

Volume

3

THE CLASSIFIED GROUP, INC.

SunType Classified Advertising Publishing Systems



Operation Manual

Version 4.2 Release Notes

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Table of Contents

CHAPTER 1

Installation Instructions

| | |
|---|---|
| Directory Structure & Recommendations | 1 |
| Change Read Only Status of Program | 2 |
| Data Conversion | 2 |
| Startup Batch Files | 2 |
| Shortcuts for Windows 95/98 Users | 3 |
| “Etc” Miscellaneous Options | 4 |
| Adobe Acrobat Reader | 4 |
| Installing Adobe Acrobat Reader | 4 |
| Bureau Typesetting Option | 4 |
| Rate Table Modifications | 5 |
| Reselection List Changes | 6 |
| HTML Output Driver | 7 |
| Change IN default Proof Module Behavior | 7 |

CHAPTER 2

New Features of V4.2

| | |
|--|---|
| New Ad Pricing Features | 1 |
| Multiple Counters | 1 |
| Variable Counting | 1 |
| Changing Flag in Ad Entry | 2 |
| Miscellaneous New 4.2 Features | 3 |
| Requiring Input in User-Defined Fields | 3 |
| New Ad Duplication Option | 3 |
| Ad Duplication and Seller Numbers | 4 |
| Command Line Proofing | 4 |
| Command Line flags & Arguments | 5 |
| Proofing by Voice Box | 6 |
| Spell Check | 6 |
| Year Numeric Sort | 6 |
| Selective Ad Purging | 7 |
| On Line Credit Authorization | 7 |
| Internet Credit Card Services | 7 |
| Installation New Interface Menu | 7 |
| CallChecker (Do Not Call List) | 8 |

CHAPTER 3

HTML Support Package

| | |
|----------------------|---|
| HTML Support Package | 1 |
| HTML Features | 1 |
| Program Components | 2 |
| Other Components | 2 |
| Setup | 3 |

| | |
|--------------------------------|----|
| HTML .Dat.File | 3 |
| Class Header Styles | 4 |
| Classification& Ad Breaks | 4 |
| Ad Page Headers & Footers | 5 |
| Previous, Index & Next Markers | 5 |
| Index Page Headers | 6 |
| Class & Subclass Markers | 6 |
| Character/Images Substitution | 7 |
| Interleaving House Ads | 7 |
| Netscape Extensions | 8 |
| Unique Ad Id's | 9 |
| File Name Conversions | 9 |
| Generating HTML Ad Run | 10 |
| WWW Posting | 10 |
| Sample HTML Data File | 11 |

INDEX

Installation Instructions

Chapter

1

1 *Directory Structure and Recommendations*

The recommended directory structure for version 4.2 is different than that used in version 4.1 and earlier. Changing to the new format is not required, but will allow you to leave the old system intact during the upgrade and will simplify support services if you need to call.

We recommend that the new version be placed in a “main” directory called **“SUNTYPE”**. In Windows, you can make a folder by that name. In DOS, use the “MD Suntype” command to make the directory.

Inside the SUNTYPE folder, make two additional folders called **“CLPROGS”** and **“CLDATA”**, respectively. In DOS, “CD SUNTYPE” followed by “MD CLPROGS” and “MD CLDATA” will create the required directories.

Then copy all of the data files from the old “SMSC\CLASSAD” directory (*or wherever your data is kept*), to the “CLDATA” directory you just made.

Now, place the CD-ROM in your computer and open it in My Computer or Windows Explorer.

Open the “SunType v42 Programs” folder, and select all of the files in the *folder* (<CTRL>-A is the easiest way), then drag them to your \CLPROGS folder. If you are *not* using the voice box facilities of the program, open the “Etc” folder on the CD-ROM and drag the “vboxes.fil” file to your \CLDATA folder. If this file is not present, the conversion will not work. If you are using the voice box facilities, *do not* copy this file.

If you are using the voice box facilities of the program, you’ll also need to find the file “vb.exe” and double-click to install those components. This will install the voice box program components.

*If you elect to retain your original directory structure, it is **critically important** that you make and verify a **current backup** of your system, both programs and data, before proceeding.*

If you are considering using NT Workstation, we recommend that you call for further information. (If you are using, or considering using **Windows NT Server**, you **must call** for additional requirements before installing or running SunType).

1.2 Changing “Read Only” Status of Program Files

Files copied from a CD-ROM to a hard disk drive often are copied as “read only”, which can cause problems with data conversion and program operation. To prevent problems, you must be sure that none of the files in the classified system has the “read only” characteristic chosen.

There are two ways to do this, DOS and Windows:

DOS: At the dos prompt, use the “cd” command to get to the program (clprogs) and the data (cldata) directories. At the prompt for each one, type the following:

```
Attrib -r *.* <ENTER>
```

Once that is done, proceed with the rest of the directions below.

WINDOWS: Go to “My Computer” and open drives and folders until the CLDATA folder is open and you can see the files in it. Press <CTRL>-A to select all files, or click on the first file and shift-click on the last file in the directory to select all files. When all files are highlighted, from the File menu, select Properties. Near the bottom of the box, you’ll see a little box labeled “Read Only”. If there is a gray or black check mark in that box, click on it to clear it and then choose Apply at the bottom of the box. Then go to the CLPROGS folder and do the same thing.

1.3 Data Conversion

After backing up (*and working on a backup*), edit the file 41to42.bat to make sure the “set” command points to the data files you wish to convert. If you are using the recommended directory structure, this file should not require additional editing. This file is located in the \CLPROGS directory, and was installed as part of the 4.2 program set.

Then, run 41to42.bat to convert files. Expect your data files to expand by 40-50% due to new indexes and expanded data structures.

The files VBoxes.Fil and CCardRec.Fil will disappear as they are absorbed into the classad and account files respectively. Either before (*on the old system*), or after conversion, we recommend that you run Maintenance and Error Recovery (“G” from the Main Menu) functions “B”, Rebuild Major Files, option “D”, and then “C”, Check Major Files for Data Integrity. This will ensure that the files are in good condition and will allow you to fix any problems encountered by the system.

