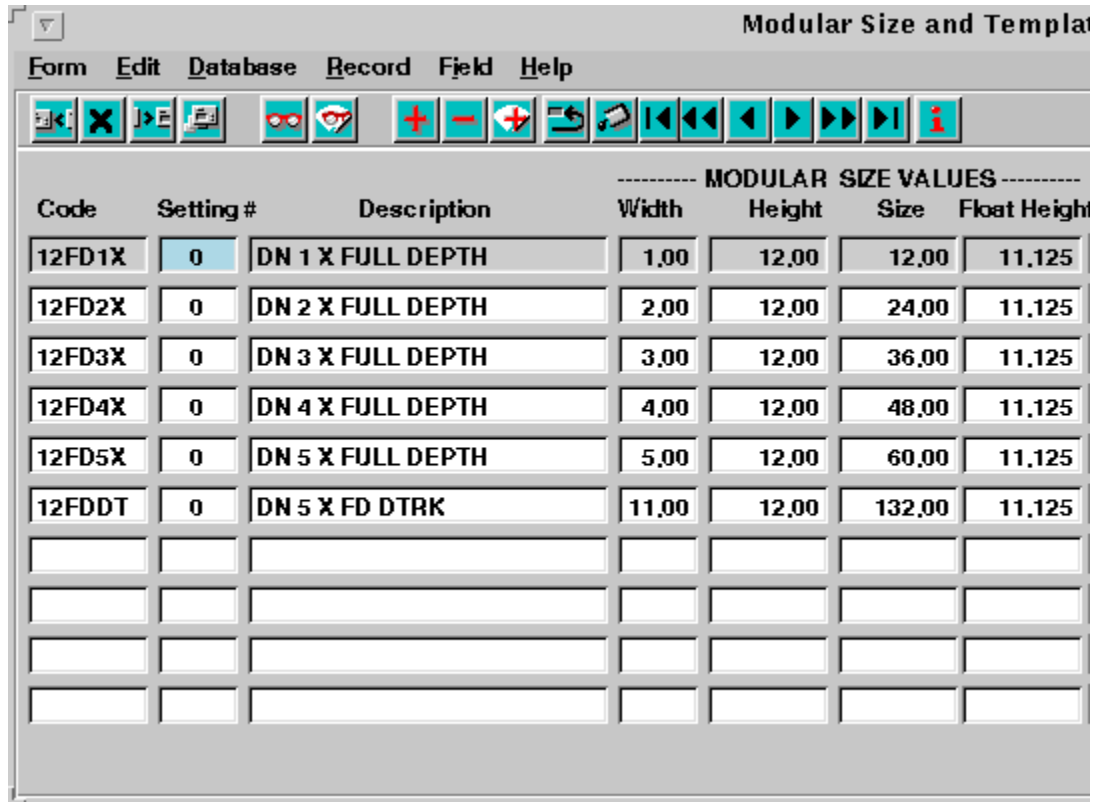


# Standard Operating Procedure

## Profit Center 12 – Ads Ordered at Full Depth

***Ads ordered at Full Depth MUST include a Modular Size Code***

**There are five (6) Mod Sizes. Think 1xFD, 2xFD, 3xFD, 4xFD, Full Page, Double Truck**



The screenshot shows a software window titled "Modular Size and Template" with a menu bar (Form, Edit, Database, Record, Field, Help) and a toolbar. Below the toolbar is a table with the following data:

Code	Setting #	Description	Width	Height	Size	Float Height
12FD1X	0	DN 1 X FULL DEPTH	1,00	12,00	12,00	11,125
12FD2X	0	DN 2 X FULL DEPTH	2,00	12,00	24,00	11,125
12FD3X	0	DN 3 X FULL DEPTH	3,00	12,00	36,00	11,125
12FD4X	0	DN 4 X FULL DEPTH	4,00	12,00	48,00	11,125
12FD5X	0	DN 5 X FULL DEPTH	5,00	12,00	60,00	11,125
12FDDT	0	DN 5 X FD DTRK	11,00	12,00	132,00	11,125

