

- 1 :: Customer Facing Job Portals 3 :: Ad Sizing Glossary
 2 :: Update Company Details

THE TRANSMITTER

Customer Facing Job Portals

In its simplest sense, a custom digital supply chain is an end-to-end relationship between different businesses involved in the life cycle of a product or service. An efficient solution will seamlessly integrate workflow partners and their systems via open and de-facto standards to allow them to not only exchange files but also vital information (metadata) about those files.

The technologies and infrastructures provided in a custom digital supply chain allow trading partners to substantially improve the efficiencies of their supply chain operations and forge a responsive, extended network with their clients where near real-time data monitoring can be integrated into all processes. Through the utilization of a custom digital supply chain, companies can hone their operations to better anticipate and meet their clients' needs.

Many people view a customer facing job portal as simply an alternative to FTP or email as a method of transmitting job material from the client to the printer. This can be the case, but the potential impact of a correctly executed customer facing portal based on a custom digital



supply chain can have positive and far-reaching ramifications for both the client and the receiver of job materials—especially if the job materials pick up valuable metadata as they progress through the process.

An AdSEND Customer Facing Job Portal is based on a custom digital supply chain that provides:

- Reduction in costs and production cycle times.
- A company's or printer's brand on the client's desktop.
- Ease of job submission (drag 'n drop).
- Integration with printer and client workflows and business systems.
- Custom job tickets for the collection and movement of client and printer metadata.

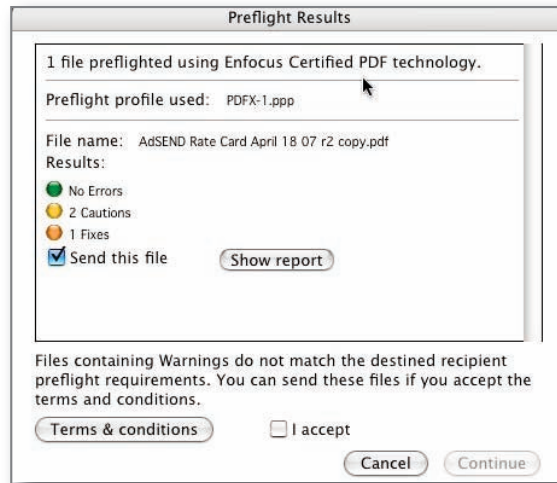
...continued

Job Portals cont'd

- Smoother flow of files and metadata from the client to you.
- Tools that build a stronger relationship between printers and their clients.

An AdSEND Customer Facing Job Portal allows clients to easily and accurately match printers' file specs and sizes, costs the client nothing and gives them adequate and accurate feedback of the secure delivery of the job material and associated metadata. The Portal also streamlines the job production process at the printer while communicating with production and business systems – utilizing the capture of business information at the source without having to re-key it. This ensures accurate reproduction placement and billing of the job material.

The traits of an AdSEND Customer Facing Job Portal result in satisfied clients because of timely, accurate and correctly-reproduced job material – positively impacting the top line. Streamlining the job delivery process reduces staff, removes errors and speeds the billing process – positively impacting the bottom line. The key to the efficient implementation of this strategy is to understand the supply chain and move as many processes upstream as possible. This eliminates



Preflighting is just one of the benefits of an AdSEND Customer Facing Job Portal.

the time-consuming and error-prone task of re-keying information that appears on paperwork as it moves from enterprise to enterprise.

Printers can brand a Customer Facing Job Portal with their logo. Branding is important because it constantly reminds the client that the printer is providing them with the tools that make their lives easier.

An AdSEND Customer Facing Job Portal is customizable in terms of the rules, workflow, messaging and all fields in the job ticket.

