

Trademark Information

Copyright © 2005, MultiAd, Inc. All Rights Reserved.

MultiAd Recas Professional Quick Start Guide for use with Apple Macintosh and Microsoft Windows computers.

MultiAd and Recas are registered trademarks of MultiAd, Inc. Macintosh and Mac OS are registered trademarks of Apple Computer, Inc. Microsoft and Windows are registered trademarks of Microsoft Corporation in the United States and/or other countries. Other brand or product names are trademarks or registered trademarks of their respective holders.

Contact Information

Recas Customer Support

Tel: 800-245-9278, ext. 5324

E-mail: recas_support@multiad.com

Web: www.recas.com

Sales

Toll Free: 800-245-9278, ext. 5324

Tel: 309-690-5324

Web: www.recas.com

Corporate

MultiAd, Inc.

1720 W. Detweiller Dr.

Peoria, IL 61615

Toll Free: 800-567-1986

Tel: 309-692-1530

Web: www.multiad.com

Contents of the CD-ROM

The MultiAd® Recas Professional CD-ROM contains the following items:

Read Me Files:

Read Me First contains late-breaking information not found in the printed documentation.

Installer Files:

The Recas Professional 7.0 Installer (Mac OS) or Recas Professional 7.0 Setup.exe (Windows) installs the MultiAd Recas Professional program. Double-click the installer icon and follow the onscreen instructions. For more information, see “Quick Install Macintosh” or “Quick Install Windows” in this Quick Start Guide.

About This Guide

This Quick Start Guide provides basic information on installing MultiAd Recas Professional. It also directs you to the installer files and some of the new features of Recas Professional, helping you to get up and running quickly.

For detailed instructions on how to use MultiAd Recas commands and new features, click “Recas Help” from the Help menu.

Installing and Starting MultiAd Recas Professional

This section lists the system requirements for Macintosh and Windows operating systems, and explains how to install and start MultiAd Recas Professional.

Macintosh System Requirements

To install and launch MultiAd Recas Professional on your Macintosh computer, you will need a valid internet connection and the following hardware and software:

- Mac OS 9.2.2 (requires CarbonLib 1.4 or above, CarbonLib 1.6 recommended) or Mac OS version 10.2C
- G3 or newer processor
- 64 MB RAM (128 recommended)
- CD-ROM
- 800/600 monitor resolution (1024/768 recommended)

Windows System Requirements

To install and launch MultiAd Recas Professional on your Windows computer, you will need the following hardware and software:

- Windows 98, Windows NT 4, Windows 2000, Windows ME or Windows XP
- Pentium III minimum

- 64 MB RAM (128 recommended)
- CD-ROM
- 800/600 monitor resolution (1024/768 recommended)

Quick Install Macintosh

1. Insert the MultiAd Recas Professional CD into your CD-ROM drive.
2. Double-click the installer icon.
3. Click “Continue.”
4. Read the MultiAd Recas Professional License Agreement and click Accept.
5. Select the install method you want from the pop-up menu in the upper left corner of the dialog box:
 - Easy Install installs the standard set of program files.
 - Custom Install lets you choose the options you want from a selection list. To select an option, click its checkbox. To obtain information about an option, click its information box.
6. In the same dialog box, choose a location for the installed program files from the Install Location pop-up menu:
 - To install the MultiAd Recas Professional folder in the Applications folder on your startup drive, accept the default install location.

- To specify a location other than the default, choose an option from the pop-up menu. If you choose “Select Folder,” a directory dialog box will appear. After you select an existing folder or create a new folder, click Choose to close the directory dialog box.

7. Click “Install.”

8. After a dialog box appears telling you that the installation of MultiAd Recas Professional was successful, click “Quit.” You may be prompted to restart.

If the installation was unsuccessful, turn off Extensions and repeat the preceding steps.

At this point, if you’re a new user, the installation process is complete. Simply launch the program from your desktop alias and begin the setup process. (Please refer to the “Setup for New and Existing Users” portion of this booklet to begin this process.)