**Example orders are attached.**

***While rate code "ROP" is used in the examples, it does not imply ROP is the exclusive rate code for full depth ads.***

**Ads should always be ordered with the corresponding rate codes appropriate to position in the paper and the identified price charged to the account.**

**Rate codes exist corresponding to the four main rate cards.**

1 x Full Depth

VIRGIN ISLANDS DAILY NEWS -- Ad Entry

---

**Account** JOSEPH STRUBECK  
 513292 149 PENN AVENUE  
 PT Profit Ctr SCRANTON PA 18503  
 Contract \*\*\*\*\* 570-348-9100x5258

Balance / Pending  
 0.00  
 0.00

record 1 of 1

Order Confirmation  
 Print Email Fax  
 SCRLSRCLA1

---

Class **A** NOT APPLICABLE Ad# 80422537

Mod size **12FD1X**  Use Publisher

~ Rate **ROP** Retail  Pubs Credit hold **A**

~ Width ~ Height Tot Inches Words Preprints Pages  
 1.00 12.00 \*\*\*\*\* 12.00 0 0 0

~ Billing Description Contact  
 RETAIL OPEN (LOCAL) \*\*\*\*\*

~ P.O. #

Insert Order Call Backs  
 Layout Close Publisher  
 Text / Internet  
 Copy / Renew

Ad Search + Commit Ad

---

Scheduling Pricing Contracts Upsells Co-ops Text Misc

Pub	Zone	Edition	Start Date	Inserts	End Date
DNDN	DLY	1	11/01/2010	1	11/01/2010

record 1 of 1  Copy editions

Exceptions Switch to Calendar

Calendar Weekly Biweekly Wk in Month

TFN New Ad Kill \*\*\*\*\*

Created jstru 11/01/2010 17:15  
 Modified jstru 11/01/2010 17:16

Copy schedules  Yes  No

---

Remarks:  
 \*\*\*\*\*

Size Units 12.00  
 Rate 26  
 Insertions 1  
 Freq Each Insertion  
 Billing date 11/01/2010

Code Salesperson Name Percentage  
 109ST STRUBECK JOSEPH x5258 100.00

Ad Total Price 312.00  
 Discount 0.00% 0.00  
 Adj Gross 312.00  
 Additional Charges 0.00  
 Agency 0.00% -0.00  
 Tax 0% 0.00  
 Net Price 312.00  
 Payments 0.00

Flat Memo Bill View All Days

2 x Full Depth

VIRGIN ISLANDS DAILY NEWS -- Ad Entry

---

**Account** JOSEPH STRUBECK  
 513292 149 PENN AVENUE  
 PT Profit Ctr SCRANTON PA 18503  
 Contract \*\*\*\*\* 570-348-9100x5258

Balance / Pending  
 0.00  
 0.00

record 1 of 1

Order Confirmation  
 Print Email Fax  
 SCRLSRCLA1

---

Class **A** NOT APPLICABLE Ad# 80422537

Mod size **12FD2X**  Use Publisher

~ Rate **ROP** Retail  Pubs Credit hold **A**

~ Width ~ Height Tot Inches Words Preprints Pages  
 2.00 12.00 24.00 0 0 0

~ Billing Description Contact  
 RETAIL OPEN (LOCAL) \*\*\*\*\*

~ P.O.#

Insert Order Call Backs

Layout Close Publisher

Text / Internet

Copy / Renew

Ad Search + Commit Ad

Created jstru 11/01/2010 17:15  
 Modified jstru 11/01/2010 17:22

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Scheduling Pricing Contracts Upsells Co-ops Text Misc

