



PlanPag

Central Planning of all Publishing Products



To be honest, who wouldn't want their planning and production workflow to be as automated as possible? With PlanPag, the central module in ppi's Publishing Workflow, this has long since become reality. The ad booking and editorial systems, classified pagination and assembly systems and ad production and press control systems are integrated in the ppi workflow via open interfaces and then supplied with appropriate production orders from the PlanPag database. PlanPag defines main runs, pre-runs, volumes and book structures, places ROP ads, reserves desk space, assigns colors and reserves space for classified ads.





Basis for an optimal publishing workflow

ppi's Publishing Workflow and its central production planning system, PlanPag, create optimum prerequisites for publishers to succeed in a fiercely competitive market. PlanPag integrates systems from a wide variety of suppliers, ensuring end-to-end, reliable planning and production of your newspapers and all magazine-like products. Irrespective of whether you wish to reorganize just one department or your entire workflow or incorporate partner publishers: PlanPag is extremely flexible, can be combined with practically every standard system and extended at any time. Individual areas of production can, therefore, be integrated step by step according to your own pace of modernization. In short, PlanPag is the tool of choice for every type of company from regional publishers to multinational publishing groups.

Production planning from A to Z

Many factors are key in optimizing the publishing workflow, all of which are covered by PlanPag's functions:

- Efficient, end-to-end planning of printing sequences for all print products and editions based on templates and press layouts
- Integration of ad, editorial, prepress and press control systems to achieve state-of-the-art automation and a reliable production workflow
- Production management for all pages and production sites
- Avoiding the need for changing ink or plates results in shortened production times and reduces costs
- Automated classified pagination and page assembly
- Central planning for distributed production sites

Planning workflow: greater transparency

PlanPag always supplies up-to-date information from all the departments involved in the production workflow. Planning incorporates the production catalogs/press layouts used in the pressroom as well as the publisher's typical, recurring page and edition structures that are stored as templates. Furthermore, all planning-relevant data from the ad booking system can be accessed via appropriate interfaces. On the basis of the ad volume of all classified and ROP ads and the editorial space that is currently required, planners are able to select the appropriate product layout from the templates. Clearly designed dummies enable enhanced operation. All of the data can be stored on a long-term basis and statistically evaluated in order to optimize production further.

Perfect ad space reservation

PlanPag checks that placements and colors requested by an ad customer are adhered to and outputs a warning if any conflicts arise with competitive or coupon ads.

Long-term ad space reservation (including multiple placements) is possible with PlanPag, because the program cooperates closely with AdDispo, ppi's electronic ad space reservation program. Thanks to this cooperation, multi-page and satellite ads are automatically monitored and the program outputs a warning if multi-page ads are not placed in the correct sequence or the satellites of an ad are not placed on the same page. In addition, non-rectangular (polygon) ads can be easily administered and placed.

Efficient ad layout and production planning with integrated color checks

In PlanPag, common pages are planned once only and then used in different regional editions. Color options for efficient color usage are also displayed. If required, spot colors can automatically be converted into process colors.

Superfluous change-over times and color changes at the press can, therefore, be eliminated early on during the planning stage. PlanPag automatically selects alternative press layouts if color placement requests are not possible for a selected product layout. When planning has been completed, PlanPag checks the results once again for any inconsistencies. The page dummy is then stored in the central ppi database.

Additional features at a glance

- PlanPag manages filler and topic pages as well as filler ads.
- Optionally, "inherited information" for part-pages with editorial content can be stored within the course of enhanced editorial planning..
- Planning and pagination can be performed with WYSIWYG data.
- PlanPag automatically manages different column grids for desk, ad and mixed part-pages, i.e. different column grids can be placed on the same page.
- Joint planning of tabloid and broadsheet products: the planning of tabloid-in-broadsheet in particular is supported. Apart from broadsheet, tabloid pages can also be visualized as virtual page pairs. It is also possible to generate hidden double-truck pages. An optional function enables users to plan *half-cover and flying pages*.
- PlanPag checks the current ad placements of pages and print products. Colored areas in the dummy indicate at once where ads can be placed. So-called filling level reports that display accumulated text and ad volumes can also be viewed.

