

Sales Process Optimization for Newspapers



Insert Express is an innovative internet-based program that gives sales representatives and other support staff the ability to produce comprehensive newspaper preprint and other campaigns including a proposal summary,

Log in "...at the office, on the road, or in the advertisers' office."



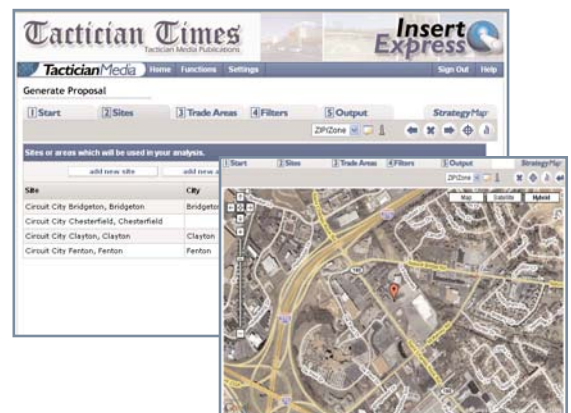
ry, distribution detail and map in a matter of minutes.

Users can log-in from their offices or on the road. Imagine sitting in front of a client viewing multiple proposal options with up-to-date distribution projections and costs for newspaper, single copy sales, TMC and other shared mail programs. Everything is live and at the finger tips of users.

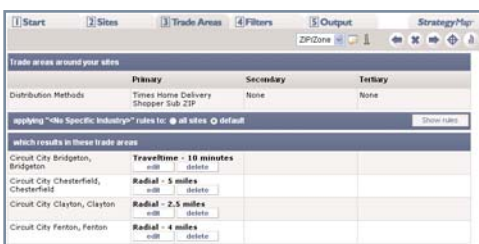


Users walk through an easy-to-use wizard-based interface. In a matter of minutes, they can process all the information necessary to close the sale. All proposals have a name and description for easy handling or storing for future retrieval. In fact, a high percentage of all proposals produced on the system are previous orders that simply have an insert date change. Within seconds, a user can open a previously placed proposal, change the date, and print the revised reports.

Each user can have an extensive library of advertisers designated in their accounts. Advertiser locations may also be grouped for easy retrieval. In addition, users can define an advertiser site as a single location or a specific area such as a DMA, County, ZIP Code or any combination.



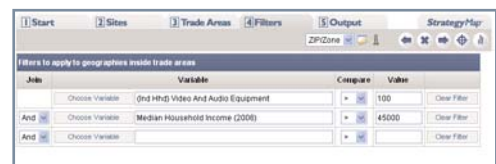
One size does not fit all - Advertisers have a variety of needs when it comes to the trade areas for their stores and locations. Some of these include radial, travel time, handdrawn or custom trade areas. Insert Express offers a wide variety of features and tools that allow precise control for any of your advertisers needs.



Powerful Information at Your Fingertips!

Users can access thousands of demographic and expenditure filter variables to find the exact areas that best match your advertisers profile.

What's the average income of your client's target market? Do they have children? Are they homeowners or renters? What kind of cars do they buy? What's their propensity to purchase prepared foods or women's apparel? All these and other data points are easily applied to produce the best targeted distribution areas achieving the highest response rate for your advertiser's marketing dollar.



Insert Express was specifically designed to accommodate a wide variety of sub-zip code targeting and distribution programs. In addition to geographical support, Insert Express allows for premium and combination pricing as well as multi level marketing programs including direct mail and online.

"The ability to select distribution zones using geography or drive time distance with demographics personalized to the client's business has opened a wide variety of opportunities for incremental revenue." - San Jose Mercury News

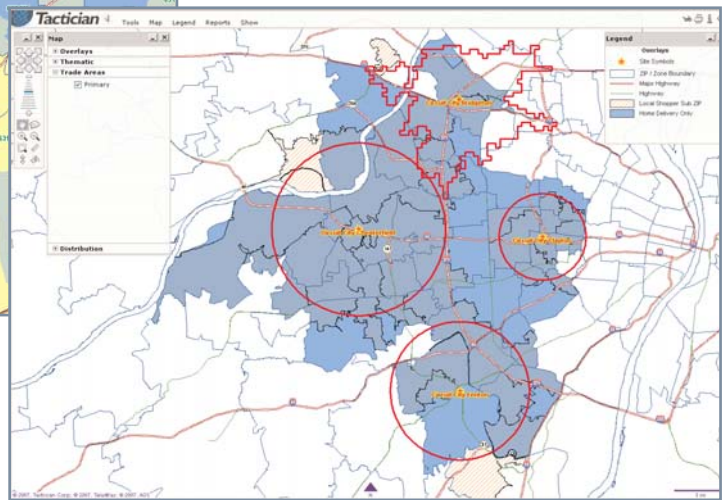
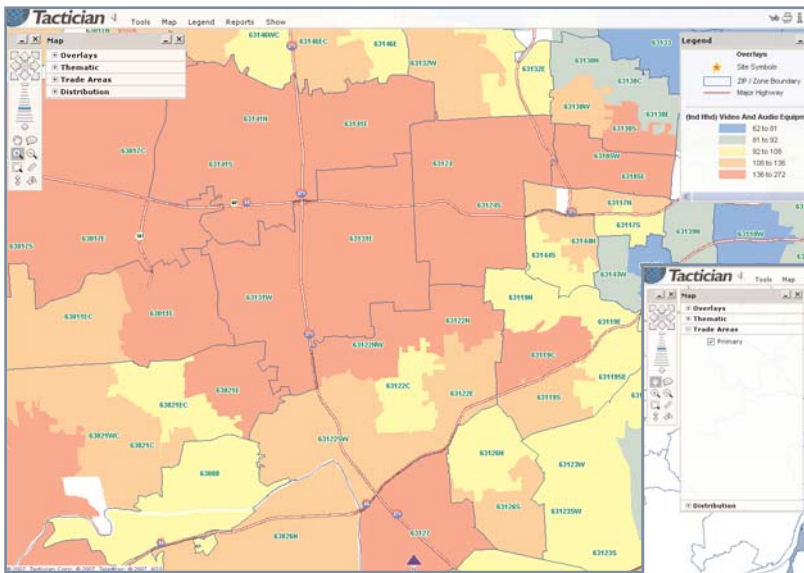
Once a proposal is generated, Insert Express calculates exact counts and quantities for the proposed distribution on the fly. The summary page includes advertiser and agency information, household counts, total distribution by type, spoilage and other related information. In addition to distribution information, the system can incorporate a complete pricing rate card as well as advertiser contract rates all held in a comprehensive database. Every element of the summary page is designed to provide an accurate advertiser proposal.

