



## A M E R I C A N D I R E C T O R Y S Y S T E M S

**American Directory Systems** is a graphics production agency specializing in providing creative/design services and finished artwork (digital or film) to the Yellow Pages, Thomas Register and general directory industries. For over 40 years, ADS has served the directory publishing industry as a service bureau.

### CMR ELITE Order Proprocessing System

The **Advantage System** — offered exclusively from American Directory Systems and Southern Information Services of Atlanta, Georgia, a leading data processing and systems development firm specializing in National Yellow Pages system applications — is an ELITE order processing system designed to address the growing demand of Agency/Certified Marketing Representative (CMR) professionals for flexible, value-added system support services to assist them in their National Yellow Pages advertising sales effort.

### Yellow Pages Production Services

Featuring state-of-the-art prepress production, ad tracking, and proofing systems, American Directory Systems provides graphic production services to some of the nation's top Yellow Pages Advertising Agencies, Certified Marketing Representatives, and publishers. We are specialists in National Yellow Pages advertising, and offer perhaps the most complete **trademark, display, and in-column** ad production service in the country.



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### Production Services For Yellow Pages

American Directory Systems has been providing art production services to the Yellow Pages industry since 1960. We are specialists in National Yellow Pages advertising, and handle the design, production, and fulfillment of **trademark, display, in-column** and internet ads (banner, etc.), sales promotion materials, and brochure printing for many of our customers which include some of the nation's top Agencies/CMRs.

American Directory Systems (ADS) is a Mac-based production shop utilizing state-of-the-art software and imaging technology to prepare Yellow Pages ads. We are a Beta test site for YPA's new **ELITE** graphics initiative, and will be compliant when this module is eventually released (to transmit electronic graphics via ELITE). Yellow Pages ads are produced in one to five working days depending on the artwork required, the publisher close date, and/or the date you may request.

Along with ad production, ADS offers you a central storage and ordering service for ads whereby once they are set up in our files, you can simply order changes to or duplicates of them on an on-going basis. We also offer fulfillment to the publishers which, for the majority of our customers, we provide (which is included in our prices) - once you approve an ad, we can send the appropriate medium (velox, disk, e-mail, ELITE graphics) to the publisher with the required paperwork.

Another aspect of our service that should be emphasized is that as specialists in Yellow Pages ad production, we take it upon ourselves to know and understand the graphic specifications required by each directory publisher and produce each ad accordingly. We maintain an updated YPA SPEC book and follow it meticulously when producing ads. We do not expect our customers to be knowledgeable on the various publisher specifications, and feel that removing this burden from them is an important part of the overall service we offer. Please call or e-mail for a current price list.

#### Other Advertising Services

- High Impact Ads
- Tear Page Services
- Dealer Brochures
- Sales Aides
- Corporate Identity Pieces
- Forms Printing



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**PROOF IT!**  
THE INTEGRATED ONLINE PROOFING SYSTEM

ADS recently developed and released an on-line proofing and ad ordering system called **PROOF IT** that enables our artwork clients to access via the internet their art files for ad tracking, changes and approvals, and the downloading of PDF and JPEG files of their ads to paper or for e-mailing to their advertisers for review. If you are both an artwork and Advantage client, we have linked the two systems where you can access ads directly from the Advantage System automatically (click on the Art ID number from the order screen) - this is particularly valuable when you are setting up new jobs, reviewing existing jobs, or perhaps reconciling pub bills and tear sheets with the approved ad (sent to the publisher) which is archived on the system. **PROOF IT** is a very efficient way to handle the entire art process, and an on-line demo is also available for this service.



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*Advantage*

**Are these key features missing from your  
Elite Order Processing System?**

**Flexibility • Responsiveness • Client Service**

Are you tired of making "their" programs fit your needs? Do you spend hours on processing dealer solicitations or manually preparing customer billing? What about those custom program enhancements requested months ago that are delayed because of "other customer" priorities?

Welcome to the Advantage System ... the most comprehensive full-service computer system designed to support Agency/CMR National Yellow Pages programs. With Advantage, you have a tailored package of ELITE-related services, programs, reports, billing options, and customized features to help you grow your business!



