

SAP Functions in Detail
SAP for Media



ADVERTISING SALES USING SAP® CLASSIFIED ADVERTISING MANAGEMENT

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OVERVIEW OF SAP® CLASSIFIED ADVERTISING MANAGEMENT

This document provides an overview of a new application that has been developed as an enhancement to the advertising management capability of the SAP for Media set of solutions. This application, SAP® Classified Advertising Management, can be used to create, design, and manage advertising content.

The advertising management capability of SAP for Media has been available for some time. Many publishers have used this capability to manage the entire advertising sales process, including billing and integration with accounting. This offering has now been enhanced, enabling newspaper and magazine publishers to create and manage advertising content in addition to commercial advertising data, which was previously the main focus of the offering. The new capabilities include editing semidisplay ads, incorporating graphics and photos into advertising content, and displaying this content as a proof.

The objective of the enhancement is to support the entire entry process for classified ads and semidisplay ads. A single user interface provides optimum support and a straightforward approach for entering ad content, which is a time-critical function performed at the customer service center. SAP also plans to support entry of ad content over the Internet as part of customer self-services.

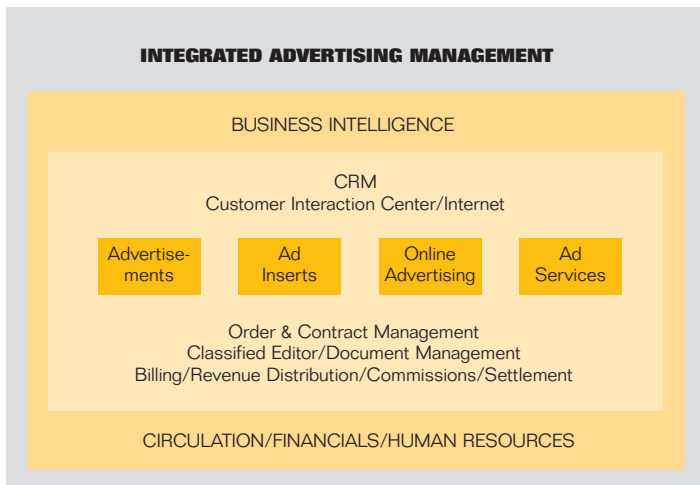


Figure 1: Integrated Advertising Management Provided by SAP

OVERVIEW OF BUSINESS PROCESS SUPPORT

This document describes enhancements to the existing advertising management capability of SAP for Media that focus on the sale of classified ads and semidisplay ads. These enhancements are bundled in a new application called SAP Classified Advertising Management.

Although the existing advertising management capability does support the sale of display ads, the corresponding ad content is usually predesigned and requires complex design functions that extend beyond the scope of SAP Classified Advertising Management. SAP partner solutions can be connected using the standard interface (IS-M/ITA). For commercial processing, the advertising management capability covers all types of advertising services, including classified ads, display ads, ad inserts, banner advertising on the Internet, and services.

The central business process supported by the SAP Classified Advertising Management application is the sale of an ad with ad content designed by a user in the advertising department or a call center employee. Although this application does not cover additional aspects of ad production such as page makeup or pagination, the interfaces required for these functions are provided.

Ad Sales with Ad Content Design in the Customer Interaction Center

In this process, a user in the advertising department creates or modifies an ad while working in the customer interaction center (CIC) available in advertising management.

Two processing variants are available for entering ad content in a CIC:

- The user in the advertising department enters ad content directly using WYSIWYG design options in the editor. Various design samples (styles) can be predefined by the publisher and proposed as appropriate for the ad context or business partner.

- The user in the advertising department enters a series of predefined attributes that the application proposes as appropriate to the booking unit and content component. For example, if the booking unit is “autos for sale,” the application proposes relevant attributes such as brand, model, performance, mileage, and color. Then the application renders the ad content using a predefined template in which the selected attributes are entered.

The user can insert ad components such as photos, logos, or other graphics. Ad components can be a new picture that is loaded and inserted for a specific order or components that are used repeatedly, such as logos for a business partner or graphics for a special content component (wedding rings for marriage announcements or baby shoes for a birth announcement, for example). In this case, the SAP Easy Document Management application is integrated with SAP Classified Advertising Management.