If you are a user upgrading from any previous version of Recas 5.5, you will need to convert your existing data to maintain all of your existing Recas data. To do so, please continue to step 9.

9. Locate the “Recas7.Data” file within the new Recas 7 folder.

10. Delete the “Recas7.Data” file. *(Please ensure that this is the exact name of the file you are deleting.)*

11. You will now need to locate your previous Recas Data File. This data file is likely located in your local hard drive in a folder entitled “Recas Desktop v5.5.1.” Within this folder, locate the file entitled “ReCAS v55.Data.”

12. Make a backup (copy) of this file, then place it on a CD, network drive or other external source.
13. Copy the original "ReCAS v55.Data" into the new Recas 7 folder.
14. Rename this file "Recas7.Data." Close all windows.
15. Launch the Recas application from the Recas desktop shortcut/alias.
16. When the Recas application is launched, it may ask you to point to a data file. If prompted, please point to the file named "Recas7.Data" within the Recas 7 folder.
17. Recas will then launch and prompt you for confirmation before converting the data file.
18. Once you click "Convert," the data file will begin the conversion process. Once complete, you should see the Main Menu with all of the previous history intact. At this point, please continue with Recas setup. (Refer to the "Setup for New and Existing Users" portion of this booklet to begin this process.)

Quick Install Windows

1. Insert the MultiAd Recas Professional CD into your CD-ROM drive.
2. The installer should automatically run. If it does not, right-click the CD icon and choose Open. Then double-click the Recas Pro 7.0 Setup.exe file, which is located in My Computer\CD-ROM Drive.
3. At the prompt, click “Next.”
4. Read the Welcome screen and click Next. Then read the MultiAd Recas Professional License Agreement and click “Yes” to accept.
5. Choose a destination location.
6. Select a program folder for the program icons:
 - To use the default program Files Folder, click “Next.”
 - To use a different program folder, type a new folder name or select one from the Existing Folders list, then click “Next.”
7. Verify your settings and click “Install.”
8. When the installation is complete, click “Finish” and the MultiAd Recas 7 installer will close. Close all remaining windows.

When the installation is complete, if you're a new user, simply launch the program from the desktop shortcut and begin the setup process. (Please refer to the “Setup for New and Existing Users” portion of this booklet.)

If you are a user upgrading from any previous version of Recas 5.5, you will need to convert your existing data to maintain all of your existing Recas data. To do so, please continue to step 9.

9. Locate the “Recas7.4DD” and “Recas7.4DR” files within the new Recas 7 folder. These files are likely located within your local hard drive in the path C:\Program Files\MultiAd\ReCAS_v7\.

10. Delete the “Recas7.4DD” and “Recas7.4DR” files. *(Please be sure that these are the exact file names of the files you are deleting.)*

11. You will now need to locate your previous Recas Data File. This data file is likely located in your local hard drive in a folder entitled “Recasv551” in the path C:\Program Files\MultiAd\Recasv551. Within this folder, locate the files entitled “ReCAS v55.4DD” and “ReCAS v55.4DR.”

12. Make a backup (copy) of these files, then place the files on a CD, network drive or other external source.

13. Copy the original files “ReCAS v55.4DD” and “ReCAS v55.4DR” into the new Recas 7 folder located in the path of C:\Program Files\MultiAd\ReCAS_v7\.

14. Rename these files “Recas7.4DD” and “Recas7.4DR.” Close all windows.

15. Launch the Recas application from the Recas desktop shortcut.

16. When the Recas application is launched, it may ask you to point to a data file. If prompted, please point to the file named “Recas7.4DD” within the Recas 7 folder.

17. Recas will then launch and prompt you for confirmation before converting the data file.

18. Once you click “Convert,” the data file will begin the conversion process. Once complete, you should see the Main Menu with all of the previous history intact. At this point, continue with Recas setup. (Refer to the “Setup for New and Existing Users” portion of this booklet to begin this process.)

