Save a Tree ...

Go Paperless with **S@S**



How to move to a Paperless Environment

- It starts with Order Entry
- Digitize the Ad Copy
- CAS: Web Modules
- Electronic Work Flow





It starts with Order Entry

Enter Accurate Ad Information

Production needs to assume the system has the correct information about the ads they need to design.

Utilize all available input fields

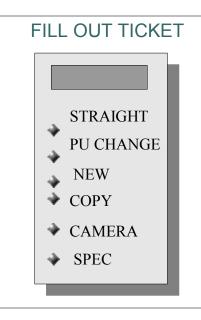
Pickup Ad Information Source Copy Status

Ad Make-Up Notes

Learn to communicate using system notes

Stop Work Order Printing

The information you need is in the system, use the software.









Digitize the Ad Copy

Start Using Ad Layout Sheets

New Ad Design Tearsheets w/ Mark-up

Scan Hard Copies

Turn all ad copy into an electronic file.

Get everyone on board

Encourage advertisers to also go digital. Provide training and documentation when necessary.













CAS: Web Modules

Quick Order Entry and COE

Order Ads On-Line from anywhere

Ad Submit

Upload electroinc materials

Ad Inquiry

Real Time Ad Statuses Customizable Ad Queries

On-Line Proofing

Email, Auto Notifications, Approve and Mark-up on the web.

EditionAdBoss

Edition and Ad Statuses

eTearAdBoss

Electronic tearsheet handler



Electronic Work Flow

Start with a work flow diagram

Know the ad production process

Ad Tracking

Prioritize work by establishing deadlines Customize ad queries

Don't be redundant

Don't replicate what you're already doing electronically. No more ad jackets, no more bins



