



SMARTPUBLISHER™


Version

6.3

Pre1 Software supports greater functionality and more powerful tools with the release of SmartPublisher 6.3.

SmartPublisher users will experience new features, system improvements and more control over ad sales and production.

Pre1 incorporates the latest technology to develop this leading-edge publishing software.

Pub/Ent	101	08/01/2013	to	08/31/2013
 Update				
Sales				\$119,004.08
– Discount				\$31,140.99
+ Taxes				\$0.00
Total Sales				\$87,863.09
Misc Charges				\$5,325.00
+ Misc Charges Taxes				
Finance Charges				
Net Sales				\$93,188.09
– Payments				\$104,755.02
– Credit Adjustments				\$2,311.00
Total for				\$13,877.93
8/1/2013 - 8/31/2013				

SmartPublisher 6.3 makes it easier than ever for print and digital publications to connect with advertisers. Advanced features and utilities improve functionality and create a user environment that is intuitive and easy to manage.

Add a Web Submission Form

SmartPublisher 6.3 features an online submission form you can embed on your website so potential clients can easily enter contact information.

- Pre1 Software provides a link that you simply cut and paste into your website's advertising page to create an interactive submission form.

- The submission form captures inbound advertising leads and immediately sends an email

notification to a sales rep or manager.

- The really cool part—the function that saves you time and resources—is as soon as advertisers click send on the submission form, their contact information is immediately entered into your SmartPublisher database.

- A follow-up note is created on the account to ensure the prospective advertiser is contacted.

- Automated data transfer means nothing gets lost during manual entry and puts contact information at your fingertips so you can make a timely reply.

Summarize Financial Activity

An accounting widget (see image above) lets you instantly create a

SmartPublisher 6 (Pre1_FMS13)

Account Utilities Merge Accounts

1161 records

Keep	Merge	Purge	Acct ID	Company	Contact	Phone	Email	City	State	Quality	Omit	Delete
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14727	Build A Bear Workshop	Teresa Krohl	(314) 423-8000	teresak@bulidabear	St. Louis	MO	Cool	<input type="button" value="Omit"/>	<input type="button" value="Delete"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15723	Butler Till Media Services	Melanie Locicero	(585) 473-3740	info@butlertill.com	Rochester	NY	Cool	<input type="button" value="Omit"/>	<input type="button" value="Delete"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	20556	Butler Till Media Services	Accounts Payable	(585) 473-3740	info@butlertill.com	Rochester	NY	Seasonal	<input type="button" value="Omit"/>	<input type="button" value="Delete"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	30266	Butler Till Media Services	Kerri Bubar	(585) 274-5165	kbubar@butlertill.co	Rochester	NY		<input type="button" value="Omit"/>	<input type="button" value="Delete"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21731	Butterfly Effect	Dori	(315) 668-8466		Liverpool	NY	Cool	<input type="button" value="Omit"/>	<input type="button" value="Delete"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22284	Butterfly Effect	Doloris Cangemi	(315) 447-0417		Central Square	NY	Active	<input type="button" value="Omit"/>	<input type="button" value="Delete"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21828	Caitlyn Bom Photography	Caitlyn Bom		CaityBPhotos@gma		NY	Cool	<input type="button" value="Omit"/>	<input type="button" value="Delete"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	29094	Caitlyn Bom Photography	Caitlyn Bom	399-0722					<input type="button" value="Omit"/>	<input type="button" value="Delete"/>

Account Info Accounting Production Marketing History

Butler Till Media Services
Acct ID: 20556 : Bill to: 20556

Company and Address
Butler Till Media Services
 1565 Jefferson Rd Suite 280, Bldg. 200
 Rochester NY 14623-3178

Contacts

Acct ID	First	Last	Phone
20556	Accounts	Payable	(585) 473-3740
20556	Maddy		(585) 473-3740
20556	Kelly	Kirkpatrick	
20556	josh		
20556	Jill	Kroll	

Butler Till Media Services
Acct ID: 15723 Old ID: 6726 Bill to: 15723

Company and Address
Butler Till Media Services
 1565 Jefferson Rd, Suite 280, Bldg. 200
 Rochester NY 14623-3178

Contacts

Acct ID	First	Last	Phone
15723	Melanie	Locicero	(585) 473-3740

Merge
Keep

An improved utility in SmartPublisher 6.3 lets you merge duplicate accounts in one easy step.

financial summary for any date range. Just enter a start and end date in a pop-up calendar and SmartPublisher reports total sales, discounts, finance charges, payments, adjustments and miscellaneous changes for that period.

