



Aptify®

Advertising Class Description

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Duration Half Day (3-4 Hours)

Class begins promptly at 9:00 AM, with a morning break. Class is scheduled to end between 12:00 and 1:00 PM, but times vary based on student questions and discussions.

Hours Estimates

All hours listed in parenthesis are estimates—actual times will differ based on many variables such as:

- Student Ability
- Questions
- Side Discussions
- Labs & Exams

Overview

This course provides an overview of the advertising add on module features of Aptify 6.0. The course is designed for individuals who will work within an organization's Advertising Department. This course builds on the material from the Aptify Fundamentals class; there will be a short review of Fundamentals to start the class.

Students will walk through the operation by partaking in real-time interactions and labs. The focus of the class is on learning the application by using the system.

Who Should Attend

Course is intended for:

- Users who specialize in the Advertising module

Course Prerequisites

Required

- Understanding of Fundamentals Course

Half Day

Introduction to Advertising (15 Minutes)

- Understanding the Advertising Module
- Using the Advertising Module

Aptify Review (30 Minutes) Optional

- Introduction
- Adding Applications and Services
- Navigating Aptify
- Aptify Terminology and Hierarchy
- Creating Views

Working with Display Ads (30 Minutes)

- Overview
- Product Category
- Products
- Color Codes
- Position Codes
- Size Codes
- Product Issues
- Rate Cards

Display Ad Processes (30 Minutes)

- Overview
- Advertising Contract Records
- Insertion Orders
- Applying Payments
- Creating an Insertion Order with Multiple Bill To Companies
- Cancelling Advertising Insertion Orders

Working with Classified Ads (30 Minutes)

- Overview
- Product Category
- Products
- Option Products
- Options
- Color Codes
- Position Codes
- Size Codes
- Product Issues
- Rate Cards

Classified Ad Processes (30 Minutes)

- Overview
- Advertising Contract Records
- Insertion Order
- Applying Payments
- Creating an Insertion Order with Multiple Bill To Companies
- Cancelling Advertising Insertion Orders

Commission Plans (30 Minutes)

- Overview
- Setting Up Commission Plan Exercises
- Creating a Simple Product's Commission Plan
- Creating an Advertising Product's Commission Plan
- Creating Commission Agreements

Calculating Commission Payments (30 Minutes)

- Overview
- Creating Widget Orders
- Creating an Advertising Contract and Insertion Order
- Manually Calculating Commissions
- Using the Wizard to Calculate Commissions
- Reviewing Commission Payments