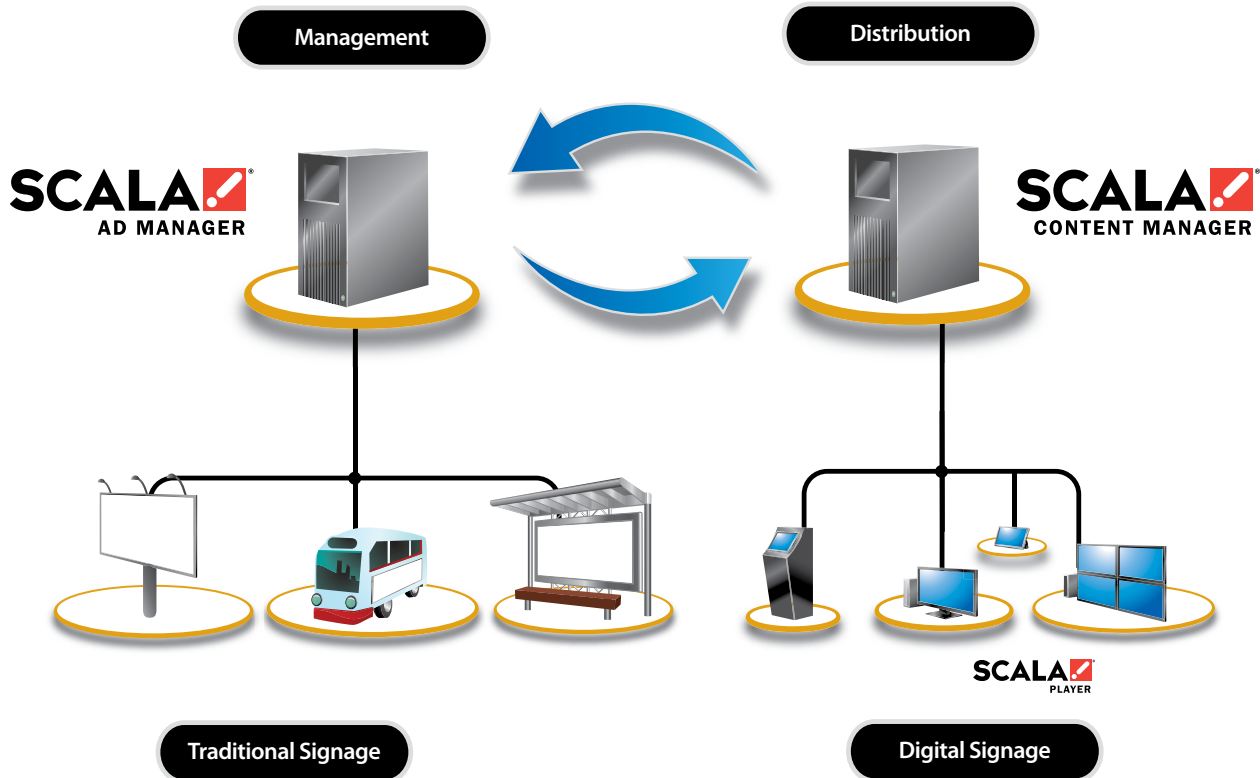


Scala Ad Manager

It's Simple: One System, One Solution for Every Out-of-Home Platform

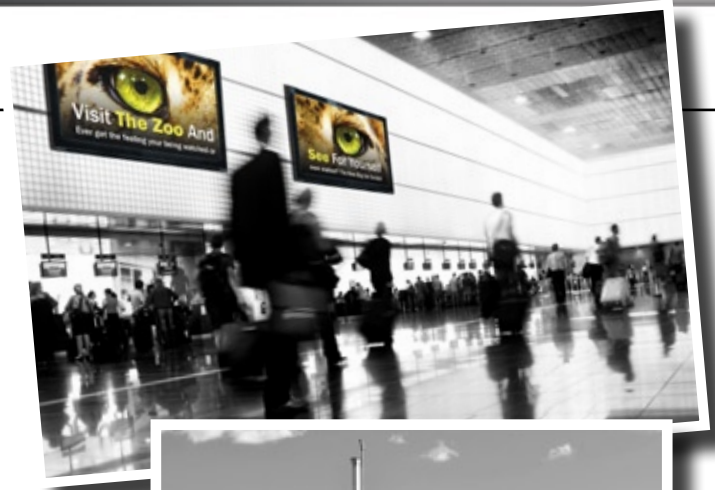
Ad Manager is a complete advertising management solution for connected signage networks. It manages all aspects of out-of-home (OOH) media businesses including inventory control, scheduling, contracts, execution, and billing functions.

