

CATALYSTTM

AIR DATE MANAGEMENT SYSTEM

CAMSTM- A LEADER

Supercharge your Short Form and Long Form Media Buying

**A powerful,
proven system**

CAMSTM is a powerful, streamlined computerized system for buying, selling, managing and monitoring television spot and long form airtime purchases. It features fast lookups, automated payment and billing, fast, flexible operational and managerial reports and tracking of product orders resulting from air dates, and allows you to handle and monitor a large volume of air dates with a relatively small support staff.

**A leader
since 1986**

In use at major direct response media agencies for more than 20 years and continually upgraded, the Catalyst Air Date Management System lets you provide your clients and suppliers with the kind of service that inspires confidence and repeat business.

**Runs on your
computers or
hosted**

You have control of your data, at a site of your choosing.

**Supports various
remote access
technologies**

Connect via Windows Terminal Services, Citrix, Windows Remote Desktop, PC Anywhere, VNC, etc.

**Single-user
and Multi-user
versions**

CAMSTM is available in single-computer and multi-user network versions, using the same commands and procedures. The network version allows several people to view the same data, while preventing simultaneous changing of the same information by more than one person.

**Computing
platform flexibility**

Runs under Microsoft* Windows Vista*, XP Pro*, 2000* and NT* and Novell NetWare* network operating system. CAMS prints through the Windows print engine to any printer or device that is defined in Windows.

*Windows Vista, XP Pro, 2000 and NT are registered trademarks of Microsoft Corporation. Novell and NetWare are registered trademarks of Novell, Inc.

CATALYSTTM
COMPUTER SERVICES, INC.

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LONG FORM AIRINGS

Power and flexibility for Long Form (Infomercial) Management

- Flexible lookup and editing of Airings** Look up by station call letters, air date, or unique air date number. From the Air Date Screen, view or change client information related to the air date. View sales volume, profitability ratio calculations and cost per order information on screen. Easily change airings from one product to another with no need to drop and reenter. CAMS will keep track of credits, so you can be more productive.
- Integrated modules** View the audit trail of payments and billings, which videotapes are at the station(s), product account information, or station information.
- Audit trail of changes** If you change key information about an air date, these changes can be automatically saved to an audit trail file.
- Stations** Look up by call letters or market. Track market, country, time zone, contact name and address, payee name and address, videotape shipping name and address, and bank information. CAMS lets you use different names and addresses for contacts, payments and videotape trafficking.
- Brokers and Station Reps** Look up by broker or station rep code or company name. Track company name and address, contact name and phone number, commission rate, etc
- Clients** Look up by client code or name. Track client company name and address, contact name and phone number, product name, commission rate (if terms are commission only), advertiser discount, etc
- Markets** Look up by market code, market name or buyer. Track market code, market name and buyer. You can enter optional demographic information including rank, percent of US market, total households, television households, and percent with televisions. Easily assign stations to markets.
- Videotapes and Phone Numbers** Look up by phone number, product account or product code (show version). Track the telephone number, product code, product account, date requested, date sent, etc.
- Reports** Long Form CAMS includes a powerful array of operational and managerial reports, most with extensive selection options. These reports are provided with the basic CAMS package; more extensive, customized reports can be created and standard reports can be modified by your staff using the Custom Report Generator

