

MacSUB[®]

Subscription / Product Fulfillment
Database Marketing System

Branch
Associates, Inc.

From list maintenance to database marketing...

Provide better customer service – while cutting your fulfillment costs in half

Your initial investment is much less than what you now pay a service bureau each year.

Our customers consistently report:

- increased cash-flow
- better customer service
- lower fulfillment costs
- vastly improved reporting
- better marketing data, and...
- happier staff

MacSUB is an on-line, real-time system enabling immediate response to customers' inquiries -- all files are instantly updated and accessible.

Improve your cash-flow and increase your profit with timely, personalized renewal notices and invoices.

You can service new subscribers immediately upon receipt of their orders -- eliminate delays and costly customer inquiries.

MacSUB tracks response statistics for new subscriber promotions, and renewal and invoice efforts. These statistics, in combination with demographic profiles enable you to better target and manage new subscriber promotions.

MacSUB also handles the sale of merchandise -- adding valuable marketing information to your database and enhancing subscriber profiles.

Superb technical support

Your subscribers list is your most valuable asset. How you make use of MacSUB has a direct influence on your revenue and profit.

Our knowledge and experience is at your disposal. We collaborate with your staff, help resolve technical problems, provide assistance with the preparation of specialized reports and help you get the most out of your data.

We are here to fall back on in case of emergencies -- should you lose access to your equipment due to a disaster such as a fire or theft, our facility is available.

Should you experience staff turnover, we are here to provide assistance in the critical first weeks when new staff learns to operate your system.

...the economic benefits are self-evident

Reduce your operating expense

Our example represents a five-year projection for an ABC audited, monthly publication with a paid circulation of 200,000 growing to 255,000.

The projection allows for an annual growth of 5% and an allowance for inflation, but do not include the cost of lettershop, forms and postage.

Service bureau costs are based on a charge of \$0.95 per subscriber per year and reflect only the cost of maintaining the file, producing label files for the printer, renewal notices, invoices and reports.

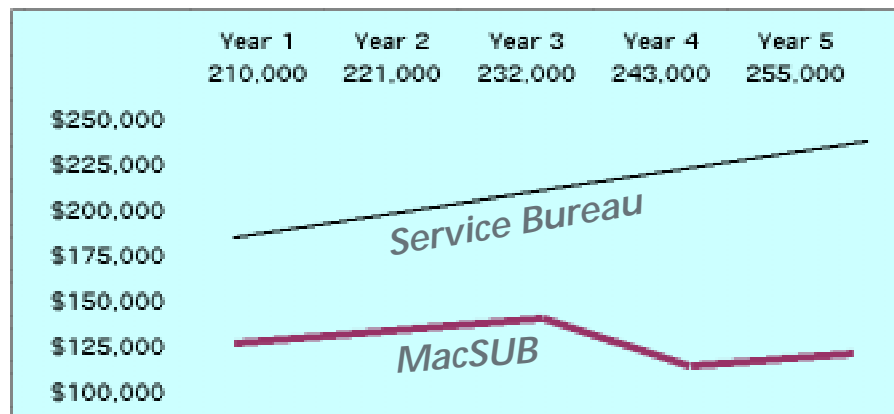
Savings are self-evident

The line representing MacSUB reflects the initial cost of the installation —hardware, software, data conversion, training, etc.), amortized over three years.

It also includes the salaries of the staff operating the system, annual maintenance costs, and the cost of basic supplies needed to operate the system (back-up tapes, label paper, printer ribbons, etc.) .

Not only does MacSUB cut fulfillment costs, but it has also proven to reduce the cost of customer service by almost 90% with timely delivery of new subscriptions, renewal notices and invoices.

Our customers have also noted savings due to improvements in areas such as filing of source materials, researching subscriber claims, etc.



Create a powerful marketing database

Maintain publications with similar audiences in one database

Wherever the audience of several publications is similar, a large number of your customers may have subscriptions to more than one of your publications.

MacSUB requires only one name & address record for each individual regardless of how many publications they may subscribe to. This makes it easy to maintain accurate files and to see all of the subscriber's activity at a glance.

Control functions and features

- Separate controls for each publication: e.g. gracing; timing of renewal notices, etc.
- Data-entry functions can be customized to suit almost any situation. Match-code formulas detect possible duplicates.
- A layer of passwords restricts entry to the database; individual operators may be limited to specific functions.

