ADS CORNER

**1. INTRODUCTION**

An advertising Service centre providing multimedia supports. Currently we approach each media for advertisement. Here we give a support to the public for distribute their advertisement to different media. Their detailed rate and timing schedule is there in the adcorner.Clients can directly upload their ads. If they need any designing support we provide that also. After confirmation the payment is through credit card or direct.

Adcorner which is developed to help its clients in developing their business by planning, creating handling and advertisement is called Online Advertising agency System. It is also referred as promotion of client’s business. It is helpful in selling the client’s products or services in easier and efficient way. It costs less to the clients and gives more profit. It works based on the strategies and rules of marketing. It is also helpful in promotion of client’s products.Normally government agencies, businesses and corporations and non-profit organizations are the clients of Ad Agency. ClientshireAd agency for producing an advertising campaign about their services and products.The proposed system is developed to automate the functionality of an ad agency through online.

**Objective of the proposed project:**

To develop an online application which fulfills the requirements of its clients like creating, handling and planning ads for products and services of clients. It is designed to develop the business of its client. It promotes the client products to make them popular among peoples.

The objective and scope of my Project Advertising Agency is to record the details various activities of user. It will simplifies the task and reduse the paper work. During implementation every user will be given appropriate training to suit their specific needs. Specific support will also be provided at key points within the academic calendar. Training will be provided on a timely basis, and you will be trained as the new is Advertising Agency rolled out to your area of responsibility.

## - The main limitation of the previous system of Advertising Agency:

* The existing system only provides text-based interface, which is not as user-friendly as Graphical user Interface.
* Since the system is implemented in Manual, so the response is very slow.
* The transactions are executed in off-line mode, hence on-line data capture and modification is not possible.
* Off-line reports cannot be generated due to batch mode execution.
* Hence, there is a need of reformation of the system with more advantages and flexibility. The Advertising Agency eliminates most of the limitations of the existing software. It has the following objectives:

## Enhancement:

The main objective of Advertising Agency is to enhance and upgrade the existing system by increasing its efficiency and effectiveness. The software improves the working methods by replacing the existing manual system with the computer-based system.

## Automation:

The Advertising Agency automates each and every activity of the manual system and increases its throughput. Thus the response time of the system is very less and it works very fast.

## Accuracy:

The Advertising Agency provides the uses a quick response with very accurate information regarding the users etc. Any details or system in an accurate manner, as and when required.

## User-Friendly:

The software Advertising Agency has a very user-friendly interface. Thus the users will feel very easy to work on it. The software provides accuracy along with a pleasant interface.Make the present manual system more interactive, speedy and user friendly.

## Availability:

The transaction reports of the system can be retried as and when required. Thus, there is no delay in the availability of any information, whatever needed, can be captured very quickly and easily.

## Maintance Cost:

Reduce the cost of maintenance.

**MODULES**

1. ADMINISTRATOR

* Add/Edit Employees
* Add/Edit media type
* Add/Edit media
* View client ad request.
* Enter ads category
* Enter tariff
* View accepted ads from media manager
* View/reply mails
* Payments
* View complaints
* View reports of final ads

1. MEDIA MANAGER

* View assigned works
* Update completed works$status
* View/sent mail

3.CLIENT

* Search tariff
* Sent ad request
* View processed requests
* Payment
* Send complaint
* Change password
* Edit profile