

# ADVERTISING MANAGER



## Setting up

Only Super Users have access to this program.

### Templates

Templates are a Master Document, which can be used over and over.

MLS Advertising Manager uses 3 Templates. Clicking the button containing each Template Name will open that corresponding template.

1. **Media Set-up**
2. **Media Schedule Templates**
3. **Other Schedule Templates**

### Setting up each of the Templates

#### 1. Media Set-up

The word Media represents all advertising done through the newspapers. The Media Set-up screen allows the user to set up all the advertising media they use and the "Casual" and "Company" cost of using each one. The different media newspapers and the various advertising days are set-up by Day (relating the advertising costs applicable for that day). Every separate Column Heading within the same media requires a new row, e.g. Age HFS, Age OFI, Age OYO etc. Click the New button to add a new row.

In the Address Column place the address of the selected newspaper. In the 'Lineage Casual' column place the casual per line cost applicable to that day. In the Lineage Contract column place your contracted cost per line applicable to that day. If your company divides your display-advertising page differently to the way the Media invoices for that page then these divisions are called Units. Insert the cost of a single unit in the Unit column.

In the Display Casual column insert the Casual Cost per column centimetre charged by the Media. In the Display Contract column place your negotiated Contract Rate per column centimetre.

This is the Master Template from which all advertising media costs are calculated and can be modified as required.

#### 2. 'Media Schedule' Templates

'Media Schedule' Templates allow you to create as many Media Schedules as you wish. Creating a series of Media Schedules eliminates the need to have to separately type them into each listing. Once created they can be printed and given to the sales team or selected and imported into the schedules of newly listed properties. Click your mouse onto the New Schedule button and insert a name for the Schedule e.g. \$1000 Schedule. Now click the New Media button. An empty row will return. One click in the empty Media cell will allow you to manually type in the name of any media. Double clicking in the empty Media cell will return the Media Choice

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previously set up in Media Set-up. Select the Media required by clicking on to it. On the keyboard hit the Tab key to proceed to the next column. Select the Day on which you wish the advertisement to appear. Key Tab to the next Predicted Size column and type in the size of the advertisement required.

Typing the letter L next to the number of lines will instruct MLS Advertising Manager to calculate the cost based on the per line rate of the selected Media for that day. Example 13L = 13 lines

Typing the letter U next to the number will instruct MLS Advertising Manager to calculate the cost based on the number of advertising units used by the advertisement. A unit relates to the way your company uses the Media advertising space, which may not necessarily be the way the advertising space has been charged by the Media. Example 2U = 2 units

Typing x between 2 figures (with no spacing in between) will instruct MLS Advertising Manager to calculate the cost based on the rate per column centimetre for Display Advertising. Example 3x2 (with no space)= 3 columns x 2 cms.

Repeat the above procedure per row until your standard Media Schedule has been completed. Click New Schedule button and then repeat the above procedure to create as many Media Schedules as you wish.

The Print Schedule button will print out any nominated media schedule allowing a sales person to take that schedule with them on a Listing Presentation.

Schedule Name	Media	Day	Predicted Size	Client Cost	Company Cost
\$1210 Media Schedule	Age HFS	Sat	15lines	\$98	\$99
\$325 Media Schedule	Age HFS	Sun	15lines	\$0	\$0
Master	Age HFS	Wed	15lines	\$81.3	\$81.3
	Melb. Times (Mon)	Wed	BoroClock	\$125.2	\$180
	Age HFS	Sat	15lines	\$98	\$99
	Age HFS	Sun	15lines	\$0	\$0
	Age HFS	Wed	15lines	\$81.3	\$81.3
	Melb. Times (Cat)	Wed	BoroClock	\$159.6	\$120
	Age HFS	Sat	15lines	\$98	\$99
Total:				\$1,210.90	\$1,066.90

Print Schedule	New Schedule	Delete Schedule	Last Schedule	Next Schedule
Exit	New Media	Delete Media	Last Media	Next Media

### 3. 'Other Schedule' Templates

If it is not a "Media" expense then it must be an "Other" expense.

