

**“RouteScout has exceeded our expectations. Having twenty different preprints each week going to our 47 different communities, we have found Fake Brains’ method of computing preprint combinations to be invaluable.”**  
**- Shopping News Publications, Platteville, Wisconsin**

Over 100 modern and easy to understand reports that can be previewed on the screen or printed on demand.

- Secure circular client payments by providing a listing of all routes that contained their preprints.
- Obtain an up to the minute listing of what each route is costing to deliver.
- Easily explain to a carrier how their check has been calculated.
- Be aware of your open routes each issue that need carriers.
- Know your liabilities immediately after each issue is delivered, rather than waiting for the pay period.
- “Red flag” households requesting a stop delivery to assure the residents wishes are granted.
- Easy to read truck drop reports assist drivers to deliver bundles more accurately and rapidly.
- Separate or combine publications for combination and truck reports.

*Sample Bundle Sheet*

The Weekly Gazette		<b>56</b>
Point of Contact: John Smith, Circulation Mgr, 555-2387		<b>Odd Bundle Size</b>
Total Bundles: 3		
Route number: 1112 HappyVille 80101		
No. Pap/Route: 156 5/1/97	Central C-120	
<b>C-120</b>		
George Smith 1234 S Empire Littleton, CO	Truck: Sam Spector Bin: 1 Drop: 10	
<b>STOP DELIVERIES</b>		
457 Elms Street 7151 Orchard Road	130 Hwy 450	808 East 1st Avenue
<b>INSERTS</b>		
Binkys BurgerFranchise Tental Rental	Grocer Saver Gas Station	Thrifits Stores Convenience Ctr
Please Deliver Papers by 12:00 pm Sunday		

*Showing carrier and drop information aids driver when loading & unloading the truck.*      *Large font makes bundles easily recognizable during dawn or dusk truck loading..*

*Listing inserts and stop deliveries on both the Bundle Sheet and Truck Manifest encourages more accurate deliveries.*

<b>Truck Manifest</b>											
Truck: SAM SPECTOR											
Load: 1											
Sequence	Drop Point	Route	Zone	Region/Pub	Combo Number	Insert Combination	Total Bundles	Papers Per Main Size	Odd Size	Total Papers	Directions to Drop
7	Andrea Moore 2000 S Broad St Littleton, CO	1602 C-160		Plenty Penny	3	ABC Child Care, Gas Station, Binkys	3	2 w/ 50	24	124	
8	Katrina Smith 1234 S Empire Littleton, CO	1603 R-163		Plenty Penny	4	ABC Child Care, Gas Station, Binkys Wallys Subs	1	1 w/ 59	0	59	Take the first right on Wofam Rd. Turn left at the fork. Drive ea for 1/2 mile.
9	Katrina Smith	1604 C-164		Plenty Penny	3	ABC Child Care, Gas Station, Binkys	2	1 w/ 50	25	75	Take the first right on Wofam Rd.
Turn left											
Summary by Carrier: Katrina Smith										134	



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\* Windows for Workgroups will not be supported in the future.  
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 Other products named are trademarks of their respective manufacturers.  
 Companies, names and data used in screens are fictitious unless otherwise noted.  
 This data sheet is for informational purposes only.  
 FAKE BRAINS, INC. MAKES NO WARRANTIES, EXPRESSED OR IMPLIED, IN THIS SUMMARY.

**Our Mission Statement**

*“To be the premier supplier of office automation software to small and medium sized newspapers and shoppers with quality support. We want to form a partnership with each and every one of our customers to help them use our software to its fullest capacity and to mold our future software into a product they can call their own.”*

*We have set a goal to remove all excess paperwork pertaining to the delivery of your publications.*

