



Looking for...

- a well organised advertising workflow?
- an easy to use editorial system?
- availability via standard internet connection?
- a solution that doesn't require massive investments?

...then it's time for:

HOPUS from **Adfactory**
International

the Hosted Publishing Solution from AdFactory International that offers choice out of following modules:

- **AdOrder**: browser-based Ad booking system
- **AdOnline**: Self-Service-Portal for online booking and creation of ads
- **AdShop**: via AdOrder bookable Webshop for your advertisers
- **RedaFact**: Upload&Publish Portal for articles and pictures

...and can be operational in a very short time!



Visit www.adfactory.nl for more info



"Software for streamlined publi

AdOrder

AdOrder is AdFactory's Ad booking system for papers and magazines. It connects via standard internet browsers to the central AdFactory database. Wherever there's internet connection, ad bookers and sales reps can book ads, search in the customer's archive and see ad previews.

Since all publication data, ad types, prices, customers, contracts etc. are stored in this central database, booking an ad goes fast, error free and efficient.

In addition AdOrder offers an up to date overview of the booked ads and numerous other reports that support both the production as well as the management.

| startdate | furtherplacings | noordland |
|--------------------------|-----------------|-----------|
| B-03-22-10-2008 | 1 | 1 |
| 11-01-10-2008, Noordland | | |
| 11-22-10-2008, Noordland | | |

| Publicator | Placement price | Contracts | Adjustments | relation discount | Total excl. taxes | Total incl. taxes |
|------------|-----------------|-----------|-------------|-------------------|-------------------|-------------------|
| | 2700,00 | 0,00 | 500,00 | 0,00 | 3200,00 | 3803,00 |

Ford Mondeo Touring,
169.000 km, 6 cylinders,
cruise control, full option,
excellent car. **\$3800.00**
phone: 0313 696155

AdShop

AdShop is the modul that can offer your advertising customers added value in combination with a printed ad or with an online banner ad.

AdShop is a simple webshop that can be configured and filled easily by the advertiser himself, after it has been booked and activated via AdOrder. The link to the webshop can be put under his banner or can be mentioned in the printed ad as well.

AdShop is available as display-shop or as an order-shop.

| Artikel | Prijs | Aantal | Subtotaal |
|--------------------------------------|--------|--------|-----------|
| Gevulde gegaarde kalkoen per 500 gr. | € 6,25 | 0 | € 0,00 |
| Hele kalkoen per kilo | € 8,75 | 0 | € 0,00 |
| Kalkoendijen per kilo | € 9,00 | 0 | € 0,00 |
| Kalkoendrumsticks | € 7,50 | 0 | € 0,00 |

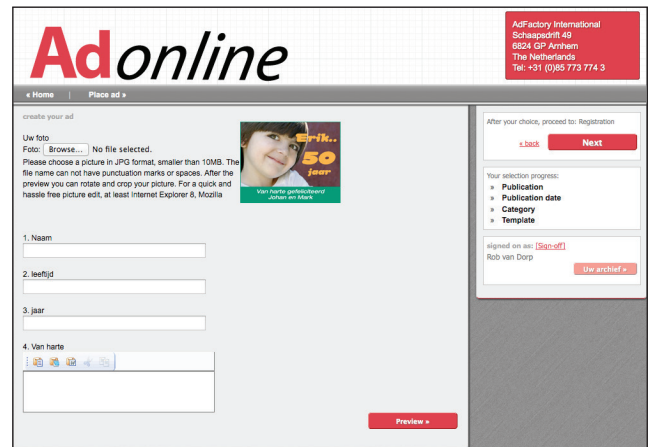
DE HERAUT
Opbrengst Heraut Lansingerland in bekroening op het werk van volen

shing workflows"

AdOnline

With **AdOnline** your advertising customers can book and create ads themselves since it shows a real ad preview as well as confirmed pricing.

Specifically for re-bookings with (small) changes, the ad archive of a registered advertising customer is a big advantage. But AdOnline is also very well suited for family ads and classified displays, since it can offer numerous templates. As a consequence, not only time is saved at the ad production department, but also at the ad booking; the customer does everything himself!



