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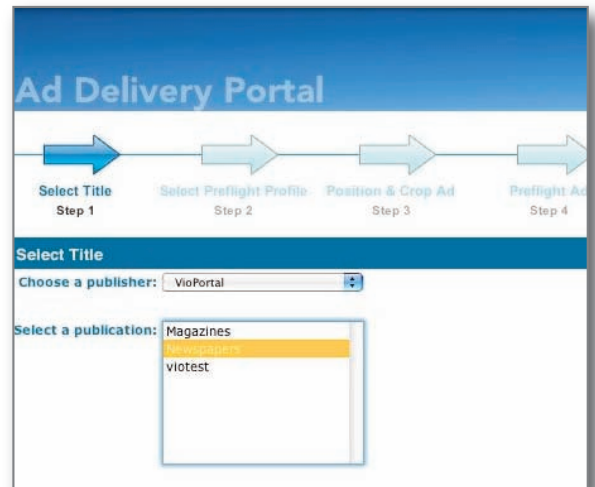
# THE TRANSMITTER

## AdPORTALs Assist Newspapers

In these tough economic times where resources have been reduced and costs have been cut, newspapers are facing a number of challenges in their day to day businesses. Prior to investing in new products, publishers must be certain that a demonstrable return on investment is there. AdPORTAL is one such product that addresses many challenges faced by newspapers.

When advertising sales representatives leave a newspaper, often, hundreds of thousands of dollars of ad revenue leaves right along with him or her. All of those relationships, once well-established, can fall by the wayside and leave valuable advertisers wondering, "Now how do I place an ad?"

The AdPORTAL solves this problem by being the constant, regardless of sales churn. An AdPORTAL is a central place that advertisers deliver their ads to publishers, streamlining ad production. While the relationship



between sales rep and advertiser is still very important, it is not the primary means of delivering advertising to a publication.

To illustrate, let's say a large department store has always emailed its weekly ads to John the newspaper sales rep. John then may match the ad to the booking, making sure what he received is indeed what the store booked and paid for. However, not all reps or even production workers perform this step, and when it's overlooked, there's a potential for errors and costly make goods.

If John matched the ad, he then emails it over to the production

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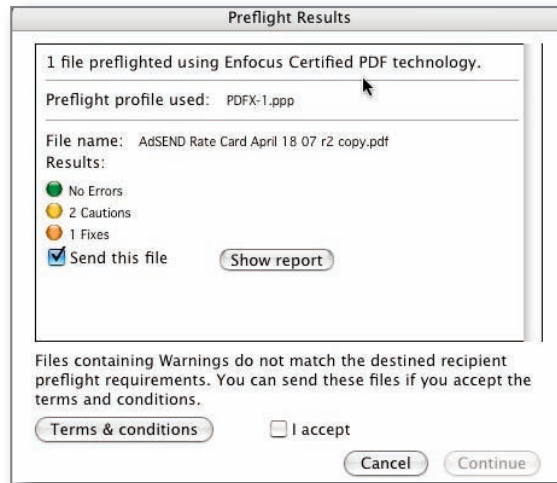
# AdPortals Assist Newspapers cont'd

team. At this point, the team member preflights and checks the size of the ad and readies it for placement.

Now, if John leaves the newspaper, the large department store lost its central point of contact for submitting advertising. Weeks could go by before they determine how to submit ads and months before John's replacement is on board. It is during this period of confusion that the newspaper could lose those hundreds of thousands in ad revenue.

Had the newspaper implemented an AdPORTAL, this scenario would play out very differently. Instead, the large department store would always submit their ads via the AdPORTAL, so whether or not John was at the newspaper, they would always have a place to send ads without the interruption of employee churn.

Additionally, an AdPORTAL frees sales reps from the task of receiving and distributing advertisements, so they now have more time to sell more advertising. Rather than spending time on production work, they can



Preflighting is just one of the benefits of an AdPORTAL.

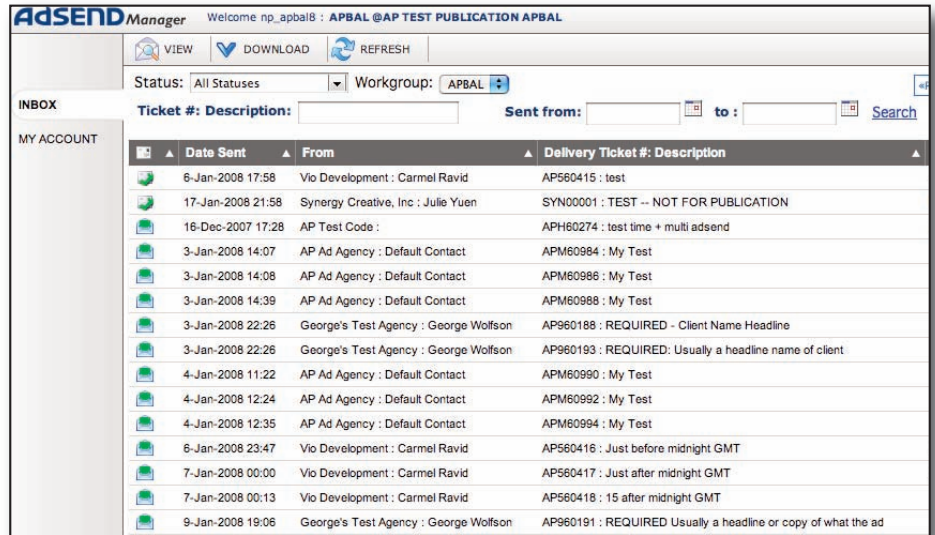
concentrate on increasing newspaper revenue.

Besides saving time for sales reps at newspapers, it also saves time for production workers. With the AdPORTAL, advertisers preflight and check the size of their ad prior to sending, so that production doesn't have to perform these tasks as well.

