CSA

A fully integrated Management, Sales and Accounting System

CSA's Outdoor Advertising software is designed to manage and control the unique business operations of an Outdoor Advertising company. The system offers a full compliment of features that address the specific needs of Sales, Accounting, Operations and Management, and provides a comprehensive business management solution for an Outdoor Advertising company.

LOCATION TRACKING

- Tracks information regarding each display location.
- Supports multiple media types (bulletins, 8 sheets, painted boards, bus shelters, etc.).
- Supports multiple markets and sub-markets.
- Tracks line of sight information.
- Tracks License and License Expiration information.
- Allows an unlimited number of user-defined location characteristics (near school, inbound to vacation attraction, etc.) to be assigned to each location.
- Allows an unlimited number of product restrictions to be identified for each location.
- Allows for an unlimited number of image files (pictures, maps, drawings, etc) to be associated with a location.
- Allows a map for a location to be automatically created and stored as a GIF file using Microsoft MapPoint.
- Allows for the creation of a new location by copying data from an existing location.
- Prints a detailed listing of all locations.
- Prints a summarized inventory count by market and sub-market, with separate counts for each media type and ethnic area.
- Prints a Location Listing By Locale Code Report.
- Prints file labels for each location.
- Prints a Location Billing Analysis Report, listing the sales generated from each location.
- Prints a Location Payments Analysis Report, listing the payments received for each location.
- Prints the Forecasted Revenue Report By Location, listing forecasted revenue for each location and advertiser.
- Prints a Utilities Cost Analysis Report, analyzing by meter the illumination costs that have been processed through CSA's Accounts Payable system.
- Prints a Location Direct Expense Report, listing direct expenses that have been charged to each location via CSA's Accounts Payable system.
- Allows TAB audit circulation figures to be imported into the system, and produces exception reports for unauthorized locations.

LEASING

- Tracks leased property and payment schedules.
- Allows up to 30 lease rate changes to be scheduled over the life of the lease.
- Supports firm and projected lease rate changes.
- Supports percent of revenue lease payments.
- Allows percent of revenue payments to be based on either customer billing or payments received.
- Supports lease payments to multiple payees on either a rotating or split payment basis.
- Identifies each location covered by the lease.
- Tracks notations relating to a lease, and stores the next contact date for follow-up with the lessor.
- Tracks information regarding the source of the lease, who booked it and who is managing the lease.
- Tracks computer files that are associated with the Lease, and allows the files to be viewed.
- Provides options to automatically generate Reminders for Lease Expirations, Next Lessor Contacts and Lease Rate Changes.
- Prints the Lease Master File Print-Out with options to print only those leases due to expire, or with lease rate changes scheduled to occur, or with next contract dates specified, over a user specified time period.
- Automatically produces regularly scheduled lease checks.
- Allows lease expenses to either be taken when the lease payment is made or amortized over the payment period.
- Produces the Percent of Revenue Lease Payment Register, and provides the option to automatically generate percent of revenue lease checks.
- Allows ad-hoc lease checks to be processed through the system.
- Provides separate options for automatically printing company information, bank information, MICR coding and authorized signature on lease checks.
- Allows void and manual check payments to be entered into the computer.
- Stores a complete history of all lease payments and in-trade lease compensation.
- Prints the Lease Payment History Report.
- Provides an inquiry into the detailed lease payment information by either lease number, vendor name, location description, location number or vendor number.
- Automatically creates accruals and reversals to lease pre-payment and expense general ledger accounts. Prints the Projected Liability Report in detail or summary form.

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CSA DATA SOLUTIONS

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- Prints the Lease Pre-Payment & Liability Analysis Report, listing the current pre-payment/liability status of each lease.
- Prints the Lease Sales Analysis Report By Source & Booked By, analyzing direct sales for a lease against lease expenses.

CONTRACTS & BILLING

- Tracks customer contracts.
- Multiple media types, markets and display periods can be entered as line items on a single contract.
- Revenue for each contract line can be distributed to as many as eight Revenue Classes.
- Supports agency discounts and other discounts.
- Allows for processing of advance payments, and automatically applies advances to later invoices.
- Allows sales and commission for a contract to be split between as many as three salesreps.
- Salesrep commission rates can be assigned for either the entire contract, each line item on the contract, or each revenue distribution on the contract line.
- Each revenue distribution on a contract line can be flagged to indicate whether it is subject to commission.
- Allows contracts to be assigned to an Advertising Class.
- Tracks revenue to the General Ledger by Advertising Class, Market, Panel Type and Revenue Class.
- Tracks information regarding the product displayed.
- Allows display periods and billing periods to be entered in months or days.
- Supports the processing of "In-Trade" contracts.
- Allows the user to specify a Preempt Date, indicating a date at which the contract can be unilaterally cancelled.
- Tracks the booking and renewal status of the contract.
- Allows locations to be charted as contracts are entered.
- Tracks computer files that are associated with the Contract, and allows the files to be viewed.
- Allows invoices for a contract to be sent to alternate customer sites, and addressed to specific contacts.
- For each contract, provides the option of printing Circulation and Posting Dates on the invoice.
- Provides an option for consolidating all line items on an invoice into a single line item for invoicing.
- Provides the option of printing the revenue distribution for each contract line on the invoice.
- Provides the option to generate and process an invoice for a contact, without printing the invoice.
- Provides options to automatically generate Reminders for Contract Expirations.
- Produces Pre-Billing reports, listing contracts scheduled to be billed, and contract billing exceptions.
- Prints invoices, and optionally prints each charted location on the invoice.
- Provides the ability to use computer generated form overlays when generating invoices and credit memos. (Printer restrictions apply).