Regardless of media type (e.g. billboard, transit shelter, airport, mall, bus, digital signage), Scala Ad Manager delivers creative and flexible campaigns across multiple platforms and multiple markets using one contract and one system. It's that simple.



Why Scala Ad Manager?

- **Efficiency** – Instead of managing the various parts of your business with different systems, Ad Manager manages everything in one system with no duplicate effort and no missing pieces. Access to information about daily operations is real-time.
- **Credibility** – Advertisers want proof – proof that their campaign was delivered on time with the right creative, in the right location for the period specified. Ad Manager delivers POP within 24 hours complete with photos and audience measurement (e.g. CPM impressions, DEC, rating points).
- **Comprehensiveness** – Whether its billboards, digital signage, transit shelters or truckside, Scala Ad Manager manages multiple platforms across multiple markets using one contract and one system.
- **Scalability** – Every Scala installation can be customized to meet specific business objectives. Ad Manager Modules enhance functionality to grow your business today and tomorrow.
- **Reliability** – Scala Ad Manager has been proven for over 20 years. Today, it manages some of the world's largest outdoor networks. With our experience and dedication you can rest assured that Scala software and its people are committed to helping your business succeed.
- **Objectivity** – Scala is an independent third party company. It is not owned or operated, in part or in whole, by any media company giving you the most unbiased objective guidance for your advertising network.



Inside Ad Manager

Six Ad Manager Modules streamline processes, providing a seamless environment for all business units to do their job more effectively and efficiently.

1. Inventory Management

Tools needed to manage inventory, plan, create contracts, execute client campaigns, and provide proof-of-performance (POP) reports

- Know what is available and when
- Achieve higher rates through better targeting
- Lower costs through procedural efficiencies
- Provide POP at campaign end dates for quicker payments
- Avoid costly errors leading to credits

2. Digital

Fully integrated with Content Manager to manage hardware, playlists and scheduling for a digital signage network

- Manage static and digital media using one contract
- Automatically create playlists when scheduling
- Sell by day-part
- Analyze playlists for potential issues prior to publishing
- Report proof-of-play

3. Financial

Integrates with third-party accounting applications for timely, accurate billing and lease payments

- Enter data once to reduce input time, errors, costs
- Flexible billing, scheduling, lease payment schedules
- Assign revenue to inventory
- Report allocations for lease payment calculations
- Analyze locations at a glance

4. Document Management

Store and retrieve electronic copies of all corporate documents, lease agreements, contracts, creative images, and more

- Produce standard completion reports with maps, photos
- Generate photo sheets with maps, photos
- Store multiple images and formats for each face and site
- Maintain client creative

5. Advanced Mapping

Create professional, customized maps with targeted showings for eye-catching proposals

- Search and book by demographic or proximity
- Show clients how to reach their target audience
- Display proximity areas around client locations
- Chart directly from a map
- Command higher rates

6. Maintenance

A valuable operations tool to record, schedule, and track maintenance of all sites, structures or faces

- Reduce operating costs
- Minimize administrative tasks
- Ensure locations are in top condition
- Create single or multiple item work orders
- Identify, address, and prioritize maintenance tasks
- Timely accurate information

Why Scala?

Experience

Scala is a leading global provider of digital signage and advertising management solutions. By combining digital and traditional signage systems, Scala has become the world's first connected signage company offering the leading platform for content creation, management, and distribution in digital signage networks. Scala is also the first unified platform for advertising management of both traditional and digital signage networks.

Scala has been providing software and services since 1987. Today, we are proud to have over 450 certified partners around the world with customers in more than 100 countries. We currently have an installed base of over 180,000 players and 200,000 out-of-home faces worldwide that are managed by our software.



Services

We know that rolling out a new system is not always as easy as it seems, but our Project Management Services can make it a breeze. We will help you through every step of the process including data conversion, on-site training, custom reports, and ongoing support. Our decades of experience and suggestions on best practices will help to avoid the pitfalls and turn your big plans into reality.

Proof