1.4 Startup “Batch” Files

Older systems may utilize a variety of startup procedures and locations, but here is the current, recommended model.

All program execution, including the batch file, starts in the CLPROGS directory. Non-Windows systems should “CD” or otherwise log into this directory (networks

typically use a login script). On Windows systems, simply running the recommended batch file from the Windows screen with the current directory set to CLPROGS is sufficient (*see next section for information on shortcuts in Windows*).

Here is the “standard” batch file (always remember that many, many variations are possible):

```
SET STFILES=..\CLDATA
BTRIEVE /E
XCMENU
DEL *.$$$
DEL*. {deletes some temporary files. Be sure all needed files have suffixes
like (.fil, txt., etc.)}
DEL*.temp {Needed with XP only}
```

This file is usually named “RUNCLASS.BAT”.

That’s it. If you’re running with the configuration shown, that should be sufficient to run the program. Remember, the “CLPROGS” directory must be the current directory for this to work.

1.5 Shortcuts for Windows 95/98 Users

Windows shortcuts based on the model above are easy to set up. No other software is needed on the workstation if you’re using a network—just the shortcut.

Open “My Computer”, the drive on which the system is installed, and then the “SunType\Ciprogs” folder.

Locate the “RUNCLASS.BAT” file. You might not see the “BAT” part, depending upon how your Windows is configured. Right-click on the file name and choose “Create shortcut” from the displayed menu. A “shortcut” icon will appear in the folder.

Now, drag the “shortcut” icon to your Windows screen—it will appear as “Shortcut to Runclass”. Now close your extra windows and right-click on the shortcut and choose “Rename”. Name the icon something like “SunType Classified” or whatever you like.

Right-click again and choose “Properties”. When the Properties menu is displayed, select the “Program” tab and “check” the “Close on Exit” box near the bottom of the screen. If you’d like, you can also change the icon that is displayed on the screen.

Now click the “Screen” tab and choose “Full Screen”. Click “Apply” and then “OK”. Now, double-clicking on the classified icon should take the user directly into the classified program and escaping from the program should return the user to Windows.

Users can alternate between full-screen and Window operation by pressing <ALT>-<ENTER>. <ALT>-<TAB> will switch the user to the Windows screen or provide access to any running Windows programs without closing the classified system.

1.6 “Etc” Miscellaneous Options

Several additional files are included on the Disk of the program installation set in a folder called “Etc”.

If you are upgrading from version 4.0 or earlier, you may need a file called “AFMLIST.FIL”. Copy it from the “Etc” folder to your data directory if necessary.

Versions 4.1 and 4.2 have a considerable number of options that are set through a file called “CLASSAD.INI”. A sample CLASSAD.INI file is included in the “Etc” folder. While in the SunType program, the CLASSAD.INI file is accessible from the Main Menu, “F”, Installation Operations, “A”, Set General Characteristics, “8”, Edit the Classad.ini file.

Inactive options in the list are preceded by semi-colon (;) characters; those that are active are not. All of the options in the list are explained in the 4.1 and 4.2 release notes included with your program, or in the included documentation set. The 4.1 notes are called “Xclass1.pdf” and the 4.2 release notes are called “42releas.pdf”.

You may use the sample CLASSAD.INI as a basis for configuring your system by copying it to your classified data directory (CLDATA).

If you do not use the provided sample, version 4.2 requires that you add a line saying: “Repbychg=True” to your existing CLASSAD.INI file.

1.7 Adobe Acrobat Reader-On-line Documentation

Your upgrade or program set includes, in most cases, copies of much of the SunType documentation in Adobe Acrobat (pdf) format. The full 4.0 manual is included, along with supplementary documentation for 4.1 and 4.2. In addition, many of the miscellaneous technical bulletins are included.

If you received your programs on CD-ROM, the Acrobat Reader installation set is included on the CD. If you received floppy diskettes, you may obtain Acrobat Reader by downloading it from Adobe.com, or you may have already received it with another program.

1.7.1 Installing Adobe Acrobat Reader:

You may install the Acrobat Reader (or upgrade an existing installation to version 5.0) by opening the Adobe Acrobat Reader 5.0 folder on the CD and double-clicking “Acrd4Enu.exe” and following the instructions on the screen. This software is subject to the included license agreement with Adobe Systems and is distributed under a license from Adobe Systems. There is no charge for this software license. You may also download it from www.adobe.com if you wish.

1.8 Bureau Typesetting Option

If you are using SunType's Bureau typesetting option, which consolidates typesetting files from multiple locations, you must also complete the following steps after installing version 4.2. *If you are not using the Bureau option, or if you don't know, don't make these changes.*

This procedure consists of renaming two of the files in the clprogs directory, and then replacing them with the bureau versions of the same programs.

First, rename **Typclass.exe** to **Typclass.gen**

Then, copy **Typbureau.exe** to **Typclass.exe** (*watch the spelling!*)

Then, rename **Getclass.exe** to **Getclass.gen**

Finally, copy **Getbureau.exe** to **Getclass.exe**

Now when you run the typesetting functions, you will be offered the Bureau options rather than the regular typesetting functions.

1.9 Rate Table Modifications

Rate Table Modifications: To preserve compatibility with the behavior of earlier versions, there are changes required in the handling of the "TextCount" variable, also known as "W" in older format rate tables.

Beginning with version 4.2, the normal state of the TextCount variable ("W") is read/write, which means that it will be updated by the program to show the count that was actually charged for an ad. In older versions, computations made by the rate table did not affect the word or line count stored in the ad.

To maintain compatibility with the older versions' behavior, you need to add a line to your classad.ini file (*if you don't use the sample discussed previously*) which says:

WriteBackCount=FALSE

Details on rate table programming are included in the SunType 4.0 manual, with a discussion of the "long variable names" in the version 4.1 supplementary manual. It is highly recommended that you edit your rate tables to use the long names instead of the old single letters, because it makes it *far* easier to maintain them later if needed.