Setup for New and Existing Users

1. From the Main Menu, choose Setup in the bottom left-hand corner of the screen.
2. Enter your Media Information, including Recas ID, Media Name, Contact (your name), Phone and Fax. Existing users will simply have to reconfirm this information.
3. Enter your e-mail address and host/IP address (i.e., mail.thejournal.com or 126.61.64.475) of your mail server. Click on the “Test E-mail” button. If the connection was successful, you will receive a confirmation e-mail in your mail client. If your connection was not successful, contact technical support for further assistance.
4. Click on the Defaults button located on the left-hand side of the setup menu. Ensure that the media chosen is indeed your media type. Also, if a tax is applied to your media advertisements, enter that percentage here. If not, simply move onto the next step.
5. Click on the E-tearsheet button located on the left-hand side of the setup menu. If you are a subscriber to either MerlinOne or Shoom electronic tearsheets, simply check “I use an E-Tear Sheeting Provider.” Then check “I use MerlinOne” or “I use Shoom.” Once you choose your provider, fill in the necessary keys that correspond with your subscription to either the MerlinOne or Shoom system. If you do not know these keys, please contact a MultiAd account manager. If you use another E-tearsheet provider or have your own internal E-tearsheet solution, simply leave “I use an E-Tear Sheeting Provider” unchecked.

6. Enter the URL address of your rate information (i.e., www.ratecard.com) in the Rate and Data Link Box. If you do not have a Web site URL listing your rates, please mail a rate card to the attention of Ryan Stevenson at the following address:

MultiAd, Inc.
1720 W. Detweiller Dr.
Peoria, IL 61615

MultiAd will then scan your rate card and provide you with a URL for fulfillment purposes. For the time being, if you do not have a URL to provide, simply move onto the next step.

7. Click on the “Updates” button located on the left-hand side of the setup menu. To enable live updating and online accrual functionality, be sure the “DataXchange” box is checked. You may also need to fulfill the following Web proxy specifications:

If you use a proxy to connect to the Internet, check “I use a proxy to connect to the internet.” Fulfill your proxy specifications (i.e., PROXY: proxy.thejournal.com PORT: 8080). If applicable, please follow this information with your corresponding proxy username and password. To test the connection to the host, 21update.multiad.com, click “Test Internet Connection.”

Please note: You may enter your AdBuilder.com account username and password in the “AdBuilder Account Personal Information” box to avoid entering this information each time you access AdBuilder.com from Recas.

8. Once all the information has been entered, click on the Save button located in the bottom right-hand corner of the setup menu.

9. At this point, existing users may review their User’s Products, Reps and Rates. New users may enter them now or at a later date.

New Automated Co-op Database Updating

As long as your general Internet connections have been established under Updates in the Recas setup and the new DataExchange feature is enabled, your Recas database should update itself automatically. You no longer have physical updates and downloads to perform. Log into the Recas software and the co-op database will update itself automatically. Enabling this new feature will provide seamless continuity between MultiAd Recas and the most recent manufacturer co-op guidelines.

Proposal Generation

Automated co-op proposal generation is now available in Recas Professional 7. Built on Creator Server technology, this new functionality gives users the ability to use a simple online form to create an advertising proposal complete with cover page, calendar template and ad slick. It is ideal for ad directors, sales managers, co-op coordinators and advertising sales reps alike. From within any co-op plan record on the Recas system, a user may generate a proposal.

1. Go to any co-op plan on the Recas system.
2. Within the co-op plan record, click the button labeled “Generate Proposal.”
3. Follow the simple online instructions to build your complete co-op advertising proposal.

MultiAd Creator in Recas 7

The free copy of MultiAd Creator is ideal for preparing and laying out manufacturer spec ads. Take any of the available manufacturer co-op ads on AdBuilder.com, drop them into Creator and prep your ads accordingly. Increase the appeal and draw of any spec ad by

applying small and simple changes, such as a dealer tag. Increase the professionalism of the ad by making it appear as it will in the paper.

