

A large, faint, light gray fidget spinner is centered in the background. It has four circular weights, each with a smaller concentric circle in the center, connected by a central hub and spokes.

Impreshin

www.impreshin.com

Who is Impreshin?

- Impreshin is a development company catering almost exclusively for small independent publishers.
- It started off as a project to build productivity tools for a small rural publisher.
- The aim has always been to make these tools available to a wider audience.
- As the years progressed more tools were developed and the level of sophistication increased.
- In 2012 the company was formed to formalise this development unit and also to try and ensure continuity.

Why such a development unit?

- Small publishers do not have the means to fund research and development projects.
- Small publishers are at a disadvantage when it comes to developing and implementing technology, as they cannot afford to experiment.
- There is a need for long term solutions, not short term fixes.
- Any such products would need support and further development. This can only be done by a dedicated unit.

What makes Impreshin different?

- The products were developed from within the industry, building on dozens of years of experience and best-practice methods.
- The partners in the development has always been in the small publishing industry.
- Income generated via Impreshin gets utilized to support existing products and develop new products.
- The products are browser-based which, among other advantages, mean they can be used on different platforms and interfaces.

How good are the products?

- Impreshin Projects have won several awards during the past years, including:
 - AIP Media Innovation Awards (2005) - AdBooker, Press-Store
 - Highway Africa Awards (2011) - AdBooker
 - ANIC (2012) African News Innovation Challenge – AdBooker
- The products (previous versions) have been in operation at various newspaper offices for the past six years, during which time they underwent extensive testing and redesigning to make it more robust and user-friendly.
- Web based applications get a lot of flack for not performing optimally. Impreshin's performance got a lot of tweaking.

Some stats:

- 18 Publications
- ~100 000 AdBooker records – main list's data rendered in 0.3 seconds
- ~ 25 000 NewsFiler records – main list's data rendered in 0.4 seconds

Applications

AdBooker

Advert management tool

NewsFiler

Editorial content management tool

AdBooker

- AdBooker is essentially a tool to facilitate the booking of advertising space.
- AdBooker controls and monitors the process from when a provisional booking is made up to the stage where it appears in the paper and the invoicing is done.
- AdBooker is above all a management tool that provides immediate reports on anything from the ad loading percentage to the performance of individual marketers.

AdBooker

AdBooker

+

Bookings

Production

Layout

Overview

Records

Reports

Zoutpansberger

⚙

➔

Checked

Material

Layout

* ✓ ✕

13 July 2012

Pages: 22*

Cm: 2390

Loading: 34.82%

🖨

🔧

Property Section

Client *	Size	Colour	Remark	Marketer	Date
Hammann Eiendomme	60 15 x 4			George J van Rensburg	2012-01-18 08:16:46

Classified - For Sale

4 Records | 20 cm | R 406.85

Client *	Size	Colour	Remark	Marketer	Date
Baltimore - Lusern...	5 5 x 1		Basie Brand 082 968 1998	Yolanda Kock	2012-03-13 11:41:24
Die Wawiel	5 5 x 1			Yolanda Kock	2012-07-06 10:55:49
Forklifts for sale	5 5 x 1		073 763 8253	General - Class	2012-07-07 08:10:42
Omega Chix	5 5 x 1		Trokvragte lusern-, Soya... (Betaal as Vollgraaff YT)	Yolanda Kock	2012-05-22 15:04:22

Classified - Vacancies

3 Records | 62 cm | R 1 277.20

Client *	Size	Colour	Remark	Marketer	Date
Die Vleisn...				Yolanda Kock	2012-07-09 12:05:54
Summit tow in				George J van Rensburg	2012-07-09 10:52:09
Waltloo Meat & Chicken Assistant Manager	14 7 x 2	none	015 962 1442	George J van Rensburg	2012-07-03 08:24:46

Classified - Services

15 Records | 86 cm | R 1 727.18

Client *	Size	Colour	Remark	Marketer	Date
Cois Elektries	6 6 x 1			George J van Rensburg	2011-01-10 16:26:31

Checked - 48 of 72

Placed - 6 of 47

William Stam

There are multiple ways to filter and highlight certain records

Immediate update on aspects such as ad loading and pages

All columns can be ordered ASC / DESC. New columns can be added to perfect the view you require

Ads are displayed in different categories, each with sub-totals and (if selected) income.

AdBooker

AdBooker serves as an extensive repository for ads. It not only captures all detail about the booking, but also saves the material for later reference or re-use.

AdBooker interface showing a booking details modal for 'Spar'.

Account: Capro - C01

Placing: Display Ads

Colour: Full **Colour Rate:** Full Colour

Size: 38 x 8 = 304 col/cm's **Tariff:** R 24.38

Totalcost: R 5 113.95 (R 7 411.52 - 31.00%)

Key Number: SJ22660

Order Number: D46226

Marketer: Capro

Discount: 8.00% **Agency Discount:** 25.00%

Category: Commercial Display

Info: Upfront early right hand page

Material: Material (7.06 mb) [Status: Ready]

Thumbnail: A thumbnail is rendered of the uploaded pdf files, marking the records material status as "Ready".

Buttons: Checked, Invoiced

Navigation: Previous, Next

Footer: Checked - 48 of 72, Placed - 6 of 47, William Stam

AdBooker

AdBooker

+

Bookings

Production

Layout

Overview

Records

Reports

Zoutpansberger

Checked

Material

Layout

48 of 72

Placed - 6 of 47

Repeat

Zout inskripsie

13 July 2012

Logs

Details

Client *

2012-07-06 09:50:58

Booking Checked

Anton van Zyl

2012-07-06 09:50:52

Booking Edited

Anton van Zyl

2012-07-06 08:37:34

Booking Edited

Yolanda Kock

From

To

totalShouldbe

649.80

926.44

remark

By brieweblad

checked

Checked

Not Checked

colour

Full

remarkType

General

Instruction

2012-07-05 21:14:05

Booking Checked

Anton van Zyl

2012-07-05 16:26:28

Material Approved

Anton van Zyl

2012-07-05 16:26:08

Material - Ready

Anton van Zyl

2012-06-28 09:48:32

Booking Added

Adele du Plessis

Checked

Invoiced

Material (484 kb)

Previous

Next

AdBooker logs every action, which makes it easy to afterwards track the origin of mistakes.

