size, request page number and actual page number.



Clicking on the small **left hand** arrow loads the design info of that order

Clicking the **red circle** automatically places that ad on the requested page and fills in the actual page as the same. JUST CHANGING THE ACTUAL DOES NOT UPDATE THE FILE. To input manually, change the requested number and click the red circle.

Clicking on the **question mark** loads the client history and shows you an average page position

The system handles double page spreads automatically laying them out appropriately

Manual Layout

You may also lay out the pages manually

- Click PAGES
- Click the left facing blue button on the appropriate page to load the page
- Select the appropriate order #

If, for some reason, you have to change something manually (usually if the page layout does not match the actual order), the system will tell you and you will have to go back to the LayoutMaster and change the pages manually.

You can also enter the editorial in the bottom right hand side of the manual layout

Printing the Layout

Once you are finished, click PAGES and then PRINT to see your layout

CASH BOOK

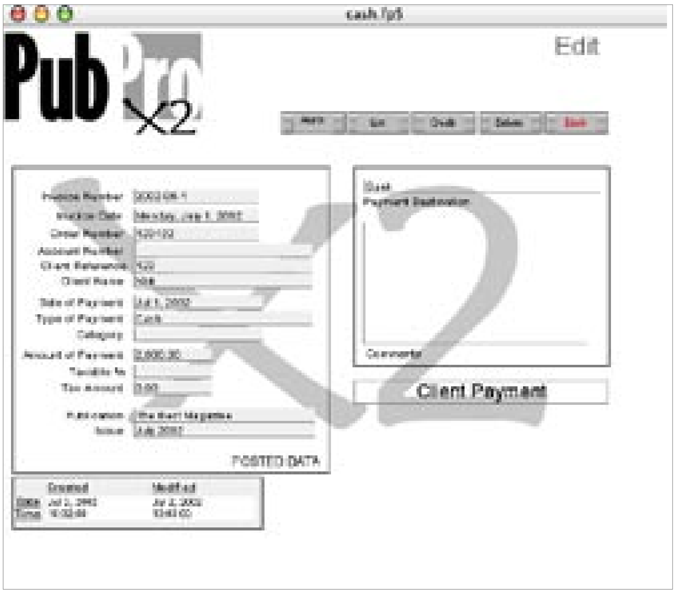
The cash book function of PPX2 is not a replacement for a full accounting system but is used for “front line” accounting.

Payments in can be received in several different ways:

- directly from the Payment section of the invoice/order
- from Main Menu->Payment In (discussed later)
- directly from Subscription payment submenu
- Or manually.....

To enter a payment manually:

- Click on Cash Book
- Click new Invoice or Payment
- Select Payment in or Payment Out
- Fill in all the necessary information
- If you use a system that attributes costs to a particular issue, enter the



publication and issue

- Don't **forget** to enter the Category and Payment Destination
- When finished, click New (for another) or List

From the Cash Book menu, you can also select different types of report or a simple quick list. These reports also act as searches. Note that for most reports, you must enter a date range.

You can set a General **Alert** for this Cash Book Entery by either selecting an amount of days from today or a fixed date. Select whether it should "roll over". Clicking again on the ALERT button deactivates. The Alert will appear in MAIN MENU->ALERTS

PURCHASES

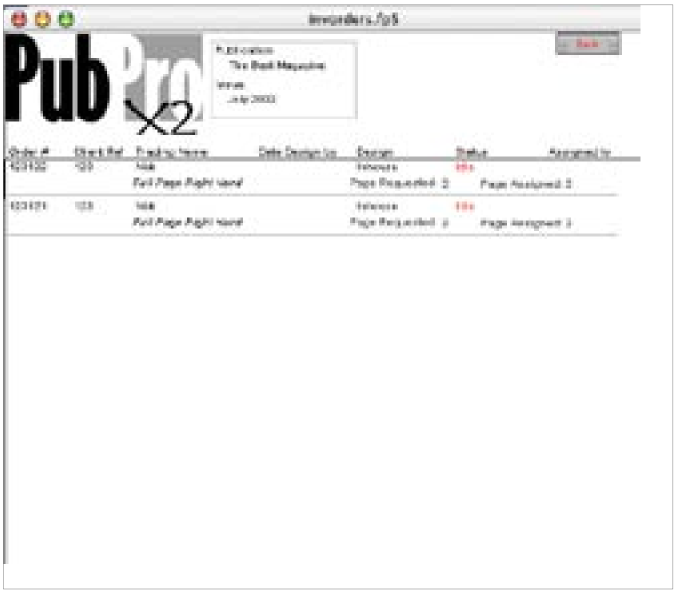
Purchases is a subfunction of the Cash Book and simply creates a new cash book record with the type set as a Payment Out

PAYMENTS IN

Payments In is a simple way of quickly entering payments as they come into your company.