1.10 Resolicitation List Changes

The Resolicitation List function of versions prior to version 4.2 *no longer works in the same way in version 4.2*. For this reason, two substitute resolicitation list formats are included in the “Etc.” folder on the CD.

In the older version, the Resolicitation List function looked for ads that had 1, and only 1, insertion remaining prior to expiration. This approach could be cumbersome in any case where multiple editions were being produced on the same day, since the “target” ads would change after each selection operation.

The new versions provide two options, depending upon which is used. The one with the file name “Resolic.rp5” selects ads expiring on any *single* operator-supplied date. The file “Resol3.rp5” asks for a *range of expiration dates*, allowing several days’ ads to be reported at once.

To use the new Resolicitation List function, you access the report option from the Main Menu with E, Management Lists & Reports, A, Master Report Generator, C, Ad-Based reports, and A, Select an Existing Report for Printing. The single date version will appear on the menu as “1. Resolicitation List for Specific Date (Must Edit Date)”; multiple dates use “1. Classified Ad Recall List by Date (Must Edit Dates)”.

Upon selecting the report for printing, the following screen will include a line called “Selection Criteria” and within that line will be “templates” for 1 or 2 expiration dates, depending upon the version used. The template looks like this “end=\$??/??/??”. *Without disturbing the structure of the rest of the line, and without removing the “\$” sign*, replace the question marks (?) with the expiration date you’re going to resolicit. For example:

| |
|---|
| “(End=\$??/??/??)” becomes “(End=\$04/22/02)” |
|---|

If you are using the multiple date version, the earliest date replaces the first template, and the last expiration date replaces the second.

Many variations and refinements to the basic selection structure are possible, such as to exclude particular classifications from the list. See the Reppen.pdf or call for assistance if you need help in customizing the report to meet your needs.

1.11 HTML Output Driver Information

HTML output support package facilities are now included with version (4.2V10.31.01 and up). Everything necessary, including documentation, is included in the HTML folder on the SunType Classified CD. (*See pages 12-27*)

1.12 Change In Default Proof Module Behavior

When running the option to Proof Ads for Insertion in the Next Edition, the *default* value of the question on the edition selection screen for “Check for Insmade<Insord?” has been changed from “Yes” to “No”. This means that all

proofs of issues that have *already been selected* will include ads that expired in that issue, *unless the operator selects the option to exclude them*.

This *only affects papers that use the proof function to produce a "Too late to classify" section*. No action is required by most users with respect to this change.

Please call 800-458-4605 if you have any additional questions. All calls are billed at current support rate.

New Features of 4.2

Chapter

2

2 *New Ad Pricing Features*

4.2 has many new features that make it possible to price different lines or regions of an ad differently. These new features are available when the basic pricing mechanism is typeset line or measure.

2.1 *Multiple Counters*

Classified versions 4.1 and earlier had one “counter” that accumulated the word, character or typeset measure of an ad. Most rates were written by checking the value of the rate table “W” or “Count” variable.

There are now five auxiliary counters. You may determine which is accumulating line or typeset measure counts as the ad is priced through typesetting format directives. For example, if an ad text read like this:

```
{%1}Now is the time.  
{%2}For all good persons to come  
to the aid of the quick brown fox that  
jumped over the lazy dog.  
{%3}Call Jan, 123-4567.
```

The “%” typesetting format command has been used to divide the ad into three regions. When the ad is priced, the rate table variable “MCOUNT1” will hold the measure of the first line; “MCOUNT2” will hold the measure of the body of the ad; and “MCOUNT3” will hold the measure of the last line (and any rate-table off code).

The old “Count” or “W” variable will contain the full count of the ad.

Note that use of the “%” format command in an actual ad would probably be unusual. It would be more typical to hide it in a typesetting macro so that the salesperson doesn’t have to know about it.

The new auxiliary counters are named MCOUNT1, MCOUNT2, MCOUNT3, MCOUNT4 and MCOUNT5 for use in both rate tables and the report generator.

2.2 *Variable Counting*

Versions 4.1 and earlier had problems pricing by typeset lines if the charge for each line wasn’t proportional to line spacing. A common workaround to this problem was to set

line spacing commands in the screen formatting command table to proportional to the desired charge for each type style, then use real line-spacing commands in a separate output table. This workaround fouled the typeset measure variable stored with each ad, making it impossible to get good reports on ad run length.

Version 4.2 solves this problem by allowing you to set — via typesetting command — the value to be accumulated for a line. These values may be saved in the new auxiliary counter variables.

```
{ $3 } This is the headline.  
{ $1 } This is the body of the ad, running two lines.
```

For example, if an ad is coded:

Then, on pricing, the MCOUNT1 variable would hold a value of five, three for the single headline plus two lines at one each.

MCOUNT1 is used by default for variable pricing — but you may use the “%” counter set command to use any of the five auxiliary counters.

Let’s look at another example of variable-line pricing. Here’s a sample ad:

```
{ $450 } This is the headline.  
{ $125 } This is the body of the ad, running two lines.
```

And, here’s a line in a rate table:

```
Charge = (MCount1 / 100) * Inserts
```

The charge for the ad is now \$7.00: \$4.50 for the headline and \$1.25 each for the two bodylines.

A note on the limits of this scheme: each of the MCOUNT# variable has a maximum of 65,535. Keep that in mind when designing the relation between your ad coding and rates.

2.3 Change Flag in Ad Entry

It’s now possible to test in the rate table whether an ad has been changed during the current edit. This only applies when a rate table is evaluated in the ad-entry module. When an ad is new or has been changed during the current edit, ad-order flag eight will be set. For example:

```
IF (NOT IsNew) and (8 IN Flags) THEN  
  Queue “CHANGES”  
ENDIF
```

Queues an ad to the changes queue if it's not a new ad, but has been changed during the current edit session.