Checked - 48 of 72

Placed - 6 of 47

William Stam

AdBooker

AdBooker + Bookings Production Layout Overview Records Reports Zoutpansberger

Status

2 Rec

Client *

Easy Build

Zout inskri

Bonita

Client *

Boabab Be

Casa Caffee

Cassims

De Graaf E

G4 Propsh

KFC

Leigh

Louis Print

LTT Brake

Madi Tank

Rainbow M

Senta Wessels

20

5 x 4

Full

George J van Rensburg

Cassims

SpeedBrake_Cassims Spares.pdf (971.87 kb - Bonita Furstenburg)

CASSIMS SPARES

Shop

Material

Source:

☐ Supplied The client supplied the material for instance agencies etc

☒ Production Internal production created the material

Production Person:

Bonita Furstenburg

Material: SpeedBrake_Cassims Spares.pdf

Cancel Save

Material (971.87 kb) ✓

Previous Next

Checked Invoiced

Checked 48 of 72 Placed 6 of 47 Marketer Total: R 48 217.74 [71] Target: R 131 544.00 Production Total Done: 51 of 69 Assigned Done: 9 of 15 William Stam

Production can be assigned to a member of the production team before the material is ready thereby generating a work list for them (See next slide)

The material is uploaded to form part of the repository and to track material status

AdBooker

AdBooker + Bookings **Production** Layout Overview Records Reports Zoutpansberger

Status Approved * ✓ ✕ 13 July 2012 Cm: 2213 Material: 33 of 48 Approved: 33 of 33

2 Records | 118 cm | R 400.00

Client *	Size	Colour	Remark	Marketer	Material
Easy Build - Golf -	80	20 x 4		George J van Rensburg	
Zout inskripsie	38	19 x 2	none	General - Disp	✓

Bonita Furstenburg 16 Records | 410 cm | R 9 745.24

Client *	Size	Colour	Remark	Marketer	Material	
Boabab Bande Du Toits	20	10 x 2	Full	Speed brake	George J van Rensburg	✓
Casa Caffe	84	14 x 6	Full	Voor op regter blad asb	Yolanda Kock	✓
Cassims	40	10 x 4	Full	Speed brake	George J van Rensburg	✓
De Graaf Exhaust	19	5 x 4	Full	Back page ear	George J van Rensburg	✓
G4 Propshaft	20	10 x 2	Full	Speed brake	George J van Rensburg	✓
KFC	16	4 x 4	Full	Back Page Ear	Yolanda Kock	
Leigh-A	20	10 x 2	Full	Speed Brake	Yolanda Kock	✓
Louis Printers	20	10 x 2	Full	Speed Brake	Yolanda Kock	✓
LTT Brake & Clutch	20	10 x 2	Full	Speed brake	George J van Rensburg	✓
Madi Tanks	40	10 x 4	Full	Speed Brake	George J van Rensburg	✓
Rainbow Midas	20	10 x 2	Full	Speed Brake	Yolanda Kock	✓
Senta Wessels	20	5 x 4	Full		George J van Rensburg	✓

Checked - 48 of 72 Placed - 6 of 47 Marketer - Total: R 48 217.74 [71] Target: R 131 544.00 Production - Total Done: 51 of 69 Assigned Done: 9 of 15 William Stam

AdBooker

AdBooker + Bookings Production **Layout** Overview Records Reports Zoutpansberger

Layout 22 Pages 13 July 2012 Pages: 22 * Placed: 6 of 47 Loading: 34.82%

The automatic page calculator can be overwritten in case you want to force a certain loading

Each page can be assigned a section. Each section has a different colour bar for representation. Stats are available on sections in the reports section

The page status displays how full the page is.

Page colour can also be specified, only records matching the colour specification can be added to a page

In the lay-out section the adverts can be drag and dropped onto the page thumbnails

Size	Colour	Client	Material
20 x 4		Easy Build - Golf -	✕
10 x 4		GT Verspreiders	✓
20 x 4		Mall Of The North	✓
5 x 4	Full	Senta Wessels	✓
38 x 8	Full	Spar	✓
19 x 2	none	Zout inskripsie	✓

Checked - 48 of 72 Placed - 6 of 47 Marketer - Total: R 48 217.74 [71] Target: R 131 544.00 Production - Total Done: 51 of 69 Assigned Done: 9 of 15 William Stam

[illegible]

Various date filtering mechanisms are available to the user

AdBooker

AdBooker

+

Bookings

Production

Layout

Overview

Records

Reports

Limpopo Mirror

New Booking

Booking Type:

Adverts

Inserts

Client*

Client

Account Number*

T0034 | blocked account

Placing*

b|

A18 | Absolutely Water Limpopo

C00CBP | Action Motors (Madina Family Trust)

A26 | Ayob Motors (Autoflair cc t/a)

B29 | Bargain Centre

B27 | Bekker Bore & Pompe

W31 | Beukes Sikhala Prokureurs

T0034 | blocked account Blocked

B08 | Blouberg Direklinik

Colours*

Cm*

Tariff

Total Charged

6050.00

Discount

%

Agency Discount

%

Marketer

Yolanda Kock

Key Num

Dates

13 July 2012 (Active Date)

20 July 2012

27 July 2012

10 August 2012

Suggestions

Based on account history for the past 60 Days

Placing

None

Marketer

None

Category

None

Save Record

Checked - 9 of 31

Placed - 1 of 8

Marketer - Total: R 45 853.38 [68]

Target: R 131 544.00

Production - Total Done: 14 of 27

Assigned Done: 0 of 0

William Stam

The Admin section allows for credit control as well as communication as to the specific needs of a client.

Suggestions (when available) are given to the user to make filling in the form a breeze

AdBooker

The Impreshin applications all rely on a simple, easy-to-use and master interface.

AdBooker

+

Bookings

Production

Layout

Overview

Records

Reports

Limpopo Mirror

Administration

Accounts

Edit

Account

blocked account

Account Number

T0034

Publications

☒ Limpopo Mirror

☒ Supplements

☒ Zoutpansberger

Status

☐ Ok

☐ Cash only client

☒ Blocked

☐ Payment must clear first

Remark

this account is blocked. it wont allow the user to submit the form using this account

+

Save Record

Search string

Status

Account	AccNum	Pub
ABSA Bank	A22	
Absolutely Water Limpopo	A18	✓
Action Motors (Madina Family Trust)	C00CBP	✓
Auto Bargain Motors	A04	
Avbob	A05	
Ayob Motors (Autoflair cc t/a)	A26	✓
B & S Spares	B32	
B & S Spares	B32	
Balju Musina	B35	
Bargain Centre	B29	✓
BB Auto	B21	
BB Used (PTY)Ltd	B16	
Beck's Pharmacy	B05	
Beds Galore	B25	
Bekker Bore & Pompe	B27	✓
Beukes Sikhala Prokureurs	W31	✓
blocked account	T0034	✓