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SHORT FORM CONTRACTS

Spots or Shows from one second to 90 minutes in length

- Short form media buying differs from long form buying.** With short form contracts, you buy media for a period of weeks at a time. For each week, you specify the days of the week, the hours during the day and a maximum number of airings each week. CAMS™ allows you to book airings for spots lasting from one second to ninety minutes in length.
- CAMS manages your Campaigns** Campaigns include a group of airings for a particular product. From this level, CAMS lets you ‘drill-down’ and set up contracts for specific stations and rotations for each contract. Separate billing records are generated for each rotation you’ve ordered for each week of the run.
- CAMS automates spot buying, saving you time and effort** CAMS is smart. When you add airings from prelogs, postlogs, and affidavits, it shows you similar previously entered airings. It automatically assigns airings to matching rotations. It lets you assign phone numbers to airings automatically based on product, station and spot length. It has a powerful array of features to save you time and automate your media buying and tracking.
- ‘Drilling-down’** Easily move from more general information (Campaigns) to more specific information - Contracts, Weekly Media Orders, Weekly Billing Records and Spot Airings (exact times).
- Standardized keystroke sequences** A similar series of pick lists and menus is used for adding and editing records. While in a pick list, simply press [Insert] to add a record or [Enter] to edit the highlighted record.
- Bill or pay as many as three parties** CAMS’ proprietary FlexDeal™ accounting allows you to bill or pay stations, brokers/station representatives, and/or clients, on a weekly rotation basis, with flexible discount and commission terms. Alternatively, you can bill or pay these parties based on an amount independent of the station gross. How these are set up depends upon your role in each contract.
- Flexible accounting rules** Adjust rules at the contract level, rotation level, or the weekly billing level, allowing for changes mid-contract and accommodation of seasonal pricing.
- Payables and receivables** Accounting is managed through the CAMS accounting modules. CAMS includes check printing and invoice generation.
- Extensive and flexible reporting** CAMS includes standard accounting reports for contract payments. Specialized reports can be created in the Custom Report Generator.

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ACCOUNTING MODULES

*Complete accounting control for Long Form and Short Form airings
Tightly integrated with other procedures*

- Long Form** Track both payables to stations and brokers/representatives and receivables from clients. Bill gross amounts or commission-only. Different clients can receive different advertiser discounts and you can set up different deals for different products for the same client.
- Short Form Accounting with FlexDeal™** The spot contract module, with its comprehensive FlexDeal™ for weekly time slot billing, allows stations, brokers, station representatives, and clients to be either paid or billed, using flexible discount and commission terms. Alternatively, you can bill or pay these parties based on an amount independent of the station gross. Adjust rules at the contract level, weekly time slot order level, or the weekly billing level, allowing for changes mid-contract and accommodation of seasonal pricing.
- Adjustments automatically posted** If an air date is billed or paid, changes are automatically posted as adjustments, to appear as credits or debits on each client's next statement. You can apply adjustments automatically, or control individual adjustments. It's up to you.
- Audit trail created for Air Date changes** Once an air date is billed or paid, even changes that don't affect the price of the air date, such as date and time changes, are captured in a history file to provide you an audit trail.
- Network version tracks users** In the network version, CAMS™ keeps track of who last edited information about an air date, changes posted to the receivable or payable file, and on what date the change was made. Detailed payable or receivable history can be viewed on screen or output to your printer.
- Powerful, flexible accounting reports** A detailed, flexible, extensive set of accounting reports lets you see exactly what's happened in accounting. Check registers, unapplied adjustments, payment and billing history – they're all at your fingertips. You can even see the audit trail for each long form airing or short form weekly rotation billing record on screen or in reports. If those aren't enough, even more options are available in the Custom Report Generator.

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ACCOUNTS PAYABLE AND RECEIVABLE

Flexible paying and billing

- Flexible selection of airings to pay or bill** Select airings to pay or bill based on a range of dates, stations, client accounts, client codes, etc. You can select airings individually or have CAMS™ select all matching airings automatically. You can also select a maximum number of checks or invoices to print or maximum number of dollars to pay or bill. If you've made a mistake or change your mind, you can unselect individual air dates or all selected air dates.
- Tightly integrated accounting** CAMS™ will print checks to the proper stations, reps or brokers and invoices to the proper clients, automatically posting necessary transactions to the accounts payable or receivable system. If air dates are changed after they are paid or billed, accounts payable or receivable adjustments are generated automatically. Manual adjustments may also be added to cover credits, unusual accounting needs, etc.
- Audit trail** CAMS™ lets you view accounts payable and receivable transactions to look at individual payment and invoice amounts and adjustments, and lets you add payments or adjustments to keep your files up to date. Each individual line item of each check and invoice is saved in an audit trail, allowing you to list a check or invoice with all of its detail, or to view it directly from the main air date screen.
- Reports** With a flexible set of accounting reports, see what's owed on individual invoices, including adjustment and payment detail. You can select a range of transaction dates, select one or more stations, include only transactions affecting gross dollars or only adjustments or all transactions, show the station net or gross amounts, include paid in full invoices paid within a certain time period, and including aging columns if you want them. See accounts payable or receivable unapplied adjustments, billable airings not yet billed, and much more. With the Custom Report Generator, you can also design reports to fit your special needs.

