

Management Console for Newspaper Production Monitoring

A reporting and monitoring tool designed for real-time newspaper management from a web browser.

DESCRIPTION

The introduction of the latest version of the Newspaper Database has allowed Newzware & Pongrass to integrate every aspect of pre-press production into one coherent database. Now with the latest release of Management Console, the entire pre-press operation, from advertising sales to page production can be monitored in real time.

Browser Based

Management Console is viewed from any standard web browser, which makes it easy to deploy over your existing corporate Intranet or via the WWW using a secure connection. Password controls ensure sensitive reports are only available to authorized users.

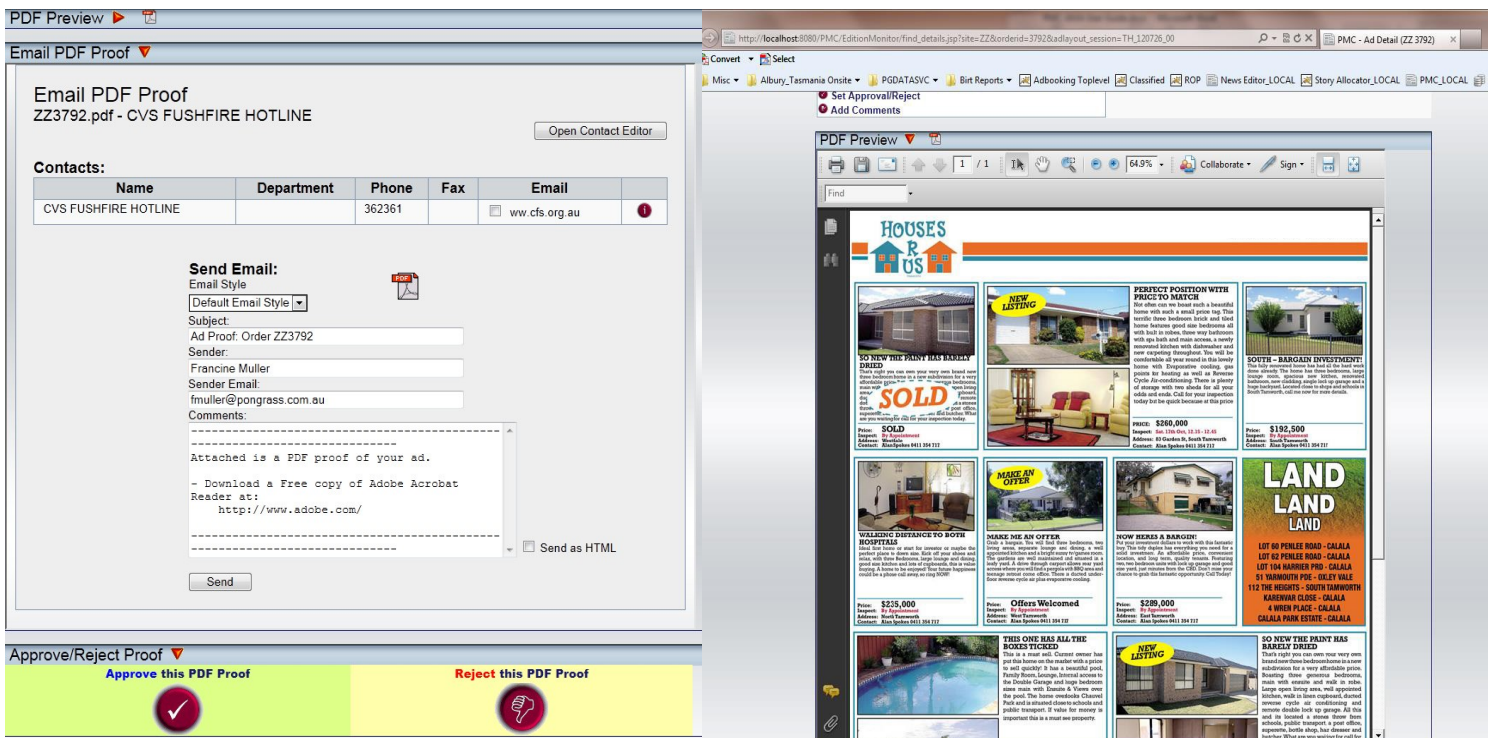
A Host of Information

Need to know the value of confirmed bookings for next week's Saturday morning edition? Want to drill down to an individual ad? Who sold it? Has the copy arrived yet? Check production for tomorrow's edition? Check how many stories are sub edited for publication this week? It's all there, and more, with a suite of management reports covering sales, production and employee statistics.