The application builds on customer interaction center functionality already available in SAP for Media. An interface combines the ad display with the editor. Other design alternatives can be configured for the CIC user interface in the customizing settings. In addition to supporting the entry and editing of classified advertising content, the interaction center facilitates the handling of customer transactions, providing users with a comprehensive view of customer data and orders as well as functions to track customer histories and profiles.

Information on the functions that are available specifically in the customer interaction center or generally in advertising management is available in SAP online help under help.sap.com

Key functions of the CIC include:

- Search using various criteria
- Computer telephony integration (CTI)
- Access to complete customer histories including information from other applications such as existing subscription orders or open items
- Current campaigns
- Scripting
- Proposals for up-selling options

The advertising management capability provides additional functions that include:

- Publication calendars
- Dynamic, flexible price determination
- Plausibility and credit-limit checks
- Support for various payment types and methods

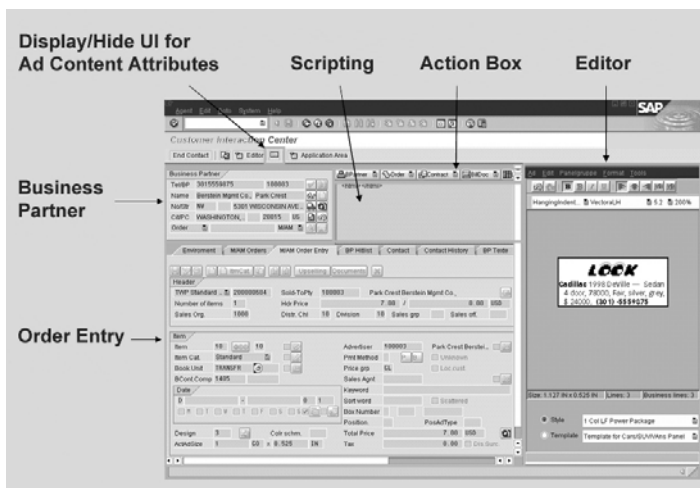


Figure 2: Sale of Classified Ads with Ad Content Design in the Customer Interaction Center

Ad Sales with Ad Content Design on the Internet

The next version of SAP Classified Advertising Management will provide complete support for customer entry of classified ads over the Internet.

The current application can be made available through the Internet using the same functions as those for the advertising management capability. The required interfaces are provided as part of the application, as is integrated ad content design.

Restrictions

The SAP Classified Advertising Management application contains functions for editing and managing ad content for the sale of classified ads and semidisplay ads, but not for complex display ads. Additional aspects of ad production, such as pagination and page makeup, are not covered by this application. However, interfaces required for integration of the relevant systems are provided.

Vision

SAP intends to support the AdsML workflow standard for ads, which is an initiative from Ifra and the Newspaper Association of America (NAA). Additional information on this standard can be found under www.adsm.org

Support for a predefined Internet process with integrated ad content design will be available in the next version.

ARCHITECTURE AND INTEGRATION

The ad entry process with ad content design (described above) requires the SAP Classified Advertising Management (IS-M/AMC) application in addition to the advertising management capability (IS-M/AM) of SAP for Media. Communication is through remote function calls (RFCs) over the standard interface (IS-M/ITA).

The standard interface can be used to manage ad orders in a fully integrated manner with all ad production applications that are commercially available. Fully integrated management of ad orders means that every user has continual online access to all functions that are required to create or modify an ad order in the commercial or technical application.

SAP Classified Advertising Management has two components:

- Java-based user interface (IS-M/AMC UI), which runs as an applet within an HTML container in the CIC.

The user enters ad content in the user interface. Photos, logos, and other graphics can be stored in SAP Easy Document Management and inserted into the ad design.

- ABAP™-based server (IS-M/AMC Server)

The server provides the user interface with customizing information that is relevant for ad entry, such as styles, templates, or ad content validation rules. The server saves the ad content, which includes ad content attributes, the native editor format, print formats, graphics, and the preview formats. It also provides the user interface and support for integration with external systems.

