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THE TRANSMITTER

Newspapers: Changes Coming to AdSEND in April 2009

In April 2009, AdSEND's newspaper customers, whether AP Satellite and Server users or AdSEND MANAGER users, will be using a new system with many new exciting features and enhancements.

In an exclusive agreement, AdSEND has licensed Websend's (part of the Omnilab portfolio of companies) browser-based solution.

The service newspapers and advertisers alike have come to rely upon will remain the same in some ways—AdSEND will still reliably and securely transfer PDF advertising files from advertisers to newspapers.

AdSEND MANAGER users, when logging into the new system, will recognize the familiar inbox with status and Job Tickets listed for viewing. The list is updated in real-time as new advertisements come in.

With the new system, however, ads can also be preflighted and sized by advertisers before they're sent, as an option, so that newspapers receive



ads that are press ready, as soon as they arrive. With this new feature it's up to individual newspapers to decide if they would like to implement this to their advertisers.

More details will follow on the purely web based product so please watch your mail and email.

Larger volume receivers, including current AP Satellite and Server users, will be interested in iQ Chaser in addition to the web interface, which is a desktop file retrieval and management application that connects to the internet to provide publishers with advertising file information in real time. The process of downloading, saving,

Newspapers: Changes Coming cont'd

renaming and printing of files is fully automated with this service.

Satellite and Server users will appreciate improvements such as the ability to access a centralized system not restricted to a single user or computer in a production department.

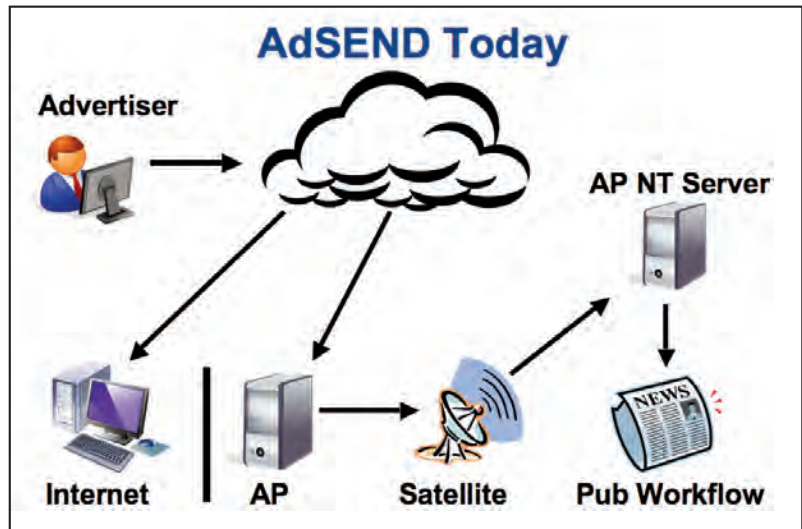
iQ Chaser also offers new autownload options, above and beyond what they currently can access. With this system, files are pushed to users' desktops as they come in. Additionally, they can be stored and organized in a number of folder structures automatically, such as by publication title and insertion date.

Files may also be renamed and Job Tickets can be automatically printed to a local printer.

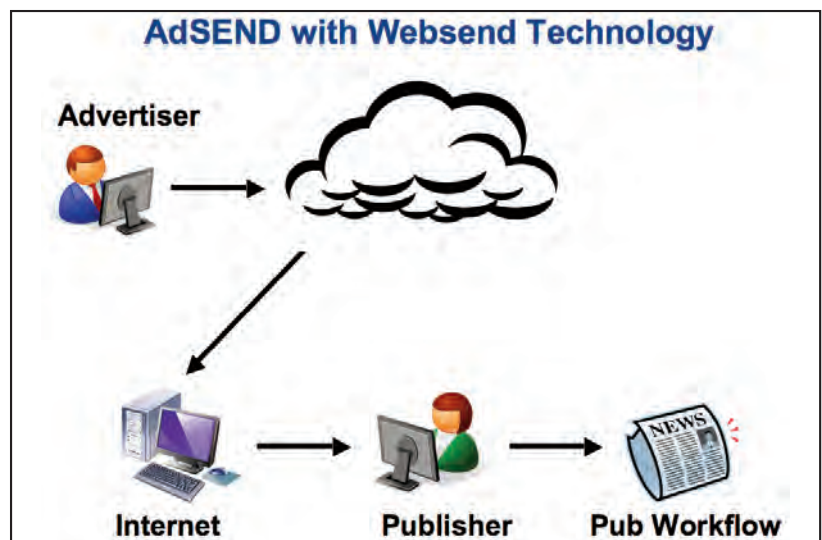
Another new feature all newspapers will enjoy with AdSEND next year are varying user access levels depending on specific job roles. Available are:

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

...continued



AdSEND's workflow today, with AP satellite and server ad reception.



AdSEND's workflow beginning April 2009 when all newspapers will receive via the Internet only.

Newspapers: Changes Coming cont'd

- **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 need to view job information but have no other input in the receiving workflow.

In the process of alerting newspapers to these enormous changes, we've encountered some who weren't aware of their use of AP satellite and server technology because they are so

seamless and have been in place for so many years.

Additionally, some publishers have intricate post-reception workflows that were set up by employees who are long-gone. This is why it is imperative to begin working with newspapers sooner rather than later.

For those unsure, AdSEND urges all newspapers to verify whether or not they are linked to a satellite feed.

To learn more, call tech support at 800-823-7363.

For iQ Chaser pricing, call us at 800-223-7363 or email ussales@adsend.com.

The AdSEND logo is displayed in a white rounded rectangle on a blue background. The logo itself is in a bold, blue, sans-serif font.

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