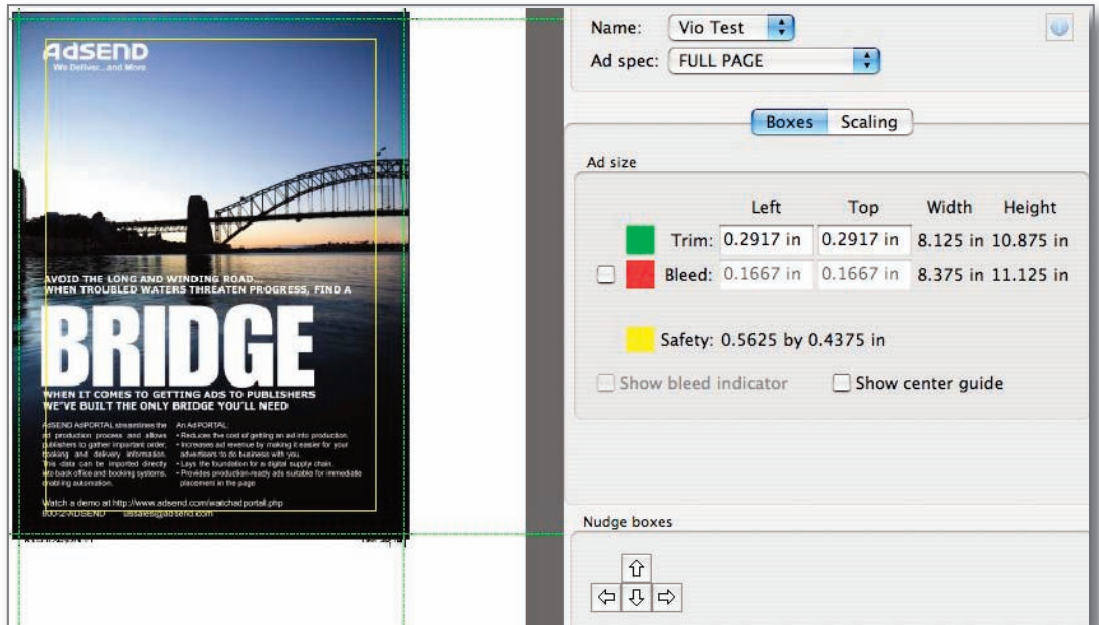
For more information, or for details on how you can implement a Portal, call 1-800-2-ADSEND (1-800-223-7363) or email ussales@adsend.com.

Update Your Company Details

In today's business world, employees come and go frequently. Are there people on your AdSEND account who are no longer with your company?

Be sure to free up accounts and remove those employees who have moved on. Please call us at 1-800-8-ADSEND (1-800-823-7363) or email adsendsupport@adsend.com to provide us with the latest company contact information. We appreciate your assistance!

Ad Sizing Glossary Part 2



Snapshot of AdSEND's AdSIZE tool.

Bounding Boxes – In the specification of PDF/X-1a (ISO 15930-1:2003) bounding boxes are defined as follows:

Each Page object of a PDF file includes a MediaBox. Each Page object in a conforming PDF/X-1a file shall include one, but not both, of TrimBox or ArtBox. The MediaBox may be included by inheritance.

If the BleedBox is present, the ArtBox or the TrimBox shall not extend beyond the boundaries of the BleedBox. If the CropBox is present, none of the ArtBox, the TrimBox, or BleedBox shall extend beyond the boundaries of the CropBox.

NOTE 1 Some industry practices may require the use of the BleedBox. Appropriate trade practices should be followed.

NOTE 2 The use of the TrimBox is recommended over the use of the ArtBox.

The Trim Box (TrimBox) – This is the bounding box in a PDF file that indicates the size of the ad as it will appear in the magazine when the pages have been finally trimmed in the binding process (for Full Page Ads) or with all extra bleed, crop marks and Furniture removed (for Fractional Ads).

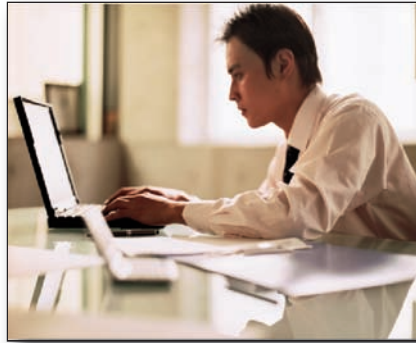
The Bleed Box (BleedBox) – This is the bounding box in a PDF file that indicates the minimum amount of image that extends beyond the Trim Box. This is used to compensate for any tolerances in the manufacturing process. It can also be used to crop information outside the Bleed Box if data volume is a critical consideration in the process.

Ad Sizing Glossary cont'd

Type Safety – If there is type on an ad, the Type Safety is the minimum distance between the extremities of the type on the ad to the physical edge of the ad (the trim box). It is generally expressed as “a Type Safety of an eighth of an inch,” which means the type should not come closer than .125 inches from the Trim Box. This is to compensate for any mechanical tolerances of the manufacturing process. There is no PDF bounding box that refers to the Type Safety.

Live Area – In newspaper ads, the pages are never trimmed, therefore the ads “float” on the page. The ads themselves are made to size of the floated area; this area is referred to as the “Live Area.” There is typically no Type Safety associated with newspaper ads, but there can be. The Live Area is the coincidence of the Trimbox, the Bleedbox and the MediaBox.

Furniture (or “Slug”) – At the bottom of many proofs supplied for ads there is a table to show a human readable



record of the ad specs and the approval process (i.e. who approved the different steps.) This table is outside the Trim Box and is referred to as “Furniture.” All major ad agencies put Furniture around an ad. This information generally is not used by Publishers except to settle disputes, where it can be a useful audit trail.

Composite Ad Size – If an ad is to be delivered to several titles with roughly the same trim size but not identical, a “generic” ad size is created that allows all publications to use one physical ad. The Composite Ad Size is set to the largest bleed size and the smallest trim and type safety size.

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