Pub	Zone	Edition	Start Date	Inserts	End Date
DNDN	DLY	1	11/01/2010	1	11/01/2010

record 1 of 1  Copy editions

Exceptions Switch to Calendar

jstru 11/01/2010 17:15 Run/Combo R

TFN New Ad Kill \*\*\*\*\*

Calendar

Weekly   
 Biweekly   
 Wk in Month

Copy schedules  Yes  No

---

Remarks:  
 \*\*\*\*\*

Size Units 24.00  
 Rate 26  
 Insertions 1  
 Freq Each Insertion  
 Billing date 11/01/2010

jstru 11/01/2010 17:15

Code	Salesperson Name	Percentage
109ST	STRUBECK JOSEPH x5258	100.00

Ad Total Price 624.00  
 Discount 0.00% 0.00  
 Adj Gross 624.00  
 Additional Charges 0.00  
 Agency 0.00% -0.00  
 Tax 0% 0.00  
 Net Price 624.00  
 Payments 0.00

Flat

Memo Bill View All Days

### 3 x Full Depth

VIRGIN ISLANDS DAILY NEWS -- Ad Entry

---

**Account** JOSEPH STRUBECK  
 513292 149 PENN AVENUE  
 PT Profit Ctr SCRANTON PA 18503  
 Contract \*\*\*\*\* 570-348-9100x5258

Balance / Pending  
 0.00  
 0.00

record 1 of 1

Order Confirmation

SCRLSRCLA1

---

Class **A** NOT APPLICABLE Ad# 80422537

Mod size **12FD3X**  Use Publisher

~ Rate **ROP** Retail  Credit hold **A**  **HOLD**

~ Width ~ Height Tot Inches Words Preprints Pages  
 3.00 12.00 36.00 0 0 0

~ Billing Description Contact  
 RETAIL OPEN (LOCAL) \*\*\*\*\*

~ P.O. #

Created jstru 11/01/2010 17:15  
 Modified jstru 11/01/2010 17:23

---

Scheduling Pricing Contracts Upsells Co-ops Text Misc

Pub	Zone	Edition	Start Date	Inserts	End Date
DNDN	DLY	1	11/01/2010	1	11/01/2010

record 1 of 1  Copy editions

jstru 11/01/2010 17:15 Run/Combo R

TFN  Kill \*\*\*\*\*

Calendar

Weekly

Biweekly

Wk in Month

Copy schedules  Yes  No

---

Remarks:  
 \*\*\*\*\*

Size Units 36.00  
 Rate 26  
 Insertions 1  
 Freq Each Insertion  
 Billing date 11/01/2010

**Ad Total Price 936.00**

Discount 0.00% 0.00

**Adj Gross 936.00**

Additional Charges 0.00

Agency 0.00% -0.00

Tax 0% 0.00

**Net Price 936.00**

Payments 0.00

Code	Salesperson Name	Percentage
109ST	STRUBECK JOSEPH x5258	100.00

4 x Full Depth

VIRGIN ISLANDS DAILY NEWS -- Ad Entry

---

**Account** JOSEPH STRUBECK  
 513292 149 PENN AVENUE  
 PT Profit Ctr SCRANTON PA 18503  
 Contract \*\*\*\*\* 570-348-9100x5258

Balance / Pending  
 0.00  
 0.00

record 1 of 1

Order Confirmation  
 Print Email Fax  
 SCRLSRCLA1

---

Class **A** NOT APPLICABLE Ad# 80422537

Mod size **12FD4X**  Use Publisher

~ Rate **ROP** Retail  Pubs Credit hold **A**

~ Width ~ Height Tot Inches Words Preprints Pages  
 4.00 12.00 48.00 0 0 0

~ Billing Description Contact  
 RETAIL OPEN (LOCAL) \*\*\*\*\*

~ P.O.#

Insert Order Call Backs

Layout Close Publisher

Text / Internet

Copy / Renew

Ad Search + Commit Ad

Created jstru 11/01/2010 17:15  
 Modified jstru 11/01/2010 17:29

---

Scheduling Pricing Contracts Upsells Co-ops Text Misc

Pub	Zone	Edition	Start Date	Inserts	End Date
DNDN	DLY	1	11/01/2010	1	11/01/2010

record 1 of 1  Copy editions

Exceptions Switch to Calendar

jstru 11/01/2010 17:15 Run/Combo R

TFN New Ad Kill \*\*\*\*\*

Calendar

Weekly   
 Biweekly   
 Wk in Month

Copy schedules  Yes  No

---

Remarks:  
 \*\*\*\*\*

Size Units 48.00  
 Rate 26  
 Insertions 1  
 Freq Each Insertion  
 Billing date 11/01/2010

