

SOP

CREATING IN-COLUMN FILLERS IN VISION DATA

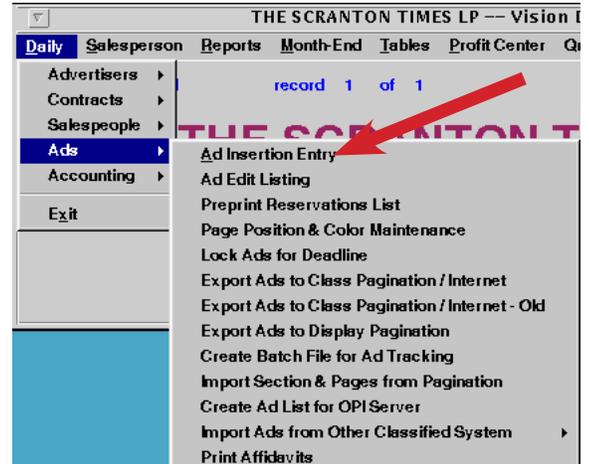
DATE: September 28, 2009

TO BEGIN, have your in-column classified fillers account number set up and ready.
REMEMBER TO MARK THE ACCOUNT AS CLASSIFIED HEADERS!

Advertiser Type

Commercial Transient Practice
 Class Headers Prospect

To create an in-column filler, first log into Vision Data with your username and password, and bring up the ad insertion entry screen.



Click on the Clear to Add button to begin a new entry.



1. Enter the Account Number of the In-Column fillers in the Account field, and hit return.

Notice that you are now entering an "ad" under this account number.

2. Enter the Class code and hit return.

3. The Mod Size should be your Class Liner mod size.

4. Enter the Rate Code for Free Ads, or a rate code specific to in-col Fillers. This may need to be set up by your Rate person.

5. Click on Pubs to choose the publications you wish this filler to run in, and click the seatbelt.

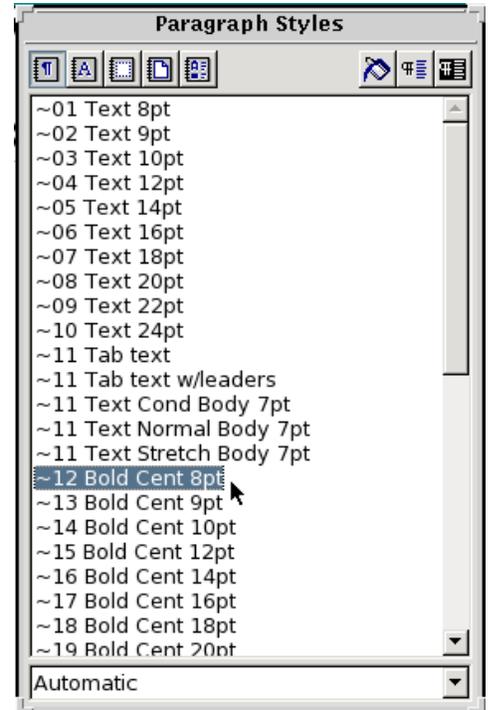
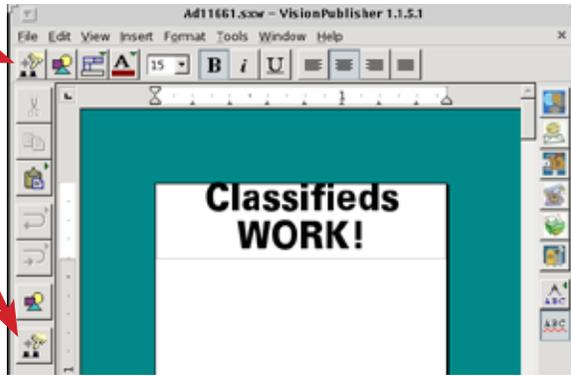
Pub	Zone	Edition	Start Date	Inserts	End Date
STTT	CL	3	*****	0	*****
CVCV	CL	3	*****	0	*****
HZSP	CL	3	*****	0	*****
TSEC	CL	3	*****	0	*****
TSPT	CL	3	*****	0	*****

6. IF THIS AD CAN RUN FOREVER set it to have 0 insertions. You can also set it to TFN. If this filler has a scheduled run life, then add the number of days under "Inserts".