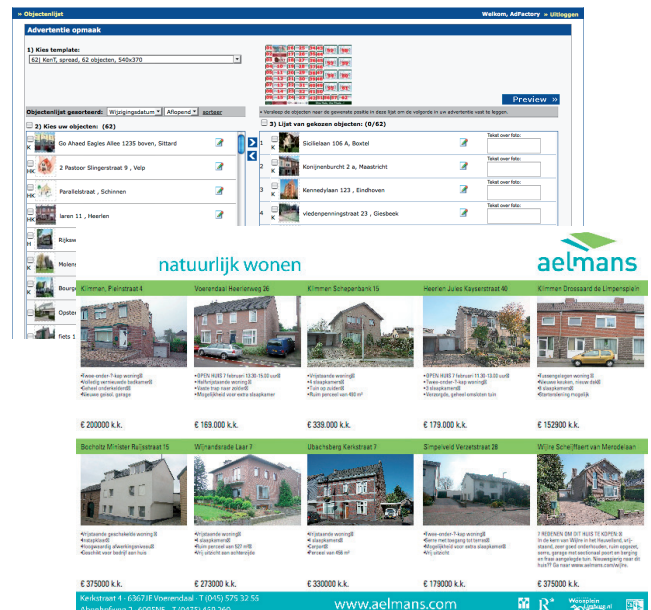
The generated PDF's which are print-ready can be imported into an existing AdFactory system or can be sent to any existing publishing system. Payment can be carried out online, or via invoice.

AdOnline-Real Estate Module

This module allows real estate agencies to book and create ads with multiple houses themselves online. As an extension of AdOnline various templates per agency can be set up.

It's even possible to import all information from an existing houses-database, so that all info is up to date. One only has to choose the template, the houses required for the ad, and the PDF is automatically generated. Big advantage is that the ad can be created just before deadline so that it really contains the latest information.

Anyone who has ever created such a multiple house ad, knows how much time can be saved!



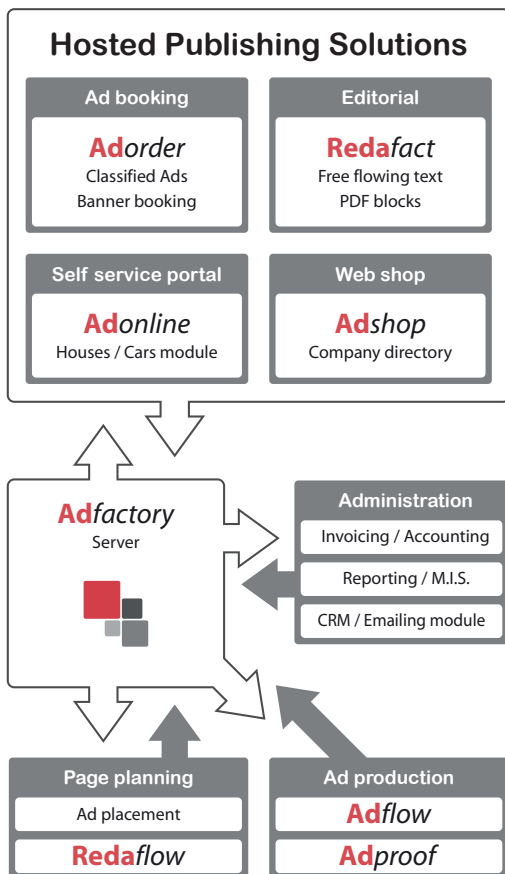
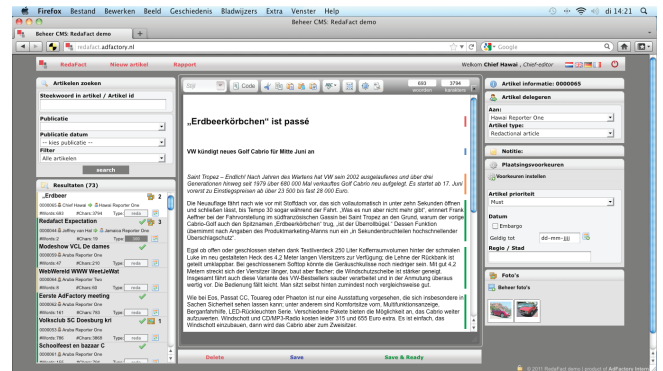
RedaFact

RedaFact is a compact and easy to use editorial system specifically developed for small and medium-size publishers of papers and magazines. RedaFact is an online portal for uploading and editing articles (including paragraph/character styles) and uploading pictures. Every user has his own archive, in which articles are assigned to sections or pages with a priority indication.

The Chief Editor sees all articles, and can edit and allocate them to one or more publications or websites. In addition he can instruct external correspondents to write an article; RedaFact sends a reminder email and allows assigning articles with a maximum number of words.

The free-flowing article texts and pictures are placed on the page using InDesign.

For ultimate time savings, RedaFact offers direct generation of PDF-block-articles; Editors and correspondents can 'fill' the block with text plus an optional picture. The preview lets them fine tune the text themselves, and after that the 'print-ready' block is simply placed on the page.



HOPUS, the Hosted Online Publisher Services, is an online service of AdFactory-International.

With very limited start-up investments various functions can be made available for a publisher for a fixed monthly fee.

Of course all modules are also available for local installation!