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AUTOSOURCING™

Why work weekends when CAMS can automate the process?

- Link orders and inquiries to airings** CAMS AutoSourcing™ allows you to assign orders to specific air dates, providing a powerful tool for tracking the profitability of bookings. CAMS™ imports raw data from a telemarketing organization, compares the orders to your airings and assigns orders and inquires to your airings, so you know which spots are working.
- Simulate Mode to test rules** Rules can be changed as needed and you can run the process in 'Simulation Mode' to test different rule sets.
- Set up your rules for matching** AutoSourcing™ uses rules you set up. Rules include the allowable number of hours between an airing and order placement, matching on telemarketing phone number, station call letters, product account and product code.
- Automate processing** Based on the rules you've set up, CAMS will compare the orders and inquiries you've received to your airings. If a match is found, the response is assigned to the airing.
- Handle exceptions** CAMS allows you to handle unmatched orders, reviewing them on a case by case basis. CAMS' proprietary process, Tag and Match™, allows on screen comparison of orders and air dates.
- View profitability on screen** Once orders are posted, you can view the order counts, sales volume, profitability ratio calculations and cost per order information on screen or in summarized queries and reports.
- Profitability reports** CAMS provides standard profitability reports as well as the ability to create your own reports with the Custom Report Generator.
- Simple instructions to telemarketing** Detailed file formatting instructions are sent to each telemarketing organization you use. Catalyst staff helps them format it correctly.
- Preview import file** You can test a telemarketing batch file. CAMS will display the contents so you can verify the data and confirm proper file formatting.
- Audit trail** Individual import batches are automatically numbered and a list maintained with identifying information on each batch.

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CUSTOM REPORT GENERATOR

Create your own reports. Export CAMS data.

The Custom Report Generator and Data Export Tool has been designed specifically for use with CAMS, providing access to the information in all of the CAMS data files.

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| Design your own reports | The Custom Report Generator is a tool for designing your own customized reports and exporting data. It allows you to design reports, save them with meaningful names, group them by CAMS file type, access them by special lookup codes, and reuse them as needed.
Clients often use basic CAMS reports they are familiar with as a starting point and design their own variations on these reports. |
| Output data to other programs or email | Any custom report can be output to a file which can then be imported into spreadsheets (such as Microsoft Excel) or databases, saved as an Adobe Acrobat .PDF file (with no additional software required) or emailed as a message attachment using your own email program. |
| Easily select columns, filters, sorts and page breaks | On the Report Design screen, quickly and easily create and test your reports. The Report Design screen shows you the columns for the report, the order in which they will appear, the sort order for the lines of information, and the filters (selection criteria). Preview it on screen to see how it looks. |
| Simplified report modification | Not happy with a Custom Report? Open it up in the Designer and rearrange columns, sort orders, subtotals and filters. You can even use a report you've previously created as a template for a new report or reuse filters that were created for other reports. |
| Menu of customized reports | Set up a special menu of customized, standard reports for your staff to use. Design reports in the Report Designer, then assign them to a menu for general availability. |
| Assign lookup codes | You assign the report name and header and a special lookup code. This lookup code, for example, can be used to group your reports for a particular client or product account. |
| Track who modifies reports | On networks, CAMS tracks who last edited the report by displaying the last edit date and user. |

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