It is necessary to run IS-M/AMC Server on a separate instance for the combination of IS-M/AM 4.72 with IS-M/AMC 1.0, since this component requires SAP Web Application Server 6.40. Separate hardware is also advisable to ensure availability, providing the production system with constant access to ad information even during upgrades.

The following figure shows the architecture of IS-M/AM and IS-M/AMC for order processing in the CIC.

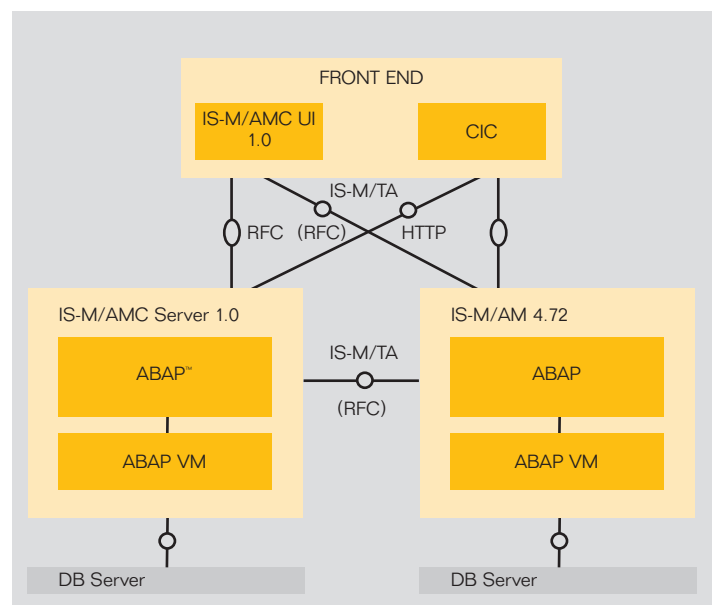


Figure 3: Architecture of SAP Classified Advertising Management (IS-M/AMC)

Integration with Ad Production Systems and External Interfaces

Once the ad content has been designed, it is saved within the SAP Classified Advertising Management application, from which it can be extracted and forwarded to pagination. IS-M/AMC Server provides a programming interface (BAPI®) for this process. This interface can be used to read schedule lines, ad content attributes, graphics, preview formats, and print formats.

SAP Easy Document Management is used to manage graphics for business objects (refer to section 4.3). An RFC interface for reading and creating graphics is available. An editor for display ads can use this interface to access graphics.

Release and Component Dependency

The following dependencies exist:

- As a minimum, release 4.72 of IS-M/AM is required for the integration of IS-M/AMC.
- IS-M/AMC UI cannot be used as a front-end application independently of IS-M/AMC Server 1.0.
- Use of IS-M/AMC UI assumes that a Java Runtime Environment has been installed on the front end.

FUNCTIONS IN DETAIL

Entry of Ad Content

The user interface provides two variants for entering ad content: WYSIWYG entry in editor mode and entry of ad content attributes in template mode. The user can toggle between editor mode and template mode at any stage.

Entry of Ad Content in Editor Mode

A user in the advertising department can use the SAP Classified Advertising Management editor to design ads graphically using the WYSIWYG principle. Formatting for ads is predefined in the editor using styles, which are configured in customizing.

A style is a design template that describes the basic format of the ad content and the design options:

- The width of the ad and the space in which graphics can be inserted are specified in the definition of the style.
- Elements used during ad content design, such as font types, font sizes, background colors, line spacing, bullets, indents, and borders, are specified in the definition of design options.

For example, a style can define ad content that contains two columns and uses *Arial* and *Times New Roman* fonts in point size six and eight.

A default style is applied to text during content entry. The style can be changed and text that has already been entered is modified accordingly.

Entry of Ad Content in Template Mode

A user can create ad content by entering ad content attributes in the template mode. For example, a user in the advertising department can enter attributes using a predefined interface for the booking unit and content component involved and can switch to a different panel group from this interface, if necessary. Panel groups, associated panels, attributes, and default values are configured in customizing.

