MEDIATOOLS is a family of integrated components that provides a seamless media planning environment for advertisers and advertising agencies.

The most powerful system of its kind, MEDIATOOLS serves the complex needs of many of the world’s top global advertisers. It provides a rich set of tools for creating and managing media plans, communicating goals to buyers, and generating ad-hoc reports for planning and post-buy analysis. MEDIATOOLS can even be extended with custom modules to allow for integration with external systems.

FOR THE PLANNING AGENCY
MEDIATOOLS includes an advanced, yet easy-to-use flowcharting tool for media planners to prepare and communicate media plans. Extensive plan management functions including version control and the ability to check plans in and out of the MEDIATOOLS database help organize the planning process. When a plan is saved, all media activity is written to a relational database so that it can be included in summary reports. Flowcharts can be printed, exported to Excel, or saved as a PDF or graphics file for emailing or including in other documents.

In addition to Flowcharts, MEDIATOOLS offers WEB ACCESS, a web portal that includes a familiar grid interface for entering media plans. WEB ACCESS is particularly useful for large international deployments and offers many of the reporting and plan management features of the desktop edition.

FOR THE AOR
MEDIATOOLS provides a number of tools that help streamline the workflow between media planning and buying groups. Buyers can populate cost sources with planning cost-per-point information or Print Insertion data and selectively share it with planners. All modifications to cost sources are logged, and MEDIATOOLS can be configured to alert planners by email when new costs are available.

Planners submit goals to buyers in the form of a MEDIATOOLS Authorization, which is a snapshot of a plan for a particular media type and time period. A full revision history is maintained for each Authorization, and the system can be configured to follow routing rules to conform to an established approval process. Once approved, Authorizations can be exported for uploading to a number of popular execution systems.

FOR THE ADVERTISER
Beneath an intuitive interface lies a powerful relational database that provides a reliable and secure receptacle for planning information. This architecture makes MEDIATOOLS uniquely capable of providing advertisers with the timely and accurate information they need. Customizable ad-hoc reports can analyze and compare planned, authorized, and even post-buy data, grouped in a virtually unlimited number of ways. Configurable email alerts also keep users informed of important events as they happen, and our comprehensive security model provides strict control over sensitive data.
MEDIATOOLS offers a wealth of features for keeping you productive and informed. Here are some of the highlights.

PLANNING
- Drag-and-drop flights with many built-in calculations make it easy to experiment with different planning options.
- Version control tracks plan modifications throughout the planning cycle. Previous versions of a plan can be restored at any time.
- Plan Templates provide standardization and make it easy to create flowcharts with a consistent appearance.
- Integrated cost database includes currency conversion factors and customizable fee structures.
- Authorization component manages workflow between planners and buyers.
- Optional web portal provides an easily deployed grid-based alternative for preparing media plans and approving Authorizations.

STAYING INFORMED
- Configurable email alerts notify users of important events, such as when costs have been updated, or an authorization has changed.
- Ad-hoc reports summarize data across multiple plans, products, countries or regions without cumbersome consolidation procedures.
- Report activity can be converted to a common currency or common demo on-the-fly.
- Custom calendars allow for period definition to the day level and help reconcile fiscal and broadcast calendars.
- Reports with multiple data sources can compare planned, authorized, and actual data side by side.

INTEGRATION
- Export plan goals for uploading into popular external buying systems.
- Import actual data from external buying systems for inclusion in MEDIATOOLS reports.
- Import costs from external sources into a MEDIATOOLS cost source for use in plans.
- Import competitive data to create competitive flowcharts in flexible formats.
- Create custom tasks to extract MEDIATOOLS data at regular intervals for integration with external systems such as financial applications.

ACCESSIBILITY AND SECURITY
- WEB ACCESS component provides easily deployed alternative to desktop edition.
- Comprehensive security model provides strict control over sensitive data.
- MEDIATOOLS database can be shared over the internet via HTTP/SSL for secure and reliable communication.
Workhorse Software Company is a software development firm specializing in advertising media planning systems.

MEDIATOOLS, our flagship product, is an integrated tool that provides a comprehensive and seamless media planning environment. Our goal is to provide advertisers and advertising agencies with the most advanced media planning solutions available. MEDIATOOLS exemplifies our approach by combining an intuitive interface with unparalleled power and flexibility to create a new standard in media planning systems.

Since Workhorse was founded in 1996, our client roster has grown dramatically. MEDIATOOLS has also grown to include a full range of advanced tools. In addition to the MEDIATOOLS product line, we offer custom software development to help integrate MEDIATOOLS with external systems. We also offer a variety of support and training options to ensure that MEDIATOOLS is used to its fullest potential.

**SELECTIVE CLIENT LIST**

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Workhorse understands that Magazine negotiation and buying is a complex process. To help Print Negotiators more effectively manage their magazine contracts, Workhorse introduces CONTRACT MANAGER.

Quite often print contracts are managed using a myriad of linked Excel documents. Such a system is likely to be inefficient, time consuming, and error prone. CONTRACT MANAGER offers a better solution. It was designed specifically to provide a robust repository for all information required to effectively manage print contracts. Because it’s integrated with the MEDIATOOLS planning database, it’s easy to analyze planned insertion data for earned discounts and adjust the rates accordingly. Magazines, issue dates, rates, and NEP values can also be published to the MEDIATOOLS planning database with the click of a button. No other system is this powerful, and no other system can offer this level of integration with the industry’s leading media planning tool.