Please note: the change flag is not sensitive to ad-text changes that do not affect the first line, text counts or sort order of an ad.

3 *Miscellaneous New 4.2 Features*

- **Zones beyond 255 are accepted.**
- **Ad-Based Reports: use the key CLASS### where “###” is a zone number to limit the report to all the ads in a single zone.**
- **Proofs: Proofs are generally limited to one zone unless you override the zone in the final dialog.**
- **Command Line Proofing**

3.1 *Requiring Input in User-Defined Field*

4.2 allows you to require the operator set either or both user-defined fields. The new facility is a simple extension of the one that allows you to set defaults and valid responses for user-defined fields via the context-sensitive help definition file.

To set a default and valid character set for a user-defined field, you would ordinarily have a line like:

```
:UserDefl Y YN
```

in the help specification for a zone. This sets a default of “Y” and limits input to “Y” or “N”. If, instead, you specify:

```
:UserDefl _ YN
```

Then, the field will start blank. And, when the operator asks to file the account, the field will be checked to see if “Y” or “N” has been specified. If not, a warning box will pop up and the cursor will move to the user-defined field. Only by using the abort entry or change command will the operator be allowed to leave the account-editing context without setting “Y” or “N” in the user-defined field.

(Note: user-defined fields are still named via the “Set General System Characteristics” module.)

3.2 *New Ad Duplication Option*

The ad-entry module's Copy Ad command assumes that what you're trying to do is get a second copy of a live ad. Sometimes that's not the real goal; often you want to stop an ad and restart a copy of it as a new ad. A new copying option makes it possible to do this with a single command. The command stops the original ad by making its inserts-ordered count equal to inserts made; and, it creates a fresh, new copy of the ad, starting on the next publication date with the original editions and number of inserts

ordered. Also, if the original ad has voice or mailboxes, these are cleared from the original ad and copied into the fresh, new ad. So, after executing the command, there will still only be a single ad with the box data and it will be the new, rescheduled ad.

To use the new “renew” command, press the “W” key where you would have used the “X” key, at the “Type the letter for the field you wish to edit” prompt.

If you like, you can set up the ad-entry module so that a “W RenuAd” prompt appears in place of the “X CopyAd” help line at the bottom of the screen. This will only affect editing of existing ads, since it doesn’t really make sense to “Renew” a brand-new ad.

To set up the new help line, add the line:

```
ShowStopDup=TRUE
```

to the ClassAd.Ini file.

3.3 Ad Duplication and Seller Numbers

The ad duplication and renewal options normally copy the operator (salesperson) number associated with the original ad to the new ad. You may change that behavior, so that the current operator number is affixed to the new ad, by adding the line:

```
CopyOpNum=FALSE  
to your ClassAd.Ini file.
```

4 Command-Line Proofing

This newly added feature of the classified system’s proofing module allows operation of that module from the DOS command line without operator intervention. A typical command line use might be a batch file with the contents:

```
set stfiles= f:\suntime\classad  
btrieve  
proof /d 0 /a=D /T=2 /O=f:\ads\adrun.ps  
btunload
```

The first line tells the proof program where to look for data files. The second line loads the Btrieve file manager (*you may need to use BRequest instead*) and the fourth line unloads it. The third line runs a proof of all ads scheduled for the next edition (/A=D), using the current system date (/D), running as operator #0 (0), using output code table 2 (/T=2), and sending the output to the file f:\ads\adrun.ps (/F= f:\ads\adrun.ps).

Three flags (/A, /D and the operator number) must be present on the command line for uninterrupted batch operation. If any of them is missing, the program will stop and request user input.

4.1 *Command Line Flags and Arguments*

`/T=#`
Output table number

`/O=[file|device]`
Output file or device

`/S=#`
Starting classification number

`/E=#`
Ending classification number

`/A=[A|B|C|D|E]`
Ad-selection method.

A all ads
B active (unexpired ads)
C ads entered during date range
D ads due for insert in next active edition
V ads specified in a text file by voice box (see below)

`/M=[P|C|R|G|H|M]`
Output method (driver)

P PostScript
C ClassLink (XPress)
R RTF
G Generic typesetter
H HTML
M MCS Slave

`/F=mo/dy/yr`
First date if ad-selection method 'C' is in use.

`/L=mo/dy/yr`
Last date if ad-selection method 'C' is in use.

`/P=mo/dy/yr`
Publication date if ad-selection method 'D' is in use. Defaults to next valid publishing date on or after current date.

`/Q=[A...Q]`
Publication edition. Defaults to first edition on or after current date.

`/D`
Use current system date (don't ask for a date)

`/D=MO/DY/YR`
Use date mo/dy/yr

Run as ad-taker #. Don't ask for number.

Z=####

Load information for zone "####". Not available unless the zone system is in use.

4.2 *Proofing by Voice Box*

If you specify “/A=V” on the command line, the program will look for a file named “VBType.Txt” in the classified file directory and read it for a list of voice box numbers and zones. Ads specified via voice boxes are read, sorted by the production sort specification and output.

VBType.Txt should be a text file with one line per ad. The line should be formatted like:

| |
|----------------------------|
| Zone,VoiceBoxNumber |
|----------------------------|

So, for example, the entry for an ad in zone 47 with voice box number 10234 would read:

| |
|-----------------|
| 47,10234 |
|-----------------|

5. *Miscellaneous New Options*

5.1 *Spell Check*

You may now disable the option that allows users to put words into the user dictionary. To do so, add the line:

| |
|---------------------|
| AuxAdd=FALSE |
|---------------------|

to the ClassAd.Ini file. This will cause the “Put in user dictionary” option to disappear from spell-check menus.

5.2 *Year-Numeric Sort*

A new sort order was added (01/07/00) for a non-bug Y2K problem: Some sites were using Numeric sort order with two-digit dates, typically on car ads.