- Select Payments In
- From the search menu, select 1 or more requisites

- Click search
- From the next screen or list, either click pay or directly enter the payment
- Click **back** to go to the Quick Pay List



AD TRACKING

Ad tracking is used mainly by traffic managers or designer groups to track the status of ad design and to post finished proofs.

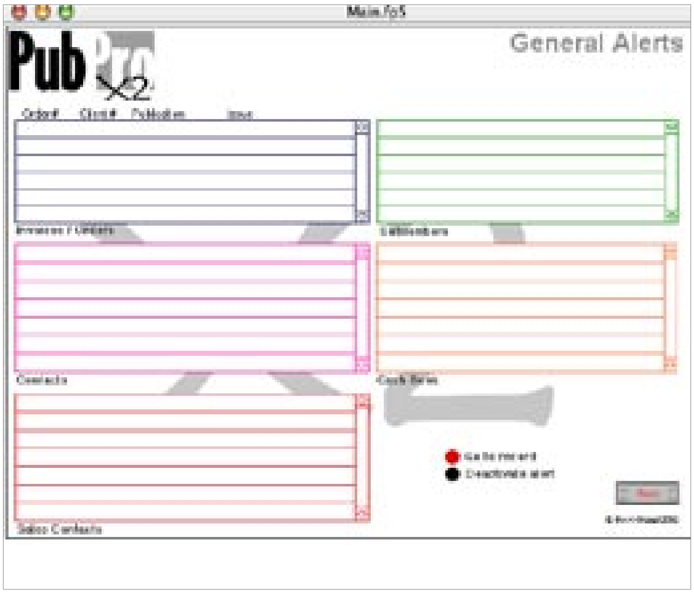
- Click Ad Tracking
- Search or browse for an ad or series of ads
- From the list of results, click on a record
- Fill in all the necessary details

- If you wish to Approve an ad, click Approve Me. To "disapprove" an ad, just click another status such as "With Client"

You may import a JPEG or GIF proof by clicking Import Proof, but remember ONLY TO STORE A REFERENCE to the file, otherwise your file sizes will start to bloat

ALERTS

The Alerts screen is a multi-purpose system that shows system wide alerts
These Alerts are set in the respective sub-systems



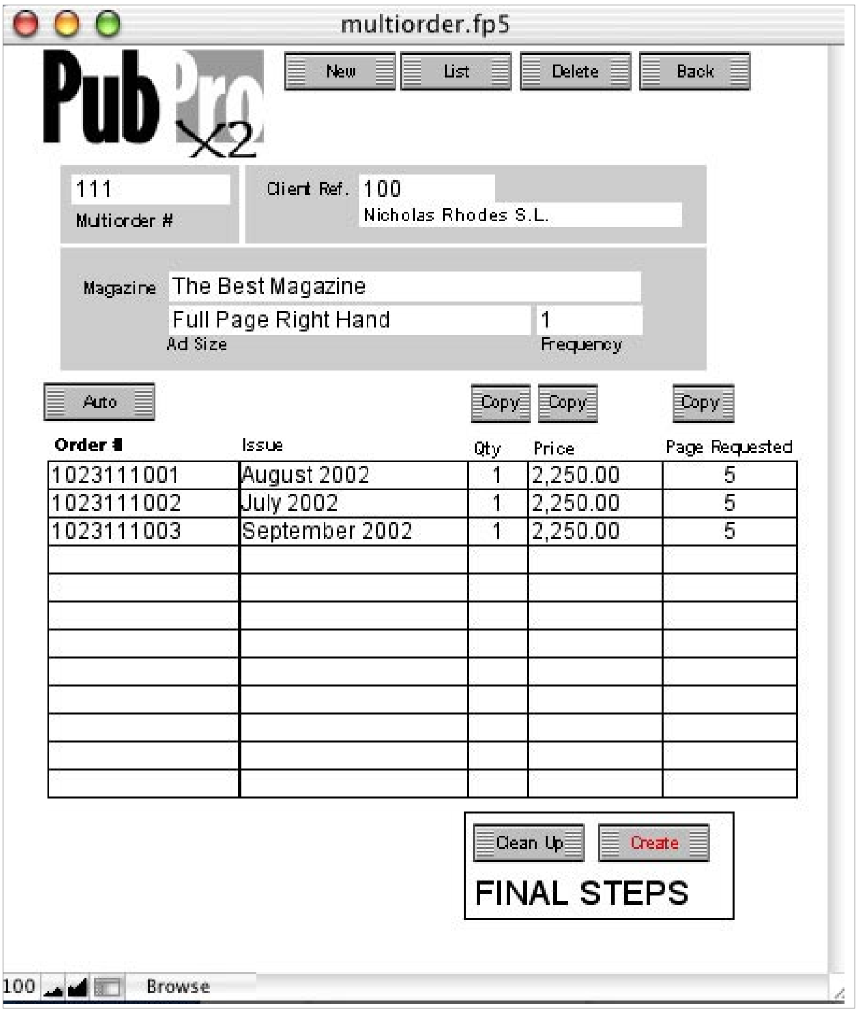
Click the **Red** circle to go to a record
Click the **Black** circle to desactivate that particular alarm

HELP

The Help system is basically an electronic version of this manual.
However, using the **Add** function, you can add in your own comments or tips
In the future, tip databases will be available on our site and downloadable directly into the system.