1

2

3

4

5

6

7

Checked - 9 of 31

Placed - 1 of 8

Marketer - Total: R 45 853.38 [68]

Target: R 131 544.00

Production - Total Done: 14 of 27

Assigned Done: 0 of 0

William Stam

AdBooker

AdBooker

+

Bookings

Production

Layout

Overview

Records

Reports

Limpopo Mirror

Administration

Marketers - Targets

Edit

Target

R

131544.00

Date From

2012-07-01

Date To

2012-07-31

Publications

☒

 Limpopo Mirror

☒

 Supplements

☒

 Zoutpansberger

George J van Rensburg

From

To

Target

Pub

2012-07-01

2012-07-31

R 131 544.00

✓

+

Save Record

Checked - 9 of 31

Placed - 1 of 8

Marketer - Total: R 45 853.38 [68]

Target: R 131 544.00

Production - Total Done: 14 of 27

Assigned Done: 0 of 0

William Stam

AdBooker boasts many useful features one of those being setting targets for marketers and monitoring these targets in the reports section.

AdBooker

+

Bookings

Production

Layout

Overview

Records

Reports

Limpopo Mirror

⚙️

👤

Administration

Users

Production

▼

Permissions - Are applied at company level

Details

☐ Check
☐ Material
☐ Repeat
☐ Invoice

Fields

☐ Rate
☐ Totalcost
☐ Totalshouldbe

Lists

Fields

☐ Rate
☐ Totalcost
☐ Totalshouldbe

Total

Full Name

Adele du Plessis

Administrator

Andries van Zyl

Anton van Zyl

Bonita Furstenburg

Dallien Viljoen

Eliska Gedenhuys

Erda Ferreira

George J van Rensb

Luandi Smit

Marietjie Furstenburg

Pieter Jooste

Ronel Welman

Roxanne Johr

Wikus Lee

William Stam

Yolanda Kock

3 days ago

0 seconds ago

4 hours ago

APPLICATION

Accounts

Status

Categories

Marketers

Targets

Production

Sections

Placing

Colours

Loading

Inserts Type

SYSTEM

📅 Dates

👤 Users

📄 Publications

Save Record

Checked - 9 of 31

Placed - 1 of 8

Marketer - Total: R 45 853.38 [68]

Target: R 131 544.00

Production - Total Done: 14 of 27

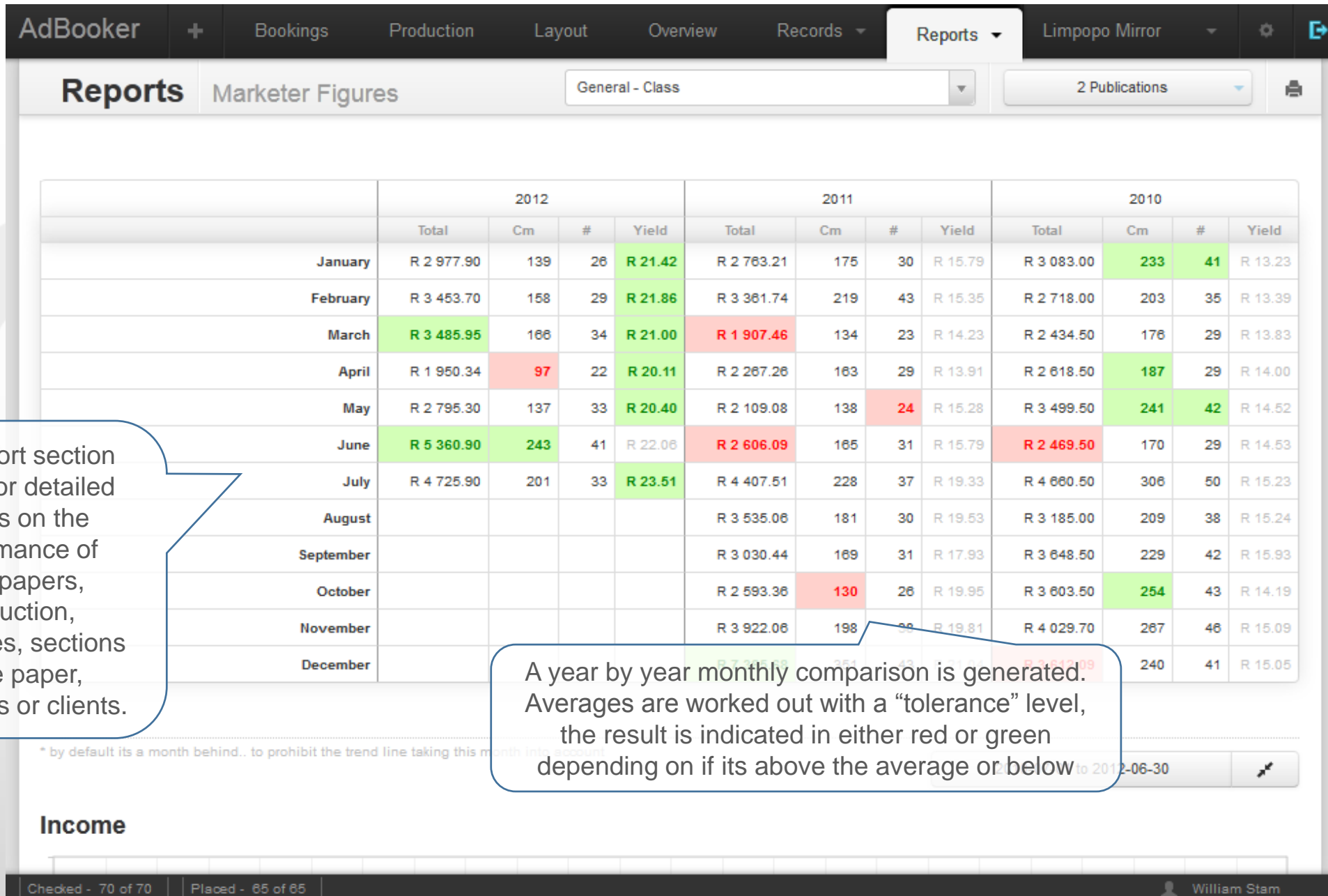
Assigned Done: 0 of 0

👤 William Stam

A very important feature of the Impreshin suite of products, is the ability to set preferences and only allow users to see what they need to see.

A very important feature of the Impreshin suite of products, is the ability to set preferences and only allow users to see what they need to see.