- Provides the option of aging invoices in the A/R system using either the invoice date or the starting date of the billing period.
- Stores and prints the advertiser name and product description as reference information in the A/R system.
- Automatically allocates and tracks revenue for each location.
- Provides a separate routine through which salesreps can update the renewal status of each contract line item.
- Prints a Billing Status Report, summarizing the amount billed and amount remaining to be billed for each contract.
- Print a Billing Change Report By Sales Rep, listing the net change in billing for a period by Sales Rep.
- Prints a Contract Schedule Spreadsheet, summarizing the posting schedule for each Contract by month and printing occupancy statistics based on contracts.
- Prints the Forecasted Revenue Report by salesrep, media type, or combined for the entire company.
- Prints the Forecasted & Actual Sales By Panel Class report, in Detail or Summary format, listing projected and actual sales for a specified period.
- Prints acknowledgment letters.
- Prints a Signed Contracts Report, listing the value of contracts booked with a period by Sales Rep.
- Prints a Contract Expiration Report, listing contracts due to expire by Sales Rep.
- Prints a Contract Expirations & Renewal Analysis Report by Sales Rep, analyzing expiring contracts and their Renewal/Continuation value.
- Prints Contract Renewal Letters, automatically performing a mail merge on expiring contracts to produce customer renewal letters.
- Provides a commercial invoice routine that allows invoices to be created for goods and services other than rental display contracts.
- Allows for the processing of credit memos, with optional adjustment to the customer's sales history.
- Provides an Application Programming Interface (API) that allows third party applications to add, change and delete information in the Contract and Commercial Invoicing files.
- Tracks information on Advertiser Designs, including who will provide the design, the current status, relevant dates, approval information and the name of the graphic file.
- Produces the Advertiser Design Code Print-Out with selection criteria for eight dates related to Advertiser Designs.

PROPOSALS

- Tracks customer proposals and their current status.
- Supports multiple media types, markets and display periods on a single contract.

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- Produces a Proposals File Print-Out, listing all proposals at a user-specified status.
- Automatically generates formal customer proposals through MS Word.
- Provides a set of MS Word template documents for proposal generation.
- Allows standard template documents to be modified and new template documents to be created, through MS Word.
- Formal proposals can include image files, such as pictures and spotted maps. Spotted maps can be for each individual location, or an aggregate of all locations being proposed.
- Formal proposals can be sent electronically as a PDF file by adding other third-party software, such as Adobe Distiller.

CHARTING

- Maintains a complete posting schedule for each location.
- Provides a Charting Maintenance routine that allows locations to be quickly charted to a contract or proposal.
- Allows locations to be assigned to a contract or proposal by selecting from a list of available locations that meet the user's selection criteria, including Location Characteristics and Product Restrictions.
- Allows a Hold Thru date to be specified for proposed charting.
- While viewing and selecting available locations, the user can view location details, locale codes and image files.
- While viewing and selecting available locations, the user can view a spotted map of a single available location, all available locations or selected locations.
- Allows up to 999 lines of notes to be associated with each charted location.
- Provides a separate Availability Inquiry, which allows users to query for available locations.
- Allows charting to be viewed by Location, Contract or Proposal.
- Allows charting to be entered in days or months.
- Supports regular reposting cycles
- Supports rotations.
- Tracks the advertiser's design copy for each location and display period.
- Tracks actual display start and end dates for each location and contract.
- Optionally warns of overlaps in the posting schedule.
- Optionally warns of line of sight conflicts based on Product Class and Product Sub-Class.
- Optionally warns or prevents the charting of locations to contracts and proposals which advertise products that are restricted for the location.
- Allows the user to pop-up a map for a charted location.
- Allows the user to pop-up a map of all locations for a Contract or Proposal that are scheduled to be up as of a user-specified date.
- Allows charted locations to be easily copied between proposals and/or contracts.

