



Womack Publishing purchases Vision Data Applications

Womack Publishing Inc has chosen Vision Data's full suite of advertising, circulation and production applications for all publications. Womack Publishing Company, headquartered in Chatham, Virginia, is a privately-held, family-owned, media company of newspapers, telephone directories, speciality publications and Internet-based businesses. Womack Publishing Co. operates 19 newspapers in Virginia and North Carolina.

The applications being implemented 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 enable sales staff to work remotely from anywhere using mobile devices while offering centralized billing and management control. The self service portals will enable their advertisers to place their own classified ads, approve display ads and manage their accounts 24/7.

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 which offers an economical solution for publishers to utilize the advantages of hosting without the high cost of 3rd party hosted options.

Vision Data's Total Advertising and Total Circulation Suite of applications will enable Womack Publishing to centralize all operations, reducing overhead and duplication while creating new streamlined workflows.