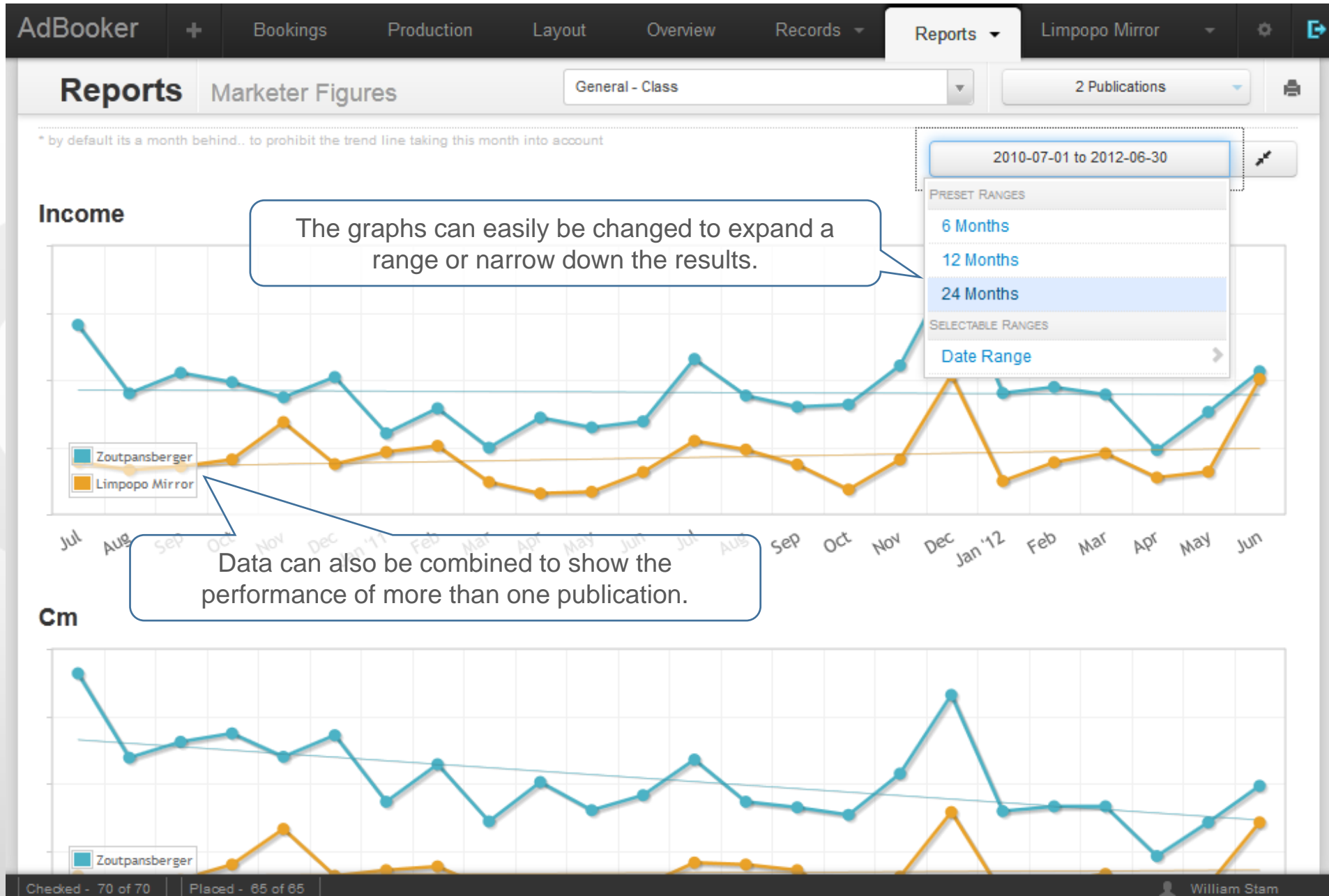
AdBooker



The report section allows for detailed figures on the performance of newspapers, production, categories, sections of the paper, marketers or clients.

A year by year monthly comparison is generated. Averages are worked out with a "tolerance" level, the result is indicated in either red or green depending on if its above the average or below

AdBooker



NewsFiler

- The latest version of Newsfiler was completed at the end of 2013 and is much more than a mere content capturing programme.
- It creates a borderless office with endless opportunities.
- Newsfiler manages the workflow as far as news is concerned, handling it from the capturing side to the lay-out on a page and the final management reports where the performance of each reporter can be traced.
- Newsfiler focusses on communication between the various departments and is also an ideal training tool.

NewsFiler

NewsFiler + Articles Newsbook Layout Production Records Reports Zoutnet

All Draft Posted Proof Ready Articles: 42 Locked: 3 : 42

There are multiple "stages" an article must travel through until it reaches the end page. Using the filter buttons the user can filter out records based on the records current stage.

The interface resembles that of AdBooker, and starts off with a list of stories that can easily be grouped.

Title	Author	Stage	Cm	Words	Photos	Page	Priority	% Chan.
Anton van Zyl	Anton van Zyl	Ready		0	1	Zoutpansberger (2013-12-20 15)	2	0.00

Anton van Zyl 2 Records | 2 Articles | 224 Cm

Title *	Author	Stage	Cm	Words	Photos	Page	Priority	% Chan.
Daisy se feesseisoen	Anton van Zyl	Ready	120	1228	0	Zoutpansberger (2013-12-20 12)	2	100.00
Daisy se Nuwe Jaar	Anton van Zyl	Proof	104	1124	0		2	0.85

Just like in AdBooker all records can be grouped and ordered as the user desires. There are several additional columns that the user can add to the view as well.

Elmon Tshikhudo 6 Records | 6 Articles | 3 Photos | 223 Cm

Title *	Author	Stage	Cm	Words	Photos	Page	Priority	% Chan.
Community reactions after the death of Mandela	Elmon Tshikhudo	Draft	0	0	0		Low	0.00
Controversy surrounds the new Thulamela Taxi rank project	Elmon Tshikhudo	Draft	39	361	1			8.25
Excitement as students receive tools of trade.	Elmon Tshikhudo	Posted	38	311	1			2.62
It is lights on for Damani Primary School.	Elmon Tshikhudo	Draft	0	222	0		Low	
Mandela's forgotten Limpopo comrade.	Elmon Tshikhudo	Posted	113	903	1			5.36
Rains a blessing to farmers-Mathidi.	Elmon Tshikhudo	Draft	33	305	0			3.48

Records - 42 | Draft - 11 | Posted - 17 | Proof - 2 | Ready - 12 | William Stam

NewsFiler

Each record groups all the data together, such as the article, photos, captions and any other relevant documents.