Once the ad content attributes have been entered, the application uses one of the templates configured in customizing to render the ad content. A template contains predefined ad content whose text contains placeholders into which attribute values are inserted during generation.

Ad Content Validation

After the ad content has been entered, the application uses ad content validation rules recorded in IS-M/AMC Server to check the ad. The application informs the user in the advertising department whether the ad content can be published. The results of validation are transferred to the ad spec information in IS-M/AM to prevent ad content that violates these rules from being published.

The following checks can be performed:

- Spelling and abbreviation check according to content component used
- Forbidden-word check according to content component used
- Customer rules configured in customizing

Pricing Information

The standard interface (IS-M/ITA) is used to transfer pricing information from IS-M/AMC UI to the pricing component. Information used in pricing includes ad height and width; number of columns and lines; color scheme; number, type, and size of ad components in the ad content; styles and templates; reverse indicator; grid spacing; border type and width; text header; raw text; and page and column format.

Ad Content Versions

A new version is created each time an ad content change is saved. The user in the advertising department can display a list of all ad content versions with their version number and creation data. The user can select one of these versions, and the application loads this ad content into the user interface. If the user saves this version during subsequent processing, it becomes the active version in IS-M/AMC Server.

Ad Proof

A user can generate an ad proof from the native editor format in the user interface. An ad proof contains an ad preview and data from the ad order and can be used by customers to check their ads. The publisher can customize the appearance of the ad proof, which can be printed or sent as a fax or e-mail attachment.

Generation of Various Formats

The application saves the designed ad in the native editor format in IS-M/AMC Server. The EPS print format and the TIFF, JPG, and PNG preview formats can be generated from the native editor format. Configuration settings control which format is generated.

Editing and Design Functions in the Editor

General Editing Functions

Standard editor functions, such as Select, Cut, Copy, Paste, Undo, and Redo, and the use of various shortcuts are available. Because a key combination can be configured for each IS-M/AMC UI function in customizing, the editor can be used extremely efficiently with only the keyboard.

Users can modify the zoom level within the range of 25% to 400% to change the display of ad content, which is especially helpful during entry of smaller ads.

Fonts, Text, and Paragraph Formatting

The editor supports the following formatting functions:

- Standard font design
Defining superscript, subscript, caps, and small caps; modifying character insets; inserting special characters; and defining color, bold, super bold, italics, and underline font styles
- Text alignment
Left or right, centered, justified, indented, or different line or margin spacing
- Background colors
- Paragraph style templates
- List functions, such as bullets and alignment

Borders

The SAP Classified Advertising Management user interface supports various border types that the user in the advertising department can insert in ad content. Borders can be applied to the entire ad content or to individual text or graphic blocks only. The user can also define border type, border width, and border color. Decorative borders, borders that wrap the ad margin, and borders that are created by repeating a defined image are supported. Borders can be set in a predefined style.

Text Input Help

The following options are available to the user to facilitate text entry:

- Replacement text is an automatic function that replaces one text string with another in the WYSIWYG editor. It can be defined centrally or by individual users. Replacement text can also be inserted using key combinations.
- Text can be copied into ad content from a book of predefined text modules. These modules can be available for all users or only for specific users.
- A predefined box number, telephone number, and e-mail address for the advertiser can be inserted in the ad content from IS-M/AM.

Automatic Hyphenation

The user interface for SAP Classified Advertising Management supports automatic hyphenation, which takes place after a word has been entered. If the whole word cannot be displayed in the current line, it is automatically hyphenated according to predefined hyphenation rules.

Automatic hyphenation can be deactivated, if necessary, enabling the user to perform it manually. Hyphenation exceptions can be configured centrally or they can be defined for specific ad content.

Graphics

From the SAP Classified Advertising Management interface, the user can access graphics such as logos, photos, and icons that have been assigned to IS-M/AM business objects, such as the business partner or content component. The user can use a selection dialog to insert graphics into ad content.

Users can also enter the size of the ad component in the selection dialog. The application automatically inserts the ad component in this size. If the user enters a size but does not select an ad component, the application automatically inserts a placeholder in the ad content and indicates that this is not a final version of the ad component.