Real Time

The Newzware/Pongrass Management Console interacts with the on-line management database for up-to-the-

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A Real Time Monitoring and Reporting Tool for Newspapers and Magazines

minute status of all aspects of the sales and production cycle. And use of the Management Console does not impact the performance of the database even at peak times.

Unprecedented Integration

With the release of Version 7.0 of the Newzware Advertising System, V6 Editorial & Classified, Ad-Layout, Ad-Production and Page Production are all integrated into the one database. The entire production process can now be monitored from a single screen.

Password Protection

Access to the Management Console is via the existing Newzware security system with individual profiles for each authorized user.

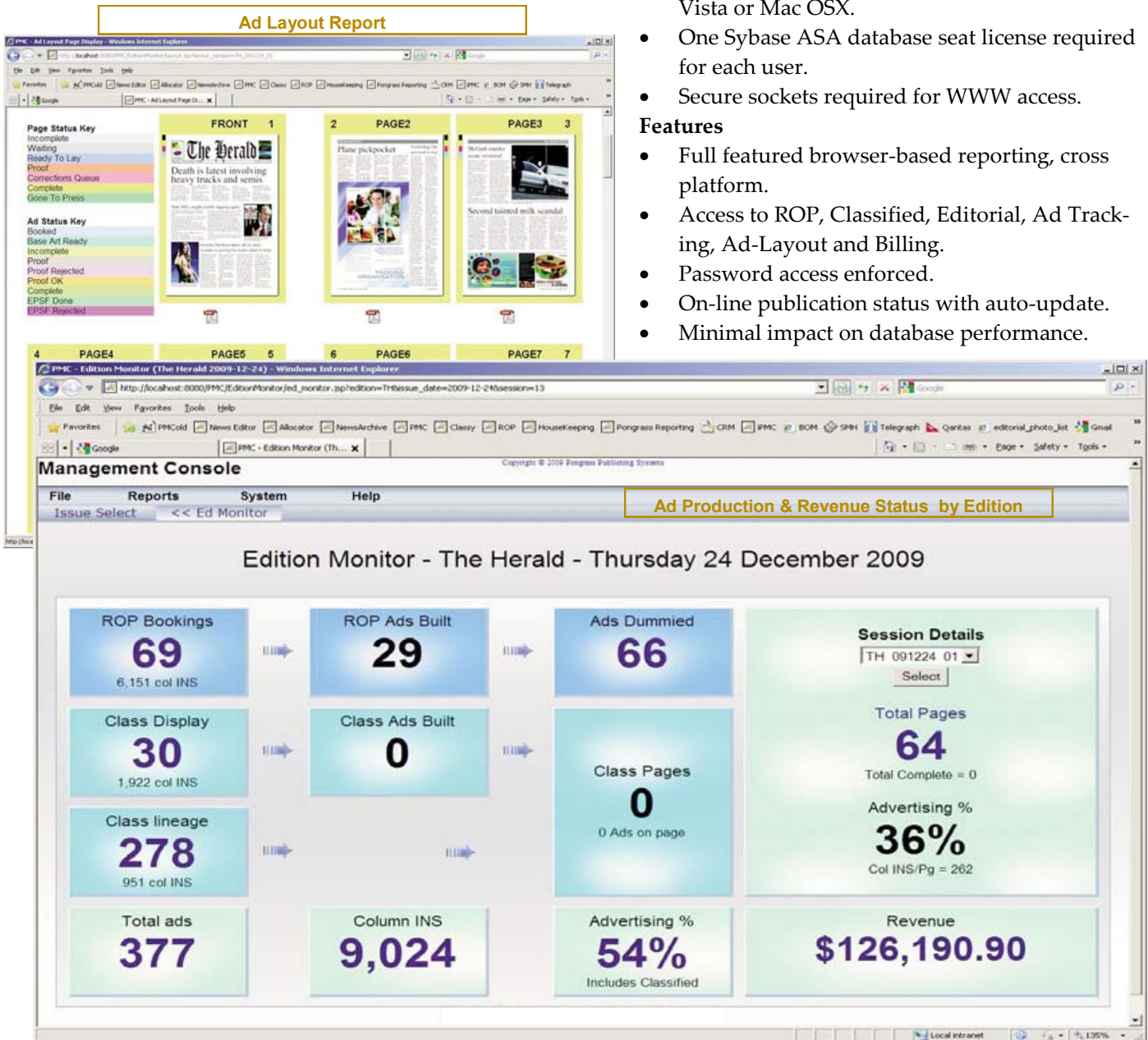
SPECIFICATIONS & MORE FEATURES

Requirements

- Microsoft IE 8, Firefox or Safari on Windows 7, Vista or Mac OSX.
- One Sybase ASA database seat license required for each user.
- Secure sockets required for WWW access.