Additional panes display further information

NewsFiler

ArticlesNewsbookLayoutProductionRecordsReportsZoutnet

AllDraftPostedProofReadyArticles: 45Locked: 2: 45

Proof

Disabled man an inspiration to many

2013-12-12 11:14:58


Kaizer Nengovhela

Article

Media1

Newsbooks1

Comments



Words 295Cm 32

Priority 3% 20.56

History

«Proof»

◀Previous

Next▶

Frans

Title *

Immature

Kersete

Onvolwass

Isabel

Title *

Busines

Kaizer

Title *

Arsenal an

Christmas

Disabled n

Donati

Fedup resi

electricity

Gogo Muofhe (93) still staying in a dilapidated mud house.

Kaizer Nengovhela

Posted

36

392

2

Low

1.16

Hundreds people attend Musangwe

Kaizer Nengovhela

Draft

39

398

0

0.00

Records - 45Draft - 13Posted - 16Proof - 4Ready - 12William Stam

NewsFiler

Each article can contain comments. This is a powerful way to express opinions and tasks with the author about the article.

The screenshot displays the NewsFiler web application interface. The top navigation bar includes tabs for Newsbook, Layout, Production, Records, Reports, and Zoutnet. The main content area shows a list of articles on the left and a detailed view of a selected article on the right. The article title is "Discipline influenced them to conquer against ...". The article is in the "Draft" state and was created on 2014-01-08 07:35:52 by Phathutshedzo Luvhengo. A red banner indicates it was rejected by Anton van Zyl with the reason "Request for update". The article content includes a comment from Anton van Zyl dated 2014-01-09 16:27:43, stating "OK - But please use the message option next time. If you comment on your own story, only you will know about it. If you send me a message by clicking on the bottom icon and then selecting my name, the system will notify me." Below this is a comment from Phathutshedzo Luvhengo dated 2014-01-09 16:05:48, asking "can you please send this story back i need to update it". The article statistics show 389 words, 45 comments, and a priority of 0.96. The bottom status bar shows the user is William Stam.

NewsFiler

Articles: 29 Locked: 4 : 29

Draft Discipline influenced them to conquer against ... 2014-01-08 07:35:52 Phathutshedzo Luvhengo

Rejected By: Anton van Zyl
Request for update

Anton van Zyl 2014-01-09 16:27:43
Rejected Request for update

Anton van Zyl 2014-01-09 16:27:22
OK - But please use the message option next time. If you comment on your own story, only you will know about it. If you send me a message by clicking on the bottom icon and then selecting my name, the system will notify me.

Phathutshedzo Luvhengo 2014-01-09 16:05:48
can you please send this story back i need to update it

Leave a comment

History [Icons] Draft >>

Words 389 Cm 45
Priority % 0.96

Previous Next

Records	Draft	Posted	Ready
28	16	7	5

William Stam

NewsFiler

NewsFiler + Articles Newsbook Layout Production Records Reports Zoutnet

Edit Record 46 cm | 388 words * (estimates only) Booking Type: Article Photo

Fedup residents logged their frustration over incomplete electricity project.

B I U

Fedup residents of Tshikwarani and Muduluni are in loggerheads with the Makhado Local Municipality over an uncomplete electricity project.

This comes after the Uncle Benny Construction company failed to complete the electrification of their area. The contractor was appointed in September 2011 and was expected to complete the project in May 2012.

According to the residents, the contractor also displayed shoddy workmanship in the section where he installed the power lines.

The projects were supposed to be completed in May last year, but he is still working at a snail's pace.

The manager of Uncle Benny Construction, Mr Benny refuses to give the journalist his surname. He said that he stop working at the site because the Makhado municipality still owe him payment.

CLlr Itani Sikwari of the Department of Public Works and Infrastructure said that the municipality was still working on the project.

Author
Kaizer Nengovhela

Category
News

Language
English

RESOURCES
[Merriam Webster](#)
[Reuters Style Sheet](#)
[Handbook of Independent Journalism](#)

Priority: Low

Save Record

Records - 43 | Draft - 11 | Posted - 16 | Proof - 4 | Ready - 12 | William Stam

The articles cm value and word count is also calculated

Capturing data and editing stories later on is a simple process using an uncluttered interface

Resources are setup via the admin interface, these would include stuff like style guides and just general information the publisher wishes their journalists to be aware / make use of

Various additional tools are available, like for instance a Dictionary / Thesaurus, a meta search to check for plagiarism and check lists that are dependent on the category selected.

NewsFiler

Articles Newsbook Layout Production Records Reports Zoutnet

Edit Record

46 cm | 388 words * (estimates only)

Booking Type: Article Photo

Filename	Size	Status
Drag files here.		
+ Add files	0 b	0%

of y
o an
and y

Fedup community pose with candles and parastoves.

Captions are added to the photographs

Category: News

Language: English

Meta: Fedup residents loggerheads with municipality over uncomplete electricity project.

Merriam Webster
Reuters Style Sheet
Handbook of Independent Journalism

Priority: Low

Save Record

Records - 43 Draft - 11 Posted - 16 Proof - 4 Ready - 12 William Stam

Captions are added to the photographs

Fedup community pose with candles and parastoves.

Fedup residents loggerheads with municipality over uncomplete electricity project.

Merriam Webster

Reuters Style Sheet

Handbook of Independent Journalism

Save Record

Draft - 11

Posted - 18

Proof - 4

Ready - 12

NewsFiler

The history feature makes it easy to compare versions and spot changes to the original article.

NewsFiler + Articles Newsbook Layout Production Records Reports Zoutnet

All Draft Posted Proof Ready Articles: 45 Locked: 2 : 45

Proof Disabled man an inspiration to many 2013-12-12 11:14:58 Kaizer Nengovhela

Showing changes made by Anton van Zyl on the 2014-01-06 15:24:55

A disabled man from Mauluma village, Chillyboy Rathando (37) from Mauluma village, is an inspiration to many other people also living with disability ies.

Rathando doesn't depend on his disability grant. He owns a company that offers various services including plumbing, fumigation, snake catching, and cleaning.

A fortnight ago December he came to Thohoyandou residents' rescue when he fixed a huge blockaged in the sewerage system that was causing sewage started to overflow into various places in town. The unbearable smell was making life extremely unpleasant for residents.

