



Solutions for People

At alfamedia we have created a solution for media companies, who want to offer their advertisers supreme services via the Internet.

We call this the AdCounter.

AdCounter

**An
advertiser
portal
on the
Internet**

**Enjoy our
friendly and
efficient
self-
service**

**An Open
Platform for
integrating
business
processes**

Stay Open 24 by 7

- Have you ever considered staying open 24 hours a day, 7 days a week for serving your customers and taking advertising business?
- Many have and have deployed our AdCounter solution for taking ads via the Internet.

The Advertiser Is In Focus

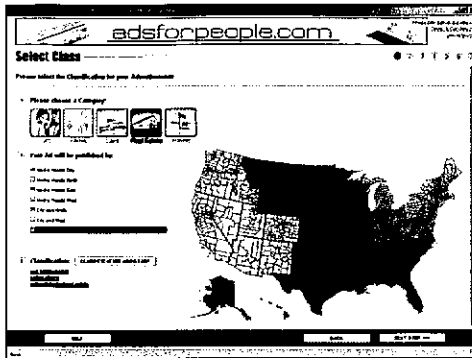
- We let the advertisers design, produce, place and pay their ads on-line.
- We let the advertisers place their business, when ever they want – wherever they are.
- We let the advertisers monitor their accounts, change and rebook ads.
- The media company can design appealing templates for the advertiser

Advertising Made Easy

- alfa AdCounter makes the job of placing an ad as simple as can be. All the advertiser needs is a standard Web browser.
- This attracts advertisers, they do not have the time for dealing with complicated business practices today.
- This brings new and incremental revenue to the media company – and even without de-

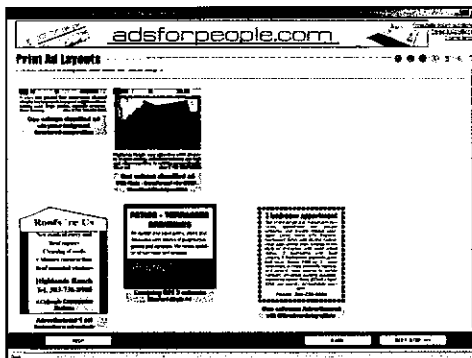


Selecting Issue

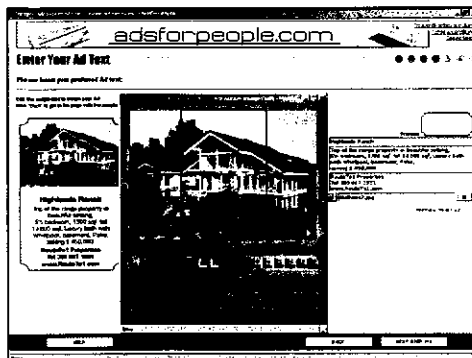


Selecting Classification

Selecting Ad Template



Online Image Adaption



»» What Does AdCounter Solve?

AdCounter is a complete portal on the Internet for media companies who have advertisements as their business.

- Accessibility, the media company is available for business when the advertiser is, the Internet is open 24 by 7.
- Booking the ad, the advertiser can at his leisure browse the media company's offering of templates, classifications, issues and other services to help him reach his audience.
- Composition, the advertiser can choose from a variety of high quality advertisement templates that the media company has carefully prepared, supporting its brand. Often the advertisers up-sell themselves on the ad, when they see the opportunities in the templates in front of them.
- The advertisers can monitor their account on-line, see where they have advertised, when and what they have spent. Even the small business can start to think of its marketing in terms of campaigns with specific goals.
- Integration, AdCounter integrates seamlessly into the media company's IT infrastructure. Finished PDF ads are delivered to the production systems, and details about the inserts and the order are efficiently exchanged with the commercial systems.

»» Advanced Features

AdCounter does more than the ordinary web based advertising solution:

- Advanced templates bring unique features in the industry; here is a few:
- Automatic adjustment of font sizes and shapes in headlines.
- Automatic check of image quality and conversion from RGB to CMYK, and from color to black and white.
- Images can be cropped and converted on-line.
- Advertisers can manage their inventory (cars, homes etc.) online and produce advertisements from this inventory – swift and easy.
- AdCounter can present the advertiser with a variety of alternative ad designs for his content, this helps the advertiser to be more creative.

»» The Technology

AdCounter is a Java based web solution, based on the latest standards, making it easy to integrate into the IT infrastructure of the media company.

- SOA Architecture, using web-services AdCounter is open for collaboration with other software systems, our render-service for example is used by many of our clients from their own user interfaces.
- Scalability, executing in a J2EE container AdCounter scales from small installations using Open Source application servers to the largest corporate installations.
- AdCounter can be installed in the media company's infrastructure, at a hosting center or even rented as a hosted service from alfamedia.