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# THE TRANSMITTER

## AdSEND Adopts New Browser-Based Architecture

AdSEND, a division of Vio Worldwide, announced a major upgrade to its core print advertising pre-flight, proofing and delivery technology that will have a significant impact for its customers worldwide and the AdSEND business as a whole. In an exclusive agreement, AdSEND has licensed the innovative Websend browser-based solution for the US, UK and Canada from Websend (part of the Omnilab portfolio of companies).

Tens of thousands of users around the world rely on AdSEND to streamline and enhance their digital supply chain. Advertisers and their suppliers use AdSEND solutions for automating ad creation, proofing and delivery; and publishers benefit from AdSEND's ad checking and managed reception.

"The partnership with Websend was an important strategic decision for AdSEND and will provide the publishing and advertising industries with the most powerful and flexible ad management and delivery solution possible," said Al Edwards, President of AdSEND.



He continued: "We fundamentally changed our platform in order to support our growing customer base and their desire to shift to a SaaS (Software as a Service) model. By implementing the technically advanced Websend as our core technology we can offer considerable benefits and value to advertisers and publishers through a highly automated web-based advertising preflight and delivery system. The new platform is backed by Websend's considerable R&D resources and provides a powerful foundation to develop the AdSEND service to meet our customers' media needs."

By moving to a fully centralized web-based system, both high volume and occasional users will find it very easy to register and immediately use the AdSEND system from any web browser—neither downloads nor

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# New Browser-Based Architecture cont'd

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desktop software are required. Advertisers simply log on and follow the simple steps to upload ads, preflight, size check, proof and send to the selected magazines and newspapers, ensuring that every ad meets the correct publisher's specification. The service can also provide automated corrections according to publication specifications, including ink weight conversion and image resolutions, which are all controlled through the one interface.

The new Websend-enabled AdSEND service will bring financial benefits to publishers, many of who host branded online AdSEND-based ad submission portals. Websend's XML, AdsML, XMP, JDF and PDF/X compliant architecture will enable publishers to integrate ad delivery directly into their

internal workflows, booking and billing systems. In turn, this will directly help in avoiding costly errors, disputes and time-consuming reconciliation.

"Automating ad receipt into booking and billing systems will save newspaper and magazine publishers significant amounts of time and money and will streamline their businesses," said Al Edwards.

Websend is part of Omnilab Media, Australia and New Zealand's largest privately owned vertically integrated media company. Grant Schuettrumpf, General Manager, Media Innovation & Technology, Omnilab Media said, "AdSEND's decision to adopt Websend as its cornerstone technology further cements Websend's strategic international expansion. AdSEND and Websend

share a mutual belief and direction for display advertising management and distribution. With this new agreement advertisers will be able to reach over 10,000 publications across the US, UK, Canada, Australia and New Zealand through a single web-based interface. AdSEND is the advertising service of choice for many of the world's blue chip advertisers and publishers and our partnership with them makes that choice an even more formidable one. Websend has grown primarily based on its unique and innovative R&D and efficient integration of technology. This is an approach we are continuing to invest heavily in."

The agreement is effective immediately and AdSEND will complete the migration of its technologies and publisher portals to the Websend platform by March 2009.

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## Adobe® Distiller® 9 Job Options

Adobe Distiller 9 job options are now available. Advertisers should log into their accounts and click on Help > Acrobat Settings/Configuration or visit [https://web.adsend.com/Infopages/help/ads\\_pdfcreate.htm](https://web.adsend.com/Infopages/help/ads_pdfcreate.htm). They can also call 1-800-8-ADSEND or email

[adsendsupport@adsend.com](mailto:adsendsupport@adsend.com).

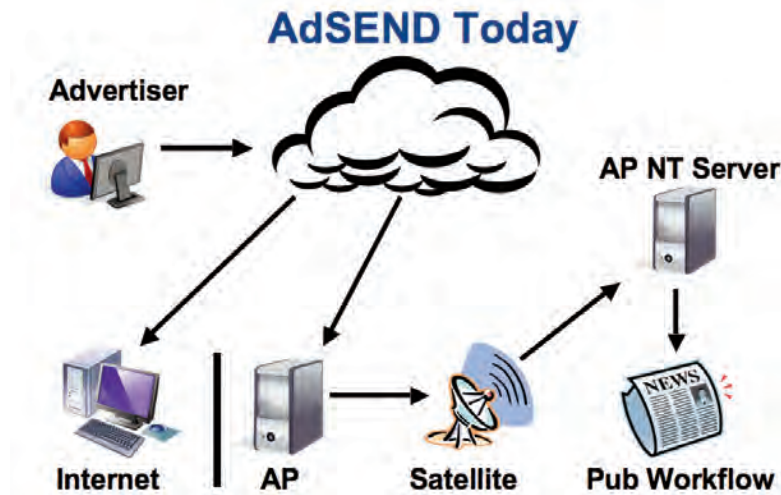
Thoroughly tested using the most popular desktop publishing applications, these job options are free to both advertisers and newspapers. We make them available to ensure



that ads created for newspapers are economical in size and can be used for both color and black & white ads.

We still support and offer job options for Adobe Distiller 7 and 8, which can also be found on our web site.

# Big Changes for Satellite Sites



AdSEND's workflow today, with AP satellite and server ad reception.  
Beginning April 2009 all newspapers will receive via the Internet only.

With the announcement that AdSEND is switching to new browser-based architecture comes a huge change for newspapers who currently use Associated Press (AP) satellites and servers.

**Beginning April 2009, satellites and servers will no longer be used. All newspaper customers must switch to the browser-based interface.**

"We deliver ads via satellite to many of the nation's largest newspapers, which equates to hundreds of thousands of dollars of ad revenue each month," said AdSEND President Al Edwards. "We are working with the newspapers right now to ensure that ads continue to flow to them come April 2009 when the AP satellites are no longer sending ads."

AdSEND currently has 550 satellite receivers and many are among the

largest newspapers in the US. The new browser-based AdSEND offers improvements such as the ability to access a centralized system not restricted to a single user or computer in a production department.

In the process of alerting newspapers to this enormous change, 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.

AdSEND urges all newspapers to verify whether or not they are linked to a satellite feed. To learn more, call tech support at 800-T-ADSEND.

## AdSEND

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