

# Ad Manager

## The Complete Advertising Management Solution for a Connected Signage Network



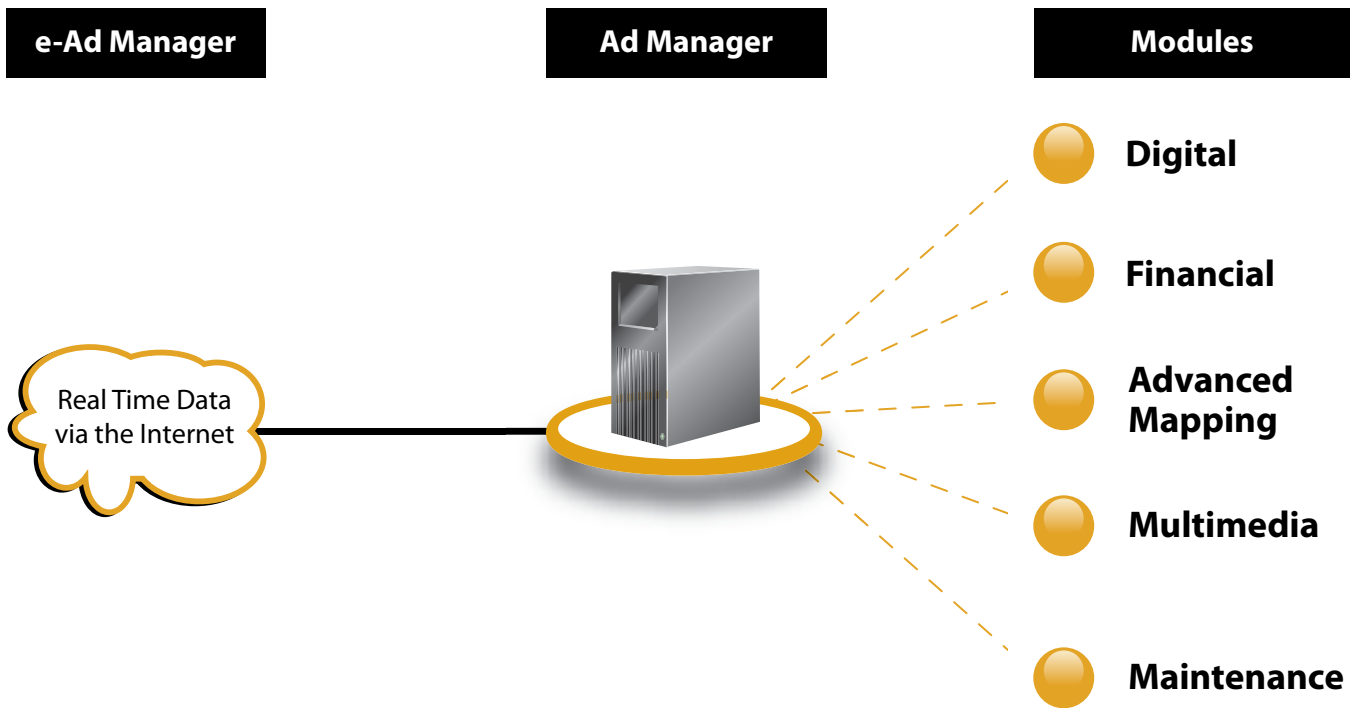
Scala Ad Manager manages all aspects of your advertising business including inventory, contracts, scheduling, fulfillment, and billing functions.

The goal of any advertisement is to draw attention to the message of the advertiser regardless of media type. Whether it's digital signage, outdoor billboards, street furniture, truckside, transit signage or placed-based signage, with Scala Ad Manager, you can manage multiple media types using one contract.