Summary		Details		Research		Overruns	
select advertiser	Circuit City - 63295148	select agency	Not Specified	reusable previous	reset proposal		
Total Households:	27,1871	Billing:	Distribution	Shipping			
Date:	1/21/2007	Distribution Quantity:	133,136	Spillage %:	2.5%	Shipping Quantity:	136,464
Times Home Delivery:		Rate:	\$7.82 /gm	Total Cost:	11,023.36	Profitable %:	49.0%
select by subject category		select by subject details					
Retail-Sunday Prepaid Inset Rates		Standard Size 8Tab Size 14-18					
Shopper Sub ZIP:	10242037	27,390	2.5%	25,075	\$9.20 /gm	5,558.32	24.3%
select by subject category		select by subject details					
Retail-Midweek Local Shopper-Level 1		81-90 sq					
Overruns:		0	0.00 /gm	0.00			
No overruns							
Grand Total:		899,275		294,257		15,576.68	73.3%

Interactively Map the Distribution Area.

With Insert Express, users have the ability to visually modify distribution with pinpoint accuracy. Proposal totals change instantly as the user makes changes on the map. The data variables selected for filtering may be included in the proposal detail as well as the map.

The system features a dynamic and intuitive mapping tool that allows total user control. Use this tool to interactively make changes to the proposal and see the result instantly.



Additional maps can also be produced such as competitor location and color-shaded maps using any variables.

StrategyMaps™ are used by 50 of the top 100 retailers in the country as an interactive tool designed to present to clients in a live environment. New Strategy Maps will change advertiser presentations by giving them a powerful set of tools for use in the field.

Professional Proposals and Maps!

Once all the details have been completed, the user only needs to press one button to produce a professional color proposal.


Maps can be produced in a variety of formats from small letter size up to very large wall-sized maps with your newspaper logo included in a prominent position as well as map legend and any other special information. Use the mapping tool from a variety of areas including the proposal pages or straight from the home page. Maps are produced in a matter of seconds and can be printed directly from the system, emailed as user-friendly PDF documents or put into Powerpoint presentations.

Additional Modules Now Available!

ROP and Display Ad Proposal Generator

In addition to preprint proposals, Tactician Media offers a new option to support ROP and display ad type proposals. The new module provides the ability to develop an unlimited number of ad proposals within a single document. Users can choose from a custom set of ad sizes and choices. Because the module uses an open database structure, the units, sizes and types of ads are completely custom for each newspaper's needs. In addition, other products such as magazines, shared mail jackets, special additions as well as online ads are supported.

- Automatically calculates rates
- Supports modular, linear, inches and many other sizes
- Develops comprehensive proposals in minutes
- Professional output and presentation



Date	Engine	Section	Type	Ad Size	Rate	Charges	Discounts	Net Total					
1/21/2007	10% off TV	Math News	Sunday	Standard	63.00	\$350.00	\$0.00	\$22,050.00					
1/25/2007	Harry Int	Sports	Standard	6 column	7 inch		42.00	303.00					
						Charge Type	Charge	Sub Total	Discount Type	Discount	Value Total	Comp % Agency %	Net Total
							\$12,726.00				\$12,726.00		\$12,726.00

Media Campaign Planner and Calendar



Agency	Product	Start Date	End Date	Start Time	End Time	Day	Sec	Size	Rate	Charges	Discounts	Net Total
ABC	DEF	1/21/07	1/21/07	10:00	11:00	SUN	SPORTS	63.00	350.00	0.00	22050.00	

Through our media campaign planner and calendar, Insert Express can combine preprint insert and rop/display proposals into one comprehensive financial summary. This summary includes all of the elements of each individual proposal such as quantities, costing and sizes. Coupled with this is a detailed event calendar to illustrate a campaign timeline across an unlimited number of months.



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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				

Order Integration and Automation

Many Tactician Media clients have integrated their Insert Express system directly into their production and billing systems. Insert Express supports a wide variety of formats including, but not limited to; XML, flat file, fixed length and many other customized data interchange iterations.

Tactician Media will work with your internal team as well as your third party data and equipment providers to design and develop the most cost effective and efficient integration solution.

"Sales productivity is up!" - Chicago Tribune

"Tactician Media's knowledge of our industry really sets them apart." - Columbus Dispatch

"Tactician Media and Insert Express have made us much more efficient in how we transact our preprint business, which translates to more dollars earned for a lot less time, effort, and expense."
Atlanta Journal Constitution



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