'Smart' database technology to manage your most valuable asset more effectively

Information captured by MacSUB is organized specifically for publishing applications and with the needs of your staff in mind.

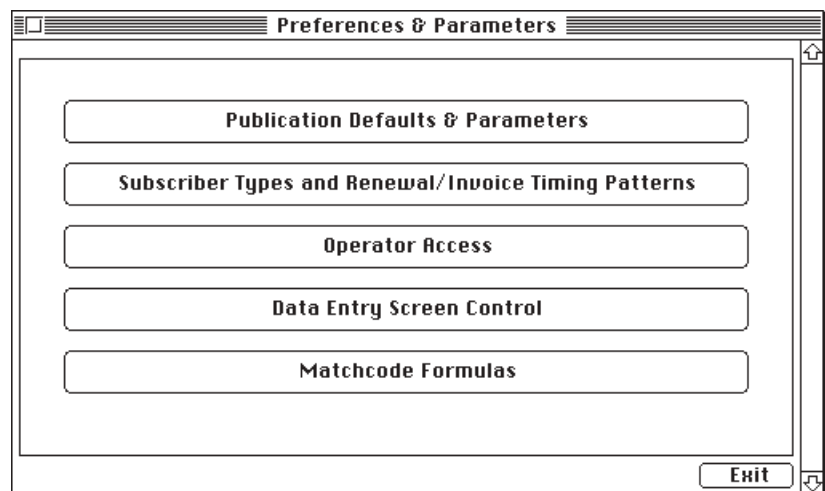
MacSUB maintains a complete chronological record of all transactions, beginning with the original subscription through each subsequent renewal. It also tracks purchases of books and other products, multiple gift and group subscriptions, reader requests for information and maintains demographic profiles.

Flexible reporting

MacSUB provides a full set of marketing, management and operating reports, including new subscription promotion analysis, renewal analysis and the calculation of deferred income.

The "caging" module prepares bank deposits, electronic bank transfers of credit card charges and automatic cheque withdrawals.

Output may be generated for electronic transfer to other systems, sent directly to a variety of printers.



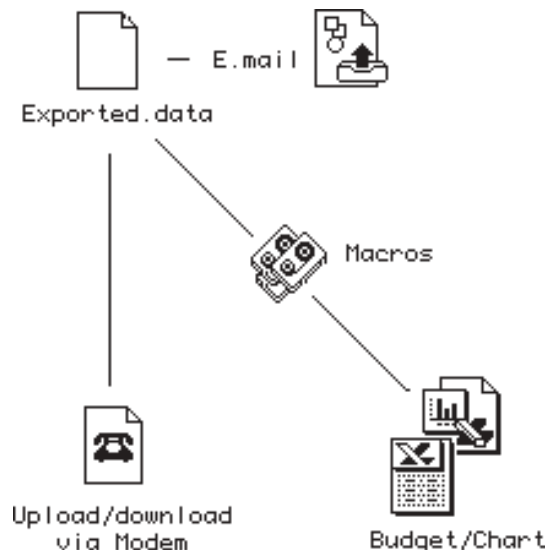
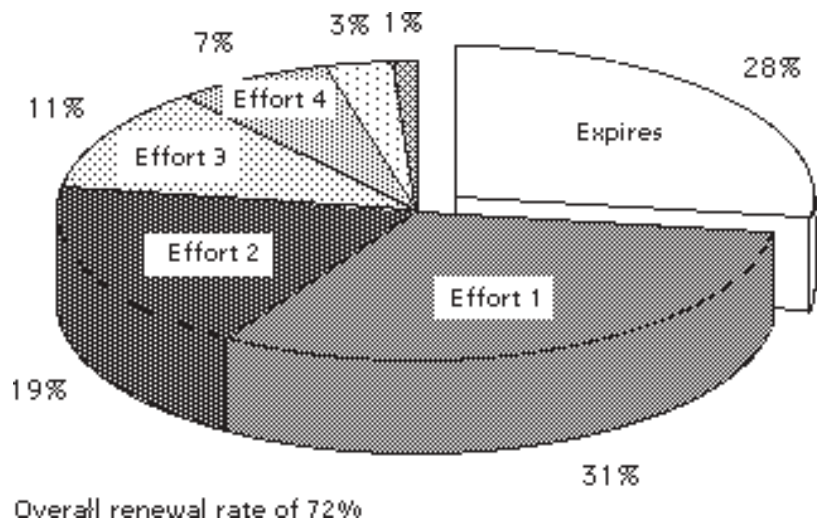
Customized reporting and data export

From raw data to meaningful reports in minutes

Aside from a comprehensive set of standard reports, MacSUB has an easy to use search engine and report-writer that makes interfacing to spreadsheets an essential management tool.