Features

- Full featured browser-based reporting, cross platform.
- Access to ROP, Classified, Editorial, Ad Tracking, Ad-Layout and Billing.
- Password access enforced.
- On-line publication status with auto-update.
- Minimal impact on database performance.



ICANON is a strategic partner of Pongrass Publishing, Australia for the US and Canada



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editorial layout - V6

The Editorial Tracking System for InDesign

DESCRIPTION

Tracking and Sharing

The Pongrass Editorial Layout System is a suite of programs that allows multiple workstations to collaborate in the makeup of finished newspaper and magazine pages, ready to output to PDF or direct to image setter. The heart of the system is the SQL compliant Editorial Database, tracking and controlling all aspects of the production process. Every element of the page production process, including graphics, stories, pictures, ad and standing elements are registered in the database; ready for use in the composition process. InDesign is connected directly to the database al-

lowing the quick generation of pages for an edition. Folios and other standing elements are placed automatically while ads and ad rules are placed according to the layout held in the database.

Heart of the System

At the heart of the system lies the Pongrass Newspaper database. Database support includes the Sybase ASA database engine. The Editorial database is a true relational database supporting industry standard SQL. Tracking multiple story versions, ads, standing elements, multiple editions, publications and zones over an extended period of time is achieved with high performance on standard file server hardware.

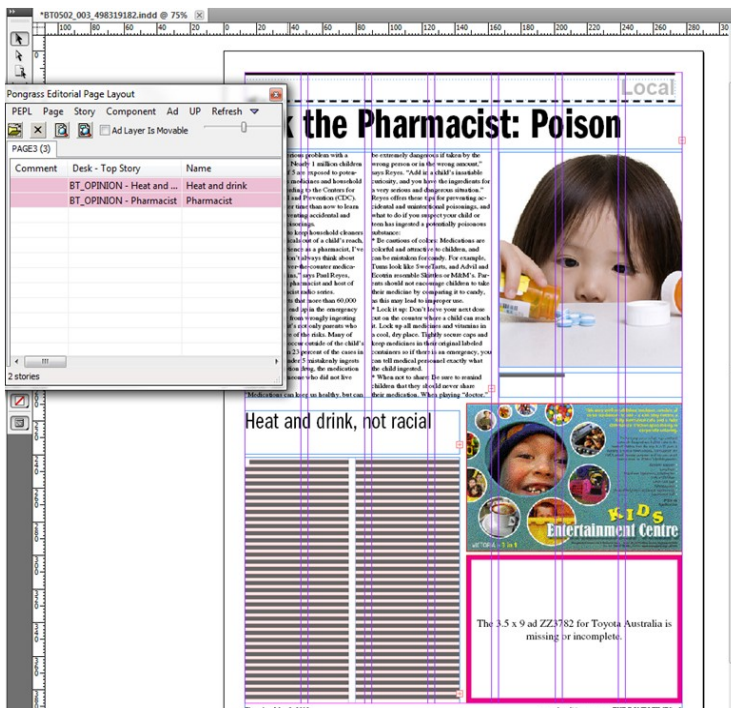
Internet Publishing

The database was designed with content repurposing in mind, and XML data transfer lies at the heart of the editorial web server publishing process. Pongrass WebAd Server interfaces directly with the database to allow real-time internet publishing.

The Ad Stack

PEPL™ is the application that connects InDesign to the

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An Editorial System with the accent on simplicity and performance; affordable to install and easy to maintain, Pongrass is a system to enhance the efforts of InDesign users from the smallest work-group to the largest enterprise system.

SPECIFICATIONS & MORE FEATURES

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database. PEPL loads all the ads for an issue in a single operation. Ads can be dummied before they are produced, and on final production will automatically appear on the correct page, printable and fully previewed. Late ads and moved ads are handled automatically.

