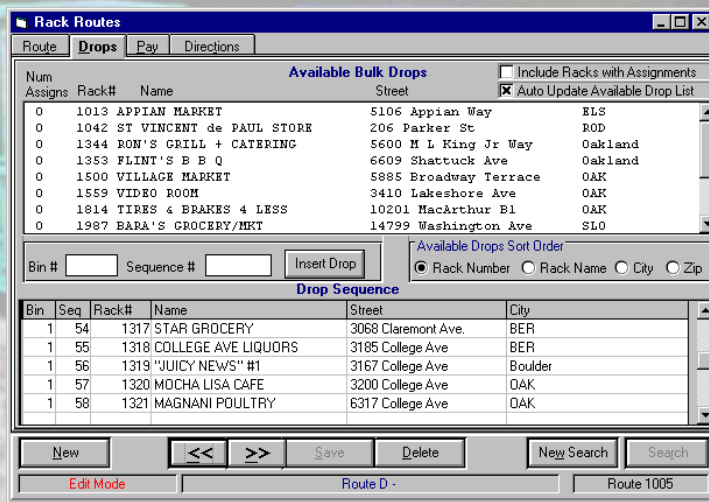


ROUTE SCOUT

Rack Distribution

Increase single copy circulation with *RouteScout*. Use *Fake Brains' RouteScout* software to monitor returns, manage drivers, and track bulk drop deliveries. *RouteScout* provides comprehensive drop listing reports, driver sheets, and waste reports to give you an accurate measure of your readership before the audit reports arrive.



Optimize Rack Draw

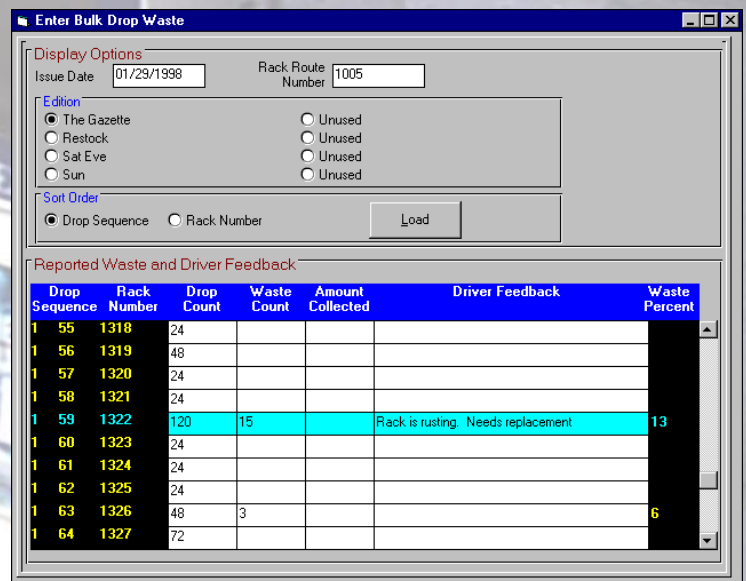
Learn which racks achieve the best pickup response.

- Know what attracts the readers, whether it is the rack style, location or publication cover.
- Make delivery more efficient by providing the drivers with a detailed drop listing report with room to record pickup counts and comments.
- Record the make, model, and install date of each rack to plan replacement and maintenance.
- Easily find the rack within each location by describing the drop in detail.
- Waste is calculated automatically after returns are entered.
- Suspend rack delivery during remodeling and closures.

Truck Manifests Increase Efficiency

Efficiently deliver your publication by organizing the drops in sequence order.

- Increase driver productivity by providing specific directions to the location and rack for each issue.
- Create restock routes for mid-cycle delivery.
- Help drivers reach the drops before the locations close by listing closing time.
- Simplify contractor billing with carrier invoices.
- Create driver routes with any number of racks.
- Flexible pay methods include paying by drop, paper, insert, mile, hour, and a base amount.



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