Place all of your 'Other' Expenses that may relate to an advertising campaign e.g. all the different size For Sale boards, Window Displays, Pointer Boards, Sketches, Brochures etc. and

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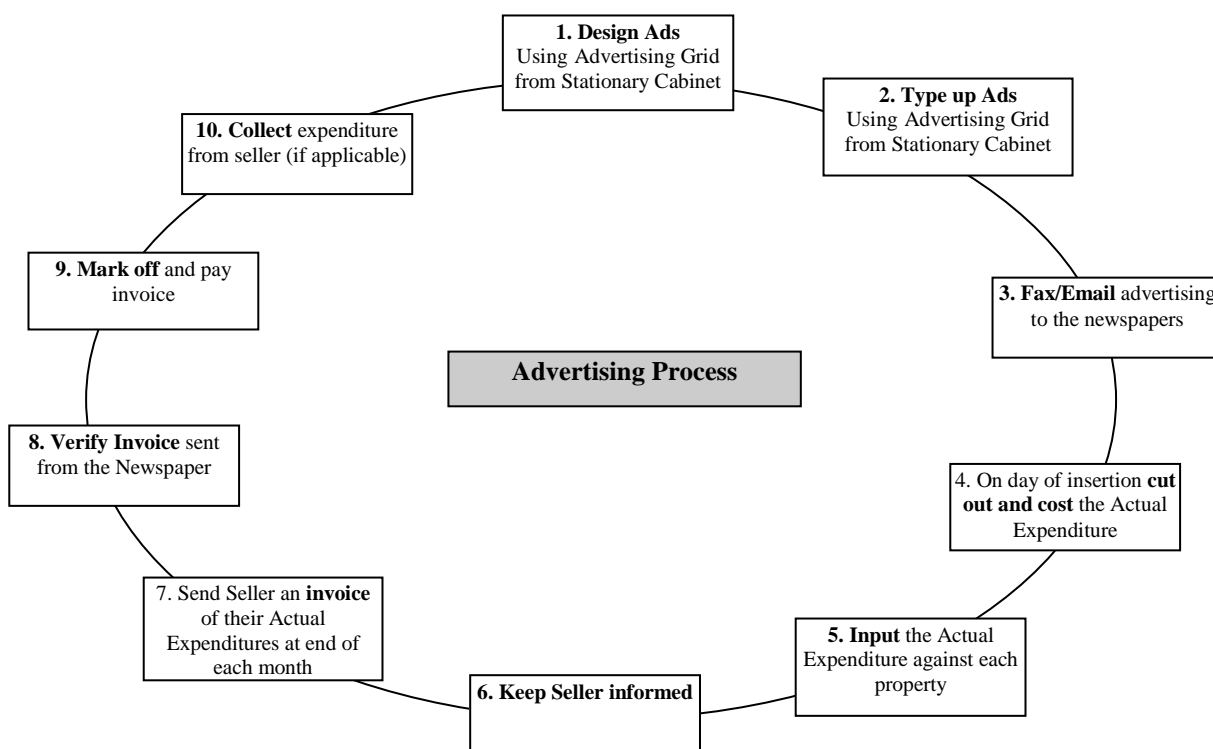
their corresponding costs in this Template. Print this Report and take it with you on a Listing Presentation. After you have chosen a Media Schedule you can nominate which other advertising expenses your seller requires by simply placing a tick against each nominated expenditure.

Once you have completed the 'set up' of the various Advertising Manager Templates, the work involved in processing the Predicted and Actual advertising will be reduced to only minutes per week.

## Advertising System Overview

Access to Advertising Manager is restricted to Super Users

The following diagram explains the advertising process.



### Explaining the Classified Advertising Process

Multilink Advertising Manager comes with its own Stationery Cabinet. Any of the documents in the Stationery Cabinet can be modified to suit your own specific requirements.

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1. Set a regular time each week when the Sales Team is assembled together. Allocate 30 minutes of "quiet time" where they can all sit down and individually plan their next week's advertising. This "quiet time" may well be at the beginning of a sales meeting.
2. Prior to this meeting print out a Predicted Advertising report "By Salesperson". Specify the dates of the report to be the next 7 days. MLS Advertising Manager will print out the Predicted Advertising for each sales person for this period. Each sales person should have their own Advertising Folder, Place each sales persons predicted advertising report, in to their respective advertising folders.
3. Give each sales person his or her advertising folders at the beginning of the meeting. These folders should also contain an Advertising Grid (designed to mimic the number of characters per line in the classified section of your major classified advertising paper). Writing their classifieds on this Advertising Grid will help staff stay within their budgets. If you wish you could also select the dates in the "By Salesperson" report to represent one week in arrears and one week in advance. By doing it this way MLS Advertising Manager will also show the sales person how their advertising expenditures were last week, compared to their budgets.
4. If a classified is to be repeated the sales person simply marks it as such on their Predicted Advertising sheet or if small amendments are required the changes may also be noted on the same sheet. Open House times are also added or changed.
5. Any new advertisements that do not have an advertising budget or are not on the Predicted-advertising sheet can gain approval at this meeting. If permission is given to insert advertising that does not have a budget or has not as yet been budgeted for, the advertisement should be written up on the Advertising Grid Sheet. The property address inserted and an approval signature given. It can then be added to Advertising Manager as a Predicted Advertisement.  