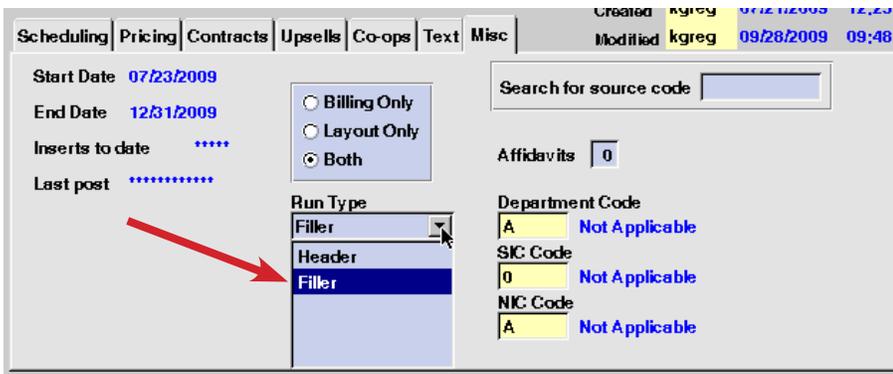
continued over →

7. In Vision Publisher, type the text of the in-column filler. You can use the paragraph style sheets (stylist) to activate predetermined fonts and attributes here.

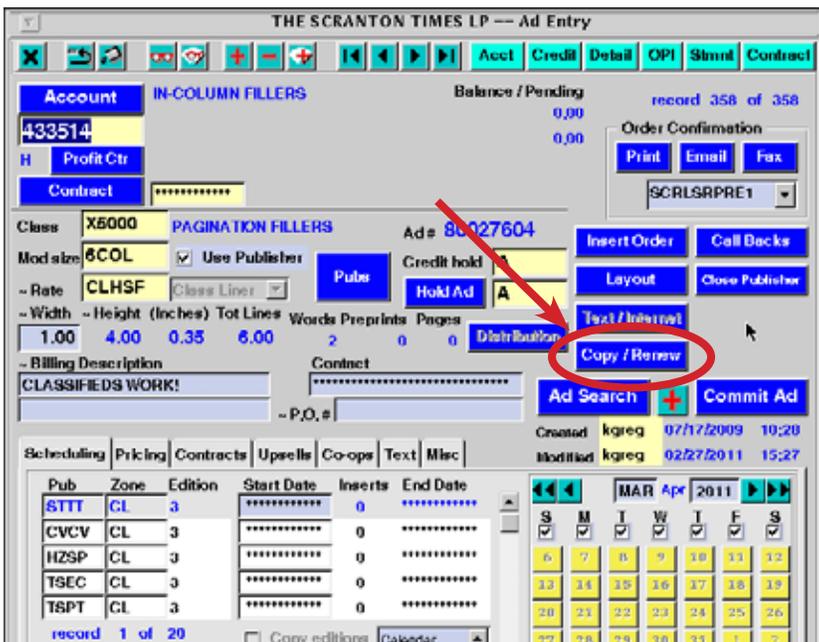
(both buttons bring up the same thing)



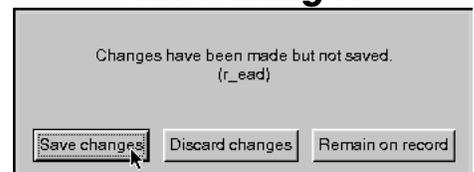
8. Once you have entered the text, you must designate that this ad is a filler by going to the Misc tab and choosing "Filler" from the Run Type drop down. (you can do this step at any time)



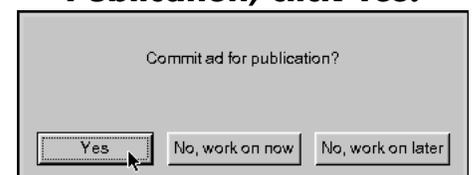
9. Now that the ad is created, you can "Commit Ad" or you can Copy/Renew to create more fillers.



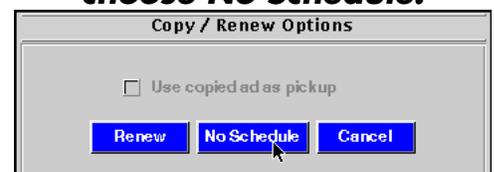
If it asks you to Save, click Save Changes



If it asks to Commit Ad to Publication, click Yes.



On Copy/Renew Options, choose No Schedule.



10. When you have a new ad on screen, change the Class code and the text within Vision Publisher, the Pubs selected, or any other changes you need to make.

Remember to check your rate and number of insertions, and the run type on the Misc tab.