Photographs and Graphics

All elements to be used in the system are registered in the database. Extracted information such as Captions, Headline, Keywords and Category are applied to the database along with thumbnail and other preview data during the registration process. Story allocator allows browsed photos to be dragged and dropped on to pages.

Housekeeping

The tedium of housekeeping is at an end. Purging and archiving are now background processes controlled from the database.

Product Requirements / Features

Server—

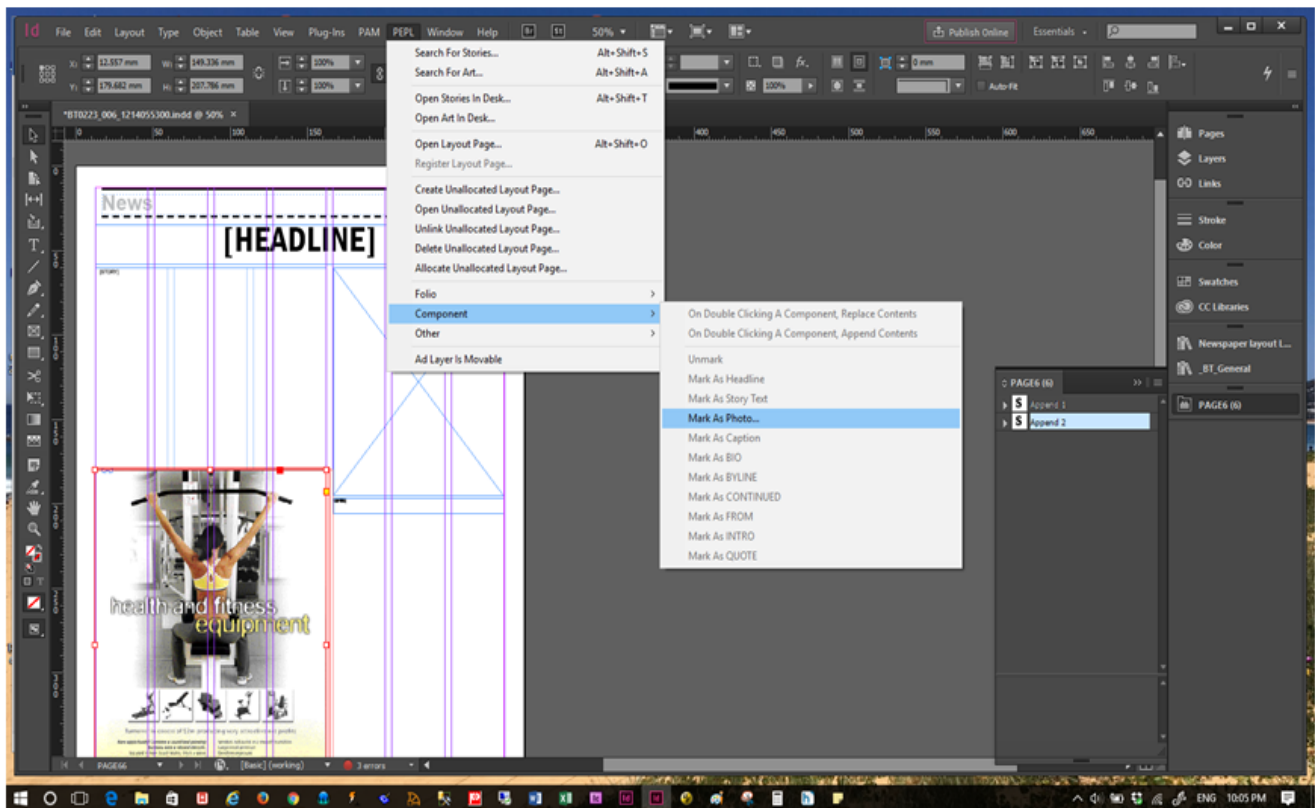
- Windows Enterprise
- Sybase ASA Server database support
- 8GB Free RAM; 1TB Free Hard Disk

Client—

- Client - Windows 10; Macintosh OSX >10.
- 4GB Free RAM; 2GB Free Hard Disk
- InDesign CC2018

Product benefits

- Page and Component Tracking
- Automatic Purge & Archive
- Story Styles Stored in DB
- Object or Content Oriented Page Layout
- Auto Page Jump
- Auto Re-sizing
- Integration with Management Console
- Automatic Zoning through story allocator



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Classified Pagination for Newspaper Publishing

DESCRIPTION

Legendary Productivity

Purposely built for Classified Pagination, it knows about house ads, straps, multi-column headings and display ad stacks. Its product design has been refined over the years to be able to lay out a typical classified section by itself with practically no operator intervention and can be set to square off pre-determined classifications.