Any Display advertisements required for this period and not previously drafted should also be done on a separate sheet.
6. The sales staff confirms their instructions and places them in their advertising folders. Toward the end of the "Quiet Time" the Open House Schedule (also found in the Advertising Manager Stationery Cabinet) and Time Sheet for the forthcoming week should be passed around to each sales person who inserts the addresses and times they will be opening those properties. An assistant then collects both the Open House time sheet and the advertising folders.
7. The assistant then opens the ClassAds doc. from the MLS Advertising Stationery Cabinet and copies the ClassAds template into a new directory filed as the date (Month first) on

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which the classified advertisements will be appearing. In this newly created document the assistant types the instructions contained in each sales person's advertising folders, thus creating the advertising formats which will be appearing on any nominated day.

8. These advertisements and the Open House Time Sheet should then be placed on view within the office so that each sales person can run their own checks over their ads.
9. On the day the advertisements appear in the media. Cut out the ads and paste them in the MLS Paste Adverts template, noting the size and calculating the cost of each of the advertisements and placing the size and cost in the space provided next to the pasted advert.

In MLS Advertising Manager, click on Media Management button. Click onto the Date if you need to change from today's date. Select the date that the advertisements appeared and the system will return all of the Predicted Advertisements for that day. Against each property address and next to the Predicted Lineage for that date, type in the 'Actual Lineage' size that appeared in the news paper.

10. If many properties are advertised inside of one larger advertisement called a Block Ad. Total the lineage and the Total Cost of the Block Ad, then allocate part of the Lineage and part of the Cost to each individual property advertised in the Block Ad. Then in MLS Advertising Manager module, against each property address, type in the Actual Lineage size that appeared as part of the Block Ad next to the Predicted Lineage for that date.

Insert the Total Lineage and Total Cost in the Advertising Summary Sheet (found in MLS Stationery Cabinet) for that date and clip the Paste Sheet and Summary Sheet together.

When the Invoice is received from the Media it will contain just one Cost for the Block Ad for that date. Check the Invoice amount against the Summary Sheet Total amount for that Block Ad. If the totals agree then go to each property address in MLS Advertising Manager and click on the combo box next to Unapproved and change it to Approved. This action simply confirms that you agree with the invoice.

11. When you are ready to pay the invoice, in MLS Advertising Manager click on to the Master Marketing Report button and then print out the Media Approved Report. This report will print out each of the advertising expenditures that have been Approved. Write the cheque number against those that are being paid then go back in to MLS Advertising Manager click on to Media Manager button and change the "Approved" against each of the expenditures to "Paid". This same process applies to all of the 'Other' Expenditures.

Depending on which General Accounting and Payroll programs you are using, the contents of the 'Media Approved Report' and 'Other Expenses Approved Report' can be entered directly into your General Accounting and Payroll program and then they can be paid directly from those programs.

**\*\*\*\*\* IN THE MULTILINK ADVERTISING MANAGER ALWAYS REMEMBER TO CHANGE THE 'APPROVED' FLAG AGAINST EACH INVOICED AMOUNT TO 'PAID' ONCE A CHEQUE HAS BEEN DRAWN AND THE ADVERTISING HAS BEEN PAID (as described in 11. above)**

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## The Display Advertising process

From the Stationery Cabinet prepare a Blank Template of the page layout you use for each different Display Media e.g. Local Paper, Corporate Magazine, Community News, Daily Paper etc. Assemble these blank templates together and pin them onto a pegboard. This pegboard is now ready to be filled by Predicted Advertisements for that week. You will need 5 of these pegboards representing the next 5 weeks advertisements. Also pin on to each peg board the Open For Inspection Templates, and Sales Person Roster Templates showing each sales persons' Floor Time and Opportunity Time Rosters for each of the next 5 weeks. Date the week that each pegboard represents by using the "Headings" template from the Stationery Cabinet.