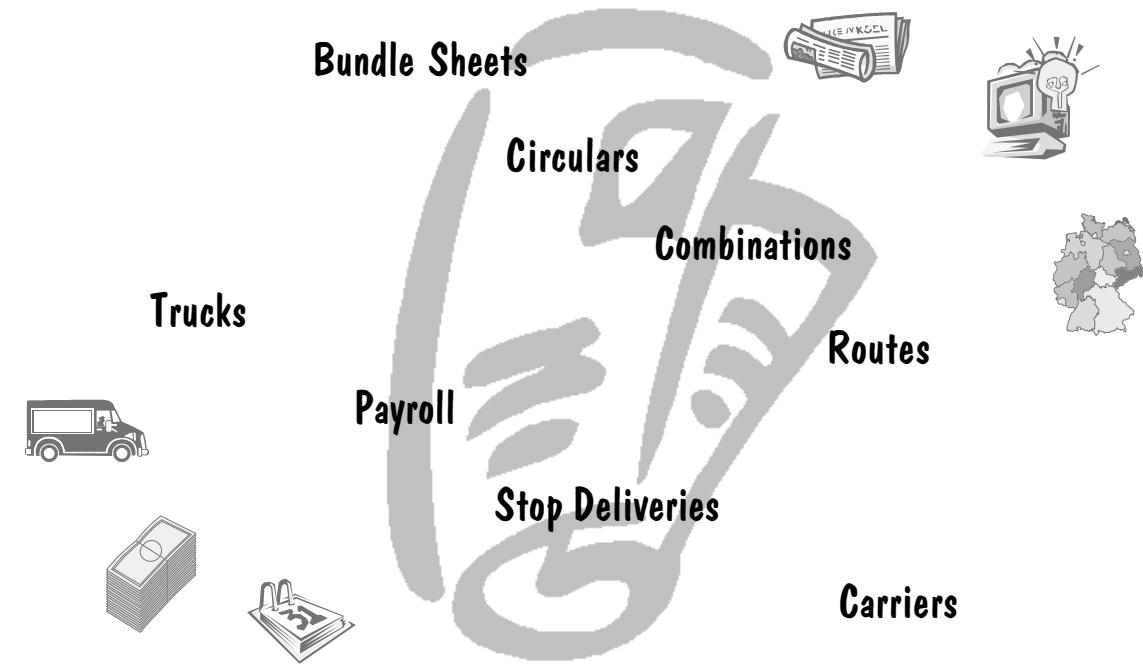
*We want to help distribute your publication as efficiently as one could only have dreamed about for the 21st century!*

**For more information or to place an order, call:  
 303-791-3301**

**System Requirements:**  
*RouteScout* requires the Microsoft Windows environment on a network or stand alone personal computer using Windows '95, Windows NT or Windows for Workgroups 3.11\*.

# RouteScout

**Software Designed Specifically For Newspaper Distribution!**



Unite your distribution team from the front office to the doorstep using the *RouteScout* circulation software.

Designed for carrier delivered total market coverage publications, *RouteScout* provides an innovative approach to help manage the distribution of your publication. Whether your carriers are employees or contractors, *RouteScout* accommodates most any payroll situation conceivable.

*RouteScout* also manages the truck sequencing of bundles and circulars to the various drop locations, detailing the information on how to load the trucks. Bundles may be computed based on paper count, insert count, or page count to maintain a consistent size and weight. Circular information can easily be applied to carrier payroll and appear on topsheets, as well as,

the truck manifest. No matter how many publications or zones you deliver, *RouteScout* will impress you with how easy it is to control all of the delivery details of your circular distribution including carriers, trucks, and routes. Circulars may run in any number of routes to meet even the most demanding clients, using regions you define based on demographics, zip code, county, or whatever your client desires. Payroll is produced at the “push of a button,” taking into account each issue’s draw and circular content, with easy reconciliation of your checking account.

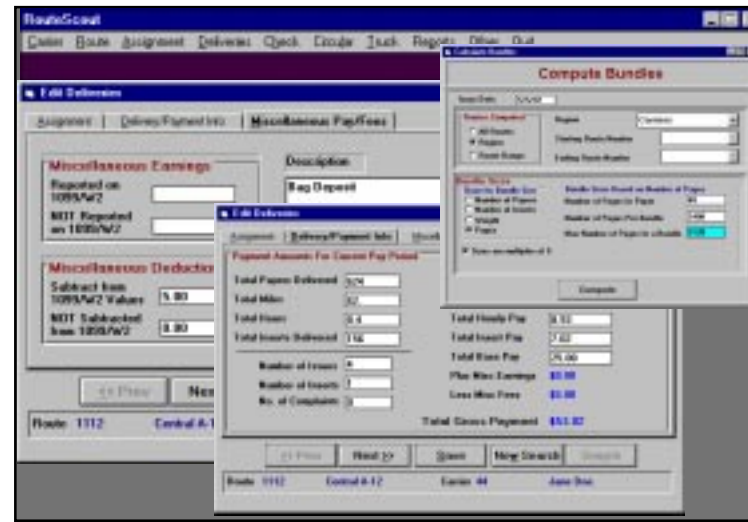
Entrust *RouteScout* to automate these tasks, freeing your distribution manager to focus on the most important issue - delivering your publication with the correct contents to every household in your distribution area.

# Organize Your Distribution From The Front Office To The Doorstep

## Handling Bundles

Organize numerous bundles using concise bundle topsheets, detailed truck manifests, useful combination reports, and explanatory carrier drop sheets.