Multi-Issue Order Entry

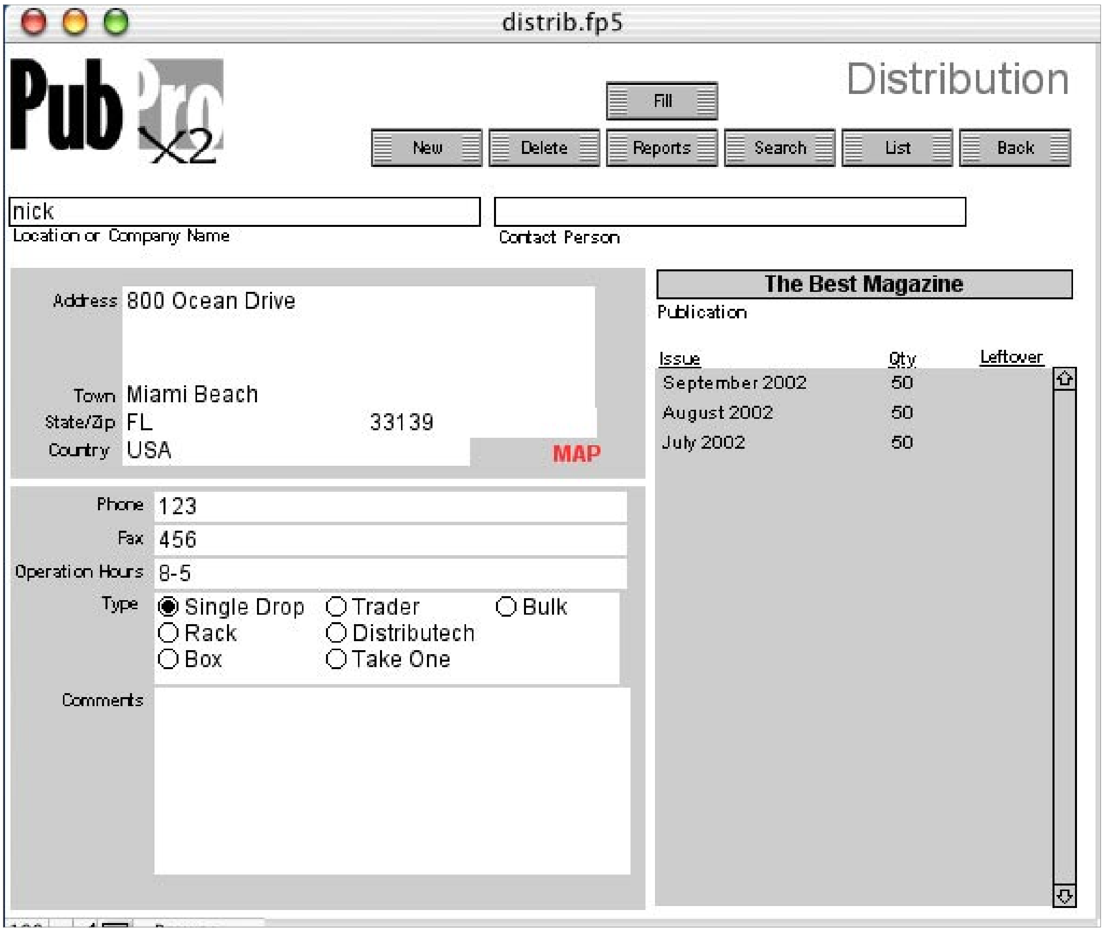
This module is built to avoid the monotony of enterin, for example, a whole year worth of orders for a single client one by one into the system. *Don't forget that each issue must have its own order.*



- Create a new multi-order
- Enter a multi-order # (optional)
- Select a client
- Select a Publication
- Select an Ad size and a frequency (note that the custom price option does not apply here. If you have a custom price, please change it manually)
- Enter the issues you want to book on different lines and a page requets if applicable
- You can click COPY to fill all the lines with the VALUE in the FIRST LINE (don't worry if it fills lines you do not need)
- You can create AUTO order #s if you wish
- Click CLEAN UP to delete the lines that you do not need
- Click CREATE to automatically generate the orders.

Distribution

This module is built to help plan and track the free distribution of a publication.



- Fill out all the necessary info
- Select a Publication and Select an Issue or Issues

- You may click on MAP to get a map of the distribution point
- Click reports to print or see reports sorted by different criteria

- One of the most powerful features is FILL. What it does is takes the whole distribution list for, say for example, July 2002 and duplicates it adding in

  September 2002. That means that you can change your distribution lists by month with the minimum of difficulty.
- To do it click FILL, then select thepublication and issue you want to copy and the issue you want to copy to, and the press PROCEED and your distribution list should be created.