

ComTrac Windows Subscriber 4.0 is Here!

We are pleased to announce that the newest and most powerful version of ComTrac Subscriber for Windows is now available.

There are a number of significant changes in this release for both DOS and ComTrac 3.01 Windows users:

- ☛ **Automatically send custom e-mails to subscribers on new comics day**, telling them specifically what came in for **their** folder
- ☛ **Create custom e-mails** and send them to groups of selected customers
- ☛ **Automatically reset subscriber discounts** based on your choice of order thresholds by either piece count or value of standing order
- ☛ **Import Diamond's cancellation files to automatically update your customer's orders** to reflect changes in product availability. (Orders for cancelled products stay in the system and are not deleted).
- ☛ **Import Diamond's Previews on Windows monthly order form for ordering** (rather than the older DOS version)(Also supports the U.K. Diamond order form)
- ☛ **Improved automatic assigning of Family Codes** to minimize the impact of Diamond order form Title spelling errors
- ☛ **Improved product log-in worksheet** uses Diamond electronic invoice and puts all log-in controls into one screen
- ☛ **Improved Special Interest Code ordering** - filters the Diamond order form by a optional user-defined search phrase (e.g.: *Star Trek*)
- ☛ **Improved Order Increase/Decrease tool**, use it to check subscriber requirements against what's already been ordered to see whether you want to increase or decrease your order prior to shipping
- ☛ **Automatic import of ComTrac DOS or Subscriber 3.01 data to ComTrac 4.0**
- ☛ **Improved Electronic Order Export to Diamond.**
Access Diamond's website without having to exit ComTrac for your Internet browser
- ☛ **Significant increases in speed** over ComTrac Subscriber 3.01
- ☛ No memory or record limitations
- ☛ **Multi-user versions available** for LAN use at low cost
- ☛ Built-in **bubble help** and **detailed help screens**

Get Your Subscribers to Shop More Often!

Send bulk e-mails to your customers every week on New Comics Day with a single press of a button!

ComTrac creates a unique e-mail for each customer who has an e-mail address and includes all merchandise that arrived this week.

Here's a sample of what your customers will receive in their browser: This tool can be used with either dial-up or "always on" Internet connections.

Dear Dennis: ,

The Following merchandise has arrived and is now in your folder for pickup:

SCHOOL ZONE VOL 1 GN
SCOOBY DOO CANDY BOX
SUPERMAN ORNAMENTS BOXED SET
VAMPIRELLA 2003 CALENDAR
SUPERMAN 70S COMIC ART 2003 WALL CALENDAR
WONDER WOMEN 70S
COMIC ART 2003 WALL CALENDAR
SUPERMAN ERADICATOR EXCLUSIVE FIGURE
SPIDER MAN LIGHT SWITCHPLATE
TOYS HOTTEST COLLECTIBLES TP
TOYS & PRICES 2003 TP
SUPERMAN COOKIE JAR

John J. Retailer III
The Modern Comic Store
170 W. Poplar Avenue
San Mateo, CA 94402
650-579-3624 * www.comtrac.net

New Standing Order & Folder Design

If a customer wants you to order a product from Diamond every time it is solicited, enter it into the Standing Order table by selecting it from a drop-down menu or by entering it manually.

Every time product in the Standing Order file is ordered, ComTrac generates a separate entry in each customer's Folder File for the specific issue number that was ordered.

So while a customer has one entry in their Standing Order table for **Peter Parker Amazing Spiderman**, at the end of a year they would have **12** entries for every specific issue of that title.

Depending on the age of the issue, the Status of each Folder item would range from **Ordered** to **Arrived** to **Pulled**. (Or it could be **Cancelled** if Diamond cancelled the item).

(POS users have additional Status codes, such as SOLD, RACK and TRAN).

Another benefit of this design is that you have access at all times to a complete order history for each customer!

Special Orders

All one-time orders regardless of product category are considered to be **Special Orders**. These items are selected from the Diamond order form of your choice and go directly into the customer's Folder File rather than into a separate Special Order file.

You can attach special handling instructions to each item, as well as take deposits and layaway payments.

ComTrac matches up your Special Orders to the Diamond order form on Diamond Solicitation Numbers, guaranteeing maximum accuracy.

When Special Order merchandise arrives it is listed along with subscription products on your weekly Pick Lists, along with any special handling instructions that you listed earlier and any layaway balance that is due.

(ComTrac also has improved the manual processes for layaway payments and deposits).

When you generate the **Product by Customer** pull report, all products that arrived that week for each customer are listed, regardless of whether they are special orders or subscription orders.

All special order items have their special handling instructions printed out as part of their listing. All customer Special Interest Codes and Comments are printed out next to their Customer Code and Name.

Improved Screen Design

ComTrac's screen design has been completely reworked for your convenience and speed of use. Tabbed screens plus context-sensitive menus bring all the tools for working with Customers or Products together in one place.

The **Customer Screen** organizes information into Basic Data, Financial, Clubs, Orders, Standing Orders, Folder File and Want List tabs. Tools and Reports are organized into Search, Actions and Reports.

The **Product Screen** organizes Product information into Basic Data, Inventory, Charts, Vendors, Assemblies and Rental tabs. (Not all these are accessible to Subscriber users). As with Customers, context-sensitive menus deal with Search, Actions and Reports.

POS is only used by ComTrac Plus, and Options gives you access to all the tools to customize your copy of ComTrac.