This information is transferred to IS-M/AM with the size information.

Management of Graphics with SAP Easy Document Management

SAP Easy Document Management was integrated in release 4.72 of IS-M/AM. This integration means that graphics can be assigned to the relevant business objects (business partner, booking unit, content component, or order) and managed in these objects.

When an ad is entered in IS-M/AM UI, these graphics can be accessed and inserted in the size required for the ad designed. Information on the graphics used is then returned to IS-M/AM so that pricing can be performed on the basis of this information. A where-used list is also available for each graphic.

Management of Graphics for Business Objects

SAP Easy Document Management includes the following functions:

- Import graphic or document from a file
A graphic or document can be defined by creating a new one or by importing an existing one from the file system.
- Import new version of graphic
Several physical graphics (several versions of a graphic) can be combined in a single logical document. When the graphic is imported, the user must define whether the existing version of the graphic is to be overwritten or retained.
- Export graphic with or without block
- Delete original graphic
There are two options when deleting a graphic: the actual graphic is physically deleted or only the reference to the graphic is deleted. In the latter case, the application deletes the link between the graphic and its associated business object.
- Create folder
- Rename folder or graphic
- Display graphic
- Display where-used list
List all business objects to which a specific graphic is assigned
- Send graphic
Send graphics as an e-mail attachment to one or more recipients

The application can make the graphics recorded for a business object (business partner, content component, booking unit, or order) available to an external system, such as an editor for display ads.

Management of Attributes for Graphic Files

Users can maintain attributes for graphics or folders. Examples of attributes that are supplied include the following:

- **Type of graphic**
Distinguishes the individual types of graphics (photo, logo, emblems, and so on) so they can be handled individually during pricing. The types of graphics available are configured in customizing.
- **Release status**
Shows whether a graphic has been released for use in IS-M/AMC UI. The user can select only graphics that have been released for use; that is, for which this indicator has been set.
- **Color scheme**
Indicates whether a graphic is printed in color or black and white

Additional attributes can be defined, such as an indicator that shows whether a graphic has been released for portal users who access the application remotely.

Where-Used List

The user can generate a where-used list to identify business objects in which a graphic is being used. For example, a user can determine the ad orders or business partners to which a specific photo is assigned. A user can trigger the *Usage as an Ad Component* function to obtain a list of all ads in which a graphic is being used in the ad content.

Reorganization

Various options are available for reorganization. Ad content can be deleted for orders, or older versions of ad content can be deleted, while more recent versions are retained.

Print and preview formats can be deleted separately. Since the native editor format is retained, the ad content is still available for purposes such as copying orders.

GLOSSARY

A

Action – Term from Java programming to describe a function that can be used to assign a font or to cut and insert text.

All functions in IS-M/AMC *UI* are actions to which a shortcut can be assigned.

Ad component – Graphic that is inserted in the ad content in IS-M/AMC *UI*.

Each graphic must be identified uniquely and saved so that it can be reused during ad content design in SAP Easy Document Management. Some graphics can be inserted in any ad content, while others can be used only for a specific booking unit or content component. Some graphics are also reserved for specific advertisers.

Ad content – Ad text that is entered and formatted in IS-M/AMC *UI* and may have additional design elements such as lists, borders, and graphics.

Ad content is saved with ad content attributes and ad components in IS-M/AMC Server.

Ad content attribute – Characteristic that is assigned to ad content to describe its content semantically. A car ad, for example, can have make, model, and color as content attributes.

Users can enter ad content attributes on a panel in IS-M/AMC *UI* for the following purposes:

- To accelerate the entry of ad content for standardized ads using templates. The values for ad content attributes are entered in text-entry fields in the template, and the finished classified ad is generated from the template.
- To evaluate information that is automatically entered in a structured format at a subsequent stage; for instance, when searching for classified ads on the Internet.

Ad content attributes are elements and attributes in the XML DTD.

Ad content ID – Identification number for the ad content in IS-M/AMC *UI*.

