



## Small Newspaper Group Chooses Vision Data Applications (May 2022)

Small Newspaper Group has chosen Vision Data's full suite of advertising, circulation and production applications for its flagship publication, The Daily Journal in Kankakee, IL. The applications include **Total Advertising**, **Sales/CRM and Mobile Ad Order**, **Total Layout** and **Ad Track**, along with **Total Circulation**.

Vision Data's **Total Advertising** Suite of applications, will provide increased flexibility with simplified, real time data analysis capabilities. The Total Advertising Suite is comprised of Vision Data's sales/CRM tools, Mobile Ad Order Entry, Customer facing applications for online bill pay and classified ad entry, Billing and Receivables. **Total Layout** includes both display ad layout and classified pagination. **Ad Track**, will streamline the ad building and approval process, tying in the sales staff, ad production and advertisers in the process.

Additionally, Vision Data's **Total Circulation** will enable customer service staff to handle all circulation operations for subscribers and distribution with a single innovative application. The customer facing portal will allow payments, temporary delivery changes and instant verification through an API for digital subscriptions. The distribution portal enables their delivery agents to view their accounts, check for delivery changes and view subscriber messages.

The applications will be hosted on Vision Data's platform and offers an economical solution for publishers to utilize the advantages of hosting without the high cost of 3rd party hosted options.

Vision Data's President Tom Dempsey said, "We are excited to work with The Daily Journal and create a single vendor solution for their site from sales to billing to distribution." Vision Data has been providing quality solutions for media partners for over 40 years, attributing their longevity and success to a staff that is committed to quality, innovation and superior support services. "At the end of the day, it is all about our customers", says Dempsey.