Rathando said yes living with the fact that he has a disability does not make use him to sit back and depend on his disability grant. "I registered my own company for snake catching, fumigation and cleaning in 2004. Now I employ more than 30 people to clean toilets and fix sewers. We also catch bats and snakes and we can poison cockroaches and ants."

Date/Time	User	Cm	Words	Stage	% Chan	% Orig
2014-01-06 15:24:55	Anton van Zyl	32	295	Posted	20.56	20.56
2013-12-12 11:17:34	Kaizer Nengovhela	30	309	Draft	0.94	
2013-12-12 11:14:58	Kaizer Nengovhela	30	309	Draft		

History [Menu] [Icons] [Proof]

Media 1 Newsbooks 1 Comments

A % is worked out on how much a change the article has undergone to get to the current state

Words 295 Cm 32 Priority 3 % 20.56

Previous Next

Gogo Muofhe (93) still staying in a dilapidated mud house. Kaizer Nengovhela Posted 36 392 2 Low 1.16

Hundreds people attend Musangwe Kaizer Nengovhela Draft 39 398 0 0.00

Records - 47 Draft - 15 Posted - 16 Proof - 4 Ready - 12 William Stam

NewsFiler

Additional information such as the Exif data can be displayed, making it easy to verify facts.

All the photographs can be enlarged in a photo viewer window



Width	1283	ImageDescription		Make	Canon
Height	856	UserComment		Model	Canon EOS 60D
Size	870.43 kb	DateTime	2014:01:06 15:24:29	ShutterSpeedValue	6
DPI	200DPI	DateTimeOriginal	2013:11:11 13:04:43	ApertureValue	4
Software	Adobe Photoshop CS3 Windows	Copyright		FocalLength	17

Hundreds people attend Musangwe

Kaizer Nengomela

Draft

39

395

0

0:00

Records: 46

Unfiled: 14

Indexed: 16

Proof: 4

Display: 12

William Starm

NewsFiler

NewsFiler + Articles **Newsbook** Layout Production Records Reports Zoutpansberger

Ready Placed 10 Jan 2014 Articles: 21 Ready: 16 Placed: 9

News editors can choose from the selection of stories posted which they need for their publications and then allocate these to a specific newsbook.

Proof 5

Records: 21

Proof: 5 23.81%

Ready: 16 76.19%

Title *	Author	Proof	Cm	Words	Priority
Amper daar	Andries van Zyl	0	3		
CP eerste tydens Grabbadoo	Andries van Zyl	49	391	3	
Louwtjie kry 100% en is een van top skole	Isabel Venter	23	193	2	
Rugbkluk wil weer begin oefen	Andries van Zyl	0	3		
Twaalf onderskeidings vir niggie en nefie					

Ready 16 Records | 13 Articles | 9 Photos | 470 Cm

All these articles have been allocated to the "current" newsbook

Title *	Author	Stage	Cm	Words	Priority
Belastingbetalers wil gesels	Frans van der Merwe	Ready	21	180	2
Border extremely busy during festive period	Mashudu Netsianda	Ready	46	369	2
Christmas baby welcomed at Zoutpansberg Private Hospital	Isabel Venter	Ready		0	1
Cyclone Elisa hits again	Isabel Venter	Ready		0	2
Daisy se Nuwe Jaar	Anton van Zyl	Ready	104	1127	2
Dit reën kat en honde	Isabel Venter	Ready	31	335	3
DVD-smous beboet	Isabel Venter	Ready	12	111	2
Ek sal graag mnr. Bobodi se antwoorde hierop wil hoor?	Andries van Zyl	Ready	48	428	2
Granny Ruth passes away at age 92	Andries van Zyl	Ready	30	301	3
Letter: Shocked at state of once beautiful town	Isabel Venter	Ready	17	159	2

Records - 81 | Draft - 11 | Posted - 14 | Proof - 6 | Ready - 50 | William Stam

NewsFiler

NewsFiler

Articles Newsbook **Layout** Production Records Reports Limpopo Mirror

Layout 18 Pages 18 January 2014 Pages: 18 * Planned: 30 of 39 Remaining: 9

In the lay-out section (which mimics that of AdBooker), stories can simply be dragged onto a page thumbnail.

AdBooker's page loading stats are shown

In the lay-out section the Articles can be drag and dropped onto the page thumbnails

Size	Photos	Title
42 cm	2	A man allegedly terrorised his family
31 cm	2	BlackJahman calls for nations to respect nature
39 cm	2	Homes set alight following witchcraft allegations
1	1	Kids graguated.
1	1	King Toni Mhephu Ramabulana atnded Uselwa ceremony at King Goodwill Zwelithini kraal.
41 cm	0	Limpopo road fatalities remain consistant
50 cm	3	Local policeman allegeldy involved in robbery
48 cm	1	New Year shocker. One dead and 12 injured in stabbing spree.
31 cm	0	Stray lions back at Beit Bridge village
1	1	Traditional wedding well attended
37 cm	4	Tshovhilingana 9 proves that talent is galore in Vhembe

Records - 85 Draft - 10 Posted - 10 Proof - 9 Ready - 58

NewsFiler

NewsFiler + Articles Newsbook Layout **Production** Records ▾ Reports ▾ Zoutpansberger ▾ ⚙️ ➡️



* ✓ ✕ 10 Jan 2014 Articles: 16 Placed: 9 ⚙️

Page 7 4 Records | 4 Articles | 193 Cm

Title *	Author	Stage	Cm	Words	Priority
Daisy se Nuwe Jaar	Anton van Zyl	Ready	104	1127	2
Ek sal graag mnr. Bobodi se antwoorde hierop wil hoor?	Andries van Zyl	Ready	48	428	2
Letter: Shocked at state of once beautiful town	Isabel Venter	Ready	17	159	2
Wie is nou eintlik vir die gemors verantwoordelik?	Andries van Zyl	Ready	24	232	2

Once on a page, it's easy for the lay-out artists to find the correct story along with photos and caption.

Page 12 5 Records | 3 Articles | 3 Photos | 85 Cm

Title *	Author	Stage	Cm	Words	Priority
Belastingbetalers wil gesels	Isabel Venter	Ready	21	180	2
Border extremely busy during festive period	Isabel Venter	Ready	46	369	2
 Christmas baby welcomed at Zoutpansberg Private Hospital	Isabel Venter	Ready		0	1
 Cyclone Elisa hits again	Isabel Venter	Ready		0	2
Onvolwasse avokados nou verbode	Frans van der Merwe	Ready	18	154	2

Not planned 7 Records | 6 Articles | 6 Photos | 192 Cm

Title *	Author	Stage	Cm	Words	Priority
Dit reën kat en honde	Isabel Venter	Ready	31	335	3
DVD-smous beboet	Isabel Venter	Ready	12	111	2
Granny Ruth passes away at age 92	Andries van Zyl	Ready	30	301	3
Liberal Party of South Africa (LPSA) ...	Isabel Venter	Ready	11	232	1

Records - 81 | Draft - 11 | Posted - 14 | Proof - 6 | Ready - 50 | William Stam ⚙️ ?