When ad content is created in IS-M/AMC *UI*, the application assigns an ad content ID, which is transferred to IS-M/AM when the user exits IS-M/AMC *UI* and recorded in the Technical Ad Spec ID field for the ad spec. The ad content ID and the technical ad spec ID are used to create a relationship between the ad spec in advertising management and the ad content in IS-M/AMC *UI*.

Ad content validation – Check that the ad content conforms to ad content validation rules.

IS-M/AMC Server performs this check when the user exits IS-M/AMC *UI*. However, the user can trigger this check. Production of classified ads can be prevented if an ad content validation rule is violated.

Ad content validation rule – Rule that defines company-specific content and design requirements.

Some rules are defined by customers, while others are supplied as defaults in the application:

- The rules that are supplied in the application include checks for spelling, allowed abbreviations, and forbidden words.
- A customer rule is specific to that customer. For example, the customer can stipulate that every ad over 20 lines in the real estate section has to have a border.

Ad order – Commercial section of the ad, which is entered and managed as a sales document with items of the ad item type in the advertising management capability of SAP for Media.

Each ad order has different business partners and planning- and production-relevant data that are used to determine the price. The advertising area to be designed is described in an ad spec. Whether the ad is designed by employees in the advertising department or by customers, ad content is created in IS-M/AMC for this ad spec.

Ad production system – Technical system used to position and align content that can be published.

Ad proof – Document that a customer receives to check the ad content and design.

This document contains an ad preview of a reasonable quality, as well as commercial and technical data from order entry in IS-M/AM, such as the booking unit and content component.

B

Basic border type – Characteristic that describes the border form.

The basic border type defines whether the border has an inverted rounded edge or any shading, for example.

Border style – Characteristic that describes a line surrounding a border.

The border style defines whether a single or double line is used, for example.

Border type – Characteristic that summarizes the basic border type and border style.

The car-ad border type can, for example, combine the *Border with Rounded Edges* basic border type and the *Single Line* border style.

Bullet – Symbol (dot, square, arrow, and so on) that is used to define elements in bulleted lists.

C

Classified ad – Ads that are placed by private individuals or businesses such as car dealerships, real estate agents, and funeral directors.

In contrast to product and image ads from major companies, classified ads have a much simpler design and are often published in specialty columns or in special publications on specific days. Many classified ads are all copy, while others contain design elements such as lists, borders, photos, pictures, and logos.

Classified ads are usually entered by employees at a media company or by customers. They are sold over the telephone, in sales offices, and on the Internet.

Examples of classified ads include real estate ads, car ads, obituaries, birthday announcements, and various types of items to be sold or bought.

Container – Rectangular area used in a style to describe the structure of the ad content.

Containers can be nested; that is, a container can contain containers that divide the larger container into rectangular areas. Text and image blocks can be inserted to subdivide the container further.

Horizontal or vertical containers are available. If a user inserts containers, text blocks, or image blocks in a vertical container, they are arranged above one another. If a user inserts containers, text blocks, or image blocks in a horizontal container, they are arranged next to one another.

A horizontal container in which two text blocks are inserted is used for an ad with two columns. A vertical container in which a text block and an image block are inserted is used for an ad that contains a graphic above the ad text.

D
Display ad – Ad booked by agencies and marketing departments for major companies.

Display ads typically involve product or image ads, have a complex design, and appear in a suitable editorial section or as full-page ads in magazines.

F
Font – Digital display of a typeface.

Two main formats are available to describe a font: *PostScript Type1* and *TrueType*. *PostScript Type1* is used for printing and calculation of character sizes for word wrapping. *TrueType* is used in IS-M/AMC UI to display a font on the screen.

Font family – Group that combines all fonts from the same family.

The *Arial* font family can contain the *Arial normal*, *Arial bold*, and *Arial italic* fonts.

Font style – Characteristic that distinguishes all fonts in a font family, such as *Normal*, *Bold*, *SuperBold*, *Italic*, *BoldItalic*, and *SuperBoldItalic*.

G
Graphic – Collective term for photos, icons, logos, crests, drawings, pictures, and banners.

Graphics can be saved in SAP Easy Document Management in EPS, JPG, GIF, TIFF, and PNG file formats and can be assigned to booking units, content components, and business partners in IS-M/AM.

