

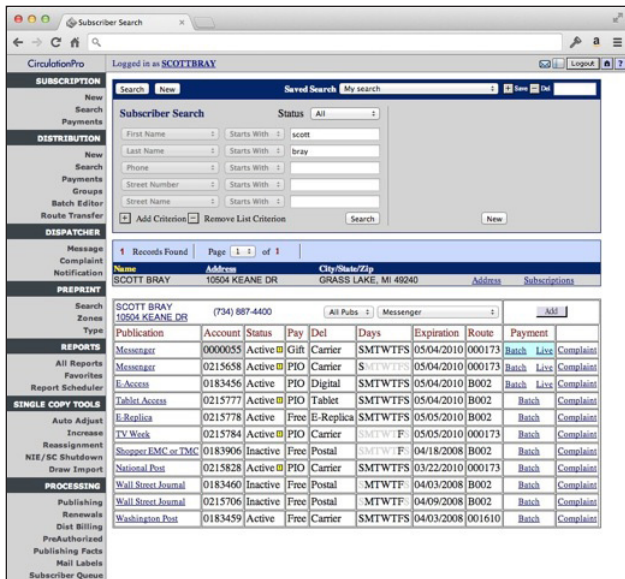


MEDIASPAN
SOLUTIONS FOR TODAY AND TOMORROW.

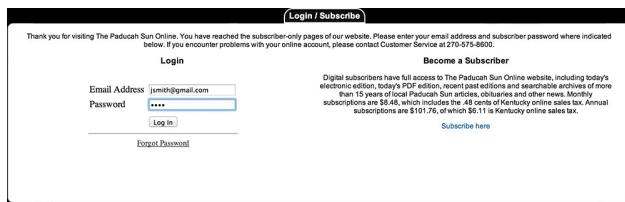
CirculationPro™

The Power Behind Your Productivity

CirculationPro™ takes all your circulation tasks, including digital and print, and makes them more efficient and less time-consuming. Its powerful features put necessary reports at a user's fingertips and manages subscription and distribution needs, with a minimum amount of administration for weeklies, dailies or magazines with one site or a multitude.



CirculationPro allows for an easy-to-use, easy-to-understand complete picture of your audience across all your products and offerings.



The CirculationPro Paywall allows newspapers the ability to control and monetize their publications.

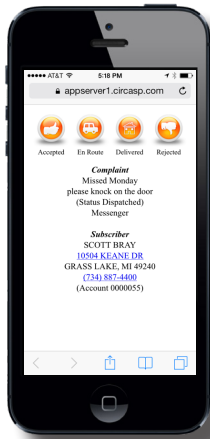
CirculationPro Features Include:

- ▶ **Access Everywhere:** CirculationPro's 100% browser-client allows access to your system from anywhere, anytime, from any device.
- ▶ **In the Cloud or Self-Hosted:** A single server can host multiple sites in different areas, even different states. Or, forget about the server hardware all together, and have us host CirculationPro at our state-of-the-art hosting facility.
- ▶ **Digital and Print Management:** Whether its online access to an e-edition, a paywall, metered paywall, e-replica or a print product, CirculationPro provides complete customer management.
- ▶ **Consolidate and Save:** CirculationPro will help your group save time and money through our consolidated solutions. MediaSpan has the experience and know-how!
- ▶ **Integration with Advertising:** CirculationPro communicates directly with MediaSpan's advertising solutions so an ad department can quickly get information on subscribers and non-subscribers.
- ▶ **Full-featured Package:** One application can handle subscriptions (digital and print), distribution, subscriber billing, distributor billing, dispatching, preprints, contracted mailing lists and more with no need for additional modules.

► CirculationPro

CirculationPro Features continued. . .

- **Reporting:** Over 175 core reports provide on-demand financials, audit information, marketing, mailroom reporting and more, including all USPS reports. You can also schedule and send reports to CSV, TXT, PDF, line printers, as well as email and FTP locations.
- **Fully Integrated Postal Software:** Satori Architect is an enterprise-level solution providing real-time address correction, geocoding, postal route information and delivery point barcode on entry. Additionally, CirculationPro provides complete First Class, Standard and Periodicals sorting, postal reports and certifications.
- **Auditing:** CirculationPro handles numerous auditing requirements including detailed historical AAM, CAC, BPA and VAC at the address level, rather than at the carrier's route number for household auditing accuracy.
- **Tracking:** Unlimited user-defined rates, sub-rates, transaction codes, start reasons, stop reasons and promotions are available.
- **Single Copy Tools:** Automatic adjustment based on past sales performance, scan-based imports, reassignment tools for after the fact restocking and last minute press changes.
- **Integration:** CirculationPro integrates with numerous outside companies, products and tools. Everything from online access control, general ledgers and accounts payable systems to Integrated Voice Recognition Systems like Chatterbox and VoicePort to mailroom and pressroom equipment.
- **Email and Text Messaging:** CirculationPro utilizes both email and text messaging throughout the system. From automated reports, email renewal messages to automated dispatching of complaints through text messaging.



- **Streamlined Data Entry:** Whether in the field or in the office, CirculationPro simplifies and streamlines getting information into the system. Enter returns, payments, credits or adjustments in rapid entry mode or import returns, scan-based sales, draw adjustments, payments from outside sources for quick and easy entry into CirculationPro.

► CirculationPro Self-Service Tools

MediaSpan's Self Service Modules provides your customers, carriers, dealers, agents and drivers with 24/7 service and account information, along with real-time integration into CirculationPro so there is no rekeying of data.

Subscriber Self-Service:

- Start new subscriptions to print or online for any of your products.
- Provides 24/7 access for your subscribers with real-time integration with CirculationPro. No rekeying of any data.
- User designed HTML so it matches each of your publications look and feel.

Distributor Self-Service:

- Carriers can print their own reports, route lists, bundle tops, starts/stops and route sequencing.
- Make payments, view balances, view complaints.
- Real-time integration with CirculationPro.
- Drivers can enter their own returns and draw reassignments.

► FOR MORE INFORMATION