Output options provide an open-ended search and reporting capability to give the circulation manager access to data in new ways for improved and more meaningful reporting.

The pie chart represents the results of a six-effort renewal series. The 3D pie chart was created with Excel® from a text file exported by MacSUB's report writer.



Customized Export of Information

Search and report-writer facilities are intelligently integrated into the MacSUB database application to provide excellent reporting flexibility. With a little thought and knowledge of the data and field structure, comprehensive statistical data can be extracted from the database.

Output may be direct to printer or to text files to be imported into Excel® spreadsheets.

A central customer file provides...

Data organized for easy access

Set up one name & address record per subscriber regardless of how many different publications an individual subscribes to.

MacSUB provides a separate field for each component of a name & address. This enables you to personalize renewals, invoices customer correspondence.

A-MatchCode

A 'fuzzy' match-code detects duplications by looking for misspellings (Mc vs Mac, Smith vs Smyth), transposed letters (Baruch vs Brauch), missing letters (Neville vs Neville), etc. — treating these as equal.

The screenshot shows two windows from the MacSUB software. The top window, titled "Subscriber Display", is a table with columns: Acct, Name, Company, Address, City, ZIP. It lists several subscribers, with the first one highlighted: 1113 Fotheringham, Ar JONES INSU 500 Park Side New York 11122-0. The bottom window, titled "Subscriber name & address", shows detailed information for the selected subscriber. It includes fields for Account (1113), Match (11122-FTHR500), Phone (212/333-1122), Sal/First/Nick (Professor Arnold P), Last/Suf/Lang (Fotheringham Sr), Functional title (Chief Statistician), Company (H W Jones Insurance Group), Address 1 (500 Park Side Road North), Address 2 (Suite PH 5), City/St/ZIP/Loc (New York NY 11122-0098), and Cntry/Zone/Car (1). A table at the bottom shows subscription details: 01 INS, 02 MGR, 03 AGCV, 04, 05, 06, DT1 JAN 21 90, DT2, N1 1273371, N2, N3, N4 637.00. A "Notes" field is also present with the text "Damaged issues - claims almost second issue arrives with torn cover".

A

B

C

Labels on-the-fly
 Professor Arnold P Fotheringham
 Chief Statistician
 H W Jones Insurance Group
 500 Park Side Road North
 Suite PH 5
 New York, NY 11122-0098

Customer service notes

Enter up to four KEY words here

DAMAGE

Enter customer service notes here

Damaged issues - claims almost second issue arrives with torn cover

Service note JAN 5 93

Delete Cancel OK

B-Contact Detail

Aside from providing fields for salutation (Mr, Ms, Dr, etc.), first and last names, suffix (Jr, Sr, PhD, etc.), the name & address record also functional title, company name, two address lines, city, state, zip and carrier-route codes, country and telephone numbers.

C-Subscriber Profile

MacSUB provides 14 fields (178 characters) for storing demographic data relevant to the individual subscriber.

...a comprehensive record of subscriber purchases

Maintain a complete history of subscribers' purchases

Beginning with the original subscription, MacSUB maintains a separate record for each renewal.

Each record contains the source, original promotion key, premium, term and price, amount paid and payment method.

MacSUB also calculates commission for agency's or the publisher's own sales force and tax where applicable.

The image shows three overlapping windows titled "Subscription Order Detail". Each window displays the following information:

- Acct 1113** Ord 170 Bill 0 Pb 5 1 Batch ID 890911-02 (top window)
- Acct 1113** Ord 542 Bill 0 Pb 5 1 Batch ID 900628-03 (middle window)
- Acct 1113** Ord 932 Bill 0 Pb 5 1 Batch ID (bottom window)

Additional details for the bottom window include:

- Type: PAID-REN BASIC | Times ord: 3 | Status: A APR 18 91 RENEWAL
- Term Served: 6 | Copies: 1 | Stp term: 0 | Delv mode: AIR
- Remain: 6 | Adj term: 0 | Stopped: 0 | Aud1: AIRA... | Aud2:
- Price: 18.00 | Mail key: SM123A
- Amt paid: 18.00 | Premium: PEN | Src: D/M
- Comm: 0.00 | Claim
- Postage: 0.00 | Refund \$: 0.00 | typ: Iss
- Fed tax: 0.00 | Notes
- Loc tax: 0.00 | P/O num
- Total: 18.00 | P APR 18 91 | # 427 | typ: Exp
- Inv key | Ren key

Buttons at the bottom: Start, Stop, Claim, Help, OK, Cancel.

