

ad layout

The Easy to Use Ad Layout System

AdLayout is the page planning tool to produce tight and visually pleasing editions in record time. AdLayout supports complex booking requests to satisfy even the most demanding advertiser. Left or right-hand page requests, group, not-near and more are all considered by the advanced placement engine

Integrated

Fully integrated with the Pongrass Advertising database, AdLayout updates the database in real time to allow your production, editorial and accounts departments instant access to ad position. Indeed, Pongrass AdLayout, Production, Editorial and Accounting systems share the same ad-database for the ultimate in integration.

Easy of use

The operator can easily move ads by click and dragging them with the mouse. AdLayout warns the operator when a colour ad is moved to a conflicting page. The operator also can bring up reports on ad depth booked and the revenue for section. Late ads are also a snap to incorporate into an edition, via the Incremental Auto dummy feature. AdLayout allows you to top or bottom align ads with any other ad on the page with a single click.

Comprehensive Zoning

Zone ads can be dummied, undummied, and moved, like any other ad but are restricted to placement on pages in the correct zones. Trying to dummy a zone ad on a full run page or incorrect zone will activate a warning, which you can override to dummy the ad. Auto dummy will only dummy zone ads on their requested zone pages.

Editorial Support

AdLayout exports directly into the Pongrass Editorial System. Ads then automatically appear on the page, as completed ads or as dummies as the case may be, in real time. Export to InDesign is also available.

The screenshot displays the Pongrass Ad Layout software interface. The main window shows a grid of pages (PAGE1 to PAGE9) with various advertisements placed on them. A 'Zoned Page Layout' dialog box is open, showing options for 'EAST', 'NORTH', 'SOUTH', and 'WEST' zones. The 'SOUTH' zone is selected, and three 'RACING' ads are shown in a grid. The 'WEST' zone is also visible with one 'RACING' ad. At the bottom, there is a table with columns for Code, Depth, Section, Name, Colour, EPSF, Order ID, Caption, Page, Min, Max, Position Req, and Agency.

Code	Depth	Section	Name	Colour	EPSF	Order ID	Caption	Page	Min	Max	Position Req	Agency
7	30.00	WORLD	ASI Building Systems	4C	22195	22195	-	-	-	-	-	-
7	10.00	MONEY	Sis Specific Technology	4C	22205	22205	-	-	-	-	-	-
5	37.50	EGN	Life Research Instruments Pl.	4C	22186	22186	-	-	-	-	-	-
5	27.50	WORLD	Hyundai Australia	4C	22191	22191	-	-	-	-	-	-
4	20.00	EGN	Whiggi's Baby Products	4C	22173	22173	-	-	-	-	-	-
1.5	17.00	EGN	Michael Sullivan	4C	22487	22487	-	-	1	1	please place on colour page	-
7	10.00	EGN	Eggs Crop Science	4C	22174	22174	-	-	-	-	-	-
7	5.00	BLACK	SUDWI	4C	22172	22172	-	-	-	-	-	-
5	30.00	EGN	Michael Sullivan	4C	22486	22486	-	-	-	-	-	-
4	19.00	EGN	Shale Services Group	4C	22188	22188	-	-	-	-	-	-
3	10.00	EGN	NSW Farmers Association	4C	22187	22187	-	-	-	-	-	-
2	10.00	WORLD	Nestle Australia	4C	22192	22192	-	-	-	-	-	-

Pongrass Ad Layout

Unlimited Zoning capabilities

Requirements

- Windows 7
- 4Gb RAM
- 20Gb free Hard Disk

Options

- Browser based Reports and Page Layouts.

Features

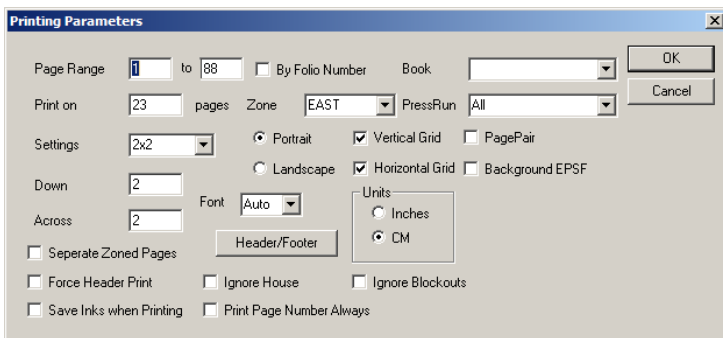
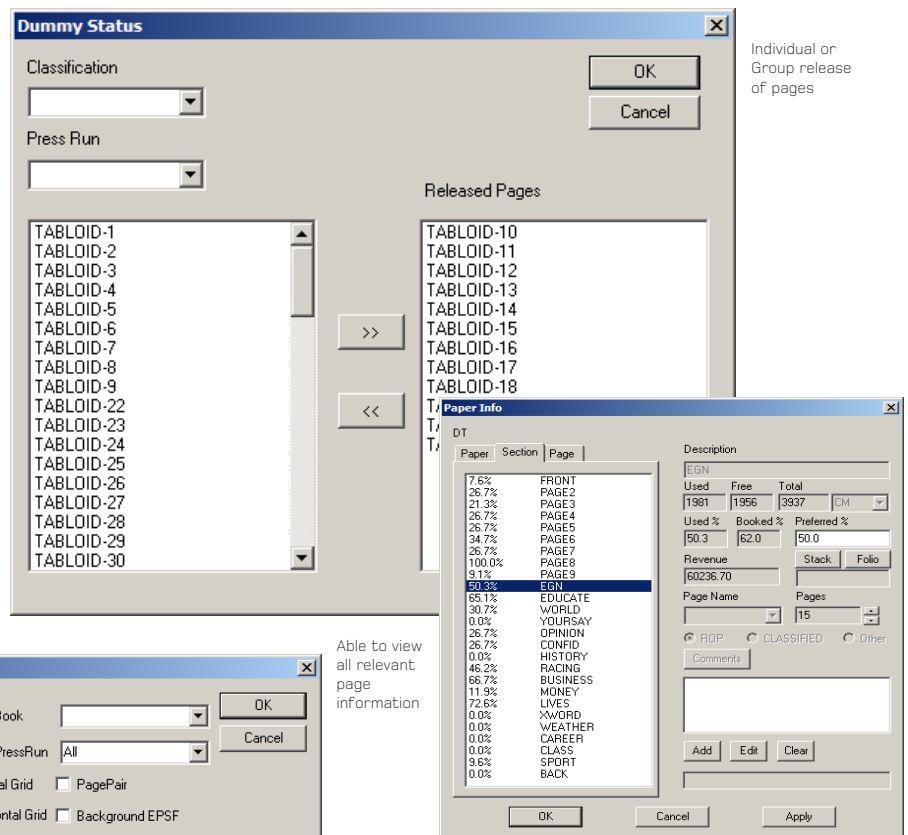
- Automatic layout of ads in sections, whole editions or multi zoned editions.
- Incremental auto dummy for simple addition of late ads.
- Interface to Ad Loader™ InDesign Plug-in (option).
- Flexible Edition Resizing
- Handles Complex Ad Booking Requirements
- Handles Zoned Editions
- Built-in Reporting and Statistical Functions
- Unique Financial Reporting for Management

Late Changes

Late ads and edition resizing are easy. Now you can perform a trial dummy well in advance of publication date with ease.

Rolling Dummy

Interaction between Ad Booking and AdLayout is possible through the common database. Ads can be booked direct to a position with 100% certainty, and the page dummy can be built up progressively through the billing cycle.



Ability to customise all reports

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