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*Advantage*

## **Systems Descriptions & Overview**

The Advantage System is an YPA ELITE compliant Yellow Pages Order Processing System with additional modules for client billing, accounts payable and dealer solicitations. Advantage began as a legacy system nearly 20 years ago and has evolved into a client/server-based system utilizing many different technologies. Users communicate with Advantage through their Local Area Network or over the internet.

The Advantage server component runs on a Windows 2000/2003 server that has Internet Information Services installed. Advantage does not require a third party database system (like Oracle). All data resides in ISAM files located on the server computer. Advantage programs can interact with relational databases such as Microsoft SQL Server via ODBC. Additionally, the Advantage System has the capability to produce XML documents.

The Advantage client component is a Visual Basic program that operates on computers running Windows 98SE and above with Internet Explorer installed. The client program uses the standard, freely available Microsoft Visual Basic run-time files.

All reports created on Advantage use Crystal Reports software and can be converted into a number of formats including Excel and Acrobat (PDF). The Crystal Reports viewer in the Advantage client program allows the user to (pre)view and print a report to any printer.

Dealer Solicitations can either be printed or e-mailed. Advantage has worked with many of our clients to create ASP web sites that dealers can use to view current advertising and respond to solicitations on-line regarding Yellow Pages advertising they may want placed. Depending upon the interfaces used, data can be shared between Advantage and external web sites in near real time.



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## **Stand Alone or Service Bureau**

The Advantage System is being offered to the CMR community in two ways - as a "Stand Alone" system or as a "Service Bureau" approach. With the Stand Alone, we can set up the Advantage System to operate on your hardware and server network giving you all the system's features and in-house data control (ELITE transmissions, etc.). Software maintenance would be handled remotely and any system upgrades will be uploaded automatically to your server via the internet. With the Service Bureau approach, you would access Advantage remotely from your offices to our computer center in Atlanta, Georgia, and we would be responsible for all data processing functions, ELITE transmissions and system maintenance, both hardware and software.

Either way, whether your requirements call for a "Stand Alone" or "Service Bureau" approach, you can count on Advantage to deliver. Why choose anything else?



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*Advantage*

## **System Features**

The Advantage System is comprised of five processing modules which are fully integrated into a seamless unit:

- ELITE Order Processing Module
- Billing/Accounting Module
- Report Writer Module
- Dealer Solicitations Module
- Demographics Module

The Advantage modules are designed to support every aspect of your Yellow Pages order processing, giving you the flexibility and control over the data to increase efficiency and productivity. But most importantly, by enabling you to concentrate on what you do best - SELL - the system will help you grow your business. You may be able to reduce staff, as some of our clients have found.

Customized dealer solicitation programs, client billing and system reports are three enhanced functions of Advantage ... we recognize that these routines are advertiser-specific and our approach is to tailor the system to fit your requirements.

The Advantage System offers:

- On-line access 24 hours a day, 7 days a week
- Multi-tasking
- Automatic report (dealer solicitations, billing, etc.) generation in your office
- Software support services
- Custom report design features
- Flexible data sorting to build custom databases
- System maintenance and meticulous back-up controls
- Monthly Rate & Data updates with Special Pricing
- Integration of demographic data
- Up to 4 days of initial training at your location
- On-line Help Screens and a Toll Free Help Line



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### **Demographics Module**

There is a variety of demographic information available from the system including MSA, DMA and ADI data, population, race, income, household demographics, hometown books, etc. and zip code to directory files with percent inclusion. We subscribe to Sales Evaluation Associates (SEA), Inc., the leading Yellow Pages demographic data resource firm (SEA-rch data). In concert with SEA, Inc., we can act as a demographic information "clearing house" for Advantage clients.

We provide radius studies as part of the Advantage System package. Customized report requests that go beyond the scope of the basic Demographics Module can certainly be accommodated, but these will be billed additionally (on a quoted basis).

### **Extranet Applications**

More and more advertisers want to use the internet as a means to review their current Yellow Pages advertising, consider recommendations, make decisions and/or request additional information from their agencies to make a decision about a Yellow Pages ad placement. We have developed a number of web sites for our clients where orders are "fed" from the Advantage database to the front-end web application in an easy to review format allowing dealers/franchisees to view standing advertising, consider recommendations made by the CMR, and ultimately make ad placement decisions on-line for directories that are approaching their close dates. The Advantage System fully supports these front-end web applications. Whether we build the site or you do, data can be shared depending on the format required. Down the road, we see a time when these web applications will evolve into true on-line order systems where the clients' decisions will automatically affect the order system with little or no intervention by the CMR. Technology will really be driving the business!