Eliminate Duplicate Accounts

An improved SmartPublisher utility quickly identifies, merges and purges duplicate accounts. You see all the data for each account on one screen, so you can decide which accounts to keep or delete.

- **Find duplicate accounts** with sortable filters that include company name and contact name, email and phone number.
- **Merge several accounts** at once in one easy step.
- **Delete groups of accounts** in

one batch without having to relocate information.

Take Control over Ad Booking

Are you tired of canceling and rebooking every time the size of your display ad changes? No problem. Now you can easily assign a different rate ID or column width and height to each scheduled insertion. Each insertion also can have its own graphic if the ad copy changes issue to issue. This feature not only saves time spent canceling and rebooking ads, it also keeps the history of the ad schedule in one place for easy account management.

Bill Ad Sales by Pub of Origin

You always want to give credit where credit is due, and a new feature lets you bill ad sales by the publication of

origin rather than the publication in which an ad runs. For example, if Pub 1 sells an ad that runs in Pub 4, the sale can be attributed to Pub 1. In previous versions of SmartPublisher, the sale could be attributed to only Pub 4. This gives publishers—especially large ones with many publications—more options for billing and tracking ad sales.

Target Accounting by Entity

SmartPublisher now lets you push summary accounting information to QuickBooks based on classes. Classes provide a system for categorizing transactions by business entity, or separate publications. SmartPublisher can push summary general ledger information by class, ensuring that journal entries get attributed to a specific business entity.

CALL FOR VENDORS

& ENTERTAINERS

The American Civic Association needs vendors & ethnic entertainers for the upcoming Garlic Festival. The festival is held August 23-24 at 131 Front St, Binghamton, NY. For more information, call (607) 723-9419 or visit www.americancivic.com.

Choose Fancy Border Styles

Let your creative side show through and make ads stand out with borders that attract attention. In addition to thickness and frame color, SmartPublisher now supports fancy border styles (see mock ad above).

This is a perfect feature to upsell and generate new revenue.

Invoice before Closing an Issue

You want to be paid fast, so why wait for a long publishing deadline before sending out an invoice? SmartPublisher lets you collect sales and do invoicing before an issue closes.

- Immediate invoicing benefits monthly, semi-monthly and annual publications, where ads are sold well in advance of a publish date.
- Send invoices in batches as ads are sold, but leave the issue open so you can continue selling ads and increasing your revenue.
- Third-party advertising agencies

are paid quickly for their services so they can focus on additional sales.

Separate Invoices by Ad

Click the "Invoice by Ad" box and a separate invoice is sent for each ad, rather than lumping the ads onto one invoice. This feature is great for venue promoters, agencies or legal ads.

Update Rate Wizard

Another new utility lets you update multiple ad rates simultaneously. Adjust the rate by a fixed dollar amount or percentage in a couple of easy steps. Filters sort rate information by publication, account activity and more.

Pre1 SmartPublisher News

BUFFALO, N.Y. — New York state's largest publisher of free weekly community newspapers selected SmartPublisher to be its contact management software. With more than 30 publications, Community Papers of Western New York is the region's leader in news and advertising. SmartPublisher provides tools to consolidate and streamline ad sales and production, so community publications can focus on gathering local news and giving high-profile distribution to their advertising clients.

CLEVELAND — The ink was barely dry on the formation and procurement process of Euclid Media Group before the national publishing company chose SmartPublisher to be its contact management software. Euclid Media Group formed in 2013 and purchased four alternative weekly publications: Orlando Weekly, Cleveland Scene, Detroit Metro Times and San Antonio Current. SmartPublisher is the perfect single-source database because it pulls together these far-flung publications and puts them all on the same page.

PORTLAND, Ore. — SmartPublisher is the contact management solution of choice for a growing number of student media organizations across the country. Pre1 recently welcomed Auburn University, Alabama University and Wyoming University to its family of supported users. SmartPublisher now supports the college media market at 19 top-flight universities in 12 states.

Features Enhance User Experience

Just because SmartPublisher 6.3 is out with new and improved tools, doesn't mean you should forget about its other user-friendly features:

ProofRocket is a digital proofing system that streamlines workflow. It reduces errors by giving you and your advertisers a common platform to share content. ProofRocket takes the guesswork out of ad production and keeps advertisers in the loop.

Advertiser Portal is an interactive portal that lets advertisers manage their accounts and pay invoices online by credit card. It reduces the amount of effort required to manage payments and accounting.

The **Support Center** is an online user portal where you can find answers to your SmartPublisher questions. Search the **Knowledge Base** or create a ticket for Pre1 support staff.

