

AdSEND AdSIZE PRO SENDER

Size and preflight your ads as you send them

It's 7:00 p.m. and you have just received the composite ad that needs to go to that extra newspaper. It is probably too late to call the production person there to make sure that you have the right sizing specs for the ad, but it still needs to get there tonight – before 9:00!

against the AdSEND AdSPECS database that holds the mechanical ad specs for the newspapers that you need to send to.

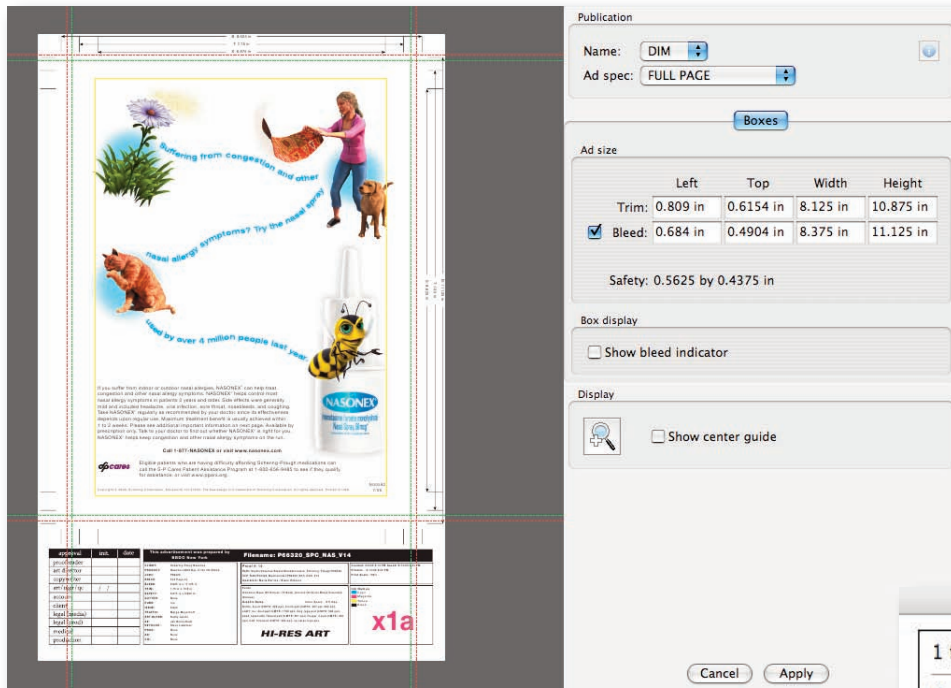
This means that you can instantly and interactively see if that the ad you are sending will fit the size you bought.

If the ad doesn't fit, then you can see it immediately and go about getting it fixed.

If it does fit, then the ad will be automatically moved along the workflow to the preflighting process.

Here the ad will be tested against the preflight profile for the publication to which you are sending and you will get the Preflight Results window in a matter of seconds.

If the ad does not have any fatal errors, it will be accepted.



The AdSIZE PRO SENDER User Interface

Well, without AdSIZE PRO SENDER, you would be literally shooting in the dark.

With it, though, you have all the tools that will allow you to get this ad out, and *get it out right*.

As AdSIZE PRO SENDER is integrated with AdSEND.com, you start by uploading your ad in exactly the same way as you always have done.

However, because you now have AdSIZE PRO SENDER, the ad file is automatically run



The Preflight Results

You then go through the process of filling in the rest of the AdSEND job ticket and the ad is sent.

If you started the process at 7:00, provided that the ad was made correctly, the sizing and preflighting would be done quickly and easily, and the ad would be have left your desktop by 7:05 and ready to be downloaded by the paper before 7:30.

Even if your workflow is not as demanding as this example, the fact that every ad you send can be correctly sized and preflighted against the *exact* of the target newspaper.

In addition to this, your ownership of AdSIZE PRO SENDER entitles you to access to the AdSEND AdSPECS database through a quick and easy user interface which allows anyone in your company, account, traffic or

production, to instantly look up the ad specs and contact information for the newspapers that subscribe to the AdSEND.com service.

Last, but by no means least, if the publication that you want to send any ad to is not on AdSEND.com or on an AdSEND AdPORTAL, you can create your own, private digital on line ad specs database that is hosted by AdSEND. This way, you can do away with that three-ring binder in which you keep all your hard copy ad specs information,. This private database can be accessed by anyone in your company.

The sizing and preflighting for your private on line database will be performed locally, allowing you to save the final file on one of your local servers, or on your desktop, rather than submitting it over AdSEND.com.

Features and benefits:

AdSEND AdSIZE PRO SENDER is a application that is both stand alone and integrate with AdSEND.com. It was designed from the ground up to manage the sizing and preflighting of your ad files.

- // Check the ad file against the size you purchased against the sizes in the AdSEND AdSPEC database.
- // Set the live area for all your ads.
- // Automatically detect if type is outside of type safety (optional).
- // If the publisher allows it, scale the ad either proportionally or amamorhically to best fit the space you purchased.

- // Create your own private, on line digital ad specs database for all the publications that you service.
- // Automatically preflight your ad to the correct profile as part of the sending process.
- // Save your correctly-sized ad to your local disk for use further down your production workflow.
- // Get instant visual feedback that the ad is built correctly.
- // Save money on multiple applications to accomplish the same ends.
- // Get your ad specs on line through your subscription to AdSEND AdSPECS.

AdSEND provides solutions such as sophisticated web portals to deliver advertisements and more. Thousands of users around the world depend on AdSEND—advertisers and their suppliers for automating ad creation, proofing and fulfillment, and publishers for their ad checking and managed reception. The company offers a broad spectrum of tools serving the diverse needs of the publishing industry including; customer-facing service portals, automated ad and page composition, digital asset management, automated, remote preflighting solutions and standards-based integration of business and production systems, including insertion management and booking reconciliation. AdSEND is a division of Vio Worldwide, Ltd. which offers securely managed, tracked and automated online file delivery for over 10,000 users globally. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF and AdsML, and the AAAA ebiz for media initiative.