### **ELITE Graphics**

The Advantage System and American Directory Systems (ADS) successfully tested and were recently approved by SBC Smart Yellow Pages to begin transmitting "live" artwork via the ELITE Graphics module. Advantage and ADS are the first vendor systems/services to accomplish this in the industry, and we will continue to test with all publishers who are supporting, or are planning to support ELITE Graphics.



## **Cost Considerations**

### **1. Terms of Agreement**

Minimum one (1) year contract, with a one year renewal options.

### **2. Equipment and System Installation**

#### **"Service Bureau" Approach**

Assuming client has IBM-compatible PC workstation(s) with minimum 128MB RAM operating Windows 98, 2000 or above, there is no special network, hardware, printer or installation requirements for the Advantage System with this approach. An Advantage System CD will be provided which can be loaded onto each workstation or your network.

#### **"Stand Alone" Approach**

Installing the Advantage System in-house at your site will require a site analysis to determine what, if any, additional hardware, network and/or server upgrades may be necessary. Costs associated with this approach include possible hardware/network upgrades, the installer's time, any materials (cables, etc.) needed for the installation, and travel expenses.

### **3. Connectivity**

In September of 2000, The Advantage System was converted to an internet-based model, the first ELITE order processing system in the Yellow Pages industry to be offered via the web. Client users will need to have internet access, preferably through a DSL or T-1 connection.

### **4. Service Fee Schedule**

#### **CMR Service Fee:**

The monthly fee is based upon the CMR's total Annual Account Value and service needs.



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### **Set-Up/Conversion Charge:**

A one time set-up fee for converting existing computer files to the Advantage System may be charged.

### **Dealer Solicitation Program(s):**

Existing standard or generic-like Dealer Solicitations will be converted at no charge. New or custom Dealer Programs that require a major programming effort will be billed at the normal hourly rate, or on a quoted basis, whichever is less.

### **Standard System Reports:**

No charge if CMR executes and prints at its facility.

### **Hourly Rate For Programming:**

\$195 per hour, if ever applicable.

## **5. Miscellaneous Items**

### **Van Mailbox**

We will make the arrangements for a mailbox required by YPA ELITE. The cost for the mailbox will be billed directly to the client by YPA/GE Information Services. All new users are required by YPA to go through a test phase.

### **Rate & Data**

Beginning in 1999, YPA eliminated its Vendor License for Rates & Data files. Instead, they implemented a Subscriber License directly with each CMR. Under the new license, the CMR may authorize a vendor (Advantage) to process the Rate & Data files on its behalf. YPA will directly bill each CMR an annual subscription fee for using its Rate & Data information.

### **Training**

We will provide up to 4 days of initial training at the client's location. Direct expenses relating to the trainer's travel, lodging and meals during the initial training period are the client's responsibility.

### **Account Transfer(s)**

Account transfers in or out of the Advantage System will be executed at no charge, provided YPA ELITE file format is followed.



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## **About The Company**

We are **American Directory Systems** who, for over 40 years, have served the telephone directory industry as a service bureau. The Advantage System is the latest offering from American - it is an ELITE Order Processing System designed to address the growing demand of Agency/CMR professionals for flexible, value-added system support services to assist them in their National Yellow Pages advertising sales effort.

Other Yellow Pages-related services offered by American Directory Systems include: graphic design, original artwork illustration, spec and finished production of both local and National display and trademark ads, High Impact ads, Tear Pages studies, brochures, sales aides, and forms printing.

## **Company Philosophy**

At American Directory Systems, our focus is on you, the Agency/CMR professional, and your specific needs. We specialize in providing a wide range of system support services which are customized to fit your requirements. We come to you with an insider's knowledge of CMR terminology and language, and you will be working with experienced service professionals who know the business from your side of the desk.

We also understand the dynamic nature of your business and that what works today may need changing tomorrow. And with American, you can expect those changes to be made quickly and accurately. This is our commitment to you.



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