NewsFiler

Newsfiler is an incredibly potent file repository and once captured, data is available for quick retrieval many years later.

The screenshot displays the NewsFiler web application interface. At the top, a navigation bar includes links for Articles, Newsbook, Layout, Production, Records (selected), Reports, and Zoutnet. Below this, a search bar shows 'zoutnet' as the search term and '2013-01-06 to 2014-01-06' as the date range. A dropdown menu for 'PRESET RANGES' is open, showing options like 'This Month', 'Previous Month', 'All Dates After', and 'Date Range' (selected). The 'Date Range' selection is further detailed with 'Start date' and 'End date' calendars. The 'Start date' calendar shows January 2013, and the 'End date' calendar shows January 2014. A 'Done' button is visible below the calendars. The main content area displays a list of records with columns for Title, Author, Status, and a table of metrics (Cm, Words, Priority). The status column shows 'Ready' for all records. The metrics table shows values for Cm, Words, and Priority for each record.

Title *	Author	Status	Cm	Words	Priority
"We don't want			51	519	2
Back to square			51	486	3
Boorgate 'n 'm			59	558	4
Brief: Hospitaal			18	142	2
Laaste kans om			37	365	3
Lecturer vis			0	0	3
Non-payment s			66	675	high
Nou wanneer m			57	561	4
Officer threatens to break journalist's camera	Isabel Venter	Ready	67	636	4
Rambau's civil case suffers setback	Anton van Zyl	Ready	46	434	3
SAAF's capabilities hampered by budget constraints	Isabel Venter	Ready	47	461	3
Samuel Maringa drops defamation suite against Mirror	Anton van Zyl	Ready	28	282	3
Submit your winning photo and win	Andries van Zyl	Ready	30	263	2
Tyd min om wenfoto's in te stuur	Andries van Zyl	Ready	37	358	3
Zoutnet dominates LiN Media awards	Anton van Zyl	Ready	66	600	3
Zoutnet dra by vir die stryd teen kanker	Isabel Venter	Ready	0	0	3

At the bottom, a status bar shows: Records - 43, Draft - 12, Posted - 16, Proof - 3, Ready - 12. The user name 'William Stam' is displayed on the right.

NewsFiler

NewsFiler
+
Articles
Newsbook
Layout
Production
Records
Reports
Zoutnet

Reports
Author Submitted - Date captured
Anton van Zyl

	2013				2012				2011			
	#	Articles	Cm	Photos	#	Articles	Cm	Photos	#	Articles	Cm	Photos
January	2	2	99	1	4	4	166	1	2	1	144	3
February	7	7	158		2	2	66		4	4	110	
March	2	2	62		2	2	68	2	3	3	190	1
April	8	7	449	4	1	1	48		3	3	213	
May	8	7	234	1	9	7	390	8	6	5	325	6
June	8	6	295	5	15	14	747	7	7	6	514	8
July	13	13	398	1	6	6	174	3	7	7	521	3
August	12	11	494	7	6	6	206	9	4	4	350	
September	6	6	248	1	5	2	43	4	8	6	316	9
October	10	9	854	1	12	6	201	7	3	2	77	2
November	12	11	577	3	5	5	339		8	7	377	13
December	9	7	485	20	5	5	619	3	5	4	131	3

Tolerance: 50%

* by default its a month behind.. to prohibit the trend line taking this month into account