Terms of Sale

The cost of ComTrac Subscriber 4.0 is \$300.00 USD. ComTrac DOS or ComTrac Sub 3.01 users who are in support will receive an upgrade to Subscriber 4.0 free of charge.

ComTrac Sub 3.01 users who are out of support will receive an upgrade to Subscriber 4.0 for \$75.00 USD, including shipping/handling.

All ComTrac DOS users who are out of support can receive an upgrade for \$200.00 USD.

Tech Support & Maintenance Releases

ComTrac Subscriber 4.0 users receive 90-days of free Technical Support. Technical Support is available either on a subscription basis or on a per-incident basis. (Annual support and maintenance

upgrades are \$120.00 USD per year for Subscriber, payable at a cost of \$30 a quarter when paid automatically by credit card).

Technical Support is available on a per-incident basis (\$40.00 charge for the first 15 minutes plus \$35.00 for every additional 15 minute increment).

Maintenance releases are available via the Internet free of charge to users who are in support. Major Upgrades are sold and priced separately.

We have created a **Frequently Asked Questions (FAQ)** section on our website (www.comtrac.net) to deal with routine, basic questions. We are developing a free series of CD-Based video clips to assist users. If you have Internet access, we can dial into your ComTrac system with your permission to provide assistance or tutoring.

Starter Datasets

ComTrac Subscriber 4.0 comes with two built-in datasets: all of Diamond's order forms for 2004 and a 2,000+ item Family Code file.

You can use the order forms to speed up entering Standing Orders for customers. The Family Code file will speed up assigning family codes to your customer's orders.

Data Conversion

For new users who have subscriber data in a database manager or spreadsheet, we will convert it for you into ComTrac 4.0 format for a fee of \$50.00 - \$125.00 depending on the complexity of your data.

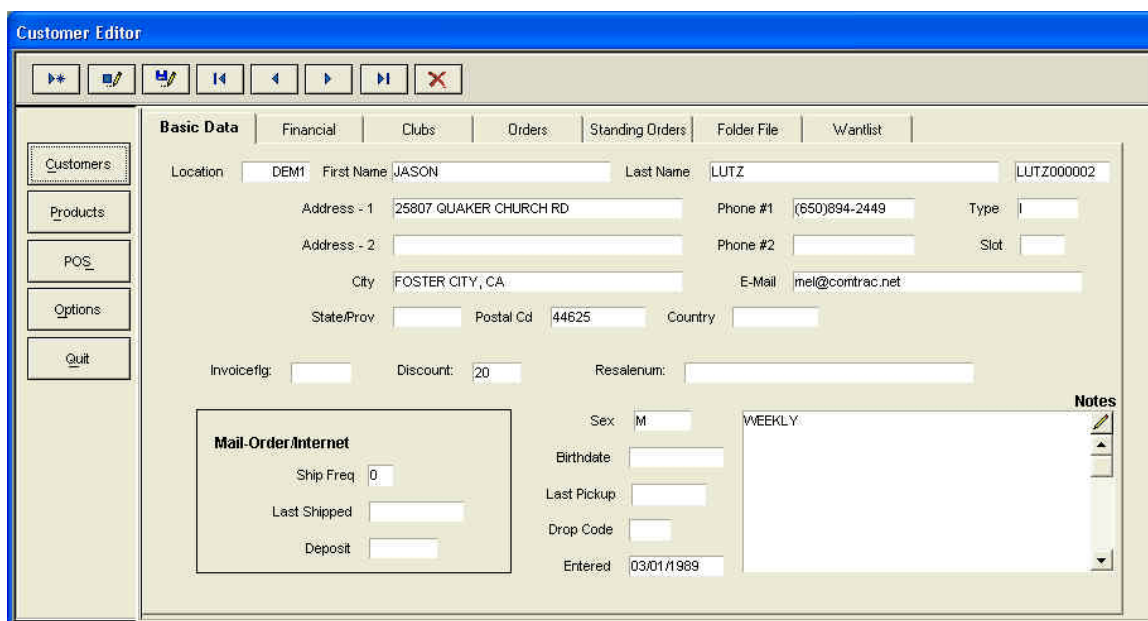
For More Information

Call us at **650-579-3624** Monday-Friday between the hours of 9:00 am and 5:00pm. We are closed on Federal holidays. Or e-mail us at sales@comtrac.net

Sincerely:



Melchior Thompson
President
Melchior Thompson & Associates



The screenshot shows the 'Customer Editor' window with a blue title bar. On the left is a vertical menu with buttons for 'Customers', 'Products', 'POS', 'Options', and 'Quit'. The main area has a tabbed interface with 'Basic Data' selected. The form contains the following fields:

- Location: DEM1
- First Name: JASON
- Last Name: LUTZ
- Address - 1: 25807 QUAKER CHURCH RD
- Address - 2: (empty)
- City: FOSTER CITY, CA
- State/Prov: (empty)
- Postal Cd: 44625
- Country: (empty)
- Phone #1: (650)894-2449
- Phone #2: (empty)
- E-Mail: mel@comtrac.net
- Invoicefig: (empty)
- Discount: 20
- Resalenum: (empty)
- Sex: M
- Birthdate: (empty)
- Last Pickup: (empty)
- Drop Code: (empty)
- Entered: 03/01/1999
- Ship Freq: 0
- Last Shipped: (empty)
- Deposit: (empty)
- Notes: WEEKLY