Control of the Page

Display ads and whole classifications can be moved interactively around the page or to any page. Even individual lineage can

Pongrass Classified Pagination is the most versatile pagination solution for classified ad sections on the market. With the introduction of **Version 7**, Pongrass adds a host of new features including native PDF support and double page spreads. Operating on Windows 7, the program supports Pongrass Classified Ad booking system as well as 3rd party ad booking systems via an open system interface or database connection.

be moved within a classification, if desired to give a better fit. Manual ad positioning is helped by the quickest WYSIWYG page preview in the industry.

Ads & Straps

Headers, whether simple boxed text or elaborate graphics are automatically inserted at the beginning of classifications, or at the top of every column, according to the selected style. Display ad banners are handled automatically with multiple headers for each classification (V6).

Control of Lineage

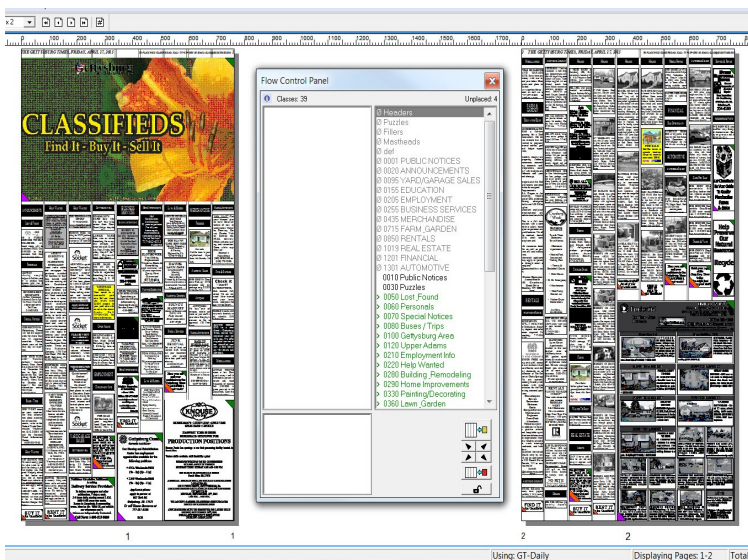
Individual line ads can even be moved out of strict sorting order in a classification to fine tune the fit of the page. The original sorting order can be restored with the click of the mouse to return the classification to the original sorting.

Automatic Reservations

Space for display and semi display ads can be reserved so that classified line ads flow around them. Reserved display ads can easily be moved into a block of lineage ads, giving maximum flexibility in page fitting.

Integration

It works seamlessly with Pongrass Classified Advertising and is the only comprehensive classified pagination solution that can work with virtually any classified database by supporting PostScript and ASCII classified sort files. It also integrates with Pongrass Ad Layout for pre-placement of



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Integration

classified display ads.

Backward Flow

Many publications prefer to make up their classifieds from the back. For example, the classified spill could be placed on a page in the sports section. Pages flowed forward or backward are created using the same flow algorithms and styles. Even long liners and multicolumn ads flow and turn around correctly when flowed backwards.

Color

Pongrass Classified Pagination was the first system of its type designed for full color. Color elements can include banners, headers, display ads, logos and even lineage text.

Publication Size

The program is designed to handle the largest publications, with very highperformance flow, reflow, preview and print functions allow sections consisting of 100s of pages to be processed in seconds on standard PC hardware. Features such as multiple automatic headers available for each classification, enhance the look of your classified pages.

Long Liners

For legal and public notices, it handles the requirements of long liners and semi-displays. The system can automatically turn over long liner ads such as government tenders to give a better fit, or where such ads exceed the column depth of the publication.

PDF Support

Most Newspaper PDF workflows require the conversion

of supplied ads from PDF to EPS. With the release of Version 7, Pongrass handles PDF files natively. There is no need for external PDF workflow software or legacy OPI solutions.

Double Page Spreads

Version 7 now supports double page spreads with bleed. For database users, placement of bleed ads is verified against the publication template.