When a Predicted Advertising program is inputted into MLS Advertising Manager, immediately reserve the necessary boxes within each week's Template by writing the address in them. This methodology displays at a glance which boxes are reserved and which boxes are going to be empty in the forthcoming weeks and as such what overruns or underruns you will be experiencing per week.

Manage the Display Advertising process in the same way as the Classified Advertising process described above

## Logging In

Once you have Logged in to MLS Advertising Manager the Main Menu Screen in this module consists of 7 buttons:

- 1. Advertising Management**
- 2. Master Marketing Report**
- 3. Invoices**
- 4. Media Management**
- 5. Media Set Up**
- 6. Media Schedule Templates**
- 7. Other Schedule Template**

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## 1. Advertising Management

Returns the Main Screen of MLS Advertising Manager. In the Address Column are the addresses of properties currently involved in advertising. Displayed on the Right Hand Side of the screen is the Advertising Summary for the property address, which is underlined.

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**Agreed Advertising** is the amount of advertising agreed to by the Seller or Landlord of the nominated property

**Prepaid Advertising** is the amount of advertising prepaid by the Seller or Landlord of the nominated property.

**Predicted Cost** is the amount of Media (Newspaper) advertising Predicted to be expressed at Casual Advertising rates

**Actual Client Cost** is the amount of Media advertising Actually spent till today's date expressed at Casual Advertising rates

**Actual Company Cost** is the amount of Media advertising Actually spent till today's date expressed at Contract Advertising rates

**Other** is the amount spent on all other advertising except Media

## Command Buttons on the Main screen

- ◆ Clicking the **Import** button returns a dialogue box into which you place the address of the property you wish to import.
- ◆ Clicking the **Media** button returns the Media (Newspaper) Advertising currently attached to the nominated (underlined) property (see below 'Media Screen')
- ◆ Clicking the **Other** button returns all the other advertising (i.e. advertising which is not Media) attached to the nominated property. Clicking the Import icon at the bottom of this screen will return the "Other" Template. (see "Other" Template description). Select which 'Other' Advertising items you wish to apply to the nominated property by clicking the 'tick' box next to the ones you want. Once you have finished ticking whichever items you require, click OK. The selected items will be automatically imported into the "Other" screen for the nominated property.
- ◆ Clicking the **Pre Paid** button returns a record of any prepaid amounts received.
- ◆ Clicking the **New** button allows you to manually add a new property instead of importing it.

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- ◆ Clicking the **Details** button allows you to modify information for underlined property in the address column.
- ◆ Clicking the **Print** tab returns a screen with several print options. (see below)

## In the Print Options Frame

**Print Schedule** enables you to print a schedule of all the *Predicted* Media and Other Advertising (expressed as Client Costs) attached to that nominated property.

**Print Invoice** enables you to print an Invoice for the *Actual* Media and Other expenditures (expressed as Client Costs) attached to that nominated property.

**Print Statement** enables you to print a Statement of all the Media and Other Advertising (expressed as Client Costs) actually expended for that nominated property.

## Media Screen

- ◆ Clicking the Media button returns the Media Advertising – both the Predicted and Actual – for the nominated property. You can insert rows manually by clicking your mouse on to the New button. If you wish to work the new row manually, type in the Media name, then tab on keyboard to the next field and add manually. If you want to work the new row automatically, then double click in the Media box. This action returns a drop down box containing all the Advertising Media used by your company which has been previously set-up in “Media Set Up”
- ◆ Select a Media by clicking on to it. Hit the Tab key on your keyboard to proceed to the Date column and then insert the date of your Predicted Advertisement. Tab again to the next column and select the Day you wish your Advertisement to appear. Tab again to the next column and insert the type and size of advertisement you require.
- ◆ Typing L next to the number of lines in this column will instruct MLS Advertising Manager to calculate the cost based on the per line rate of the selected Media. Example 13L = 13 lines
- ◆ Typing U next to the number of units will instruct MLS Advertising Manager to calculate the cost based on the number of advertising units used by the advertisement. A unit relates to the way you have used the Media advertising space, which may not be in the format charged by the media. Example 2U = 2 units
- ◆ Typing x between 2 figures (without any spacing) will instruct MLS Advertising Manager to calculate the cost based on the rate for Display Advertising. Example 3x2 = 3 columns x 2 cms.
- ◆ The cost of whatever you type in the Predicted Size column will be automatically calculated and returned in the Predicted Cost column.
- ◆ You will note that every new row in both Media and Other expenses automatically inserts the word “UnApproved” in the Status Column. The logic here is that every new advertising expenditure remains “UnApproved” until an invoice has been received for that row. When the invoice has been received, if you agree with the invoice, then click on to the word “UnApproved”. A combo box will appear. Select the word “Approved” from the combo box by clicking onto it. The expenditure now changes status from “UnApproved” to “Approved”. This same logic also applies to the “Other” expenditures

