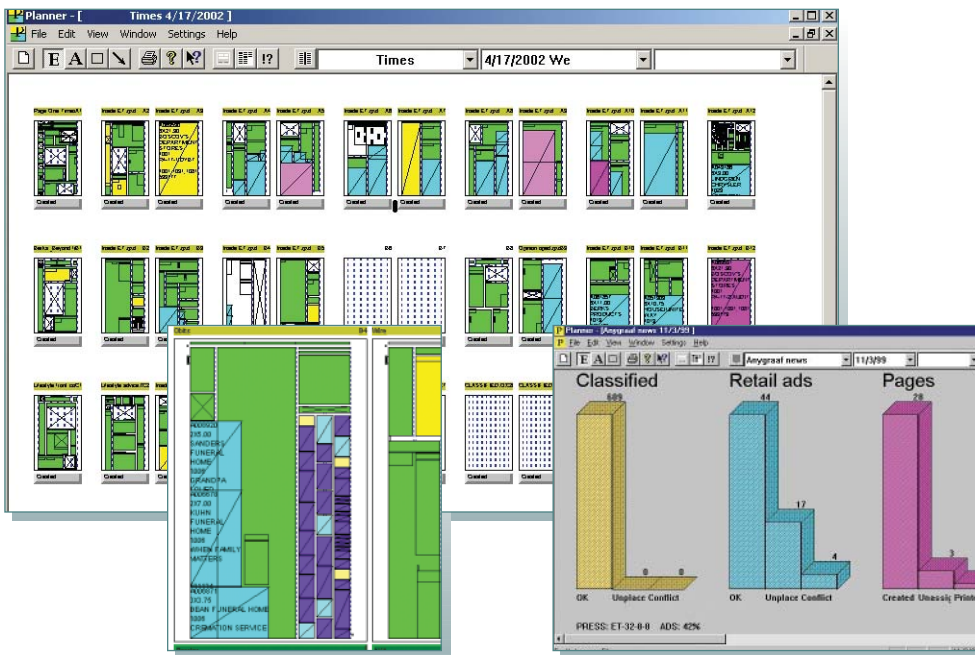


# PLANNER

Bridging the gap between advertising and editorial production can be difficult when it is necessary to track ad placement, pages and editorial content through the production process. Advertising, editorial and prepress personnel need to see the same thing, but they often use different systems. Enter Planner.

**W**ith Planner, you can give your advertising department the means to plan each edition, manually or automatically placing display and classified advertising material; your editorial department staff members the means to reserve editorial space and track the status of articles and images as they move through the editing process; and your production department the ability to monitor the overall production status of the publication.

Planner integrates directly with your ad booking system and the Doris32 asset management and publishing production system to provide a central platform from which each edition can be planned and managed. This integration continues with the Doris32 XTension for QuarkXPress and the Doris32 PlugIn for Adobe InDesign to automatically place and track display and classified advertising reservations. Editorial news holes can also be designed and managed from Planner.



*Planner tracks ad and editorial placement, reports material status through a customized color scheme and offers instant statistics of the status of retail and classified ad placement and page production.*

Edition Management

Display Ad Layout

Classified Layout

Page Management

Status Tracking

## HIGHLIGHTS

- **Centralize** production planning and management.
- **Automate ad layout:** Planner interfaces with your ad booking system to handle placement of display and classified advertising based on your ad layout rules.
- **Birds-eye view:** Monitor the status of every page and every element on the page as the material moves through the production process.
- **Interface:** Integrates directly with the AProfit ad management system by Anygraaf as well as many third-party systems.



## KEY FEATURES

### Edition management

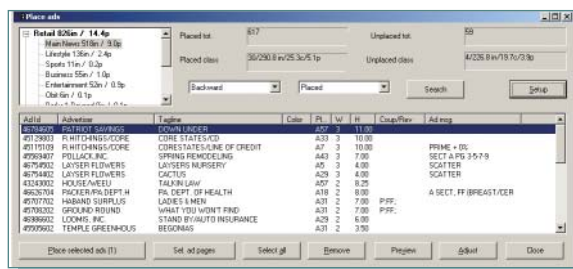
Managing your publications with Planner starts with edition creation, the physical makeup of the paper or magazine based on press capabilities, color locations, section layout and ad volume.

- Maintain a library of press configuration settings that specify color locations and section layout.
- Maintain paper models that define fixed pages and templates that should be applied to the actual QuarkXPress or InDesign documents.
- View ad/news ratios and adjust paper size as desired based on ad volume and publication requirements.
- Let Planner recommend paper size.
- View editorial space requests.

### Ad placement

Once the edition is built, ads can be placed automatically or manually based on predefined ad-placement rules. Read ad bookings from our ad system, AProfit, or integrate with third-party systems.

- Follows standard ad placement rules for gravity, page position and conflict checking such as color page and coupons.
- Follows your organization's ad classifications and placement rules.
- Print dummy sheets.
- Maintain a bi-directional link with pages in QuarkXPress or InDesign so modifications made on the page are automatically reflected in Planner.
- Use Anygraaf's XTension for QuarkXPress and PlugIn for Adobe InDesign to automatically place ad reservations and import material on the pages.



*Organize ads according to classification for manual or automatic placement.*

### Page makeup

As part of the edition creation process, Planner automatically creates in the Doris asset management and publishing production system all of the QuarkXPress or InDesign documents necessary to produce the edition. If advance pages exist, Planner can look for them and attach them to their proper position based on the specified press configuration.

- Open pages from Planner or from Doris.
- Drag and drop stories to assign to pages.
- Reserve space for articles and create corresponding headers for reporters.
- Supports and tracks doubletrucks and multi-page documents.
- Swap pages and modify paper configuration by adding or subtracting pages as needed on the fly.

### Tracking

Planner provides a high level of tracking capabilities.

- Track the status of pages from creation through proofing to final output.
- Definable color schemes show the status of placed articles and images as they move through the production workflow.
- Track status of assigned articles, images, graphics and ads. Article status tracking includes overflow and placement conflicts indication.
- Integrates with Doris Composer for page imposition and Doris Proofer for page proofing.

## SYSTEM SPECIFICATIONS

### Operating System:

Windows 95/98/2000/XP,  
Macintosh OS 7-10

### Database:

Oracle, Microsoft SQL  
Server, Informix, Sybase

### File system:

Windows NT, Windows  
2000 Server, Unix, Novell

### Hardware:

Minimum 300 MHz Pentium  
III, Macintosh G3

Anygraaf USA, Inc  
P.O. Box 8535  
Gaithersburg, MD 20898-8535  
P: 301-926-1805  
anyinc@anygraaf.com  
www.anygraaf.com

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