FEATURES

- CONTRACT MANAGER provides a complete repository for publishers, magazines, editorial calendars, units, NEP, circulation, rate base, and rate information.
- New contracts can be created by selecting a publisher, a date range, and list of magazines to be included.
- Contracts can include multiple discount levels for each magazine as well as planning and open rates.
- Discounts can be based on NEP, gross, net or open dollars.
- Master discounts can be added to a contract and applied to each included magazine.
- Default NEP values can be set for each unit and overridden within a contract.
- “Issue Sets” help manage special issues or rates that change in the course of a contract.
- Planning rates and NEP values are easily distributed to planners with the click of a button.
- Extensive reporting options make it easy to analyze live planning data from the MEDIATOOLS database.
- Report templates are saved so that once an insertion report is defined, it can be easily reused.
- Multiple clients are supported in a single database if required. The security model restricts access to authorized users for a given client.
- Planning and Contract databases can reside at different locations. For example, a CONTRACT MANAGER database at the AOR can connect to a MEDIATOOLS database at the planning agency.
At Workhorse, we are constantly working to enhance our products. Here are some of our most recent enhancements and updates.

**NEW PRODUCTS**

- **Our new WEB ACCESS product** provides an easily deployed web portal to the MEDIATOOLS database. WEB ACCESS includes customizable grid-based forms for entering plans, as well as many of the reporting and plan management features of our desktop edition. Designed to complement rather than replace our desktop version, WEB ACCESS is particularly suited to large scale international applications.

- **CONTRACT MANAGER** is a unique tool designed to assist print buyers and negotiators with the complex task of managing print contracts. Because it is integrated with the MEDIATOOLS planning database, CONTRACT MANAGER makes it easy to analyze planned insertions and evaluate appropriate rate levels and discounts. Data such as rates, editorial calendars, and NEP values that are managed by CONTRACT MANAGER can easily be published to a MEDIATOOLS database for use in plans.

**ENHANCEMENTS**

- Configurable email **Alerts** notify users of important events, such as when costs have been updated, or an authorization has changed.

- Customizable **Fee Tracking** schedules have been added to automatically calculate fees in plans and reports.

- **Custom flight properties** now include non-standard flight information in MEDIATOOLS plans and reports.

- **Standard Calendar** options in plans and reports make it possible to report activity to the day level and help reconcile fiscal and broadcast calendars.

- Working and **Non-working costs** can be tracked and reported separately.

- **Purchase data** can be imported from a number of external systems for inclusion in MEDIATOOLS reports.

- **Scheduled Tasks** make it possible to further integrate MEDIATOOLS with external systems by providing scheduled imports or extracts from the MEDIATOOLS database.

- Flights can include creative and **creative mix** assignments in plans and reports.

- **Flight grouping** in the Flowchart allows multiple consecutive flights to be drawn as a single flight.

- **Database Snapshots** make it possible to set aside a copy of database activity at a specified point in time. Once created, Snapshots can be included in ad-hoc reports and compared to live data or other snapshots.

- Several new **Goals Export** formats have been added. Our current list includes Donovan, MediaBank, Strata, and Harris Medialine.
Workhorse understands the importance of timely and reliable access to media planning information. More and more, that information must be collected and reviewed on a global basis.

To address the need for global collection and reporting of media planning data, Workhorse introduces MEDIATOOLS WEB ACCESS. As a companion to our standard desktop edition, MEDIATOOLS WEB ACCESS serves as a web portal to information contained in the MEDIATOOLS database. Data collected through MEDIATOOLS WEB ACCESS can be reported alongside data from our desktop tools to provide a single source for worldwide planning information. In fact, MEDIATOOLS WEB ACCESS is already serving the needs of many high-profile advertisers in over one hundred countries.

In addition to international capabilities, MEDIATOOLS WEB ACCESS offers benefits for domestic advertisers as well. Web-based entry forms can be configured to collect data from disparate sources where a full-scale deployment would be impractical. A streamlined version of Views provides access to real-time reports from any computer with an internet connection. Buy Authorizations created in the desktop edition can be reviewed and approved from a web page without requiring the full MEDIATOOLS desktop application.

MEDIATOOLS WEB ACCESS was developed with several goals in mind. First, it had to be quick and easy to deploy and support. Secondly, it had to be simple and intuitive with a short learning curve. And finally, it had to integrate seamlessly with our existing desktop suite of tools. MEDIATOOLS WEB ACCESS succeeds on all counts. And because it shares the same robust central database and security model, MEDIATOOLS WEB ACCESS offers the same accurate, real-time reporting that has made MEDIATOOLS the industry standard in media planning software.

FEATURES

- Flexible and customizable grid-based entry allows easy input of planning information in any currency.
- Flowcharts, Views, and Authorizations created in the desktop edition can be opened and reviewed from the browser interface.
- Spending can be converted on-the-fly to a single currency for reporting.
- Targeted Announcements can be created and displayed to alert users of deadlines, schedules, or other information.
- Shortcut links make it easy to find recently opened items.
- Web interface requires no software installation on the user’s workstation.
- Customization and branding options are available.