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screen. All advertising which has been "Approved" for payment can be retrieved by clicking onto the Master Marketing Report button and then clicking onto either the Media Expenses Approved for Payment button and/or the Other Expenses Approved for Payment button.

- ◆ On the day that the Predicted advertisement actually appears in the Media, complete the row by inserting the Actual Size in the Actual Size column. This action will return the Company Contract Cost in the Company Cost column as well as the Casual Cost of the advertisement in the Client Cost column.
- ◆ Clicking the Import button, allows you to import an advertising schedule directly into the Media page. This saves you the time of having to type each Media page individually. You will have previously set-up a series of advertising schedules. (see "Media Schedule Templates" description). Select the Media Schedule you wish to import for the nominated property from the scheduled in the combo box. Then click OK.
- ◆ Once imported, the schedule can be added to or modified to suit. To add a row click the New button. To delete a row, click the Delete button.

## 2. Master Marketing Report

Clicking on to the Master Marketing Report button will return the Master Marketing Report screen. This screen consists 6 report options



- ◆ By Date button
- ◆ By Media button
- ◆ By Salesperson button
- ◆ By Property button
- ◆ Media Approved report
- ◆ Other Expenses Approved button

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The reports generated by these options enable you to view your Predicted Advertising for any "future dates" or Actual advertising for any "past dates" by simply setting the 'From' and 'To' date cells.

- ◆ These reports can be sorted then printed out comparing the Predicted Advertising to the Actual Advertising for the period nominated.
- ◆ 'By Media' - which groups the expenditures by newspaper
- ◆ 'By Date' - Groups the expenditures by Date first then by media
- ◆ 'By Sales person' - showing the expenditures of each sales person by nominating them individually or for ALL sales persons by not nominating anyone.
- ◆ 'By Property' - showing the expenditures of each property
- ◆ 'Media' Approved Report - Clicking onto the Media Approved radio button will return only those rows of Media Advertising that have been "approved" for payment. This report allows you to insert the cheque number when it is paid.
- ◆ 'Other' Approved Report- Clicking onto the 'Other' Approved radio button will return only those rows of 'Other' Expenditures that have been "approved" for payment. This report allows you to insert the cheque number when it is paid.
- ◆ Once the cheques have been written, remember to change each row from "Approved" to "Paid" in the Status columns of each property. You can do this by clicking onto the Media Management button and inserting the addresses of the property then choosing to return just the approved rows for that property.
- ◆ You will now be able to monitor your "Predicted vs Actual Expenditures" for any period as well as knowing what expenditures have been "Approved" for payment, and what expenditures have been "Paid" and what expenditures are still unapproved.

## 3. Invoices

The Invoice screen provides a quick reference of outstanding advertising costs, which have already had an invoice, raised and sent to the Vendor. The action of printing the Invoice will automatically insert a record in the Invoices screen. Records in this screen can be independently edited or deleted.

## 4. Media Management

This button allows the user to insert information in bulk i.e. you can call up all advertising for a specific day so that you can insert the "Actual Advertising". You can call up all advertising for the previous month to change "UnApproved" to "Approved". You can also quickly change the status of all "Approved" rows to "Paid"

## 5. Media Set Up

The functionality behind this button is explained in the front section of this manual

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## 6. Media Schedule templates

The purpose of this button is to allow the user to set up a series of company Media Advertising schedules or options. Each option will represent a group of advertisements for a particular 'style' of property or represent the 'value' of a particular advertising campaign. These schedules can be given to sales staff for use at Listing Presentations. Rather than having to type a schedule manually into Advertising Management each time a listing is received, the Media Schedule template allows the user to select a template and then to import the complete template into the Advertising Manager thus eliminating time wastage.