For more information on AdPORTALS, contact us at 1-800-2-ADSEND (1-800-223-7363) or email [ussales@adsend.com](mailto:ussales@adsend.com).

# Help for Former Preserver Users

AdSEND MANAGER users see a list with all their ads. No more separate light boxes to toggle back and forth!



The screenshot shows the AdSEND Manager web interface. At the top, it says 'AdSEND Manager' and 'Welcome np\_apbal8 : APBAL @AP TEST PUBLICATION APBAL'. Below that are buttons for 'VIEW', 'DOWNLOAD', and 'REFRESH'. There are also filters for 'Status: All Statuses' and 'Workgroup: APBAL'. A search bar is present with 'Ticket #:' and 'Description:' labels. The main area is a table with columns: 'Date Sent', 'From', and 'Delivery Ticket #: Description'. The table contains 12 rows of data, including dates from 2007 to 2008, various sender names like 'Vio Development' and 'George's Test Agency', and ticket descriptions such as 'test', 'NOT FOR PUBLICATION', and 'REQUIRED: Usually a headline name of client'.

Date Sent	From	Delivery Ticket #: Description
6-Jan-2008 17:58	Vio Development : Carmel Ravid	AP560415 : test
17-Jan-2008 21:58	Synergy Creative, Inc : Julie Yuen	SYN00001 : TEST -- NOT FOR PUBLICATION
16-Dec-2007 17:28	AP Test Code :	APH60274 : test time + multi adsend
3-Jan-2008 14:07	AP Ad Agency : Default Contact	APM60984 : My Test
3-Jan-2008 14:08	AP Ad Agency : Default Contact	APM60986 : My Test
3-Jan-2008 14:39	AP Ad Agency : Default Contact	APM60988 : My Test
3-Jan-2008 22:26	George's Test Agency : George Wolfson	AP960188 : REQUIRED - Client Name Headline
3-Jan-2008 22:26	George's Test Agency : George Wolfson	AP960193 : REQUIRED: Usually a headline name of client
4-Jan-2008 11:22	AP Ad Agency : Default Contact	APM60990 : My Test
4-Jan-2008 12:24	AP Ad Agency : Default Contact	APM60992 : My Test
4-Jan-2008 12:35	AP Ad Agency : Default Contact	APM60994 : My Test
6-Jan-2008 23:47	Vio Development : Carmel Ravid	AP560416 : Just before midnight GMT
7-Jan-2008 00:00	Vio Development : Carmel Ravid	AP560417 : Just after midnight GMT
7-Jan-2008 00:13	Vio Development : Carmel Ravid	AP560418 : 15 after midnight GMT
9-Jan-2008 19:06	George's Test Agency : George Wolfson	AP960191 : REQUIRED Usually a headline or copy of what the ad

Users formerly going to [www.apadsend.com](http://www.apadsend.com) (aka Preserver) to retrieve ads are now automatically redirected to [www.adsend.com](http://www.adsend.com) (aka AdSEND MANAGER). Following are some useful tips to help you get started in using this valuable tool.

## AdSEND MANAGER offers these benefits:

- HTML ad previews are included.
- Ads are sorted by status.
- Access to the system anytime, any place.
- Files are stored for 30 days.
- Users can download as many copies as they want; there is no limit.
- Page displays can show tickets by status, allowing users to see only what they need.
- Users can view/print delivery tickets.

## Browser support

Verify that your browser is supported by clicking "verify my browser" on the log in page, just under the user name and password area. A browser checker will run a system check and display your machine's configuration.

## Logging In

Enter your user name and password and click enter. Next, you will receive a USER ID prompt. This is an added layer of security and the User ID is different from your password. The first time you log in and establish your User ID you will be prompted to verify.

## Inbox

The default screen upon logging in is the Inbox. All of the files for download

will appear here. Note that there are no more separate light boxes to toggle back and forth.

## Delivery Tickets

The inbox displays the following information in six columns:

- Status icon
- Date Sent
- From
- Delivery Ticket #
- Delivery Ticket Description
- Size
- Job ID #

These columns can be sorted. By default, items are sorted by Date Sent beginning with the most recent item at the top. By default, all items will display. In order to control the status displayed, click on the arrow next to the status. A drop down menu will

# Help for Former Preserver Users cont'd

appear. Select the status(es) you want to appear. The screen will refresh and display only those selected.



## Status icons

**New:** New file delivered.

**Viewed:** The ticket has been viewed but not downloaded.

**Retrieved:** File has been downloaded.

**Warning:** The storage time on the file will expire soon. Upon expiration, the file is purged from the system.

**Delivered:** File has been populated into the inbox.

## Viewing a Ticket

In order to view a line item, click on that line entry (line color will change) and click view or double click on the line item.

	Date Sent	From
	6-Jan-2008 17:58	Vio Development : Carmel Ravid
	17-Jan-2008 21:58	Synergy Creative, Inc : Julie Yuen
	16-Dec-2007 17:28	AP Test Code :

## Ad Information

- Insertion Dates

- Description
- Instructions
- Insertion Information
- Colors
- Columns
- Height

## Attached File information

- File name
- Size
- Preview
- Thumbnail

## Downloading Tickets



Files can be downloaded from the inbox or ticket view. Click the download link in the upper left. A zip file will download to your computer. The name of the zip will be the AdSEND job ID. The unzipped PDF will be the name of the AdSEND delivery ticket.

## Need More Assistance?

To set up an AdSEND MANAGER account or for additional assistance, call 1-800-T-ADSEND (1-800-823-7363) or email [adsendsupport@adsend.com](mailto:adsendsupport@adsend.com).

## AdSEND

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[www.adsend.com](http://www.adsend.com)

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

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