- Provides options to automatically generate Reminders for Postings and Takedowns.
- Keeps scheduling information on file for historical inquiries and reports.
- Prints a Panel Availability Report, listing each available location within a specified period.
- Prints a Location Schedule Spreadsheet, summarizing the posting schedule for each location by month, listing contracted rental rates and printing occupancy statistics based on charting.
- Prints the Charting Report By Panel Number, providing a detail list of all scheduled and available dates for each location.
- Provides detailed availability reporting.
- All availability reports and inquiries include:
  - Optional selections and exclusions by location characteristics.
  - Optional exclusions by product restrictions.
  - Options to treat Preemptable space as available.
  - Options to honor Hold Thru dates on proposed locations.
- Prints the Charting Report By Date, showing the planned posting schedule.
- Prints the Location Report which provides a listing of charted locations for specific Markets, Advertisers, Products and/or Designs.
- Prints a Locations To Post Report summarizing the current advertiser and next two scheduled postings for each location.
- Prints a Starting Contracts Report, listing contracts that are scheduled to start within a user-defined period.
- Prints the Forecasted Occupancy Report by market and media type.
- Produces an Automatic Client Ride List for scheduled contracts and proposals.
- Produces a Manual Client Ride List for the creation of partial ride lists relating to contracts and proposals.
- Provides the option of including a Poster Showing Profile or Media Delivery summary on the Automatic and Manual Client Ride Lists.

POSTING

- Automatically produces posting orders to initiate posting. Posting orders may be produced in Posting Card, Worksheet or Work Order format.
- Automatically produces posting orders for regularly scheduled repostings.
- Allows for the manual selection of individual locations for posting order printing.
- Posting information is recorded back into the system for proper updating of starting and ending dates.
- Tracks last scraped date and scraper's initials for each location.

SALES REPORTING

- Produces the Activity Report By Market for filing Leading National Advertiser reports.
- Prints the Activity Report By Product Type for filing Competitive Advertiser Reports.
- Prints the Panel Sales Analysis, showing sales volume by market and media type with prior year comparisons.
- Prints the Outdoor Sales Summary, listing gross and net sales by media type.
- Prints the Percent Occupancy Report, showing actual occupancy percentages by market and media type.
- Prints the Advertiser Occupancy Report, showing locations displayed for each advertiser by market and media type, with prior year comparisons.
- Prints an Outdoor Sales Analysis By Sales Rep, listing sales by Sales Rep for up to 13 accounting periods.
- Prints a Top Advertisers Report, ranking advertisers based on gross sales volume.

LEASE PROFITABILITY REPORTING

- Produces the Detail Lease Profitability Report, providing a miniature "profit and loss statement" for each lease, including prior period comparatives.
- Produces the Summary Lease Profitability Report, printing a single line per lease.
- Requires no special general ledger chart of accounts or profit center structure to track lease profitability.
- Automatically tracks lease payments as expenses to lease profitability.
- Allows labor posting time to be entered and posted as a lease expense during posting card entry.
- Tracks direct charges to a location through Accounts Payable. (Voucher line items may be charged directly to a lease or a location number).
- Tracks other direct labor and material cost processed through CSA Labor Performance and CSA Inventory Management Systems.
- Allows any other cost entries to be processed directly through CSA Job Costing.
- Allows detailed cost entries to be reviewed and reported through CSA Job Costing.

GENERAL

- Protects against posting to closed accounting periods by allowing the user to indicate which periods are open for Accounts Payable and Accounts Receivable purposes.
- Allows selective printing by Profit Center.
- Allows previewing of reports prior to printing.
- Provides online look-ups on validated fields.
- Provides widespread "on the fly" processing, allowing the user to start up a related application from an existing application.
- Restricts user access through the use of CSA's Applications Security package.
- Allows data access from third party Windows products through the use of the Synergy ODBC Driver. (Not available with the "Proposals Only" license).

INTERFACES

- CSA Outdoor Advertising interfaces with CSA's Accounts Receivable, Accounts Payable and Job Costing systems.
- CSA Accounts Payable and Accounts Receivable are required for CSA Outdoor Advertising.
- CSA Job Costing is optional, but necessary for Lease Profitability Reporting.

OTHER SOFTWARE REQUIREMENYS

- Proposal generation requires MS Word.
- Online map generation requires Microsoft MapPoint. (However, storing maps as image files and including those files in a proposal can be done using any mapping software that allows maps to be stored as image files.)
- E-mailing proposals requires a software product, such as Adobe Distiller, that acts as a PDF Virtual Printer.
- Use of the CSA API functions (for third party software development using CSA's API routines) requires licensing additional client/server software.

"PROPOSALS ONLY" LICENSING OPTION

As an alternative to licensing the full Outdoor Advertising system, CSA provides a "Proposals Only" license. This license restricts your use of the Outdoor Advertising system to only those functions that relate to the generation and tracking of proposals.

SUPPORTED HARDWARE

- See Price List