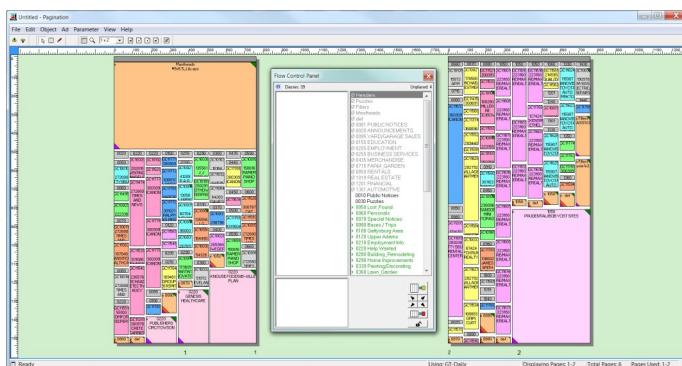
SPECIFICATIONS & MORE FEATURES

Requirements

- Windows 10
- 4 GB RAM.
- Gigabit network.
- 1024 x 1280 Screen resolution recommended 1600 x 900 minimum

Features

- Two way database access
- Support placement of PDF, JPG, EPS
- Drag and Drop from ad palette.
- Paginates ads directly from data base
- Smart cursor shows ad info.
- Split screen multi view
- Forward or Backward flow algorithms
- Auto Backup
- Automatic flow of House Ads
- Support double page spreads & bleed
- Late ad placement.
- On board reports for incorrect size and missing EPS files.
- Individual classification preferences
- Auto placement of headers.
- Moving of line ads within classification.
- Edit live line ads
- Auto look ahead for classifications.
- Auto page justification on output
- Super heads
- Long Liners
- Gravity tools for quick placement.
- Automatic folios
- Built in index report of ad placement.
- Individual rule placement options.
- Production status checked before print



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Ad Tracking System for Newspaper Ad Management

DESCRIPTION

Ad Tracking...

... controls the production of display ads and tracks all job elements from received material through production to archived graphics. Newzware/Pongrass Ad Tracking is the production control center for your display ad and graphics workstations. It addresses the most pressing need of production, organizing the chaos of jobs, text and graphics files on the system.

Control your Files

Recalling active data can also be a nightmare. Where is the ad to be found? Which current versions? Where are those scans? Purging the system without a database is risky. Which version can be thrown out? Is the graphic shared by several customers? Is the graphic you throw out today needed for tonight's edition?

Integrated to ad booking, Pongrass Ad Tracking means: no wasted time or needlessly duplicated tasks. Ad Tracking picks up new booked ads, and any scan, text plus the latest version of the ad will be automatically associated with the ad booking.

Control your Graphics

Finding ad graphics becomes a simple screen query. Files can now be safely purged or archived: the system knows expiry dates and usage.

Management Reporting

Up to the minute status reports or queries are available any time from any connected workstation. Indeed, using ODBC compliant tools such as Microsoft Access or Crystal Reports, custom reports can be easily generated.

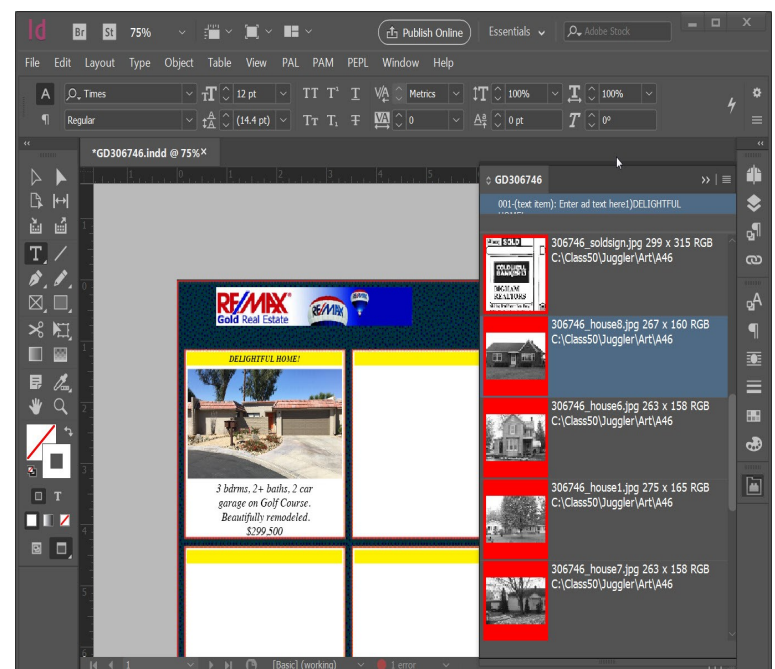
Graphics and Logos

Commonly used graphics and logos are held in the database and are comprehensively indexed by customer, type, size, classification, etc. The graphics database is shared with the Newzware/Pongrass Classified Ad and ROP booking modules.

