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.

Pongrass Ad Layout

Unlimited Zoning capabilities

pongrass

Requirements
— Windows 7
— 4Gb RAM
— 20Gb free Hard Disk

Options
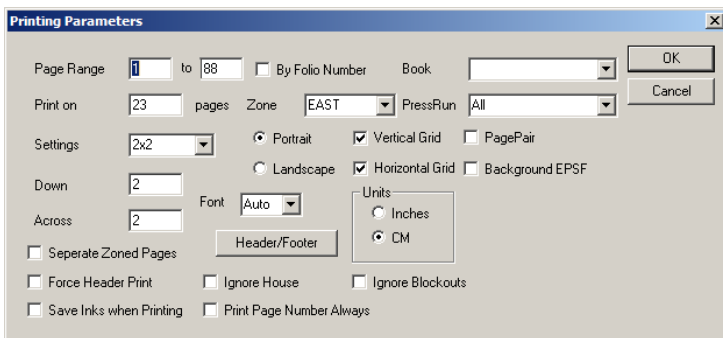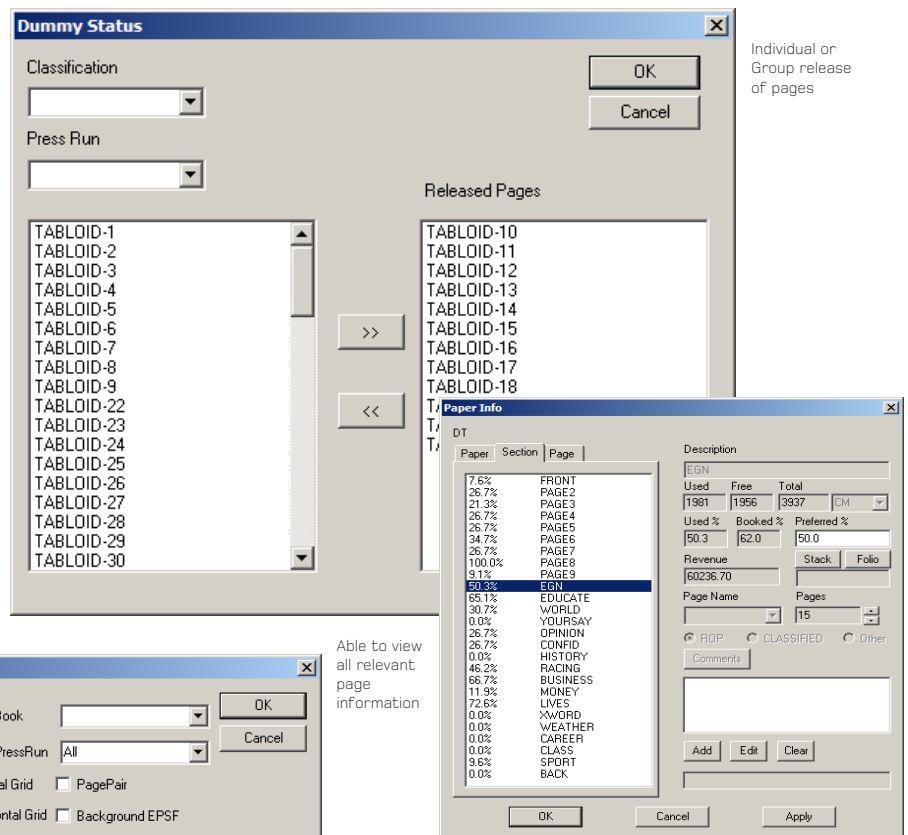— Browser based Reports and Page Layouts.

Features
— Automatic layout of ads in sections, whole editions or multi zoned editions.
— Imcremental 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.

Individual or Group release of pages

Able to view all relevant page information

Ability to customise all reports

pongrass