A new sort order “YrNumeric” may be used to fix the problem while maintaining existing ad formats.

For classifications using the YrNumeric sort order, the program finds the first consecutive set of digits in the first ten chars of ad text and converts to a number. If that number is less than 100, 1900 is added if it is greater than 30, 2000 if less than or equal to 30. Then, the number is inverted for the latest year first sort. Affected users will need to specify the new desired sort then run “Reset SortKeys” module to fix old sort key.

5.3 *Selective Ad Purging*

Normally, the purging module deletes old detail based on its date entered, so long as the item (or the lead item in an invoice) is not an active ad. Since ads may run for long periods, this could result in their being purged too rapidly after expiration.

Add the line

| |
|-------------------------|
| PurgeOnStop=TRUE |
|-------------------------|

to the ClassAd.INI file to force the program to check the ad end date (for insertion orders) rather than just the date entered.

5.4 *On-Line Credit Authorization With ICVerify™*



Interfaces with ICVerify™ transaction processing software. The SunType Classified Advertising Systems™ On-Line Credit Authorization program is licensed to work with multiple users or a single workstation. The interface can save significantly in your maintenance cost because multiple users can share one phone line and there are no hardware upgrades involved in the setup. This interface allows ad-takers to take credit card information and receive authorization for the charges while the customer is still on line. Update released (9/30/2003) includes the new Address Verification (AVS) & (CVV) and masking of credit cards on statements and credit card user screens.

Note: Instructions for installation see Classified System Technical Bulletin On-Line Credit Authorization.

5.5 *Internet Credit Authorization*



Internet transaction processing software is licensed to work with multiple users or a single workstation. Upgrade your customer service and streamline your credit card processing with Internet-based “virtual terminal” and SunType’s fully integrated software client. Now you can obtain real-time credit card authorizations in only 6-8 seconds *while the customer is still on the phone*.

With SunType you can maintain your existing merchant bank processing arrangements while utilizing a fully automated high speed internet gateway instead of balky terminals and dedicated phone lines.

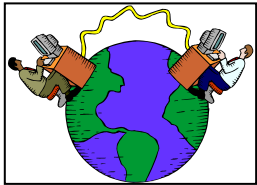
Update released (9/30/2003) includes the new Address Verification (AVS) & (CVV) and masking of credit cards on statements and credit card user screens.

5.6 CallChecker (DoNot Call List)



Suntype's new CallChecker™ program can be used to rapidly screen potential telemarketing calls for listing on up to 5 separate Do Not Call lists (i.e., national, state or company), as well as for existing business relationships from as many as 7 separate customer lists from systems within your company.

6. *HTML Support Package*



Converts classified ads to HTML. This package allows segmentation by classified, table of contents, links each page to the previous page, automatic inclusion inline classified display of ads and logos, places house and signature ads after number of ads-can be restricted to certain classes or ranges of classes. It uses report-generator-style variables to ad ID lines.

6.1 *Features*

- ***Styling of Class Headers, Ad Breaks and Ad Texts***

Classification headers, ad breaks and ad texts are automatically assigned customizable HTML styles.

- ***Optional Use of Netscape Extensions to Format Ad Text***

You may optionally specify use of the HTML extensions recognized by the popular Netscape™ web browser. If used, the Netscape extensions will result in ad texts that much more closely match their print counterparts. If the Netscape extensions are not employed, the driver will produce HTML code that will pass most HTML 2.0 or higher verification suites.

- ***Segmentation By Class***

Ad runs are automatically broken into separate files by classification. Smaller file transfers place a lower burden on web servers and browsers.

- ***Table of Contents Page Generation***

A table of contents page listing every classification with a hypertext link to that classes ads is automatically generated. This contents file will typically be a classified “home page”.

- ***Placement of Next, Previous and Index Links at End of Each Class Page***

Each ad page has automatic hypertext links to the previous and next classification pages as well as the table of contents page. HTML Driver Documentation (6/14/00)

➤ ***Character Set Translation***

Text is automatically converted to the ISO 8859 character set standard for HTML. Also, characters forbidden in HTML, such as angle brackets, are converted to their equivalent HTML entities.

➤ ***Selective Replacement of Symbol Characters with Gifs***

HTML lacks any provision for symbol or dingbat fonts. The HTML driver helps solve this problem by providing for automatic substitution of text or images for selected characters in these fonts.

➤ ***Automatic Inclusion of Classified Display Ads and Logos***

If you're using the classified system's display option, the HTML driver can automatically include inline classified display ads and logos. Just create a GIF file with the same filename and path as any print file specified in the display or logo record (but with a ".gif" file extension) and it will automatically be included in the run as an inline image.

➤ ***Interleaving of House Ads or Copy***

Unlike a print page, the entirety of a web page isn't always visible. If a reader has scrolled part way down a longer web page of ads, the title and footer aren't visible. So, there may be nothing on the page to convey you're publication's identity, phone numbers and such.

To remedy this problem, the HTML driver can interleave a house ad or other copy every time a specified number of ads has been included. The interleave may also be restricted to certain classes or ranges of classes — like the personals.

6.2 Program Components

There are two program components, a new version of the ST_Type.DLL typesetting dynalink library and a new copy of the typesetting code format setup module, Setup.Exe. Place both in your classified system program directory and "HTML" will appear as output choices in both programs.

6.3 Other Components

- A sample configuration file, HTML.Dat, which should be placed in the classified data directory.
- Several decorative image files in GIF format, which may help get you, started in fashioning attractive classified ad web pages. Place these files, if you wish to use them, on your web server in a directory used for common image files.

- Several dingbat character images in GIF format to replace dingbat characters commonly used in print classified ad runs. These include star, phone and letter images. Place these files, if you wish to use them, on your web server in a directory used for common image files.

