



Adsmart Advertising Software Professional, Inc.
Smart Software - Better Results

SOFTWARE OUTLINE



PRINT & BROADCAST MEDIA / ACCOUNTING

I. ESTIMATES

- A. Estimates are created into the future and become actual as insertions and accounting functions are performed.
- B. General information common to all the journals
 - 1. Origin Date
 - 2. Client commission rate
 - 3. Campaign
 - 4. Media Buyer & production contact
 - 5. Client PO#
 - 6. Calculate commission on Gross or Net
 - 7. Demographic selection (Broadcast)
 - 8. 53 week schedule (Broadcast)

III. SCHEDULE MAINTENANCE

- A. Print Media
 - 1. Ad unit & Headline
 - 2. Non-commissionable charges
 - 3. Trade/barter
 - 4. Position Instructions
 - 5. Copy instructions
 - 6. Material Instructions
 - 7. Space Description
 - 8. All Costs and Rates calculated interactively
 - 9. Pre-set instructions
 - 10. On-line schedule totals
- B. Broadcast Media
 - 1. Buy information
 - a. Program name
 - b. Time of program
 - c. Rotation
 - d. Length of spot
 - e. Projected ratings
 - 3. Allocate spots by broadcast month and week
 - 4. Trade/barter
 - 5. On-line program and schedule totals
 - 6. All Costs and Rates calculated interactively
 - 7. Non-commissionable charges



PRINT & BROADCAST MEDIA / ACCOUNTING

- C. Cancel & Reinstate Insertions or Modifying weekly spots
 - 1. Cancellation order
 - 2. Revision order
 - 2. Adjustment billing if cost is different from cost billed
 - 3. Adjustment billing if number of spots billed changes

IV. REPORTS

- A. Block schedule
- B. Schedule listing within estimate including a monthly recap
- C. Flowchart
- D. Estimate totals by month
- E. Publication list
- F. Broadcast Buysheet/Schedule
- G. Activity
- H. Estimate vs. Billed
- I. Cost Summary Report by Market

V. INSERTION ORDERS

- A. Orders, revisions, cancellations
- B. Attention names
- C. Instructions
- D. Pre-set instructions
- E. Two sided Printing for Legal Instructions

VI. INVOICING

- A. Unbilled list
- B. Invoices
- C. Invoices become receivables
- D. Insertion or buy recognized as an open payable
- E. Void invoices
- F. Reprint Invoices
- G. Invoice History

VII. ADJUSTMENT INVOICES

- A. Automatic adjustment creation
- B. Unbilled Adjustment report
- C. Adjustment invoices
- D. Invoices become receivables
- E. Payables automatically adjusted
- F. Adjustment Invoice Reprinting



PRINT & BROADCAST MEDIA / ACCOUNTING

VIII. PAYMENTS

- A. Aged open payables reports
- B. Vendor invoice entry
- C. Checks
- D. Payables recorded to media accounts payable
- E. Check Voiding
- F. Check History
- G. Online Payable History



PRODUCTION / PRODUCTION ACCOUNTING

I. PRODUCTION

A. Estimating

1. Estimate Versions
2. Working Estimates
3. Create new estimate from existing estimate
4. Estimate category hours and dollars
5. Free-form estimate description
6. Calculate Taxes
7. Estimate Revisions
8. Contingency Rate
9. Estimate vs. Actual Report
10. Estimate vs. Billed Report
11. 75% of Estimate Report

B. Purchase Orders

1. Create purchase orders
2. Amounts are optional
3. Free-form description
4. Description for each category
5. Print purchase order
6. Reprint Purchase Order
7. Open PO report by job
8. Open PO report by Vendor

C. Vendor Invoice Entry

1. Fill or partial fill open POs
2. Vendor invoices can be entered without PO
3. Internal charges can be entered
4. Advanced billings can be entered
5. Fee billings can be entered
6. Pass through taxes and calculated taxes are entered
7. All charges entered are added to jobs
8. Outside charges become an open payable
9. Warning if same vendor invoice entered a second time
10. Vendor discount is controlled for each charge
11. Purchase journal Report



PRODUCTION / PRODUCTION ACCOUNTING

D. Timesheets

1. Billable time
2. Non-billable time
3. Billing rates established by job function or employee
4. Billable status and posting status established in client/product profile.
5. Timesheet calendar guards against duplicate or missing timesheets.
6. Time can be updated whenever you choose
7. All time is sent to cost accounting
8. Month End Detail Reporting
9. Time by Job reports using billing rates
10. Year-to-date time reports using billing rates
11. All time, including administrative time, is entered
12. Online Inquiries by employee, by department & by client