1. To launch your free copy of MultiAd Creator, locate the “Launch MultiAd Creator” option located in the Menu Bar under Recas.
2. Once Creator is launched and the “New Document” window is displayed, click “OK.”
3. Go to “File” located in the Creator menu bar and choose “Place Graphic.”
4. Locate the document/ad you wish to open. Click “Open.”
5. Once the document is open, you may edit/tag the ad accordingly.
6. Additional Creator instructions are available at <http://www.creatorsoftware.com>. A Robo Help manual is also included in the Help menu of the MultiAd Creator software.

Sending Accrual Requests Using Recas DX’s Technology

As long as you have a valid Internet connection, you may utilize Recas’ new accrual submission.

Recas Accrual Submission via the DataeXchange (DX) technology allows users to submit and receive co-op accruals directly from the Recas software with a simple click of the mouse. No more of the headaches that might have existed with the old e-mailing of accruals. Recas now incorporates DX technology that allows for simple and seamless correspondence between the user and the Recas accrual staff.

To Prepare an Advertiser's Accrual Request

1. Open the record of the advertiser you wish to send the accrual requests for by double-clicking on the advertiser in the Advertiser List window. Once in the advertiser record, you will see Advertiser Plans.
2. If no manufacturers are attached to that advertiser, simply go to "Attach Plans" and attach the advertiser's manufacturers.
3. Once the manufacturer(s) are attached, click the box located under "Check to Send" to mark the manufacturers whom you wish to submit an accrual request.
4. Once the appropriate manufacturers are attached, click on "Send Accruals." Clicking on this button will open a confirmation window asking you if you are sure you want to submit an accrual for that manufacturer.
5. If you wish to send the accrual, click "OK." The accrual will then be sent to Recas and a print dialog box will display. If you wish to print an accrual request receipt, proceed with the print job. If not, cancel out of the print job.

To Locate a Completed Accrual Request

Within 1-5 business days, you can expect to receive a report back within your accrual reports listing. If not, you will receive a status via e-mail.

1. To view completed accrual reports, go to the Main Menu and click on "Accrual Reports."
2. Once you are in list view, click on "Find Today's" to locate completed accrual reports for that day. If you missed a day and wish to view old reports, click "Find This Week's" and the

system will locate accruals that have been received that week. You may also sort the list by the “As of” date to find the most recent reports.

3. Once you locate your reports, you may print them at your discretion.

Please note: If you are in the software and have appropriately established your Internet connections within the Recas setup, the DX technology will automatically “wake up” approximately every 15 minutes and check back to the Recas accrual system for any completed accruals. If an accrual is received, you will also receive a notification on the Recas Main Menu. To locate these completed accruals, go to the Accrual Reports area in the Main Menu.

Recas Presents E-Claims

Recas’ new electronic claiming functionality enables users to produce electronic invoices and e-mail them directly to a manufacturer for the quickest reimbursement possible. The E-claiming functionality includes E-tearsheeting correspondence which allows a media to attach an ad date and ad/insertion number to an invoice that corresponds directly with the appropriate proof of performance obtained from the MerlinOne or Shoom system. Once a manufacturer receives the E-claim invoice, they may view and link to the necessary proof of performance by clicking on the ad number hyperlink, instead of sending the manufacturer a physical copy of the tearsheet.

Please note: Recas users who subscribe to MerlinOne or Shoom E-tearsheeting systems will have the ability for complete, seamless claiming workflow between the Recas system and their perspective E-tearsheet company. Those users who do not subscribe to the MerlinOne or Shoom system may still utilize the E-claiming/E-tearsheeting feature by adapting a different workflow. This workflow requires users to file their E-claims by attaching an actual PDF file of the co-op ad. To enable this workflow, neither the Merlin One or Shoom system should be activated within the E-tearsheet portion of Recas.

