

F.A.Z. decides in favor of ppi's cross-media ad solution AdX

Sign contract at the IFRA Expo 2009

On 12 October 2009 the Frankfurter Allgemeine Zeitung (F.A.Z.) commissioned ppi Media, a subsidiary of manroland AG, to install the print and online functions from its cross-media ad solution AdX.

“Apart from the intuitive design of AdX and its clear display of different media on a single planning board, we were particularly impressed by ppi’s integration of our ad server Dart,” said Stephan Puls, Director of Prepress Production at F.A.Z. Once AdX has been installed, the integration of the ad order entry system is planned for the second phase. Cross-media campaigns can then be transferred from the ad order entry system to AdX and planned there. When AdX has been installed, staff at the publishing house and its field offices will have parallel access to the web-based solution and be able to view the current status of occupied and free spaces for print and online ads at all times. It will also be much easier to sell cross-media packages due to the graphic cross-media planning board that displays both the website and newspaper structure. As an additional sales aid, AdX is able to display sample pages and incorporate official monthly statistics.

About AdX

AdX, a cross-media ad management system, has been developed by ppi for the reservation of online, print and mobile advertising formats. Bookings for print ads are visualized in a page dummy, while online and mobile bookings are displayed on a cross-media planning board. The aggregate Package View shows the bookings for all the media in a clear overview. AdX is supported by a Self Service Tool, which customers can use to inform themselves in advance on positions, advertising duration and the cost of their planned online campaign. An iPhone application is also available for AdX.

Caption:

From left: Andreas Gierth, F.A.Z., Dr. Sabine Jähmlich, ppi Media, Stefan Puls, F.A.Z. and Dr. Ernst Peters, F.A.Z. | © ppi Media.

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.

manroland AG

Corporate Marketing & Communications
86219 Augsburg

Thomas Hauser

Phone: +49 (0) 821 424-26 82
Fax: +49 (0) 821 424-12 00
E-mail: thomas.hauser@manroland.com

Eva Doppler

Phone: +49 (0) 821 424-38 95
Fax: +49 (0) 821 424-12 00
E-mail: eva.doppler@manroland.com

Andrea Bleesen

Phone: +49 (0) 69 83 05-34 10
Fax: +49 (0) 69 83 05-69 34 10
E-mail: andrea.bleesen@manroland.com

Photos can be downloaded from www.manroland.com in the category **Press**.

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