These files and their associated images are:

| | |
|---|----------|
|  | d037.gif |
|  | d038.gif |
|  | d041.gif |
|  | d043.gif |
|  | d072.gif |
|  | d074.gif |
|  | d079.gif |
|  | d080.gif |
|  | d108.gif |
|  | d111.gif |
|  | d164.gif |

Setup

7.1 HTML.Dat File

The appearance of your web pages may be customized by editing the contents of a text file, “HTML.DAT”, which should be located in the classified data directory. This file consists of several sections, each beginning with a colon and a keyword and followed by one or more lines of text.

You may edit HTML.Dat with any Windows or DOS text editor — just make sure that you save the file as plain ASCII text.

Note that most of these customizations require some knowledge of HTML.

A note on URLs (Uniform Resource Locators): Many of the customizations you might wish to do involve specifying URLs for text or image files. Remember to specify these URLs so that they’ll work on your Web server, which is nearly certainly different from DOS file naming conventions. Common mistakes include forgetting that the server operating system uses case-sensitive filenames or slashes rather than backslashes.

You’ll probably want to create a special directory on your Web server for commonly included image files. Then, the references to these image files can be consistent relative URLs.

7.2 *Class Header Style*

Specify the HTML style for classification header texts with the “:ClassStyle” keyword. For example, to specify “H2” for a class header style, place the line:

```
:ClassStyle H2
```

in HTML.Dat. The classad program will then place classification headers inside “<H2> ... </H2>” pairs.

If no ClassStyle is specified, H1 will be used.

7.3 *Classification and Ad Breaks*

Specify the breaks between ads with the “:AdBreak” keyword. For example, to set a horizontal rule 75% of the screen width, place the line:

```
:AdBreak  
<HR WIDTH=75%>
```

Note that the “WIDTH=75%” argument is a Netscape extension that may not work with some browsers.

If no AdBreak is specified, <HR> is used. The text of the ad break may be as many lines as necessary and ends with first line with a colon in column one.

Specify any code to start or a classification title with the keywords “:StartClassHd” and “:EndClassHd”. For example, to spice up the header appearance, you might use a fancy bar GIF:

```
:StartClassHd  
<IMG SRC="bar.gif">  
<BR>  
:EndClassHd  
<IMG SRC="bar.gif">  
<BR>
```

If these aren’t specified, <HR> is used.

Ad breaks and classification headers start and end codes are placed in a <BODY> HTML context.

7.4 Ad Pages Header and Footer

The title of a web page is usually prominently displayed by web browsers. You may specify the title of ad pages with the keyword “:Title”. For example:

```
:Title Town Cryer Classified Ads
```

sets “Town Cryer Classified Ads” as the title for ad pages.

Many publications will wish to go much further in tailoring the appearance of their web pages. You might, for example, wish to place logos or messages at the top or bottom of ad pages.

You may specify the HTML code that starts and ends classified ad pages with the “:StartAds” and “:EndAds” keywords. After each one of these keywords, you may specify as many lines as you please. An example page header is:

```
:StartAds  
<!DOCTYPE HTML PUBLIC ‘-//W30//DTD W3 HTML 3.0//EN’>  
<HTML><HEAD><TITLE>  
Town Cryer Classified Ads  
</TITLE></HEAD><BODY>  
<IMAGE SRC=“cryer.gif” ALT=“Town Cryer Classifieds”>  
<P>
```

An example page footer is:

```
:EndAds  
<H1>Call (000) 123-4567 to place an ad!</H1>  
</BODY></HTML>
```

If these aren’t specified, innocuous HTML code is used as a default. Note that if you specify StartAds code, the “Title” keyword setting will be ignored.

7.5 Previous, Index and Next Markers

At the end of each ad page, the classified program places hypertext links to the next, previous and index pages. By default, these links are just text and you may wish to spice them up with icons or buttons. To do so, use the “:NEXT”, “:PREVIOUS” and “:INDEX” keywords to specify the images or text. An example is:

```
:Next <IMG SRC="docsrigh.gif" ALIGN=CENTER>Next  
:Previous <IMG SRC="docsleft.gif" ALIGN=CENTER>Previous  
:Index <IMG SRC="docscont.gif"  
ALIGN=CENTER>Table of Contents
```

If you use images only, remember to specify alternate text for text-only browsers. The specified link code and text will be placed in a “<A> ... ” context.

7.6 *Index Page Header and Footer*

As with ad pages, you’ll probably want to tailor the classified index page to project the identity of your publication. You may do so by editing the code that starts and ends the index pages. Use the keywords “:StartIdx” and “:EndIdx” on lines by themselves to specify that the following lines are code to start or end index pages. For example:

```
:StartIdx  
<!DOCTYPE HTML PUBLIC '-//W30//DTD W3 HTML 2.0//EN'  
<HTML><HEAD><TITLE>  
Town Crier Classified Ads Table of Contents  
</TITLE></HEAD><BODY>  
<CENTER><IMG SRC="crierlogo.gif">  
</CENTER><H1>Classified Ads Table of Contents</H1>
```

```
:EndIdx  
<P><A HREF=" ../homepage.html">The Crier Home Page</A>  
</BODY></HTML>
```

7.7 *Class and Subclass Markers*

The classified program’s HTML output driver creates the classification table of contents in the form of a compact definition list. Super and normal classes are listed in the term style (<DT>). Subclasses are listed in the definition style (<DL>). This list format was chosen because it’s currently the only HTML list format that’s fairly certain to be represented without bullets or other markers. That allows you to choose your own bullets or markers. To do so, use the “:SuperMark” and “:SubMark” keywords, following them with the text or code you wish to precede each classification’s title. For example:

```
:SuperMark <IMG SRC="redball.gif">  
:SubMark <IMG SRC="whitebal.gif">
```

This puts a red ball bullet before super and normal class titles and a white ball bullet before subclass titles.

7.8 *Character/Image Substitution*

HTML currently does not include a specification for any dingbat, symbol or “pi” fonts. This poses a problem for publications that use a symbol font for decorative marks or to supply phone or letter icons — all of which are in common use in the publications likely to be posting classified ads on the net.

