

THE TRANSMITTER

Create, Manage and Send Ads More Efficiently Than Ever

iQ Pro is one of our newest products and allows advertisers to create, send and manage ads more efficiently than ever before. The product reduces the amount of steps it takes to create and send ads, saving graphics and production teams valuable time. iQ Pro also keeps the visibility level high between account executives, graphic designers, production managers and others because it is an enterprise advertising management system where everyone can be logged on and working at the same time.

Smooth Workflow

iQ Pro is a desktop advertising management application that connects to the internet to provide advertisers with information in real time. Using this product, publishing production groups save time by eliminating steps in their workflow. The process of creating files in Adobe® InDesign® CS3 is fully

automated by using pre-populated publishers' mechanicals and any change to the mechanicals is reflected in real time.

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

- User logs on and creates new job ticket.
- After selecting the publication and ad size, the user may create, in just two clicks, an InDesign CS3 file that's guaranteed to match the specs the publisher has entered.
- A Job Ticket may be saved as a draft while the graphic designer is creating the ad.
- Once the ad is complete, it can be exported back to iQ Pro, attached right to the original ticket, and sent to the publication in minutes.

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Create, Manage and Send Ads cont'd

InDesign CS3 Plug-In

Besides that workflow, another is available by using the InDesign CS3 plug-in that is part of iQ Pro. This allows graphic designers to choose a publication and ad size within InDesign and obtain a perfectly sized ad template in real time. The steps include:

- User opens InDesign CS3 and creates a new ad template by selecting a publication, section and ad size.
- The template is immediately created displaying the correct bleed, trim and type area guides.

- When the ad is completed, the user selects “export to iQ Pro.” The file is converted to a PDF and sent to iQ Pro where a Job Ticket containing the PDF is automatically created.

- The same user, or any other, may now launch iQ Pro to access the Job Ticket and ad.

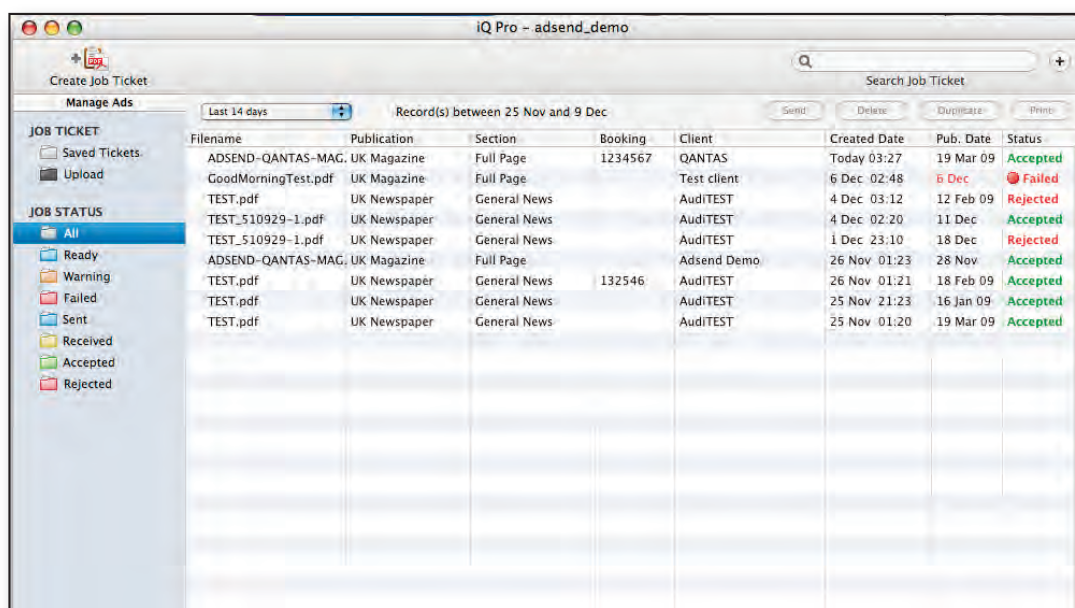
- When the ticket is complete it can be uploaded or saved as a draft to be edited and sent in the future.
- Once the user clicks “upload,” the ad is preflighted and ready to be sent to the publication.

Besides creating files, the iQ Pro

plug-in can be used to re-size existing artwork in just a few simple steps.

Increased Visibility and Communication

iQ Pro allows many people to be logged in at once to work with or view the status of an ad at any given time. This means that account managers know if an ad is being worked on, production managers can create job tickets for designers who will then begin working on the correctly-sized ad and department managers can oversee the whole process to ensure important campaigns are on track.



Filename	Publication	Section	Booking	Client	Created Date	Pub. Date	Status
ADSEND-QANTAS-MAG	UK Magazine	Full Page	1234567	QANTAS	Today 03:27	19 Mar 09	Accepted
GoodMorningTest.pdf	UK Magazine	Full Page		Test client	6 Dec 02:48	6 Dec	Failed
TEST.pdf	UK Newspaper	General News		AuditEST	4 Dec 03:12	12 Feb 09	Rejected
TEST_510929-1.pdf	UK Newspaper	General News		AuditEST	4 Dec 02:20	11 Dec	Accepted
TEST_510929-1.pdf	UK Newspaper	General News		AuditEST	1 Dec 23:10	18 Dec	Rejected
ADSEND-QANTAS-MAG	UK Magazine	Full Page		Adsend Demo	26 Nov 01:23	28 Nov	Accepted
TEST.pdf	UK Newspaper	General News	132546	AuditEST	26 Nov 01:21	18 Feb 09	Accepted
TEST.pdf	UK Newspaper	General News		AuditEST	25 Nov 21:23	16 Jan 09	Accepted
TEST.pdf	UK Newspaper	General News		AuditEST	25 Nov 01:20	19 Mar 09	Accepted

iQ Pro provides real-time status updates, improving both internal communication and communication between publishers and advertisers.

Create, Manage and Send Ads cont'd

In addition to improving internal communication, iQ Pro enables fast and productive dialogue between publisher and advertiser. Once a publisher receives and opens the Job Ticket, the status in iQ Pro changes to “received” on both the publisher and advertiser sides in real time. At that point, the advertiser can be assured that the publisher has seen the ad.

Publishers also have the ability to “accept” or “reject” an ad, 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 Pro shaves this process down to mere seconds.

Useful Features

Other features include:

- Job Tickets include both insertion details and a thumbnail of the ad on one screen.
- Users can quickly search for Job Tickets by publication name, client, title or other reference. Searches can be saved for later use.
- Job Tickets can be duplicated, saving time when sending ads to the same location many times throughout the week, month or year.
- Ads may be sent to multiple destinations provided the size is the same.
- Job tickets can be displayed based on files sent today, the last 7 to 14 days, and up to 6 months. Users can even set their own date range to customize their viewing preferences.

Get More Information Today

iQ Pro is the next step in advanced advertising 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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