

THE TRANSMITTER

Comprehensive File Management & Better Communication

iQ Chaser is one of our newest products and allows publishers to track and manage ads, as well as communicate with advertisers, in ways they never have before. This product reduces the amount of steps that are necessary to process ads, and keeps the visibility level high between account executives, sales representatives, production workers and the advertisers themselves.

Smooth Workflow

iQ Chaser is a desktop file retrieval and management application that connects to the internet to provide publishers with advertising file information in real time.

Using this product, publishing production groups save valuable time by eliminating steps in their workflow. The process of downloading, saving and renaming of files as well as job ticket printing is fully automated and any change that is made is reflected in real time.

The workflow under iQ Chaser is logical and easy to follow. The steps include:

- Publisher receives an email that a file has arrived. (Or, publisher has the application open and as it refreshes in real time sees a new file has arrived.)
- Publisher can log in to iQ Chaser to access and process ad.
- Publisher can accept or reject ad based on size and user-definable preflight criteria.
- Job ticket can be opened or set to print automatically.
- Ad PDF is downloaded (manually or auto-retrieve) to a location specified by the user.

Increased visibility and communication

iQ Chaser allows many people to be

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logged in at once to work with or view the status of an ad at any given time. This means that the production worker knows when an ad arrives and needs to be worked on, the sales rep is assured that his client's ad is in the system, and the manager is confident that the process is running smoothly. A number of account types are available, so publishers can grant access level by specific job role:

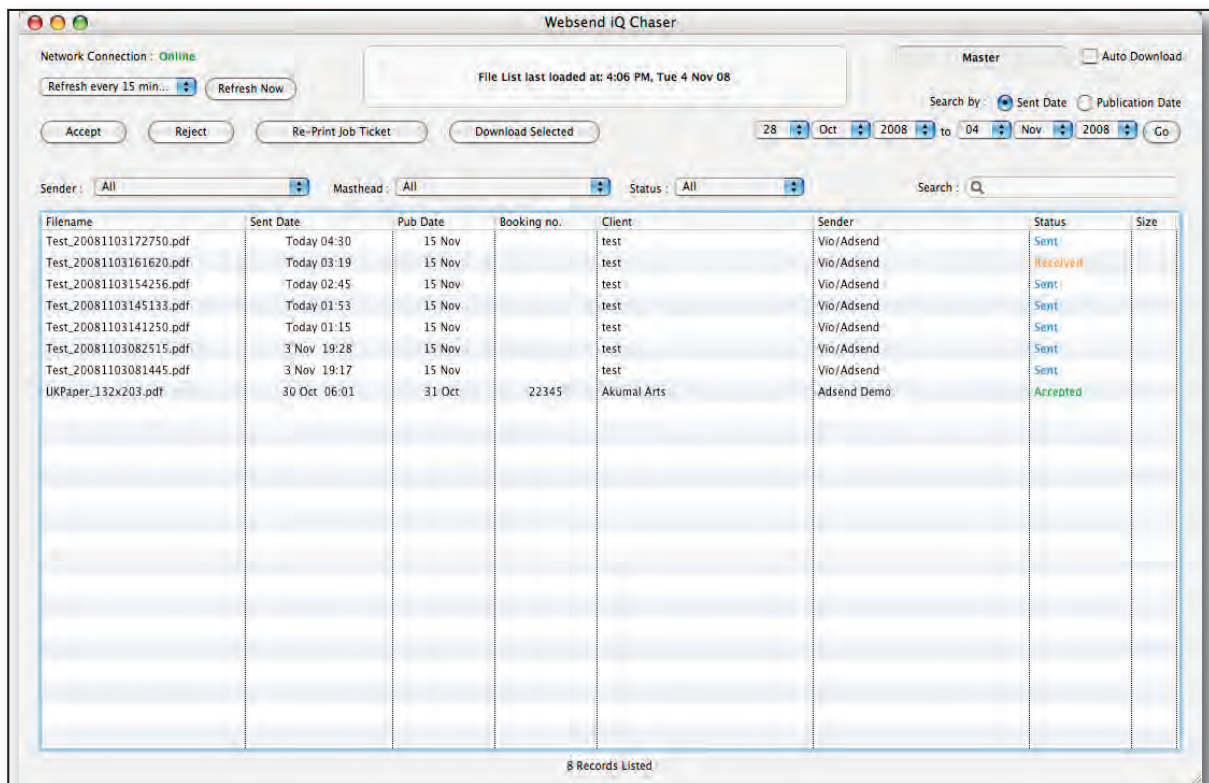
- Master Account: Able to modify all available settings in the web interface as well as run all available functions in iQ Chaser.

- Production Account: Able to search, preview, accept, reject, download and print.
- Downloader Account: Designed to run unattended and can only receive files in automated or manual mode.
- Viewer Account: Designed for staff that needs to view job information but have no other input in the receiving workflow. Can print job tickets.

Besides improving internal

communication, iQ Chaser enables fast and productive dialogue between publisher and advertiser as well. The actions that a publisher takes are mirrored to the advertiser in real time, so the advertiser is always aware of the ad's status. For example, after the publisher receives and opens the Job Ticket, the status changes to "received" on both the publisher and advertiser sides. At that point, the advertiser can be assured that the publisher has seen the ad.

iQ Chaser also gives publishers the ability to "accept" or "reject" an ad,



iQ Chaser provides autownload options that save receivers valuable time.

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based upon their mechanicals and specifications, or any other reason they deem appropriate. Again, this status is updated on both sides, so if an advertisement is rejected the advertiser is aware immediately and also knows why because the reason is included. Rather than a time-consuming process of sending and retrieving emails, voicemails or confusing conversations, iQ Chaser shaves this process down to mere seconds.

Download Preferences & File Management

iQ Chaser's superior file management and download options are two additional time saving features. Since the application updates in real time, new advertising files populate the inbox as they arrive. Users may organize their inbox however they choose, as the fields are both sortable and searchable. For publishers with multiple titles, they can even process ads for each title without having separate logins and accounts.

Publishers who take advantage of the autodownload function, which is especially useful for those receiving large volumes of ads, will have their ads saved onto their hard drive or network without doing any work themselves. That means fewer steps and fewer hands are needed to process each ad, saving valuable time.

Once files are downloaded, they are stored in folders using structures of the user's choosing. For example, some may want to group their files by month and day of insertion, others by publication. It's all customizable and can be set up in minutes.

Another useful tool is the autorenaming function, which allows you to specify the rules by which you want to automatically rename downloaded files (such as to include ticket ID or booking ID).

Comprehensive Job Tickets

The Job Tickets used in this application contain both insertion details and a thumbnail of the ad on one screen. There's no need to manually match up data and PDF files; it's all there right in front of you with iQ Chaser. The metadata in the Job Ticket is also XML, JDF and AdsML compliant, which allows for integration with other internal systems as well.

Get more information today

iQ Chaser is the next step in advanced file management and tracking and fosters quick and productive dialogue between publishers and their advertisers. For more information, call us at 800-223-7363 or email ussales@adsend.com.

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