1. Make sure all your setup information is configured correctly. To view your setup information, click on “Setup” at the bottom left-hand corner of the Recas Main Menu. To review setup instructions, please refer to the “Setup for New and Existing Users” section of this booklet.
2. Choose Claim Entry from the Main Menu to enter a co-op claim.
3. Choose the type of ad you are entering: Single, Omnibus or Dealer List.
4. Enter your co-op claim information. Ensure that the ad date and order number you provide are the same ad date and order number that are unique to the electronic tearsheet from the MerlinOne or Shoom system.
5. Once a claim has been entered and saved within Claim Entry, you may generate an electronic invoice of that claim. Highlight the claim(s) in question and click on “Generate E-Claims” at the bottom of the Claim Entry screen.
6. Recas will then deposit a duplicate copy of these claims into a different queue. The queue is entitled “E-Claims” and databases all invoices a user sends electronically. (**Please note:** Recas holds that original claim within Claims/Claim Entry. This is a copy of the original claim.) E-Claims Invoices may also be accessed through the Main Menu or the “Jump To” button.
7. Once your claims have been generated electronically, you can view them within the E-Claims list screen. Highlight the claim(s) you would like to e-mail to the manufacturer(s) and click on the “E-mail” button listed at the bottom of the E-Claims screen.
8. The Recas system will then e-mail the highlighted invoices directly to the manufacturer.

9. If your publication(s) are registered Merlin One or Shoom E-tearsheet system subscribers, Recas will produce an HTML preview of the e-mail and, once set, will automatically link the ad ID number to the corresponding tearsheet on these systems.

If your publication(s) are not subscribers of these systems, Recas will prompt you to attach the E-tearsheet file(s). Attach a verified PDF of the E-tearsheet as it ran on the dates claimed. You may attach as many PDF files as you choose, with the total size of the attached files not exceeding 3 megabytes.

Please note: Manufacturers are slowly beginning to accept electronic proof of performance. If there is not an E-claim e-mail address already listed for a manufacturer within Recas, then more than likely that manufacturer has not yet begun accepting electronic proof of performance, or it may be that Recas has just not been made aware that they have begun accepting electronic claims.

However, if there is not an E-claim e-mail listed for the manufacturer in which you are generating an E-claim but you have a valid E-claim e-mail address you would like to use, the Recas system will prompt you to enter the e-mail address for that manufacturer before e-mailing that specific claim.

If you have a valid E-claim e-mail, please make Recas aware of the e-mail address by e-mailing Ryan Stevenson at rstevenson@multiad.com. State the E-claim e-mail address and the manufacturer in the body of the message. This will help build up our existing E-claim manufacturer database.

Import/Export Option Available in Recas 7

This new feature of Recas allows you to track and manage local co-op advertising activity without re-entering data from existing systems. It also allows for data transfer to other software for more detailed reporting.

Recas will allow for file input from accounting systems to populate the Advertiser and Claims databases. The export option is also available for the Advertisers, Accruals and Claims databases for use in Microsoft Excel. The export feature can also create a separate file of the Manufacturer Claim Address database for use in other systems.

Recas works with base CSV (comma-separated value) files in both the import and export features.

Please note: When importing data into Recas, you must define the precise order of the CSV values. When you click “import” within the Advertisers portion of Recas, the software will prompt you to define the order of the values to be imported. The order must be the same as it was defined from the export source. In addition, the CSV file to be imported must not be open in any other application prior to importing.

Getting Help

Technical Support

Hours of Operation:

8:00 a.m.–4:30 p.m. CST, M–F

Contact Information:

Tel: 800-245-9278, ext. 5324

E-mail: recas_support@multiad.com

Web: www.recas.com

Please visit www.recas.com for information on Recas features, news, support and related software.

FAQs provide answers to frequently asked questions about installing, configuring and using MultiAd Recas Professional.

An instruction manual is included in PDF format on your installation CD. It is entitled “Recas 7 Manual.” A Robo Help manual is also included in the Help menu of the Recas software.