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THE TRANSMITTER

Survey Says: Size Still an Issue

In a recent survey conducted by AdSEND, nearly all newspaper respondents said that they receive ads that don't match their specs and are consequently forced to either fix the ads themselves, or go back to the client and request a new ad. Either way, that means additional work for all parties involved and valuable time wasted. And when a deadline is missed, it becomes an even larger and costlier problem.

For conscientious advertisers who want to get the job done right the first time, AdSEND has a solution. We offer AdSIZE SENDER, a tool that ensures you won't have to go back and size an ad twice!

AdSIZE software allows advertisers to open their ads and check them against their own local ad specs or against our comprehensive AdSEND AdSPEC database (available for purchase separately). This database contains mechanical specifications for hundreds of the leading newspapers,

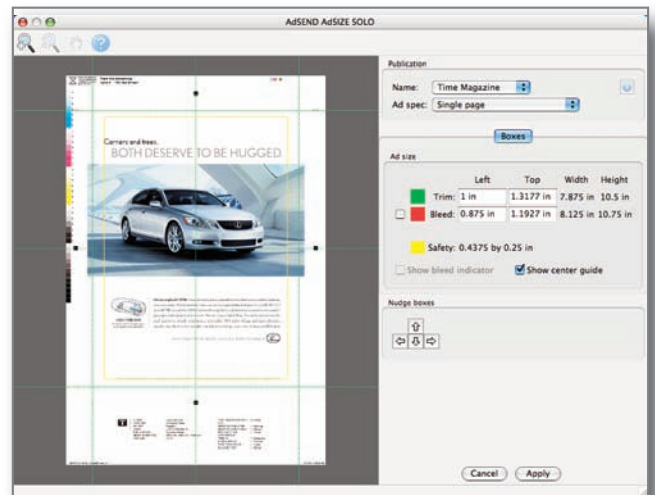
so advertisers can stop making calls and surfing individual publisher's web sites on a quest for ad specs -- all pertinent information is contained in one convenient spot.

With AdSIZE, users simply run their ads through and they are shown the fit against the actual specs for the target publication. AdSIZE even detects if there is type outside of the type safety area that was set.

Also, if selected, users can scale the ad to fit the space to get the biggest bang for their advertising buck.

AdSIZE can be upgraded to AdAPT (Ad Production Tools) where users can also preflight the ad (using Enfocus

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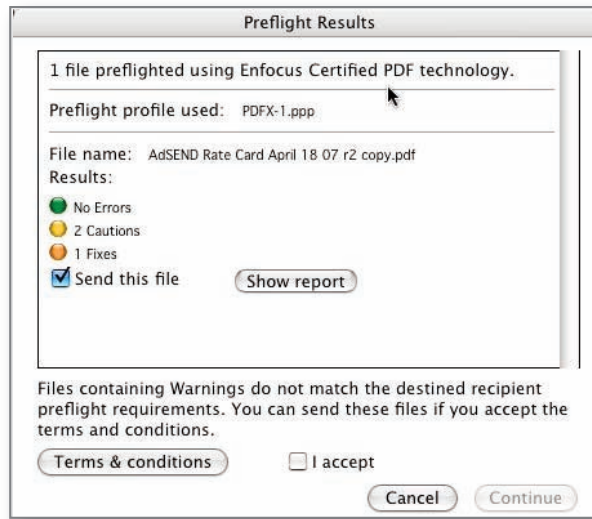


Size cont'd

PitStop technology) and get the subscription to AdSEND AdSPEC included.

AdAPT enables users to do all this as an integrated part of AdSEND.com. In other words, it sizes and preflights ads to the specs required by the newspaper as part of the process of submitting the ad through AdSEND.com.

Interested in learning more about AdSIZE or AdAPT? Call us at 1-800-2-ADSEND or email ussales@adsend.com.



Preflighting is just one benefit of upgrading to AdAPT (Ad Production Tools).

AdSEND Manager News

Beginning early next year, publications going to apadsend.com to download their ads will automatically be redirected to adsend.com. This site, also known as **AdSEND Manager**, offers improved and enhanced functionality to retrieve ads at no additional cost. In addition to instant email notification when an ad arrives for a publication, ads can be downloaded from any computer anywhere, anytime.

When users log in to AdSEND Manager they'll see a listing containing all of their ads. No more separate light

boxes to toggle back and forth! They then select the applicable ad and click download, or double click and open the delivery ticket to obtain more detailed information. Delivery tickets also now include a thumbnail of the ad with a preview of the file attached. Users may print the delivery ticket containing the thumbnail for record keeping or internal tracking purposes.

If an ad runs again or has been misplaced, users may log in to their account, locate the ad and download it again, saving valuable time. When

ads expire they are removed from the account, so what users see is a direct reflection of the ads stored on the AdSEND system.

Managing accounts couldn't be easier. With a simple click of the Administration link, users can change their password, account settings and more. Plus, there is no limit on the number of individuals who can have an account. To set up an AdSEND Manager account or for more information, call 1-800-T-ADSEND (1-800-823-7363) or email adsendsupport@adsend.com.

Industry Organizations

The publishing, printing and advertising industries are filled with helpful and resourceful industry organizations that keep both members and the public alike up-to-date on the latest news and trends, and provide valuable networking opportunities. Following are the names and web sites for some of the industry leaders for you to keep and refer to throughout the year.



American Institute of Graphic Arts (AIGA)

www.aiga.org

Association of Graphic Solutions Providers (IPA)

www.ipa.org

Canadian Business Press

www.cbp.ca

Flexographic Technical Association (FTA)

www.flexography.org

General Requirements for Applications in Commercial Offset Lithography (GRACoL)

www.gracol.org

Ghent PDF Workgroup (GWG)

www.gwg.org

Gravure Association of America

www.gaa.org

International Digital Enterprise Alliance (IDEAlliance)

www.idealliance.org

International Reprographic Association (IRgA)

www.irga.com

Magazine Publishers of America (MPA)

www.magazine.org

Coming Soon: Tech Support Stickers

Removable stickers for placement onto your computer monitor with AdSEND's 24/7 technical support number will be available soon. Our number will always be on-hand whether you have an emergency or a quick question for our staff. If you want to request one, call us at 1-800-T-ADSEND (1-800-823-7363) or email adsendsupport@adsend.com.

Ad Council

www.adcouncil.org

American Advertising Federation (AAF)

www.aaf.org

American Association of Advertising Agencies (AAAA)

www.aaaa.org

American Business Media (ABM)

www.americanbusinessmedia.com

Industry Organizations cont'd

Magazines Canada
www.magazinescanada.ca

National Association for Printing
Leadership (NAPL)
<http://public.napl.org/home.aspx>

National Newspaper Association
www.nna.org

Newspaper Association of America
(NAA)
www.naa.org

PAGE Cooperative
www.pagecooperative.com

Partnership in Print Production (P3)
<http://www.p3-ny.org>

Printing Industries of America/Graphic
Arts Technical Foundation
www.gain.net

Society of National Association
Publications (SNAP)
www.snaponline.org

Specialty Graphic Imaging
Association (SGIA)
www.sgia.org

Specifications Web Offset
Publications (SWOP)
www.swop.org

Western Publications Association
(WPA)
www.wpa-online.org

AdSEND

101 Interchange Plaza, Ste. 102
Cranbury, NJ 08512

www.adsend.com

Sales/Marketing
1-800-2-ADSEND (1-800-223-7363)

ussales@adsend.com

Technical Support
1-800-T-ADSEND (1-800-823-7363)

adsendsupport@adsend.com