Our solution is to have the classified system’s HTML drivers selectively substitute small inline images in GIF format for the missing characters. This works quite well so long as the GIF files are small and there are only a small number of characters being handled this way. If the symbol GIF files are large or you attempt to substitute images for a large number of characters, this solution will probably overload both web servers and browsers.

To apply character/image substitution, use the “:GFont” keyword once for each font for which you need to provide substitutions. Place the font name — which must have the same name as used in the classified system font table — on the same line as the keyword and follow the keyword line with lines specifying character translations. For example:

```
:GFont ZapfDingbats
%=<IMG SRC="d037.gif" ALT="phone">
)=<IMG SRC="d041.gif" ALT="mail">
```

specifies two character/image translations for the ZapfDingbats font. The (☎) d037.gif file will be used for the character in the “%” position, ☎, and the (☒) d041.gif file will provide the image for the character in the “)” position, ☒. **Note** the use of the **HTML “IMAGE ALT”** argument to provide alternate text for text-only browsers.

7.9 *Interleaving House Ads*

You may specify HTML copy to be interleaved with ads with a command set like:

```
:INTERLEAVE count class-list
  The HTML content of the interleave,
  in as many lines as necessary.
...
```

The count should be the number of ads between interleaves. It may range from 1 to 999.

The class list should be a list of classes and class ranges, separated by commas. For example:

```
:INTERLEAVE 4 1,100-110,2000
```

This calls for the following text to be interleaved every four ads in classes 1, 100 through 110 and 2000.

The interleave content may be any HTML that will be valid inside a <BODY> environment. You'll typically want to end it with the same code you're using for ad rules.

7.10 *Netscape Extensions*

The Netscape Communications Corporation has been advocating several extensions to HTML and have incorporated the ability to handle these extensions in their own Netscape browser. Many browsers don't recognize the Netscape extensions, but most will ignore them.

The Netscape extensions include some very attractive options for formatting classified ads and, if you enable the classified system's HTML driver's use of the Netscape extensions, your ad runs will have an appearance much closer to their printed counterparts. In particular, the output drivers will use the Netscape "" and "<CENTER>" to adjust ad text size and alignment. Turn on the Netscape extensions by placing the "Netscape" keyword on a line of its own.

If you turn on the Netscape extensions, you should use the "BaseSize" keyword to specify the size of the normal font used for classified body text. The HTML driver uses this figure for a baseline: for each two points of classified font size above or below the baseline, the font size level will be adjusted by one. The base size should be specified in decipoints (one-tenth points) on the same line as the keyword. For example:

```
:NETSCAPE  
:BaseSize 80
```

Tells the driver to use the Netscape extensions and that classified ad texts are normally set in eight-point type.

You may change the "every two points" behavior by specifying your own divisor in tenths of a point. For example, if adding an HTML size increment for every two points seems too extreme, you might add the line:

```
:Divisor 40
```

to specify an HTML size change for every four points (40 tenth points) of classified size change.

If Netscape extensions are turned on, the HTML output driver will also use HTML 3.0 table commands to produce boxed ads to match those produced by the PostScript and XPress drivers. The boxes will show up when Netscape 1.1 or later is used as a browser. Prior Netscape versions ignore the table commands with no negative consequences.

7.11 *Unique Ad IDs*

Every ad is ordinarily marked in the HTML output with a comment that looks like:

```
<!-- @ClassAd -->
```

If you're using the HTML driver to feed some sort of database, you may find it useful to add the line:

```
:UNIQUEIDS
```

to the HTML.DAT file. This will cause the ad comments to appear more like:

```
<!-- @ClassAd -->  
<!-- @ID 950612-00001.0001 0120 FOR SALENO -->
```

The first extra ID code is the ad's account code and item number. Together, they're unique to the ad. Following is the ad classification number (*four digits*) and sort key within the class (*ten characters, may include spaces*).

7.12 *File Name Conventions*

The conventional filename extension for HTML files is ".html". Some web servers require this extension for HTML files; others allow ".htm" or even ".ht".

Since DOS filenames allow only three character extensions, the HTML driver creates all its files with ".htm" filename extensions. However, it assumes that all these files are going to be renamed on the web server to have ".html" extensions. So, when it creates a hypertext link from one output file to another, it uses the ".html" filename extension.

If your web server will recognize ".htm" files as HTML, you may wish to change the way the output driver creates hypertext links. You may tell the driver to use ".htm" rather than ".html" in link codes by adding the directive:

| |
|-----------------------------|
| <code>:EXTENSION htm</code> |
|-----------------------------|

to the HTML.Dat file. Note that there's no period in the directive's argument.

8 *Generating HTML Ad Runs*

Creating HTML ad runs should be simple. First, create a directory to receive the ad run, which may consist of several files. You won't want to pick them out, one-by-one, from the classified file directory. Then, run the classified system's typesetting or proofing modules as usual. When the classified program asks for choice of output table, drivers, etc., you should find an additional output driver option for HTML. Specify HTML output to file. For an output filename, specify the full pathname of the file you wish to be the table of contents page for the ad run. You'll probably wish to use ".HTM" for a file extension. The ad run will be created in the same directory as the table of contents file. It will consist of multiple files named CLAS0001.HTM, CLAS0002.HTM, CLAS0003.HTM ... plus copies of any GIF files for classified display ads.

8.1 *WWW Posting*

The files created by the proofint or typesetting module should all be moved to the same directory on your web server. The hypertext links between the files are all relative URLs, so if they aren't all in the same directory, the links will be invalid. The ads run HTML files must also be placed so that any relative URLs pointing to standing items like image GIFs for characters or rules will be valid.