The "Subscriber Transaction Log" window displays the following data:

OPB	Date	Order	Reason	Price	Paid	Trm	Cop	C	Batch-ID
1 2	MAY 13 89	82	NEW-SUB	195.00	195.00	26	1		
1 2	AUG 11 89	127	RENEWAL	197.00	197.00	26	1	M	890810-03
1 2	AUG 11 89	127	REFUND	197.00	166.69	26	1	M	
1 2	AUG 14 89	130	VOID	195.00	195.00	26	1		
1 5	SEP 11 89	170	NEW-SUB	60.00	60.00	1	1		890911-02
1 5	SEP 11 89	170	PAYMENT	60.00	60.00	1	1	D	890910-01
1 5	MAR 27 90	170	EXPIRED	60.00	60.00	1	1		900628-03
1 5	JUN 29 90	542	LATEREN	24.95	24.95	12	1		
1 5	JUN 29 90	542	ADJUST			2	1		
1 5	JUN 29 90	542	STOP	24.95	24.95	2	1		
1 0	JUL 11 90		CHGN			12	1		
1 5	MAR 2 91	542	START	24.95	24.95	12	1		
1 5	APR 18 91	932	RENEWAL	18.00	18.00	6	1		

Buttons at the bottom: Help, OK, Return.

MacSUB chronicles events affecting a subscription:

Changes of address, payments, renewals, cancellations, refunds, merchandise purchases, customer service notes, etc., are chronicled in the transaction log, and instantly accessible to provide a complete history of a subscriber's activity.

Questions can be answered while a subscriber is on the phone -- your staff can record a customer service note detailing the nature of the inquiry and action taken.

Effectiveness of new subscriber promotions

New subscriptions at a profit

With more and more publishers relying on subscription revenue to offset the long-term trend of declining advertising revenue, selling new subscriptions at a profit is a must.

Subscriptions are promoted at a profit most effectively with a scientific approach to testing.

Variations of list, offer and creative, need to be tested and analysed repeatedly to determine and maintain the most effective sales/cost ratio.

To accomplish this, one has to have the tools to measure the effectiveness of each campaign and then, over the long term, to follow up and measure how well a specific sources renew.

Mailing KEY statistics					
(5) St. Michael's Bi-Monthly					
Key	SM123A	WALL STREET JOURNAL		Mail date	AUG 1 89
Quantity mailed	5000	1st response		AUG 27 89	
PAID response	166	\$	2561.50	77.93 %	
BILLED response	47	\$	1030.00	22.07 %	
PAYMENTS received	41	\$	673.48	87.23 %	
Complimentary / controlled	0			%	
GROSS response	213	\$	3591.50	4.26 %	
Cancelled for non-payment	11	\$	213.00	0.22 %	
Cancelled on request	16	\$	2	0.32 %	
NET response	186	\$	3376.50	3.72 %	
Profit/Loss per order		\$	11.43		

MacSUB is a thoughtfully designed, system, with intelligent features which enhance a publisher's ability to make a profit.

MacSUB maintains a complete history of a subscription, from the original order through each subsequent renewal. MacSUB captures and maintains the original source, offer, term and price.

A **Subscription Life Span** report measures the effectiveness and staying-power of specific sources, and a **Source to Source analysis** reports how well the publisher's efforts to renew a publication's subscribers are working.