## 7. 'Other' Schedule Template

This function is similar to the one above in Media Schedule Templates. The difference is that it applies to all other expenses that are not Media. Example For Sale Boards, Brochures, Pointer Boards etc. Make a list of all the options you company uses. When a property has been listed for sale simply call up the template and click the list of 'Other Expenses' that will be spent for the property.

Printing this Template and distributing it to sales staff also makes it easier for the sales person to select the appropriate options from the list at a Listing Presentation.

## Creating Additional Advertising during a campaign

If additional advertising expenditure is required during a campaign. The additional expenditure will be authorised by the Sales manager and/or Property Owner. The additional expenditure will immediately be recorded in Media Advertising (irrespective of whether the expenditure is Media or Other). If the seller has not authorised the expenditure the Predicted Amount must read as a '0' in the Predicted Column and the Actual column will read whatever the additional expenditure is. If the additional expenditure has not been authorised by the seller the additional expenditure will show up in the Budgets as an unauthorised 'over-run'. To compensate for this there must be a corresponding 'Discount' of the additional expenditure entered in the 'Pre paid' column. (see MLS Manual – Advertising Manager)

## Deleting Advertising

If an advertising schedule has been prepared but no advertising has been actually expended then you can simply delete the property from Advertising Manager.

If Actual Advertising has been incurred when you delete a property Advertising manager automatically prepares a Statement of Actual Client Cost for the expenditure with a "File Ref No". The File Ref No is automatically printed in sequence and should be filed as a record of all the properties that have been deleted from the Advertising Manager.

If there are "Other" Expenses that are still 'Unapproved' at the time you wish to delete a property, the Advertising Manager will ask you for verification before it will allow you to delete the property. Advertising manager will include the 'Other Expenses' in the File Ref print out.

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Deleting a property that has had Actual advertising expended, will always automatically activate the printer to create a numbered "File Ref No" document displaying all of the proposed and actual advertising for that property. This document is automatically numbered in sequence to provide an audit report of all deleted properties that have had monies expended and Paid. This document should be kept in a 'Deleted Advertising' file and checked regularly to ensure that all documents in the file are in numerical sequence. If a "File Ref No" is missing then records of all of the "Live" advertising should be checked between the day of the last numbered document and the next numbered document, and an audit performed to locate the missing property.

If you wish to readjust the "File Ref No" then go to the Tools program located in the Multilink System bundle of software on the Task Bar.

## Creating A Property Record in MLS Advertising Manager

### Manually

Add information manually to the Advertising Manager by

- ⇒ At Advertising Manager Main Menu screen
- ⇒ clicking on to Advertising Management button
- ⇒ Clicking the New button on the next screen
- ⇒ Completing the information required on the next screen
- ⇒ After Exit highlight the New property and click on to Media button to set up Media schedule and Other button to set up Other Advertising.

See Advertising Management module explained earlier in this manual.

### Automatically

create a record automatically in MLS Advertising Manager, Rather than adding a record manually,

- ⇒ From Advertising Manager Main Menu
- ⇒ Click Advertising Management button
- ⇒ Click Import button
- ⇒ Select the property you wish to import by clicking onto it. Then click Done.
- ⇒ If all the fields for the imported property are not completed at the time of Importing the record the missing fields can be included manually by clicking the Details button on the Advertising Management screen.
- ⇒ After Importing the Property Information then click the Media button and import a standard schedule or create your own.

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⇒ To add Other Expenses to the schedule click the Other button on the Advertising Management screen and import those Other expenses as appropriate.

If there has been any 'Pre Payment' of advertising click on to the 'Pre Paid' button then insert the Amount and date.

Clicking on to the 'Print' button will return a form with several options on it. Select the option you wish. Insert the salutation you require. Set up the margin at the top of the page to suite your letterhead (by increasing or decreasing the figure displayed in the Page Set-up box. Click Preview to view your document or Print to print your document.

## Inserting 'Actual' Advertising Expenditures

Whenever an advertisement appears in the paper it should be cut out and the information inserted in the Actual Size column of that property's advertising schedule opposite its Predicted Expenditure for that date.

You can either go to each property address individually to perform this function or click the Media Management button on the Advertising Manager Main Menu screen or insert the Actual Sizes in bulk.