Automated Production Processes

It's amazing how much work is done "behind the scenes" by your staff to keep the production area flowing smoothly. The processes of managing folders (disk storage), purging, archiving, EPS generation, PDF generation, sending proofs to customers and managing user production takes serious time. An ROI analysis of

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these process savings would instantly justify the purchase of an Ad Tracking system, and that's before the operator savings are factored in.

Wide Area Capable

Ad Tracking supports a central and distributed production process. Sites can use a central database allowing distributed production of display ads to flow to a central production site over a Wide Area Network, all under the control of a central Ad Tracking database.

Integration

The new Pongrass Ad Maker Client (PAM) provides integration with InDesign on Windows and Macintosh.

Database

Central to Ad Tracking is the Relational Database, either Sybase Adaptive Server Anywhere server running on any standard PC file server. In the case of Sybase, IBM AIX, HP-UX, Sun/Solaris and Linux can be also used to host the database.

SPECIFICATIONS & MORE FEATURES

Requirements

Server

- Windows Enterprise
- Sybase ASA or MS SQL Server

Client

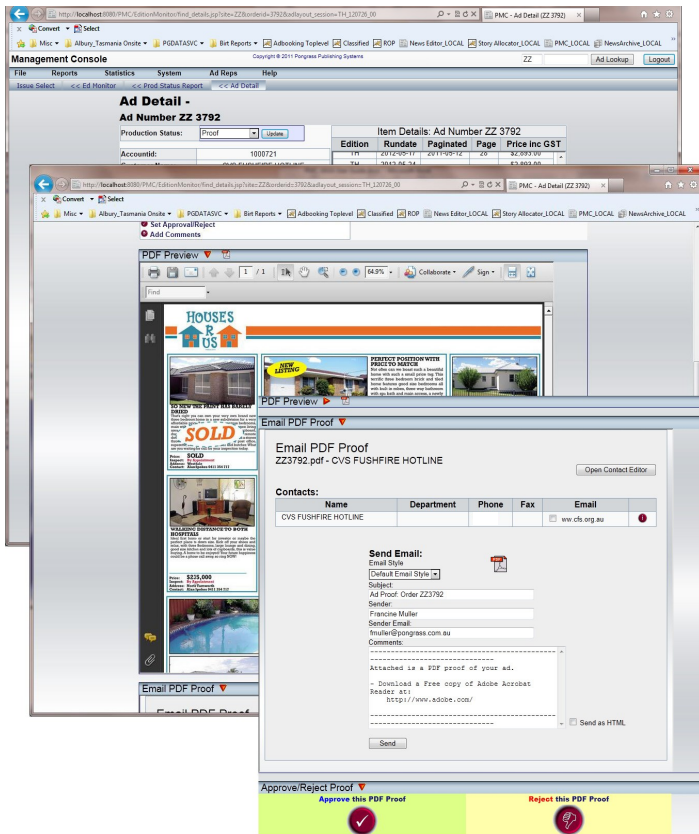
- Windows 10
- Macintosh OS X >10.6
- InDesign CC2018+

Features

- Complete control of display ads
- Tracking of all ad elements.
- Easy recalling of active data
- Automatic purging and archiving.
- Up to the minute status reports
- Easy to generate custom reports.
- Automatic Internet Ads
- Wide Area Capabilities.
- The Ad Maker palette displays all ad text and graphic components.
- Ad size and name direct from database.
- Auto flow of graphics and text
- Auto resizing of text boxes.
- Create starbursts on the fly.

Options

- Management Console
- Newzware Display Advertising
- Advertising Archive System



FEATURES AND BENEFITS

Integration is a reality. Newzware Ad Tracking integrates with all aspects of the sales, booking and production process. Your sales staff will appreciate the automatic generation and email transmission of proof files. Booking staff will appreciate the direct communication with the entire production process.

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