Renewals — key to paid circulation economics

Renewal percentage... index to a publication's editorial vitality

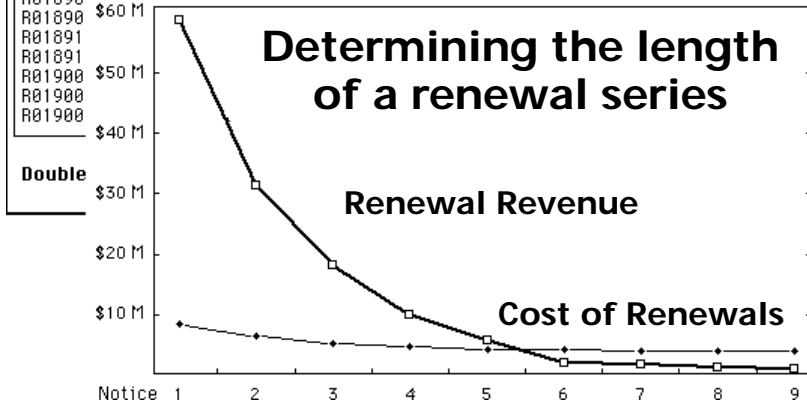
Subscriptions renew in varying degrees during their life span. The need to know conversion and renewal percentages by source is self-evident.

The percentage for conversions is typically considerably lower than for other renewals; it reflects the characteristics of the source as well as the quality and honesty of the original sale.

The cost of acquiring a new subscription is often substantially more than what a subscriber pays. Renewals, however, cost roughly 10% of what it costs to acquire a new subscription -- renewals provide the subscription profit. The need to accurately measure and analyse the costs and performance of new business acquisitions and renewals is self-evident.

MacSUB enables you to separate subscribers coming up for renewal by source, and/or separate those renewing for the first time, in order to better target your message or make use of different promotion materials. MacSUB automatically tracks the response.

Renewal Series Display							
Code	Publication		Last Issue				
5	St. Michael's Bi-Monthly		2-5				
Renewal Keys	A	P	NT	Mailed	Paid	Amount	Bill Amount
R018901310	N	N	5	4456	2862	51273.60	393 942.00
R01890330	N	N	5	4246	1001	26045.40	1542 895.00
R018903300	N	N	5	293	124	2431.30	15 97.00
R01890530	Y	Y	5	1325	909	20350.79	15 138.00
R018905300	Y	Y	5	101	51	959.80	3 30.00
R01890700	U	U	4	1000	000	00000.00	10 100.00



Flexible Controls

You can easily determine the ideal number of renewal efforts in a series. When the revenue from an effort does not cover the cost of the mailing, or when the cost of the renewal exceeds the cost of acquiring a new subscription, the series has reached its maximum length.

MacSUB is designed to enable you to separate specific subscriber groups and define when the renewal or billing process begins, the time between efforts, and how many grace or credit issues a subscriber should receive.

Government and/or Library subscriptions often require longer grace periods as they are slower to respond to renewal and billing efforts.

Book & product fulfillment...

Track merchandise sales

The merchandise module is for publishers who also sell CDs, books, tapes, etc. The module records all purchases and controls inventory.

- The module is fully integrated - whether an individual subscribes to a publication and/or purchases merchandise, there is only one name & address record. You can tell at a glance what was bought, when, and the value of each purchase.
- The module keeps track of back-orders when products are out of stock and provides two levels of tax (local/state and federal) - taxes can be included or extra.

Merchandise order detail

Acct ID <11 (1) Rolf
 Thomas J. Masterson, GONE ENTERPRISES
 2548 Connecticut Ave NW, Washington DC 20005

Order	1426	NOV 5 93	BID	931104-1	Key	CATLG-9307	
Via	UP2	Ck/C	3278-3	TYP	H	P/O	AF-83452
Bill-to account	0	Total \$	374.50	\$	0.00	Balance	

Product code	ord'd	ship'd	\$ unit	\$ amount	Ship.date
PEEPER	1	1	240.00	240.00	
SUPER/36	1	1	99.50	99.50	
B2	1	1	30.00	30.00	
DISCOUNT @			-0.10	-36.95	
S/H @				5.00	
PAYMENT @				-337.55	NOV 5 93

Notes Void Can/Ret/NSF Payment Ship Edit Return

- The module provides for percentage or flat discounts, partial payments, and computes shipping and handling charges by weight if desired.

Powerful, easy to use features

- Data entry defaults enable batching of orders by their most common elements to reduce keystrokes and errors.
- Inventory is reduced during order entry — inventory is always up to date — to prevent operators from entering orders for out-of-stock or discontinued items.
- Customers can pay by credit card or cheque.
- Limit the acceptable amount of underpayments to reduce order rejects (avoids additional billing for small discrepancies).