E. Open Payables and check writing

1. Checks
2. Check History
3. Check Voiding
4. Payable History
5. Open payables inquiry
6. Aged Open payables reports * date sensitive
7. Pre-paid check

F. Invoicing

1. Invoice Marking Flexibility
2. Pro-forma Invoices
3. Invoices
4. Billing worksheet
5. Tax automatically calculated and added to job and invoice
6. Reconciling entry for advanced billing is automatically added to job.
7. Job is automatically closed on final billing
8. Up-to-date job jackets printed after billing.
9. Invoice Voiding
10. Invoice Reprinting
11. Invoice History



PRODUCTION / PRODUCTION ACCOUNTING

G. Job Control

1. Open Production Jobs
 - a. Fee status
 - b. Commission rate
 - b. Job type to recognize income
 - c. Multiple Billing formats
 - d. Methods of billing: progressive, up-to, selective, final.
 - e. Tax Exempt
2. Job description
3. On-line history of jobs
4. Transfer individual charges: full or partial
5. Transfer all open charges to another job
6. Delete individual charges
7. Write-off individual charges
8. Write-off entire job
9. Easy selective billing function
10. Fast access to individual items on a job
11. Complete History of Inventory Item

H. Management reports

1. Aged Inventory * date sensitive
2. Job Cost Summary * date sensitive
3. Detailed Job Cost * date sensitive
6. Summary Inventory report * date sensitive
7. Account Executive report * date sensitive
8. Job Status report
9. Jobs Nearing Completion report
10. Job Jackets with estimate comparisons * date sensitive
11. Job Jackets for time charges only * date sensitive
12. Summary Job Jackets * date sensitive
13. Job Jackets for unbilled charges only or all charges

I. Month End Reports

1. Internal Vendor Summary
2. Unbilled Internal Vendor Summary
3. Input Register by Client
4. Input Register by Account
5. Advanced Billing Schedule
6. Cumulative Timesheet reports



GENERAL ACCOUNTING

I. HOUSE EXPENSES

- A. Purchase Orders
- B. Vendor Invoice / Employee Expense Entry
 - 1. Outside vendor invoices
 - 2. Billable expenses sent automatically to jobs
 - 3. Employee expenses entered
- 4. Freelancer expenses entered
- 5. Track Direct expenses associated with a client/product
- 6. Optional bank account to override control account

- C. Aged Open Expense Payable * date sensitive
- D. Aged Open Expense Payable Summary * date sensitive
- E. Check Writing
- F. Check Voiding
- G. Check History
- H. Expense monthly input register
- I. Expense account analysis report
- J. On-line expense account analysis

II. DISBURSEMENTS

- A. Reports * date sensitive
 - 1. By Check Number
 - 2. By Date
 - 3. By vendor
 - 4. By Bank Account

- B. Vendor Check Inquiry
- C. Vendor History Inquiry and reporting
- D. Bank Reconciliation
- E. 1099's

III. RECEIVABLES

- A. Aged Receivables by client
- B. Statements
- C. Receivables Activity report
- D. Cash Receipts Control (Receivable, Non-Receivable & On Account)
- E. Daily Cash Journal
- F. Receivable Inquiry by client/product or by invoice



GENERAL ACCOUNTING

IV. SALES

A. Reports

1. Invoice Register
2. Client/Product register
3. Production Sales Journal with recap
4. Media Sales Journal with recap
5. Income report by Media/Job Type
6. Income report by Client/Media type
7. Income report by Client/Product/Media type
8. Fee vs. Commission

V. GENERAL LEDGER

A. Journal Entries

1. Grouped by type
2. Standard entries, Accruals with auto reversing entries
3. Sub-totaled by type and batch
4. Entries must balance

B. Monthend Reports

1. Trial Balance
2. Balance Sheet by office
3. Income and Expenses by office
4. Direct Expense Summary
5. Expense Analysis

C. Y-T-D Trial Balance

D. Account History Inquiry

VI. AGENCY TIMESHEETS and COST ACCOUNTING

A. Timesheets

1. Online Time inquiry
2. Missing timesheet report
3. Time by Client for current and y-t-d hours
4. Time by employee for current and y-t-d hours



Adsmart Advertising Software Professional, Inc.
Smart Software - Better Results

B. Cost Accounting

1. Direct Labor reports
 - a. Employee (option for suppress dollars)
 - b. Department (option for suppress dollars at department totals)
 - c. Product (option to suppress dollars)
 - d. Client (option to suppress dollars)
2. Cost Analysis report by client and by product
3. P/L by client and by product
4. Client Contribution by client and by product