

1 :: Improving Workflow

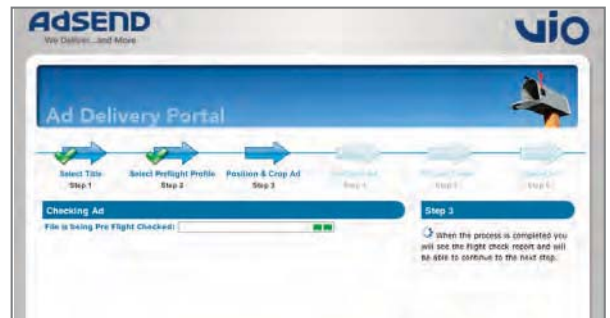
3 :: AdSEND and Metadata

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THE TRANSMITTER

Improving Workflow One Step at a Time

The trend in the publishing industry has been to produce more work using the same – or fewer – resources. This makes integrating standards and automation more crucial than ever.



Many of today's most successful printers and publishers work with industry standards, such as Job Definition Format (JDF) and Advertising Markup Language (AdsML), which were designed to simplify the exchange of information between different applications and systems.

The more efficient the workflow, the better for a company's top and bottom lines, business volume, and customer satisfaction. One particularly effective way to achieve this type of success is to reduce or eliminate the seemingly insignificant task of rekeying information. Enter standards.

By incorporating JDF into a workflow, publishers and printers can gather important manufacturing information and have it imported directly into

production systems. For a publisher whose workflow includes manually keying booking and insertion orders and manually reconciling ad materials, AdsML can save massive amounts of time and reduces the number of errors. From preventing simple keying errors to speeding up data collection, the automatic gathering of metadata upstream at the file sender's site saves phenomenal amounts of time and money.

Gain the AdPORTAL advantage

An AdSEND AdPORTAL does all of this and more. AdPORTALS are designed to streamline ad production and to gather important metadata. When a publisher implements an AdPORTAL into their workflow, they simplify life for themselves and their clients. ...continued

Improving Workflow cont'd

Easy-to-use tools

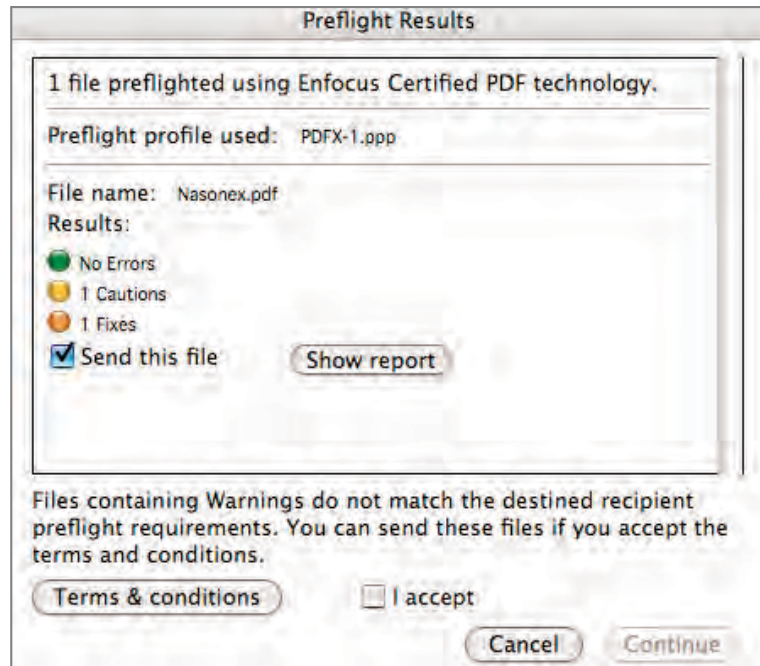
Users of AdPORTALS are the clients who send advertising files to publishers. These customers are guided by an agent, ensuring that a publisher's unique workflow is followed. From preflighting to sizing to sending, an AdPORTAL does it all, dramatically reducing the time a publisher needs to process ads. And this means cost savings all around.

Industry-standard metadata

Since AdPORTALS utilize industry-standard metadata, an investment in one is immediately future-proofed with a publisher's other standards-compliant purchases. Additionally, upstream data capture enables the information to be directly integrated in back office and production systems, which reduces direct labor costs.

Learn more

Free tools to advertisers. Reduced labor. Reduced cost. Faster collection. AdPORTALS provide all this and more. Find out how an AdPORTAL can improve your workflow by calling (800) 223-7363 or emailing ussales@adsend.com.



Preflighting is just one of the modular tools available in an AdPORTAL.

AdSPEC Database Available

The AdSEND AdSPEC database gives users to access hundreds of the leading newspapers' mechanical specifications, contact information, preflight profiles and ICC color profiles.

This database can be used as a stand-alone application or is integrated with the purchase of AdSEND AdSIZE software or an AdPORTAL.

AdSPEC also allows you to create and manage your own web-based ad specs database of publications that are not covered in ours. Purchase by calling (800) 223-7363.



AdSPEC is available for both Windows and Mac operating systems.

AdSEND and Metadata

Job Ticket

Issue Date: 3/1/2007

Ad #: 1234

Version #: 1

***Advertiser:** Metadata Now

***Product:** Information

***Ad Caption:** We Collect Metadata

Space Size: 1/2 ISLAND

***Contact Name:** Joe Jones

***Email Address:** Joe@Jones.com

***Company:** AdSEND

***Telephone #:** 555-555-1234

Comments: All of my metadata is now included for you to use in automation. No rekeying necessary!

Metadata in this job ticket opens that all-important door to automation.

What exactly is metadata? In an AdPORTAL it's the data that is digitally captured through the production processes at the ad supplier's enterprise.

Think of metadata as the information that would have been captured in the paperwork. That paperwork would have been couriered in the package that the ad supplier provided that also contained the CD with the ad on it.

The advantage of capturing this data digitally is that the publication no longer has to re-key this information, which is time consuming and could create errors.

It also opens the door to automating processes that typically require human intervention.

AdSEND encodes this metadata in at least three ways:

HTML Job Ticket is a human-readable form of the metadata that can be viewed by any operator who has access (and privileges) to the data with a workstation, a network connection and a browser.

JDF Job Ticket is the metadata required for the production process. It contains items such as the file's pathname, its preflight status, any disclaimers selected by the Ad Supplier (e.g. type in the type safety area). This information is encoded in the industry-standard JDF (Job Definition Format) format for ease of integration with other production systems. For more information visit <http://www.CIP4.org>. ...continued

AdSEND and Metadata cont'd

AdsML Job Ticket is the metadata that is associated with the business information about the ad that has been entered by the ad supplier. This is encoded in another industry-standard format, AdsML (Advertising Markup Language). For more information, visit <http://www.AdsML.org>.

While it is possible for AdSEND to encode the metadata in other forms, it is strongly suggested that these industry-standard encoding schemes are adopted. This means that any systems that the metadata touches will be “future proofed” in that, if a decision is made to change any of these systems, the format in which the metadata is presented to the system does not have to change. Anyone who has been involved in the replacement

of a system will immediately recognize the value that NOT having to recode the inputs and outputs of a system brings.

Finally, part of the AdSEND solution includes the ability to direct any of the metadata files to different locations. For example, we can allow the JDF metadata to be sent to the production system, the AdsML metadata to the booking/billing system and a mixture of both to an asset management system.

Metadata collection and its integration into workflows is crucial to the future of the industry. Get more information by visiting any of the standards organizations mentioned in this article.

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