Merchandise data-entry defaults

(1) Rolf

Last change: OCT 8 93/11:47 Entry date NOV 5 93

Options	Start entry at	Defaults
<input type="checkbox"/> Taxes included	<input type="radio"/> Batch-ID	= 931104-1
<input checked="" type="checkbox"/> Federal tax	<input checked="" type="radio"/> Promo key	= CATLG-9307
<input checked="" type="checkbox"/> Local tax	<input type="radio"/> Ship VIA	= UP2
	<input type="radio"/> Cheque/CC	
	<input type="radio"/> Product code	=
S & H min \$ = 5.00		
S & H % = 0.00		
<input checked="" type="checkbox"/> Create invoice but ship only when paid Inventory is reduced during the shipping process		
Maximum shortage allowed on merchandise orders \$ 2.00		

Notes Void Can/Ret/NSF Products Ship Edit Return

...fully integrated into the subscriber database

Inventory Control

No limit on the number of products handled by the module.

- Group products by category
 - Retail and wholesale prices
 - Dimensions and weight for calculation of shipping charges
 - Royalty as a flat fee or as a percentage of the sale price
 - Stock movement log
- Standard reports:**
- Statements
 - Bank Deposits
 - Credit Card Slips
 - Aged Receivables
 - Back-Order Report
 - Sales by Product
 - Promotion Analysis

Shipping documents

- Shipping documents or labels may be printed on the fly as orders are received, or processed in batch mode.
- A 'Ship only when paid' option prints invoices but withholds shipment until customer has paid.
- Shipping documents or labels for back-orders can be printed as new stock is received.
- Packing slips are easily customized with special notes or delivery instructions.

Merchandise stock master

Item code & title/name
SUPER/36 ◊36 inch telescope

Prod cat	SCOPE	Status	A	Location	W1	Taxes:	<input checked="" type="checkbox"/> Fed'l
							<input type="checkbox"/> Local
Supplier	21	Roy'ty %	0.00	Roy'ty fl	0.00		
Part #	S-36-567	Lead time	15	Min. order	2		
Dimens	40X6X6	Shelf life	0	On order	10		
Weight	42.50	Backord.	0	On hand	20		

New stock received	0	Adjustments to inventory	0
Returns to inventory	0	Orders placed to supplier	0

Notes Delete New Product Log Edit Return

If not home, please leave package inside front door

Shipping notes NOV 6 93 Delete Cancel OK

Integrated Reader Service...

Servicing readers' requests for information — an effective way to assist advertising sales

This fully integrated module is for publishers who offer advertisers a 'lead service' whereby they forward the names & addresses of readers who requested information about specific products or services.

Ad numbers are quickly and efficiently entered. Information can be passed on to advertisers in a variety of electronic formats, ready for personalized responses by the advertisers.

Reader-Service Detail

(11) Thomas J. Masterson •MASTER ENTERPRISES,

Entry date JAN 5 93 Serviced on
Publ 5 Vol 5 Iss 2
Valid responses range from 1 to 250

Use numeric keypad to enter responses
enter asterisk (*) or click "Save" to complete
35 responses per record

1 23
2 44
3 78
4 92
5 114
6 208
7
8
9
10
11
12
13
14
15

Save Cancel

Subscriber's transaction log

Richard E Nixon, TRICKY DICKY DONUTS Acct # 8

OPB	Date	Order	Reason	Price	Paid	Tm	Claim	Batch-ID
1 5	APR 18 90	340	NEW-SUB	24.00	24.00		6	
1 5	JUN 4 91	766	LATEREN				1 G2@	
1 0	JUN 24 91		CHGA					
1 5	JUL 10 91	824	RENEWAL	18.00	18.00		6	
1 5	OCT 4 91	824	PREM055					PEN
1 0	MAY 1 92	1181	MERCHDS	97.37	97.37		UPS	928501-01
1 5	SEP 14 92		BINGO					
1 0	SEP 30 92	1212	MERCHDS					

