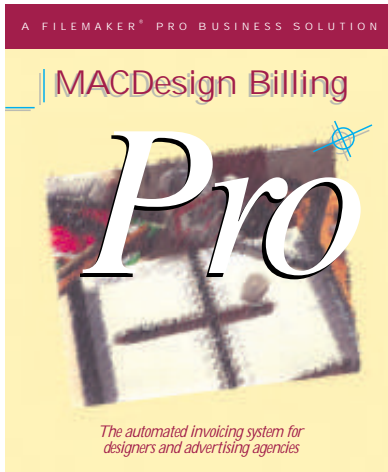


# Parts of the complete system that work just the way you do (no, it's less messy).

It's a fact that billing in the graphics business can get *messy*. With all the bits, bytes, outside costs and in-house hours, it's a wonder art professionals ever get paid at all. But now there's a solution that won't take all year to learn, and doesn't cost a month's profits to buy. Here's how it works.



**MACDESIGN BILLING PRO** lets you set up estimates and invoices, *fast*. Because it incorporates most of the cost and expense language you use anyway, you don't need to make up forms from scratch, or re-key the same expense categories over and over again. This single feature makes MACDESIGN BILLING PRO stand out in the billing field.

MACDESIGN BILLING PRO also includes MACDESIGN ROLODEX, a separate client database so you can store contact information. Add five modules for tracking costs in detail, and you've got a powerful database engine for expenses, purchases, time tracking and money management.

All production	\$200.00	All boards	
Typesetting/Output	\$120.00	6 pages/mag/lin	
Bullboard			
Photography	\$1,900.00	2 days photo shoot	
Image Proc. Issues	\$130.00	Composite logo	
Etch/Covers	\$15.00	stubs	
Pre-press/color seps	\$300.00	Multiprints	
Color comps	\$70.00	Can a color comp	

Module costs transfer into related fields in your estimate or invoice.

**SERVICE BUREAU MODULE** gives you complete breakdowns for almost any graphic or pre-press charges you need to bill to clients. It's pre-configured with over 75 item codes, descriptions, and typical charges for Linotronic® output, digital color prints, scanning, camera-work, color separations, and more. **SERVICE BUREAU MODULE** is easy to reconfigure for different services and prices. It creates summaries per job and to date. And costs



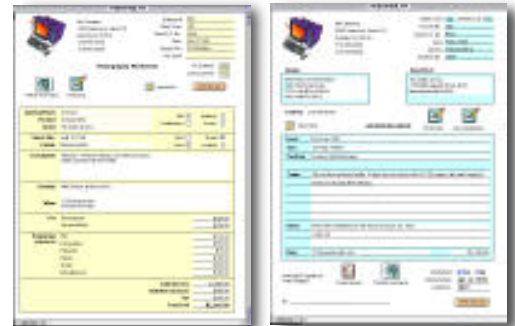
Service Bureau and Purchases Modules let you track over 100 common job-related costs and expenses for easy client billing

import directly into MACDESIGN BILLING production fields for automated markups.

**PURCHASES MODULE** lets you buy supplies, materials, artwork or any other product or service you use a contract to purchase. The Summary allows you to compare job costs by vendor or project, and allows projected vs. actuals cost analysis, plus accounts payable.

Pull-down menus allows choices for shipping. It also calculates total costs using quantity and price data.

**PHOTOGRAPHY MODULE** lets you bid on photo assignments with cost categories specific to commercial photography. Forms are based on standards developed by the American Society of Magazine Photographers (ASMP) for completeness and detail.



Photography module lets you bid on commercial photo shoots. Media module generates complete insertion orders.

You'll be able to figure costs, book studio time, and outline assignments in one form; fees and expenses tie back into estimates in MACDESIGN BILLING.

**MEDIA MODULE** lets you purchase print ad space with a comprehensive insertion order form. It lists standard fields such as publication date, rate, frequency, ad size and position, and more.

Clients and vendors are linked to MACDESIGN ROLODEX. (Did we mention the rolodex database, included free?) Track advertising expenditures by client, publication and cost.

**TIME SHEETS MODULE** keeps track of work hours by employee, client, and project. It summarizes weekly hours, overtime hours, incoming and outgoing times, billable hours per week by project and total billable hours per client. Studio managers can also separate employees by department.



Log in, update your tasks and hours, and go back to work.

**DRIVE ME HOME** Why not test drive MACDESIGN BILLING PRO today? At only \$399, it's an elegant solution to what used to be a *very* messy problem. For the location of the dealer nearest you, please call (800) 391-0680.