- Optimize time and reduce errors by combining duplicate insert groups for various routes using combination reports.
- Coordinate circular combination numbering scheme across all reports including manifests, bundle topsheets, and insert combination reports.
- Maintain a consistent thickness or weight for bundles of varying route sizes, according to the circular combination contained in each route.
- Consistent sized bundles stack easier and can be a “back saver.”
- Load the truck in drop sequence order using bundle sheets that are printed in the same order as the truck manifest used for delivery.
- Displaying the circulars on the bundle sheets and the truck manifest reports forces quality control and guarantees that every person in contact with the bundle is made aware of the paper’s contents.
- Vacant route bundles can easily be redirected to a temporary carrier having the appropriate information reported on truck drop manifests.
- Consumers can go on vacation knowing that their porch does not contain a stack of papers, since carriers are informed of stop deliveries on their bundle sheet.

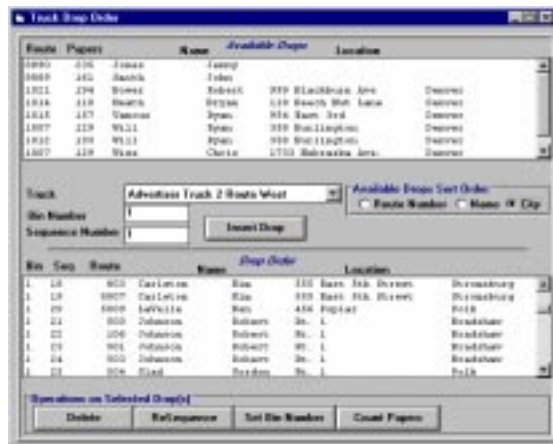


## Payroll

Flexible pay methods meet even the most demanding payroll needs. Payroll information flows throughout RouteScout with a single entry. Modifying the paper draw, for example, may affect the carrier’s check, combination report, truck manifest, and bundle sheets. Payroll information is automatically updated after each delivery.

- Create your own payroll method with flexible payroll options including: paying carriers by piece, hour, mile, insert, a flat rate, or a mixture of methods.
- Minimize paper work by writing a single check for carriers that deliver many routes.
- Know your payroll liability at all times by monitoring cumulative payroll expenses after each issue, before the checks are printed.
- Save time by letting *RouteScout* calculate and print the payroll checks on either laser or tractor feed preprinted forms.
- Reduce accountant costs by printing 1099/W-2’s for all carriers having earnings during the current year.
- Distribute bonuses according to each carrier’s hire date, instead of having payroll fluctuate during the months where the entire team receives bonuses.

## Trucking



A “drag and drop” interface makes it easy to assign carriers to delivery trucks for more efficient dispensing of bundles.

## Routes



Reduce paperwork by storing all route information on a single screen.

- According to how you pay, *RouteScout* will inform you of the exact cost to deliver each paper in a route, showing which routes are most profitable.
- Flexible pay methods allow you to pay each route in a custom way. This allows for adding incentives for extra difficult routes or for those routes containing many circulars.
- *RouteScout* provides delivery reports showing the cost, miles, circulation, and hours required to deliver each issue, highlighting routes that would be less expensive to mail.
- Ease the transition to new carriers by providing new hires with route directions.
- Eliminate hand written notes by utilizing a private note area.

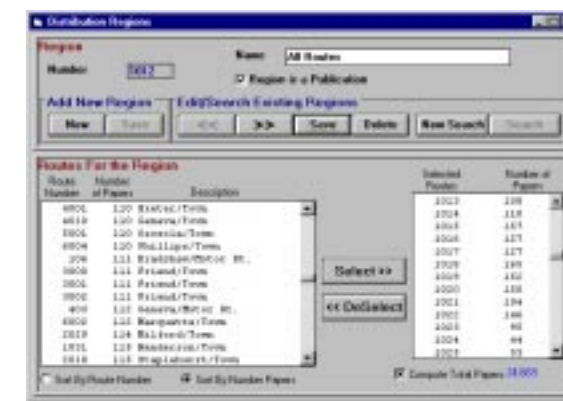
## Scheduling Circulars



Selling last minute circulars which affect payroll, top sheets, insert combinations, and the truck manifest is made easy.

- Sell inserts where the customer actually wants them, not where they are easier to manage.
- Determine if more circulars need to be sold in certain areas by knowing the exact route costs.
- Encourage insert sales by taking advantage of the ease of scheduling and having them appear throughout top sheets and payroll.
- Maximize your time by “pre-stuffing” circulars before the paper is off the press, using the circular combination report detailing insert machine runs.
- Pay a different amount for each circular delivered to compensate for thicker circulars.

## Route Grouping



Saturating various zones or areas with circulars is easy with custom regions.

- Group routes based on demographics, geography, postal station, publication, or whatever way meets your needs.
- Close the sale by meeting even the most demanding clients' preprint delivery requirements, through the creation of a custom insert region.
- Handling the delivery for multiple publications is a snap with *RouteScout* route regions.
- Print payroll or bundle sheets based on region or publication.

## Carriers



Retain carriers in even the most difficult or undesirable routes by adequately compensating them for their efforts, knowing that you are still making a profit.

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