



AccountScout.NET's advanced capabilities can be leveraged to generate additional revenues while reducing labor expenses associated with data entry and ad tracking. The software design and screen layout simplify training and create a user friendly experience for even the most novice of users.

#### Why Fake Brains?

- We have worked with Publishers since 1991 to improve operations and profitability.
- Our team is dedicated to ensuring the success of your business.
- Our commitment to continuous product growth includes maintaining a staff of in-house developers who are dedicated to extending the product line.
- The flexibility of our products makes them well suited for both small and large publications.

#### Contact Us:

- To see a private demonstration of AccountScout.NET.
- To discuss your software needs.
- To see why hundreds of other publishers worldwide have selected Fake Brains to run their business.



303.791.3301  
sales@fakebrains.com  
www.fakebrains.com

In addition to increasing our staff's efficiency, AccountScout has allowed us to capture thousands of dollars in revenue that previously was lost. The Fake Brains support staff is EXCELLENT!

- Estes Park News, CO

AccountScout is convenient and the Fake Brains service is great. Any problem we have, they are there to help. It was easy to learn and the training was very complete. Because of the accounting, we were able to cut our billing process in half and were able to use our talent where we need it most. I like that we have all these reports at our fingertips, it is a great tool for our industry!

- Boone County Shopper, IL

Our man-hours have been cut in half and our error rate has dropped drastically. I want to comment on your tech support-it is great!

- South County News, IL

AccountScout has made our business more efficient. It is the best program I have ever worked with!

-Kilgore News Herald, TX

We have been very pleased with the company and the flexibility its programs offer. There is an incredible variety of reports that are available with their program. They are very concerned with customer service and satisfaction with timely assistance. Overall I am very happy with Fake Brains and would recommend it as the software to purchase for any size of newspaper.

- Fostoria Focus, OH



## See why so many people are excited about *AccountScout.NET!*

- |                            |                         |
|----------------------------|-------------------------|
| ◆ Advertisers              | ◆ Accounts Receivable   |
| ◆ Call Tracking            | ◆ Quotes for Prospects  |
| ◆ Retail Scheduling        | ◆ Holds                 |
| ◆ Classified Scheduling    | ◆ Run Lists             |
| ◆ Contact Management (CRM) | ◆ Start Orders          |
| ◆ Legals                   | ◆ Classified Ad Flow    |
| ◆ Invoicing                | ◆ Sales Representatives |
| ◆ Statements               | ◆ Commissions           |



Progressive Software, Personal Service

The advertiser screen is the dashboard which organizes everything you need to know about your customer.



Publishers like...

- ◆ the powerful reporting capabilities that can be used to track advertising, appointments, and the sales rep servicing the accounts.
- ◆ the increase to cash flow due to the automatic prompt pay discount capability.
- ◆ the ability to get the pulse of their business by viewing all new orders for the week.
- ◆ the forecast reports that shows expected revenue for all upcoming issues.



Sales Reps look forward to...

- ◆ a single place to document all interaction with their advertisers, whether it is to plan new campaigns, place ads, or collect payments.
- ◆ a quick way to create price quotes that can easily transition into orders.
- ◆ viewing reports that show which clients have orders that are about to expire and need to be re-sold.
- ◆ tracking holds while an advertiser seeks approval.

Users are excited because ...

- ◆ of the rich user experience.
- ◆ multiple windows can be opened simultaneously.
- ◆ screen layout can be customized to suit their workflow.
- ◆ of the report filtering capabilities.



Bookkeepers are excited because...

- ◆ they can generate invoices quickly for different advertiser needs, including agencies and legals.
- ◆ the new ribbon bar makes recording transactions quick and easy.
- ◆ they can easily print detailed account histories for any period of time.
- ◆ they can quickly view open invoices for an advertiser.
- ◆ prompt pay discounts are automatically applied to advertisers who earn them.



Production is eager for...

- ◆ the manifest reports that list all runs for the upcoming publication with the necessary design detail.
- ◆ the deadline manifest report which lists last minute orders.
- ◆ the easy to read insertion orders.
- ◆ automatic classified ad flow for InDesign, Quark or the web.

Entering retail orders is easy with customizable screens.