A graphic that is inserted in ad content in IS-M/AMC UI is an ad component.

I
Image block – Rectangular area that is used in a style to describe the structure of ad content.

An image block is used to insert graphics in ad text. Image and text blocks in a container are inserted according to their ID sequence.

L
Leader – String of symbols that replace a tab, often a string of dots.

When text is designed in IS-M/AMC UI, leaders are used to provide a graphical representation of a relationship between text to the left of a tab and text to the right of a tab.

N
Native editor format – Internal IS-M/AMC UI format in which ad content is saved in IS-M/AMC Server and from which print and preview formats are generated.

P
Panel – Tab page in IS-M/AMC UI on which ad content attributes are entered.

A panel belongs to a panel group, which is displayed as a tab in IS-M/AMC UI.

Panel group – Group in which panels are combined.

The panel group is displayed as a tab in IS-M/AMC UI, and each panel in the group is displayed as a tab page. The application determines the panel group according to the booking unit and content component that were specified during order entry in IS-M/AM. The panel group can be changed by selecting a different panel group.

Paragraph style – Design template for a paragraph in which various formatting elements, such as font, font style, line spacing, or inset to the previous and subsequent paragraph, are combined as a unit.

To format a paragraph quickly, a user can copy an entire group of formatting elements in a single step by assigning a paragraph style to a paragraph.

Preview format – Draft-quality format that can be generated for order confirmations or advertising publications in IS-M/AMC UI from the native editor format for the ad content and saved in IS-M/AMC Server. Examples include JPG, TIFF, or PNG.

Print format – Printable format that is generated for production in a technical system from the native editor format for the ad content in IS-M/AMC UI and saved in IS-M/AMC Server. EPS is an example of print format.

R

Replacement text – Text module that replaces an ID code when ad text is entered, accelerating the entry of ad text. For example, the ID code Bst rgrds is replaced by Best regards during typing.

S

SAP Classified Advertising Management (IS-M/AMC) – Application component in the SAP for Media set of solutions to which IS-M/AMC User Interface (UI) and IS-M/AMC Server belong.

IS-M/AMC UI is an editor that provides two options for entering ad content:

- Direct entry of ad text using an IS-M/AMC UI editor in editor mode. Users can format characters, paragraphs, and text blocks to design ad text and can also insert borders and graphics. A style defines the options that are available for designing ad text.
- Generation of ad content using an IS-M/AMC UI template in template mode. Ad content attributes that are entered in the panel group are entered in the placeholders in ad text.

Ad content is validated, saved, and prepared for production in IS-M/AMC Server.

Script panel – Specific variant of a panel on which text modules that are used to enter ad text can be selected with a mouse click.

The text modules selected are inserted in a placeholder in the template when the ad content is generated. For example, *Air Con* or *Alloy Wheels* text modules can be proposed on a script panel for the entry of car ads.

Shortcut – Combination of keyboard keys to carry out an action or function when using IS-M/AMC UI.

Shortcuts can be used for the following activities in IS-M/AMC UI:

- Access actions
- Switch between panel fields
- Select panel groups
- Insert replacement text

Style – Description of the basic form of the ad content and the allowed design options:

- The basic form defines the width of the ad content and the number of horizontal and vertical containers, as well as text and image blocks that it contains.
- The design options define fonts, bullets, indentations, paragraph styles, borders, and other elements that can be used in a style.

For example, a style can indicate that ad content contains two columns and that the *Arial* and *Times New Roman* fonts are used in point size six and eight.

Symbol – Character in a font that is described using a hexadecimal code.

Examples of symbols are a telephone, a fax icon, or a dot used in bulleted lists or to visually highlight telephone numbers.

T

Template – Predesigned ad content whose ad text contains placeholders that refer to the ad content attributes.

The placeholders are replaced by values from the ad content attributes to generate complete ad content. One style is assigned to each template.

Text block – Rectangular area in a container that describes the structure of the ad content.

A text block is used to insert ad text. Graphics, which may be wrapped by text, can also be inserted at defined points in a text block. Text and image blocks in a container are inserted according to their ID sequence.

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