

SOP

CREATING IN-COLUMN HEADERS IN VISION DATA

DATE: September 24, 2009

TO BEGIN, have your in-column classified headers 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 header, first log into Vision Data with your user name and password, and bring up the ad insertion entry screen.

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



THE SCRANTON TIMES LP -- Vision I

Daily Salesperson Reports Month-End Tables Profit Center Q

Advertisers >
 Contracts >
 Salespeople >
Ads >
 Accounting >
 Exit

record 1 of 1

Ad Insertion Entry
 Ad Edit Listing
 Preprint Reservations List
 Page Position & Color Maintenance
 Lock Ads for Deadline
 Export Ads to Class Pagination / Internet
 Export Ads to Class Pagination / Internet - Old
 Export Ads to Display Pagination
 Create Batch File for Ad Tracking
 Import Section & Pages from Pagination
 Create Ad List for OPI Server
 Import Ads from Other Classified System >
 Print Affidavits

1. Enter the Account Number of the In-Column headers 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 Headers. This may need to be set up by your Rate person.

5. Click on Pubs to choose the publications you wish this header to run in, and click the seat belt.

THE SCRANTON TIMES LP -- Ad Entry

Acct Credit Detail OPI Stmt Contract

Account: CLASSIFIED HEADER ACCOUNT Balance / Pending: 0.00 / 0.00 record 1 of 1
 425390 Profit Ctr: Order Confirmation: Print Email Fax
 Contract: ***** SCRLSRPRE1

Class: 1201 EMPLOYMENT Ad#: 80077237 Insert Order Call Backs
 Mod size: STDAD Use Publisher: credit hold: A Layout Close Publisher
 ~Rate: HOUS2 Other: Hold Ad: HOLD Text / Internet
 ~Width: 1.00 ~Height: 0.00 Total Inserts: 0 Pages: 0 Distribution Copy / Renew

~Billing Description: Contact: Ad Search + Commit Ad
 ~P.O.#: Created: kgreg 09/24/2009 14:28
 Modified: kgreg 09/24/2009 14:30

Pub	Zone	Edition	Start Date	Inserts	End Date
STTT	CL	3	*****	0	*****
STTT	HOTP	3	*****	0	*****
STSS	AUTO	3	*****	0	*****

Calendar: SEP Oct 2009
 S M T W T F S
 20 21 22 23 24 25 26
 27 28 29 30 1 2 3
 4 5 6 7 8 9 10
 11 12 13 14 15 16 17
 18 19 20 21 22 23 24
 25 26 27 28 29 30 31

Exceptions Switch to Calendar Weekly Biweekly Wk in Month
 kgreg 09/24/2009 14:30 Run/Combo P Copy schedules: Yes No

Remarks: Size Units: 0.00 First Day Price: 0.00
 Rate: 0 Discount: 0.00% 0.00
 Insertions: 0 Adj Gross: 0.00
 Additional Charges: 0.00
 Agency: 0.00% -0.00
 Tax: 0% 0.00
 Net Price: 0.00
 Payments: 0.00
 Memo Bill View All Days

Code: A Salesperson Name: Not Applicable Percentage: 100.00

Ad Publication Selection

OK Cancel Refresh Previous Next

Groups: Pubs: Zones:

SET ALL PUBS TO: RUN NOT RUN COMBO

Group	Pub	Zone	Forced	Run Selection
	STTT	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	STTT	HOTP	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	STSS	AUTO	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	CVCV	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	CVCV	HOTP	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	HZSP	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	HZSP	HOTP	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	TSEC	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	TSDC	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	TSPT	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	RHRH	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	RHRH	HOTP	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	NINI	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	NINI	HOTP	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	DRDR	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	DRDR	TDS	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	PBPI	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	PBCV	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	WGSJ	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo
	WGOP	CL	<input type="checkbox"/>	<input checked="" type="radio"/> Run <input type="radio"/> Not Run <input type="radio"/> Combo

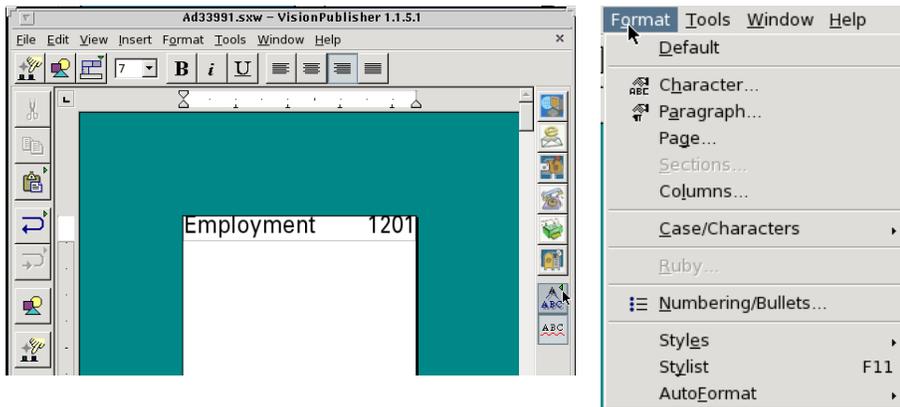
6. IT IS VERY IMPORTANT THAT there are no scheduled run days. Set this to "0" (zero).