Code Salesperson Name Percentage  
 109ST STRUBECK JOSEPH x5258 100.00

Ad Total Price 1248.00  
 Discount 0.00% 0.00  
 Adj Gross 1248.00  
 Additional Charges 0.00  
 Agency 0.00% -0.00  
 Tax 0% 0.00  
 Net Price 1248.00  
 Payments 0.00  
 Memo Bill View All Days

**Full Page**

**VIRGIN ISLANDS DAILY NEWS -- Ad Entry**

---

**Account** JOSEPH STRUBECK  
 513292 149 PENN AVENUE  
 PT Profit Ctr SCRANTON PA 18503  
 Contract \*\*\*\*\* 570-348-9100x5258

Balance / Pending  
 0.00  
 0.00

record 1 of 1

**Order Confirmation**  
 Print Email Fax  
 SCRLSRCLA1

---

**Class** A NOT APPLICABLE Ad# 80422537  
**Mod size** 12FD5X  Use Publisher  
 ~ Rate ROP Retail **Pubs** Credit hold A  
 ~ Width ~ Height Total Inches Words Preprints Pages  
 5.00 12.00 60.00 0 0 0 **HOLD Ad**  
 ~ Billing Description Contact  
 RETAILOPEN (LOCAL) \*\*\*\*\*  
 ~ P.O.#

**Insert Order** **Call Backs**  
**Layout** **Close Publisher**  
**Text / Internet**  
**Copy / Renew**  
**Ad Search** **Commit Ad**

---

**Scheduling** Pricing Contracts Upsells Co-ops Text Misc

Pub	Zone	Edition	Start Date	Inserts	End Date
DNDN	DLY	1	11/01/2010	1	11/01/2010

record 1 of 1  Copy editions  
**Exceptions** **Switch to Calendar**  
 jstru 11/01/2010 17:15 Run/Combo R  
 TFN **New Ad** Kill \*\*\*\*\*

Created jstru 11/01/2010 17:15  
 Modified jstru 11/01/2010 17:29

Calendar  
 Weekly  
 Biweekly  
 Wk in Month

Copy schedules  Yes  No

---

**Remarks:**  
 \*\*\*\*\*

Size Units 60.00  
 Rate 26  
 Insertions 1  
 Freq Each Insertion  
 Billing date 11/01/2010

jstru 11/01/2010 17:15

Code	Salesperson Name	Percentage
109ST	STRUBECK JOSEPH x5258	100.00

**Ad Total Price** 1560.00  
 Discount 0.00% 0.00  
**Adj Gross** 1560.00  
 Additional Charges 0.00  
 Agency 0.00% -0.00  
 Tax 0% 0.00  
**Net Price** 1560.00  
**Payments** 0.00  
**Memo Bill** **View All Days**

## Full Page (Double Truck)

**Note:** In the case of a Double Truck Request, the box must be set to "Y" on the Ad Layout Screen.

The image shows a screenshot of an advertising software interface. The left pane displays account information for JOSEPH STRUBEC, including address and phone number. The 'Mod size' is set to '12FDDT', and the 'Width' and 'Height' are set to '11.00' and '12.00' respectively. The right pane, titled 'Ad Layout', shows various options for the ad, including 'Ad Descript' (RETAIL OPEN (LOCAL)), 'Ad Type' (0 - Not Applicable), and 'Section Req' (400 - ROP). The 'Double Truck Request' option is set to 'Y'. Other options include 'Changes', 'Coupon', 'ORIGIN', 'SIZE', and 'Series'.

Pub	Zone	Edition	Start D
DNDN	DLY	1	11/29/2