

## joint media answers: a bird's eye view of your ad workflow

ppi Media at the IFRA Expo 2009 in Vienna

**What is an ad? How can you keep track of advertising spaces for web and mobile banners as well as print and classified ads? Which cross-media sales combinations are available to ad customers? Answers to these and many other questions about ad management will be given by ppi Media – a subsidiary of manroland AG – with its joint media answers. ppi's umbrella ad solution will be presented at IFRA Expo from 12 to 15 October 2009.**

joint media answers combines all areas in the ad department into one logical unit. All processes in the ad management workflow – from ad booking through reservation or production to pagination and verification – create an automated, end-to-end workflow. The integration of commercial aspects and the incorporation of production data from the planning, prepress and press systems are equally important.

### IFRA session with AdX and OWL Online

Along with AdMan, the control center for ad production, the classified pagination module AdPag and the ad space reservation module AdDispo, ppi's cross-media tool AdX is now one of the ad solutions of the joint media answers.

Alexander Kowalak from OWL Online GmbH & Co. KG, the regional online service provider for the Neue Westfälische, Lippische Landes-Zeitung and Mindener Tageblatt, will present AdX from a user's point of view in his lecture during the *Focus Session 1: Ads and Advertising* on 12 October from 2 to 4.30 p.m. In this lecture he will broach the issue of OWL Online's decision in favor of AdX and will talk about opportunities and prospects presented by the ad management system. "In order to keep up with the dynamics of online advertising and to optimize our reservation processes in this segment, we decided to install ppi's new reservation tool. AdX provides us with a tailor-made, expandable online solution that meets our requirements".

### A powerful multimedia unit

"Print is our origin", says Norbert Ohl, COO at ppi Media. Although printed daily news is still ppi's main focus, it is now focusing increasingly on solutions for new media. With AdX ppi will take the first step towards the multimedia world of advertising, first and foremost by linking different media channels: together, print, online and mobile are a powerful combination.

More information on ppi's joint media answers can be found on its new mobile website under <http://mobile.ppimedia.de>.

manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs almost 8,700 people and has annual sales of some Euro 1.7 billion with an export share of 80%. Web fed and sheetfed presses provide solutions for publishing, commercial, and packaging printing.

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Photos can be downloaded from [www.manroland.com](http://www.manroland.com) in the category **Press**.

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### **SAP and ppi at joint trade fair stand**

For many years ppi Media has pursued a consistent service strategy. Generally known as an 'integrator' in the printing industry, ppi offers its customers comprehensive, all-round customer liaison and support. ppi is your main contact – from consulting through installation to software maintenance.

“In September we reached an important milestone in the integration of ad booking systems. We are a certified EBM partner of SAP,” says Ohl.

As partners ppi and SAP will also share a joint stand at the IFRA Expo 2009. At an info counter at ppi's stand, ppi and SAP will exclusively present the end-to-end solution for newspaper production to trade fair visitors.

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#### **Captions:**

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