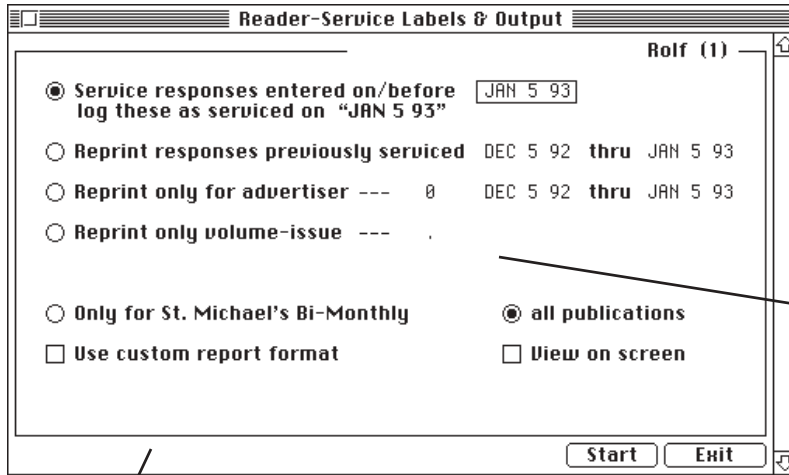
Help OK Return

A wealth of information to use when targeting new circulation sales

Whether an individual subscribes to one or more publications and/or purchases merchandise, or has a history of responding to reader-service cards, all information links to one name & address record, with its own log of transactions. Each response is recorded, adding to the build-up of valuable information.

Your customer service staff is able to see at a glance when or what each person bought or requested, and the value of the transaction.

...supporting your advertising sales



Provide your marketing staff with the tools to stay competitive

Easy to use output options provide your advertisers with the best service possible.

Output may be direct to a printer or written to text files.

Customized lead generation for your advertisers

Response material for the advertiser may be prepared daily or for any given time period.

Publishers can make selections from the response history — ranging from selecting responses to ads from a specific advertiser over a given period, to selecting all responses to a specific issue.

Along with the physical response output (labels, mail-merge files, etc.), MacSUB generates a report summarizing the response activity by issue and ad.

Adv #	Advertiser	Publ	Vol/Iss	Ad#	Description	Page
St. Michael's Bi-Monthly produced on NOV 30 92						
2	The General Book Co., MacDonald	5	4-1	25	Hairdryer	17
2	The General Book Co., MacDonald	5	4-1	28	Shaver	245
Responses for 2						262
3	Double Day Books, Bookbinder	5	4-1	26	Motorola cellular	48
3	Double Day Books, Bookbinder	5	4-2	80	Motorola cellular	73
Responses for 3						121
8	Vikings (Boat 17), the Horrible	5	4-2	77	Sail cloth	5
8	Vikings (Boat 17), the Horrible	5	4-3	38	Sail cloth	2
Responses for 8						7
9	Brauch Software, Inc., Gannock	5	4-2	78	Chanel 5	52
9	Brauch Software, Inc., Gannock	5	4-3	36	Florida Resort	19
Responses for 9						71
10	Boston Sand Bank, Sandbag	5	4-1	27	Apple Macintosh	48
10	Boston Sand Bank, Sandbag	5	4-2	79	Apple Macintosh	67
Responses for 10						115

Circulation audits - ABC, BPA, CCAB

Flexible audits

MacSUB can handle paid or controlled circulation audits -- business, consumer, farm, speciality or nonstandard.

MacSUB tracks statistics for each issue and creates a period summary to speed up compilation of the publisher's statement.

It meets audit bureau requirements and accurately reports adds & kills.

The module provides:

- ABCD county analysis
- Fields to store qualification codes and dates
- Business, occupation and title codes
- Separate galleys in many formats

for qualified and non-qualified circulation

- Nth select functions to prepare galleys for pulling source material
- Customized reports for business analysis -- these can be as complex as the publisher wishes - - uses demographic fields.

ABC Farm Publication Publisher's Statement for the 6 months ended December 31, 1991

1. Average Paid & Qualified Non-Paid Circulation

Average Paid Circulation:		
Subscriptions:		
Individual.....	114,120	
Association.....	0	
Mail Subscriptions Special.....	1,403	
School.....	0	
Uncoded.....	8	

Total Subscriptions.....		115,531
Single Copy Sales.....		963

Total Average Paid Circulation.....		116,494
Average Qualified Non-Paid Circulation:		
Direct Request from Recipient.....	0	
Telecommunications.....	0	
Other Sources.....	0	
Uncoded.....	0	

Total Average Qualified Non-Paid Circulation		0

Total Average Paid & Qualified Non-Paid Circulation		116,494
Advertising Rate Base and/or Circulation Guarantee	none	
Average Total Bulk Sales.....	128	
Average Total Non-Qualified Circulation....	2,597	

Why we succeed

Headware, and a reputation for exceptional client support services are the main reasons for our success

Brauch & Associates is a software application developer providing database marketing and fulfillment systems, to a diverse client base in the USA., Canada and the U.K. The principals and core team members have been providing innovative information management and database marketing solutions for publishers and direct marketers for over three decades.