Otherwise, the header will expire after the run days are up.

continued over →

7. In Vision Publisher, there are many tools available for you to reproduce what your headers currently look like in your publication.

Begin to type your text. To change the text attributes, select the text and go to Format in the menu.



Notice that the tools available are text based. Make any changes as necessary.

If your headers contain borders or lines, select the ad "bounding box" by clicking on it. You will know it is selected when the green squares appear on the frame edges.

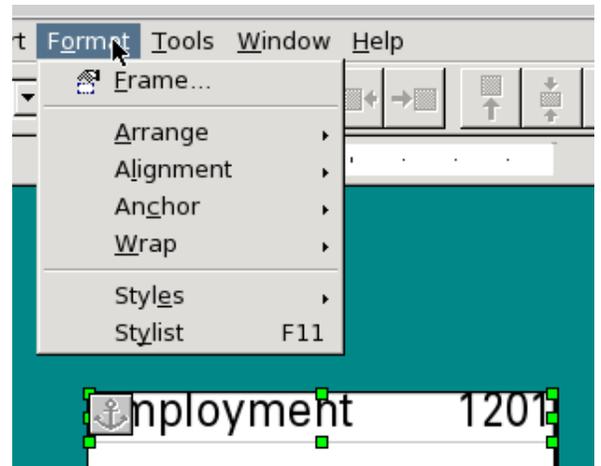
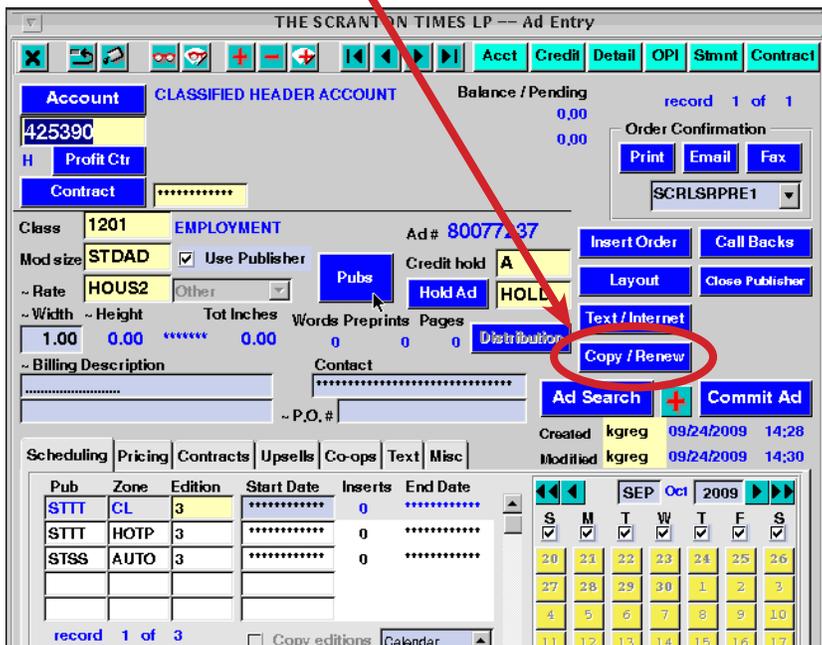
Notice that the Format menu has changed to modify the ad frame, not the text.

Click on Frame to modify the bounding box.

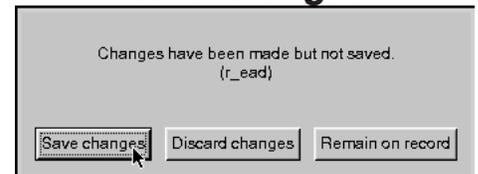
8. Once you have created a header that closely resembles you current headers (or what you want it to look like), print it out and double check it. Make any necessary changes.

When you get it perfect, you can begin to copy the header to create the rest of them:

9. Back on the ad insertion entry screen, click on Copy/Renew.



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.

Make sure the Mod Size and Rate are correct, and that the Insertions are all set to "0" (zero). Have fun!