- PlanPag supports ad-stacking, i.e. ROP ads can be placed on part-pages according to predefined templates.
- Administration and placement of non-rectangular (polygon) ads is also supported.
- The volume can be changed quickly and easily.
- Planning can be performed for multiple production sites.
- Optionally, it is also possible to plan magazine-like products.

Early press setup

PlanPag can also export the planning output without performing a final release, so that on the one hand editors can start their work early, and on the other hand the press can be set up at a very early stage. Planning changes can, of course, be made any time.

Transparent production

All the page elements planned in the page dummy are assigned a unique name and forwarded to downstream systems as production orders. Mix-ups or the disappearance of individual page elements are out of the question. Finished ads, part-pages and pages are displayed in WYSIWYG mode as soon as low-res data is available. Corrections can already be made during the planning stage by viewing the original layout.

High automation

PlanPag generates a new quality in ad and page layout and production planning. With ppi's production components AdPag, ProPag and OM, planning results can be efficiently implemented in a highly automated workflow: using the fully integrated component AdPag, classified ads are paginated to form classified pages on the basis of the ad booking data only. In a fully automated

process, ProPag then assembles these pages together with page elements from the editorial and ad building departments into digital pages. OM is an output management system that integrates all standard prepress devices and processes. PlanPag marks common color separations where the black separations differ on a priority-driven basis, thereby optimizing the production of printing plates to a considerable extent.

Exact overview

When production has finished, the planning output can be evaluated using ppi's statistics module, jobreport. It is also possible to permanently track the entire planning and production workflow via ppiTrack, the tracking system, so that any faults can be corrected on time.

Ergonomic GUIs (here: a print group dummy with WYSIWYG data) allow fast, enhanced operation.

The screenshot displays the PlanPag 5.0.1.0 software interface. The top part shows a grid of page dummies for two different print groups: 'DPNY MR 12/12' and 'DPNJ MR 10/10'. Each dummy is divided into sections for different content types like BUSINESS, WEATHER, FOOD, SPORTS, TRAVEL, and LOCAL. The bottom part of the interface shows an 'Ads' table with columns for Customer/Agency, Label, Sales zones, Request, Type, Colors, X, A, B, P, C, C, Width, Depth, Booking nr, AS-no., C, Special request, Comment, Cu. comment, Group type, and Identificatio. The table lists various advertising spots with their respective details.

Customer/Agency	Label	Sales zones	Request	Type	Colors	X	A	B	P	C	C	Width	Depth	Booking nr	AS-no.	C	Special request	Comment	Cu. comment	Group type	Identificatio
WIP-Invest...	DPNA			RED 13								2.000 text	50,8	P341	20409_1...	1				Single	F
FairBank	DPUS			FW	4c					P		6.000 text	76,2	P342	21001_1...					Single	F
Lamps and M...	01NY...	DPUS	WEATHER	FW	4c							6.000 text	63,5	P343	21005_1...					Single	F
Adventure C...	02NY...	DPUS	NATION	HALF	4c							279x400 mm	247...	P344	21004_1...					Single	F
Recreation C...	DPNA											1.000 text	76,2	P345	21002_1...					Single	F
Dandelion We...	DPNA											1.000 text	71,12	P346	21003_1...					Single	F
ppi Media G...	DPUS				4c					P		3.000 ads	182,5	P347	16030_1			Marketpla		Single	F

How you benefit



- Central database-based production planning system for all newspaper and magazine-like products.
- Long-term planning and scheduling of ads and pages.
- More automation and production security through seamless integration of ad booking, ad production, editorial, prepress and press control systems.
- Template-based planning and integrated classified pagination ensure significant time savings.
- Lower production costs.
- Optimized planning of printing sequences minimizes the need to change plates and reduces make-ready times.

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