The reason for our success is our **headware** — our considerable industry experience — and our superior technology and client support services. We have a reputation for unconventional thinking, new perspectives, the ability to embrace new ideas and for making a complex world more manageable.

We also have an unequalled history of achievements and innovations in the industry:

- 1968, first to computerize subscription fulfillment in Canada
- 1970 to 1984, built and operated Canada's largest service bureau, maintaining 136 titles
- 1971, pioneered the use of upper and lower case printing in personalized direct-mail promotions
- 1976, partnering with Publishers Clearing House, we dramatically reduced waste in direct-mail promotions by developing the first system for identifying people who do not buy from direct-mail, and removing them from the prospect lists
- 1979, we pioneered personalized direct-mail promotions on high-speed continuous-form laser printers
- 1982, we introduced OPS II, the first commercial in-house, on-line subscription fulfillment system
- 1986, we pioneered in-house fulfillment and circulation management with MacSUB, installing over 200 sites in North America and Europe, supporting over 500 titles
- 1998, introduced Affinity®, the first system for publishers to combine business intelligence, database marketing and fulfillment

What we've learned and experienced is reflected in our database marketing and fulfillment systems solutions, and our exceptional client support services.

MacSUB® System Features and Functions

Subscription / Product Fulfillment, Circulation Management
Demographic Profiles, Reader Service, Circulation Audits

Fulfillment Features:

Prime & alternate name & address
Bill-to name & address
Formatted to personalize mail
Fast find - indexed fields
Subscriber's transaction log
Gift and group subscriptions
Automatic link to previous gifts
Automatic link for agency subs
Paid & controlled circulation
Multiple copies/bulk subs
Bad debt checking
Delivery mode & postal expense
Gap-in-service & back-starts
Document batching control
Reader service *1
Merchandise sales *1

Data-Entry Functions:

New & renewal subscriptions
Duplicate detection upon entry
Flag undeliverable addresses
Payments
Stop/start/hold service
Cancellations/deletions/voids
Adjustments/refunds/claims
Batch data-entry input facility
Sub. agency data import
Customer service notes

Subscriber Detail:

Order number & entry date
Order type & status
Term/price/copies ordered
Amount & date paid
Commission calculations
Federal & State tax (GST/PST)
Mode of delivery
Issues left & last issue served
Purchase order number
Refund type, amount & date
Cheque/credit card number

Document batch number
Claim item & date
Renewal/invoice key & effort

Marketing Data:

Promotion mailing key code
Premium code
Source code
Subscriber profile:
14 demographic fields
56 additional fields *1

Management Reports:

Cash income
Circulation audits *1
ABC, BPA, CCAB
Earned and deferred income
Expire inventory
File status
Geographic analysis
Invoice effort analysis
Market penetration analysis
Promotion key analysis
Renewal effort analysis
Renewal life span analysis
Renewal economic analysis
Source analysis

Output:

Mailing labels:
Cheshire format (1 - 4 up)
On magnetic tape for InkJet
Gap-in-service
Back-issues
Premiums & claims
Up to 12 renewal/invoice efforts
Ability to customize notices
Order & gift acknowledgments
Credit card slips
Receipts for donations

Operating Reports:

Bank deposit
Till-forbid:
Automatic bank withdrawals
Automatic credit card charging
Credit card order summaries
Electronic credit card transfer
Issue activity summary
Refund report
Transaction log
Transaction summary

Output Formats:

Laser printers
9 track, 1/2 inch magnetic tape
DAT tape
Diskettes and floppy disks
Microsoft Word™ & Excel™ files
Generic text file formats

General Features:

Multi-user system
Unlimited number of pubs
Supports up to 500,000 names
Password security
Operator access control Define publishing policy
Gracing - issues after expire
Credit - control unpaid issues
Select & sort all fields
Built-in report generator

*1 Optional modules/features:

Circulation audits
Reader service
Merchandise sales