If the web server's file system accommodates file extensions greater than three characters, you must also rename all the transferred ".htm" files to have ".html" extensions. If you're using a server that has Perl available — as does most Unix servers — you may use the following Perl script to rename the files:

```
#!/usr/local/bin/perl
# Usage: htm2html [files]
if (!@ARGV) {
    die "Usage: htm2html [files]";
}
for (@ARGV) {
    $was = $_;
    s/\.htm$/\.html/;
    rename($was, $_) unless $was eq $_;
}
```

You may need to edit the first line to correctly specify the path to the Perl binaries on your system.

Name this script "htm2html" and run it with a command line like:

```
htm2html *.htm
```

You may preface the "*.htm" with a file path.

9 Sample

Following is the contents of the HTML.Dat file used to produce the ad pages on the SunType WWW example:

```
((http://classifiedgroup.com/html/a1.html):
```

```
:NETSCAPE
```

```
:BaseSize 80
```

```
:ClassStyle H1
```

```
:startclassHd <IMG SRC="bar.gif">
```

```
:EndClassHd <IMG SRC="bar.gif">
```

```
:AdBreak <HR WIDTH=75%>
```

```
:GFont ZapfDingbats
```

```
%=<IMG SRC="d037.gif" ALT="phone">
```

```
&=<IMG SRC="d038.gif" ALT="phone">
```

```
)=<IMG SRC="d041.gif" ALT="mail">
```

```
+=<IMG SRC="d043.gif">
```

```
H=<IMG SRC="d072.gif" ALT="*">
```

```
J=<IMG SRC="d074.gif" ALT="*">
```

```
O=<IMG SRC="d079.gif" ALT="*">
```

```
P=<IMG SRC="d080.gif" ALT="*">
```

```
l=<IMG SRC="d108.gif" ALT="*">
```

```
o=<IMG SRC="d111.gif" ALT="*">
```

```
œ=<IMG SRC="d164.gif" ALT="*">
```

```
:StartAds
```

```
<!DOCTYPE HTML PUBLIC '-//W30//DTD W3 HTML 3.0//EN'>
```

```
<HTML><HEAD><TITLE>
```

```
Suntype Classified HTML Output Test
```

```
</TITLE></HEAD><BODY>
```

```
:EndAds
```

```
</BODY></HTML>
```

```
:StartIdx
```

```
<!DOCTYPE HTML PUBLIC '-//W30//DTD W3 HTML 3.0//EN'>
```

```
<HTML><HEAD><TITLE>
```

```
Suntype Classified HTML Output Test Index
```

```
</TITLE></HEAD><BODY>
```

```
<CENTER>
<p><IM G SRC="suntype.gif">
</p>
</CENTER><H1>Classified Ads Index</H1>
```

```
:EndIdx
```

```
<P>This classified ad run was produced 100% automatically - including the
ad index - in class-segmented, Web-ready HTML files
by the new HTML driver for the SunType Classified System, version 4.1.
</BODY></HTML>
```

```
:SuperMark <IMG SRC="redball.gif">
```

```
:SubMark <IMG SRC="whitebal.gif">
```

```
:Next <IMG SRC="docsrigh.gif" ALIGN=CENTER>Next
```

```
:Previous <IMG SRC="docsleft.gif" ALIGN=CENTER>Previous
```

```
:Index <IMG SRC="docscont.gif" ALIGN=CENTER>Index
```

```
:Interleave 2 1,100-110,1000
```

```
<TABLE BORDER><TR><TD><BR><H3>
```

```
<CENTER>Messages like this may be<BR>
```

```
automatically interleaved after<BR>
```

```
every # ads. The interleave<BR>
```

```
count is customizable..</CENTER></H3></TABLE>
```

```
<HR WIDTH=75%>
```

Index

A

Ad Breaks HTML 3-4
Ad Duplication Option 2-3,4
Ad Entry Change Flag 2-2
Ad Ids-HTML 3-9
Ad Pricing 2-1
Ad Purge 2-7
Ad Run HTML 3-10
Adobe Reader 1-4
ASCII Text 3-3

B

Bureau Typesetting 1-4

C

CallChecker 7
Characters HTML 3-7
Class Header HTML 3-4
Command Line Flags 2-5
Counters Multiple 2-1
Counter Variable 2-1
Credit Cards 2-7

D

Data Conversion 1-2
Default Proof Module 1-7
Dingbat Character 3-3
Directory Structure 1-1

E

ETC option 1-3

F

File Name 3-9
Flags 2-2,5

H

Headline/Footer HTML 3-5
House Ads 3-7
HTML Ad Runs 3-10
HTML Features 3-1
HTML Components 3-2
HTML Index 3-5
HTML Output Driver 1-7

HTML Sample 3-11, 12
HTML Setup 3-3
HTML Support Package 3-1

I

Images HTML 3-7
Indexing HTML 3-5,6
Install Win 95/98/XP 2-8
Install Acrobat 1-4
Install V4.2 1-1
Internet Credit Card 8

L

Leading 2-11
Line Endings 1- 4, 2-3
Lose Columns 2-7

M

Markers 3-5,6
MCount 2-2

N

Netscape Extensions 3-8
New Features 1-3
New Interface 2-7
New Options 2-6
NT Workstation 1-1
Numeric Sort 2-6

O

On-Line Credit 2-7

P

Page Header/Footer 3-6
Posting HTML 3-10
Pricing Line/Measure 2-1
Proofing Voice Box 2-6

R

Rate Table Modifications 1-5
Read Only 1-2
Resolicitation List 1-6

S

Seller Numbers 2-4
Special Directory HTML3-3
Spell Check 2-6
Startup Batch Files 1-2
Styling HTML 3-1

U

URL's 3-3
User Defined Field 2- 3

V

Voice Box Proofing 2- 6

S

Sample HTML 3-11
Seller Numbers 2-4
Subclass Markers 3-6
System Specs 2-10

U

Unique Ad Ids 3-9
User Fields 2-3

V

Voice Box Proofing 2-6

W

Windows 1-2
Windows 95,98, ME 2-8
Windows Shortcuts 95/98 1-3
www. Posting 3-10

Y

Year Numeric Sort 2-6

Z

Zones 2-3