<p><b>Inventory Management</b> Manage your inventory data, access the tools you need to schedule, meet and fulfill client requirement, and provide POP reporting</p>	<ul style="list-style-type: none"> <li>• Drive sales</li> <li>• Get higher rates through better targeting</li> <li>• Lower your costs through efficiencies</li> <li>• Provide POP more quickly, leading to quicker payments</li> </ul>
<p><b>Digital</b> A powerful technology mix that manages hardware, play lists and scheduling</p>	<ul style="list-style-type: none"> <li>• Manage static and digital media on the same contract</li> <li>• Sell by day-part</li> <li>• Proof-of-play reporting</li> <li>• Checks for adjacency conflicts</li> <li>• Define playlist triggers &amp; structure</li> </ul>
<p><b>Financial</b> Integrates with third-party accounting applications for timely, accurate billing needs and lease payments</p>	<ul style="list-style-type: none"> <li>• Single data entry – reduces input time, errors and costs</li> <li>• Flexible billing, scheduling, lease payment schedules</li> <li>• Assign revenue to inventory</li> <li>• Report allocations for lease payment calculations</li> <li>• At a glance analysis of your locations</li> </ul>
<p><b>Advanced Mapping</b> Efficiently create better-targeted showings and proposals</p>	<ul style="list-style-type: none"> <li>• Search and book by demographic or proximity</li> <li>• Command higher rates</li> <li>• Show clients how to reach their target audience</li> </ul>
<p><b>Multimedia</b> A single storage of photo and electronic documents</p>	<ul style="list-style-type: none"> <li>• All electronic formats in one database</li> <li>• Showcase inventory with powerful presentations</li> <li>• Generate photo sheets with maps and photos</li> </ul>
<p><b>Maintenance</b> Record, schedule and track maintenance of sites, structures or faces</p>	<ul style="list-style-type: none"> <li>• Reduce operating costs</li> <li>• Minimize administration of tasks</li> <li>• Ensure locations are in top condition</li> <li>• Timely accurate information</li> <li>• Identify and prioritize maintenance task</li> </ul>

# What is Advertising Management?

Advertising management is a system used to streamline and manage all aspects of an advertising business including sales, scheduling, deployments, finance and operations. Advertising management is used for all media types including digital signage, billboards, transit signage, street furniture, truckside signage, place-based signage, and more.



**One System, One Solution That Spans  
All Out-of-Home Media Platforms**

# Why Advertising Management?

- **Profitability Maximizing** – Advertising management streamlines and manages operating costs, purchasing processes and business practices across all departments and units, ensuring that every opportunity for revenue is recognized.
- **Measureable** – Measuring advertising expenditures, success, and exposure to the targeted audience is key to any advertising business. Advertising management allows companies to measure all of the critical functions to determine the best ROI for the customer.
- **Connected** – Advertising management connects all your departments to each other with the information they need to share. From maintenance to sales to billing, everyone on your team will be in the loop eliminating work duplication, frustration, and confusion.
- **Centralized** – Keep all of your advertising business data in one central location where you can connect all the dots, streamlining your business and maximizing your efficiency. No more personal spreadsheets and piles of paper with critical data getting lost in the shuffle.
- **Immediate** – Get the information that you need, when you need it and where you need it. No waiting for various departments to email reports. You'll have access to centralized, up-to-date information from all areas of the company at your fingertips.



## Why Scala Advertising Management?

- **Accurate** – Since Scala software incorporates all areas of your advertising business, you'll be in sync with every department so you'll get real-time accurate data about your signage network at the click of a button.
- **Configurable** – Every Scala installation can be configured and customized to meet the specific needs of the environment. Many different add on pieces of software called Modules are available to further configure your system to meet your exact requirements.
- **Complete** – The goal of any advertisement is to draw attention to the message of the advertiser regardless of media type. Whether it's digital signage, outdoor billboards, park benches or bus station posters, with Scala advertising management software, you can manage multiple media types using one contract.
- **Reliable** – Scala software has been tested and proven in numerous different types of environments and manages the world's largest outdoor networks. With more than two decades of experience in the outdoor advertising industry, you can rest assured that Scala software is reliable.
- **Efficient** – Instead of managing different parts of your signage network in different ways, Scala lets you manage everything in one spot with no duplicate effort and no missing pieces. By consolidating all the functions associated with an advertising network, Scala makes managing an advertising business infinitely more streamlined.
- **Results Driven** – Dependable results are critical in the advertising industry and advertising management is all about measuring what was actually advertised, how much it cost, and how many impressions were made. All the information you need, when and where you need it.
- **Independent** – Scala is an independent third party company. It is not owned or operated, in part or in whole, by any media company. Giving you the most unbiased objective guidance out there for your advertising network.

