

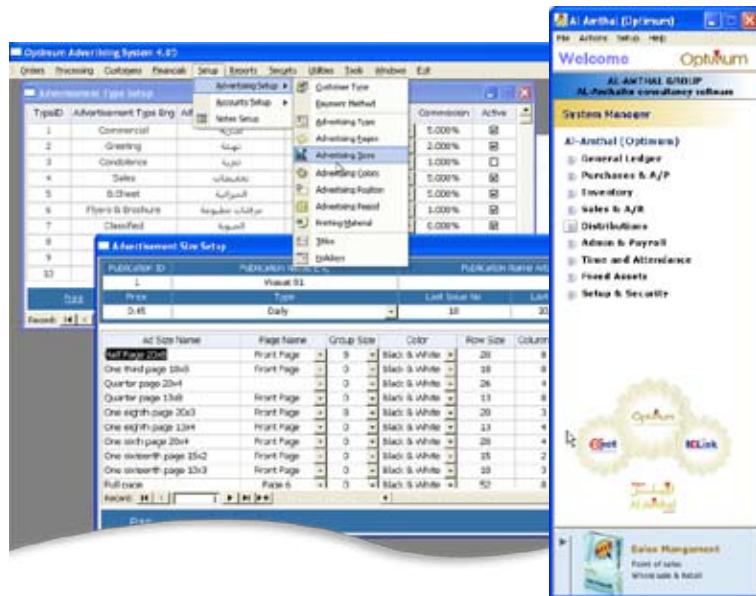
Advertisement Management Module

The OPTIMUM Advertisement Management Module is used by any Publication company that would like to effectively and efficiently organize, control and manage all advertisement tasks whether they are:

- lineage
- ear panel
- classified, or
- Non-classified advertisement orders.



- Advertising Sizes-various sizes available
- Advertising Colors
- Advertising Positions- top left, top right, bottom left, bottom right etc.
- Advertising Period- information such as daily, monthly, yearly
- Printing Material
- Titles – Director, GM, Accountant, secretary etc.
- Holidays that affect the publication of advertisements

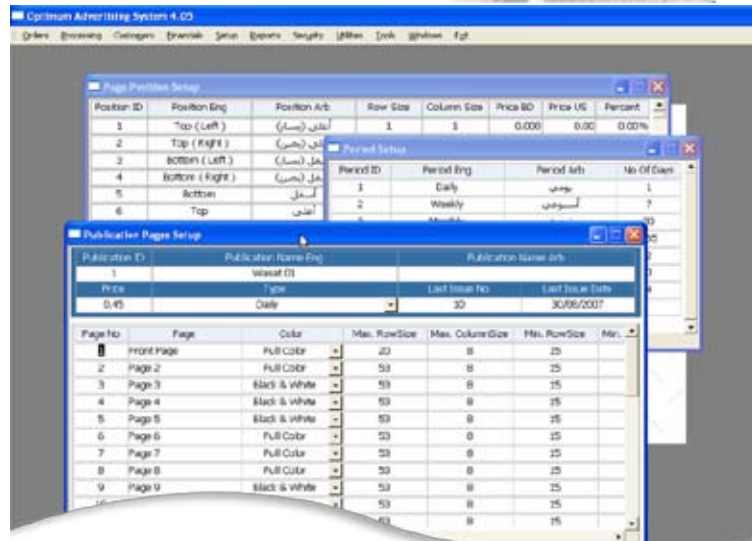


Accounts Setup consists of:

- Service Type
- Accounting Setup
- Assigning Accounts



Through a user-friendly electronic system that offers tremendous beneficial features, the Optimum Advertisement Management Module also helps the company to manage its customers including advertising agencies, corporate, government and individual clients.



Advertisement Setup

The OPTIMUM Advertisement Setup enables the user to define in detail all parameters required - whether these parameters are general for the system as a whole or specific to your customers or advertisement order sections:

Advertising Setup includes, among others:

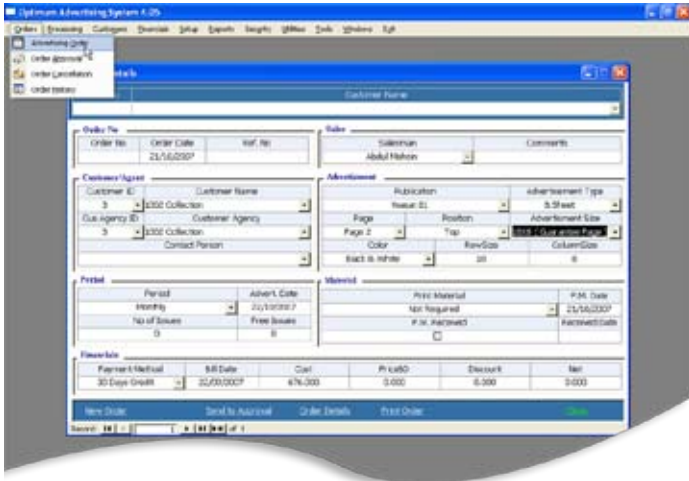
- Customer Type such as corporate, individual, government etc.
- Payment Method- cash/credit
- Advertisement Type such as greetings, commercial, condolences, for sale etc.
- Advertising Pages- Full color, B&W

Data Input

For the successful management of your advertisement the OPTIMUM Advertisement system will store all the relevant advertisement data such as:

- Advertising Orders, with details of :
 - Customer/agent
 - Page, position, size etc.
 - Printing material
 - Period of publication
 - Billing information
 - Payment terms/method
- Customer Profile with details such as name and address, payment method etc.

- Salesman Profile with name and address, sales details, commission details, etc.
- Invoicing Data on invoice generation, approval, printing, cancellation, payment, etc.
- Receipts Data such as the issue of cash receipts, credit receipts, cancellation of receipts etc.



Data Retrieval

OPTIMUM will produce all necessary reports for the different processes, such as advertisement orders, period, and customers (statement of account, aging, invoicing, customers) on online/real-time basis. It provides a powerful inquiry facility with the possibility to scroll down to its basic data components.

In addition, OPTIMUM offers a full set of formatted Advertisement Reports available in the Report Generation Menu, spanning all the types of information being stored.



Processing

OPTIMUM enables you to process the advertisement, which will produce the following output:

- Daily Issue
 - Classified
 - Non-Classified
 - Linage
 - Ear panel
- Advertising Expired
 - Classified
 - Linage
 - Ear panel
- Comparison Process between
 - Due for issue
 - Actual Issued
- Managing Invoicing, Receipts and Customer Receivables and Aging



Upon posting any document the system will post all the correspondent entries to the General Ledger.

Order No.	Order Date	Customer ID	Customer Name	Advertisement Type	Page	Advertisement Size
11	21/10/2007			B.Sheet	Page 2	3019 (Guarantee Page)
17	05/10/2007			B.Sheet	Page 4	Full page
16	12/10/2007			B.Sheet	Front Page	Archive CD
15	06/10/2007			Classified	Front Page	One sixteenth page 15

Other notable features of OPTIMUM

Extensive help system: Whenever needed an online context sensitive help system pops up to assist and guide you through all the procedures. Our manuals provide extensive and comprehensive details to your staff so they can derive the full potential and beneficial features of OPTIMUM Advertisement Management system.

Integration: Another benefit of OPTIMUM Advertisement Management module is that it can be fully integrated with other OPTIMUM modules such as General Ledger, Accounts Payable, HR Management etc.

