

FAST • SECURE • INTUITIVE

*Designed to meet the needs of a small publisher,
as well as the demands of a worldwide media conglomerate.*



LaunchPad™

MEDIA MANAGEMENT



ACCOUNTING MANAGEMENT



ADMIN & HUMAN RESOURCES



CONTACT MANAGEMENT



CREDIT & COLLECTION



DISTRIBUTION



EDITORIAL PLANNING



PRODUCTION MANAGEMENT



REPORTING



SALES MANAGEMENT

LaunchPad is designed to meet the changing needs of a demanding industry.

Design Principles:

- 01** Any information someone needs to do their job is just a click away.
- 02** Accessing information is easy, intuitive, secure and fast.
- 03** Any information in LaunchPad can be retrieved. Information is entered once and then re-purposed in reports, forms and page views to meet business objectives.
- 04** Applied knowledge is power. Empowering people to do their job quicker, faster and easier will decrease operating costs, increase profits and improve both customer and employee retention.
- 05** Empower the client to change business information without requiring the intervention of a programmer.

If you need Sales Force Automation or Client Relationship Management, you'll find them both in our Contact Management application. Designed to capture, store and retrieve account information with a click of the mouse.

- **Search Menu**
Search your account database by account id, city & state, phone number, company, contact name, zip code or email address. LaunchPad also has a quick search capability on each page for easy account access.
- **Duplicate Accounts**
Avoid duplicate accounts when creating new account records with our Duplicate Notification Alert. If the account exists, no need to go further. If not, LaunchPad opens a new account record.
- **Account Assignment**
Assign hundreds of accounts in seconds. Once the accounts are assigned to an individual, LaunchPad automatically emails that individual with their new account assignment.
- **Contact Information**
All the standard contact information is captured for each account including but not limited to: company name, address, contacts, title, gender, salutation, phone numbers and extensions, email and URL.
- **Additional Contacts**
Unlimited number of contacts can be attached to an account record. Add notes related to each individual contact or details such as phone extension, cell phone or email.
- **Hot List Sales Forecasting Tool**
From the contact record, add the account to your Hot List or Sales Pipeline and record expected closing dates, revenue forecast, appointment dates and notes.
- **Insertion Orders/Proposals**
Create insertion orders online, save them, email them, and print them.



Other Contact Management Features Include:

- Account List Management
- Broadcast Emails
- Comp List Management
- Company Demographics
- Credit Management
- Document Library
- Form Letter Writing
- Link to Ad Agency
- Parent/Child Link
- Sales History
- Sales Progression
- Shared Calendar

PRODUCTION MANAGEMENT

LaunchPad[™]
MEDIA MANAGEMENT

LaunchPad keeps the production department in the loop at all times. New insertions, changes to existing orders and cancellations are all controlled through LaunchPad. When an advertiser changes their mind, the data automatically flows to the production staff.

- **Production Run Sheet**
Sold insertions automatically appear; thus eliminating the need for manual spreadsheets and potential errors.
- **Production Tracking Log**
Personnel responsible for collecting ad materials use this log to document what has come in.
- **Electronic Production Order**
Contains all instructions, images, ad copy and design specs for the production department; replaces hard copies or faxes.
- **Open Requests**
Production sees a real time list of Production Orders ready for a Graphic Artist's action; includes pick-up instructions, images and ad materials.
- **Ad Proofs**
LaunchPad sends customer proofs via email with date stamps for tracking.
- **Credit Holds**
If credit puts the advertisement on hold, production knows immediately and knows the ad is in jeopardy of running.
- **Production Reports**
Everything you want to know is a click away. Sales, Management and Production know what has been sold, who sold it, where ads need to be placed, which page each ad is scheduled to run on, what materials are outstanding and which ads need to be approved. Break down ad pages by section, size and revenue.
- **Pagination Management**
This planning tool can be accessed by sales, editorial and production staff; easy to integrate with 3rd-party layout platforms.

Other Production Management Features Include:

- Ad Design Template
- Links to Account History and Records
- Links to Insertion Orders
- Marketing Material Requests
- Performance Tracking
- Proof and Photo Libraries
- Reminder Lists
- Spec Ad Requests
- Web/Digital Management



Other Business Solutions:

01 Administration
Company Phone Directory, Dynamic Org Chart, Office Lease Management, Travel Requests, Company Announcements, Online Handbooks and Document Libraries.

02 Human Resources
Commission Management, New Hire Paperwork, Discussion Forums, Recruiting Tools including Online Applications.

03 Distribution
Manage "free" and "newsstand" distributors and drop-points. Powerful reporting tools including demographic tools.

04 Editorial Planning
Capture story ideas then organize, assign and track progress. Link photos, copy and notes.

05 Reporting
Use our media reports or create your own reports from scratch. Supports all 3rd party report writers.

06 Sales Management
Now managers can "inspect" what they "expect". Including Territory Assignments, Prospecting, Proposals and Sales Performance.

For more information
about LaunchPad
Media Management email:
sales@mediaintranets.com



The accounting set-up process is quick and easy. A menu driven format guides you in setting up Revenue and Accounts Receivables GL accounts. Set up your banks, credit cards and remittance addresses. Accounting can easily add or modify budgets for revenue, royalties, credit adjustments and sales adjustments. Custom reporting insures you get information you need for journal entries in an easy reporting format. You can import data from LaunchPad into your existing GL without manual entry.

- **Accounts Receivables**

A complete audit trail tracks pre-payments, credit adjustments and deposits. An array of AR management tools allow your staff to set up credit terms, credit card payments and multiple location invoicing.

- **Billing/Invoices**

The invoice system creates billing registers with hard copy audit trails. Invoices may be printed by advertiser, publication or billing plans. As an option, you can merge charges from all media into a single invoice.

- **Financials**

Post your financials online so department managers have easy access. Save paper and save time.

- **Invoice Email Capable**

Let LaunchPad remember who gets their invoice by email. A one step process sends all your invoices to customers who request electronic emails.

- **Invoice Printing Options**

Print all invoices, single invoices or copies of originals. You can also save your invoices as a PDF for a source document and audit trail.

- **Statement Management**

Statements merge all invoices into one easy to read document.

LaunchPad is a product of