12 Months

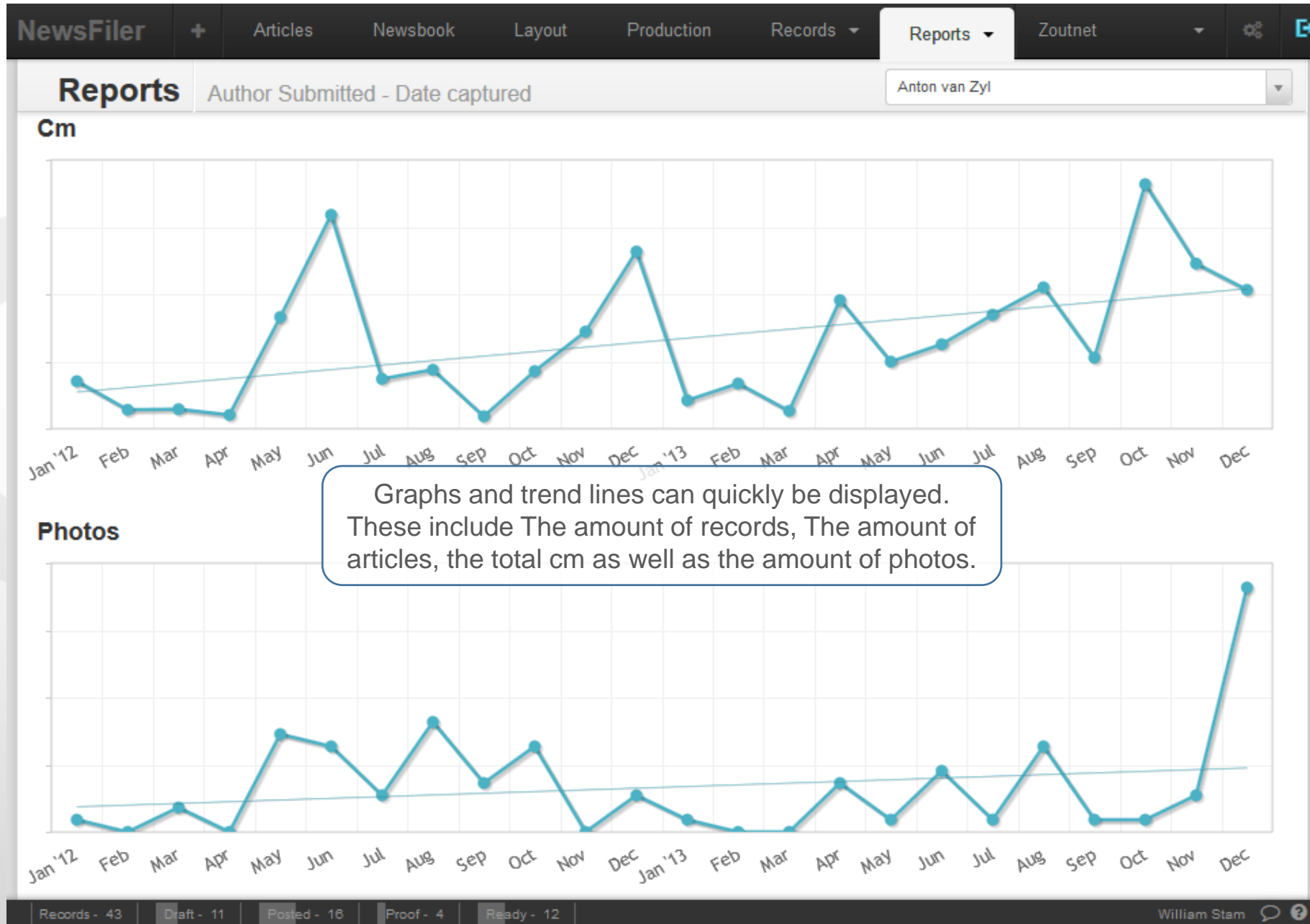
Records

Records - 43
Draft - 11
Posted - 16
Proof - 4
Ready - 12

William Stam

Just like with AdBooker NewsFiler's powerful reports section simplifies the management function of news and allows the user to track patterns and measure productivity.

NewsFiler



NewsFiler + Articles Newsbook Layout Production Records **Reports** Zoutpansberger

Reports Category Figures * ✓ ✕ Sport

Zoutpansberger 2013-11-22	8	1	23	2.45%	10										
Zoutpansberger 2013-11-29	16	2	53	52.59%	15										
December	8	4	103	5.97%	14	20	4	84		23	19	7	154		25

Tolerance: 40% ▾








← Back to charts

In cases where news items are purchased from correspondents, complete lists of material used can be generated at any stage.

Article 2 Records | 2 Articles | 1 Photos | 53 Cm

Title	Stage	Cm	Words	Priority	Photos
Nuwe rekord by Makoppa	Ready	28	255	3	1
Vikings snatches place in final from Lukman	Ready	25	248	2	0

Photo 14 Records | 14 Photos |

Title	Stage	Cm	Words	Priority	Photos
 Golf Club prize giving.	Ready		0	3	1
 Golf Club prize giving.	Ready		0	3	1
 Golf Club prize giving.	Ready		0	3	1
 Golf Club prize giving.	Ready		0	2	1
 Laerskool Messina se veelsydigste sportseun en -meisie	Ready		0	3	1
 Lara deel van Limpopo Junior Jukseispan	Ready		0	2	1
 Pieter Messina's top cricketer	Ready		0	3	1

Records - 43 | Draft - 11 | Posted - 16 | Proof - 4 | Ready - 12

William Stam

NewsFiler

In the admin section NewsFiler can be adapted to the needs of publishers who use a variety of column formats.

The screenshot displays the NewsFiler Administration interface. At the top, a navigation bar includes links for NewsFiler, Articles, Newsbook, Layout, Production, Records, Reports, and Zoutnet. The main header shows 'Administration', 'Cm Style Sheet', and '51 cm | 418 words * (estimates only)'. Below this is a toolbar with various editing tools like bold, italic, underline, and search. The main content area is a text editor with placeholder text. To the right, a preview window shows the rendered output. On the far right, a style configuration panel is open, showing a list of categories (News, Sport, Letters, Calendar, Makoya, Supplement) and a CSS rule for a paragraph block. The bottom status bar shows record counts for Draft, Posted, Proof, and Ready, along with the user name William Stam.

NewsFiler

Administration Cm Style Sheet 51 cm | 418 words * (estimates only)

Default

Default

Categories

- News
- Sport
- Letters
- Calendar
- Makoya
- Supplement

```
#cm-block p {  
  margin-top : 1px;  
  margin-bottom : 1px;  
  text-indent : 0.3cm;  
}
```

Save

Records - 44 Draft - 12 Posted - 16 Proof - 4 Ready - 12 William Stam

NewsFiler

NewsFiler

ArticlesNewsbookLayoutProductionRecordsReportsZoutnet

AdministrationUsers

View☒ Only my records

If this is checked checked then the user will ONLY see their own records (author ID).

Stages

☒ Edit

Allows the user to edit the record whilst the booking is in the Draft stage.

☒ To

Allows the user to move a record into the Draft stage.

☐ Reject

☒ Delete

Allows the user to delete the record whilst the booking is in the Draft stage.

☐ Newsbook

Posted

☐ Edit

☒ To

Allows the user to move a record into the Posted stage.

☐ Reject

☐ Delete

☐ Newsbook

Proof

☐ Edit

Save Record

Full NameLast ActivityAuthor

William Stam18 seconds ago✓

Kaizer Nengovhela48 seconds ago✓

George J van Rensburg

Phathutshedzo Luvhengo3 minutes ago✓

Frans van der Merwe5 minutes ago✓

Luandi Smit10 minutes ago

Wikus Lee10 minutes ago✓

Anton van Zyl24 minutes ago✓

Yolanda Kokk

Elmon Tshikhudo2 hours ago✓

Isabel Venter3 hours ago✓

Tshifhiwa Mukwevho4 hours ago✓

Andries van Zyl4 hours ago✓

Pieter Jooste

Ronel Welman

Amandea van Zyl

Dallien Viljoen19 days ago

Bonita Furstenburg20 days ago

Adele du Plessis

Nic Hoffmann20 days ago✓

Records - 44Draft - 12Posted - 16Proof - 4Ready - 12

William Stam

The powerful permissions section allows administrators complete control over users, enabling them to give access to only what is needed. Even dependent on the current stage an article is in

Affordability

- The Impreshin suite of products was designed with an end user in mind that cannot afford the flashy products of the big media players.
- The challenge, however, is to also generate enough income to ensure the long term sustainability of the company.
- Experience has shown that unless publishers pay for a service, they are unlikely to implement it and make full use of its advantages.
- No management system can be implemented without proper training, and this will have to be provided for.
- The current business plan provides for a monthly fee, starting at R700 for the online suite of products.
- Should Impreshin be able to secure sponsorships, this can be utilized to subsidize training and fees.

Contact Details

Anton van Zyl

Email: anton@impreshin.com

William Stam

Email: william@impreshin.com

Skype: william_stam

Phone: +27 83 502 9157

www.impreshin.com