



AdPORTAL

Handle Business Needs and Solve Production Problems

Many ad portals are designed simply to send ad files from point A to point B. The AdSEND AdPORTAL transfers ads from senders to publishers, but also guides users through self-serve ad sizing, preflighting, and entering and capturing job ticket information. In the process, it addresses some of the biggest pain points businesses face.

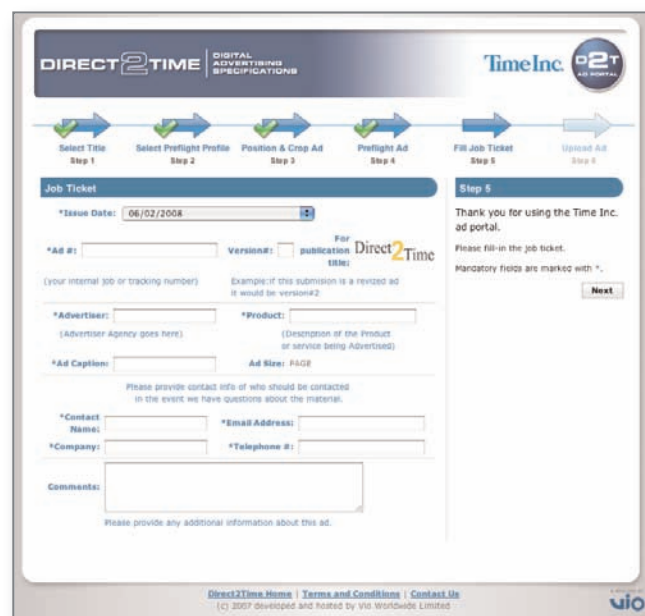
AdPORTAL streamlines and automates the advertising workflow, eliminating manual steps at publications and saving time and money. Metadata is captured upstream when advertisers key in information, making it unnecessary for the publication to duplicate this task. When this information is entered just once, the likelihood of errors decreases.

Time and Labor Savings with Booking System Integration

Part of what can be captured is a publication's internal booking number, which provides many benefits. First, ads can now be automatically routed into production, which reduces the cost of production. The staff who currently receive, match and process ads can be repurposed. Further, this reduces ad production turn-around time.

Some advertising sales professionals are doing double-duty as ad recipients and routers. Instead of being out in the field making calls to obtain new business and increase revenue, reps can be stuck

assisting in the manual process of receiving ads and getting them into production. With AdPORTAL, however, all advertising is centralized into one reception point, eliminating the need for anyone to receive ads via e-mail.



Custom Job Ticket

Keep Revenue Up Even If Sales Reps Leave

Publications report that when sales reps leave, advertising revenue takes a dive. One reason is that reps who had been receiving and routing ads aren't available, so advertisers don't know how to get ads to the publication. Tens of thousands of dollars can be lost before a position is filled and contact is reestablished. If advertisers submit ads through a publication's AdPORTAL this problem is solved, and advertising revenue remains intact.

Production Tools for Publishers and their Advertisers

Before advertisers send an ad file, the AdPORTAL guides them through a self-serve process to check the size of an ad and preflight it. The ad sizing step ensures that the ad fits the space purchased. It even checks automatically that there is no type overhang.

Preflighting allows the sender to check the specs of the ad file they are about to send against your ad specs. If it finds specific errors (set by your rules), it can guide the sender to the area where the error has taken place or automatically fix it.

These tools, which are provided at no cost to your ad suppliers, are also available for your staff to use. In cases of exceptions when ads are received that did not arrive via the AdPORTAL, your production staff may use these same tools to size and preflight the ads so that they're production-ready.

Ad senders who use AdPORTAL like it because they know that when they receive confirmation that their ad is approved and sent, it is a reliable report. No longer will they receive frantic phone calls asking for a new ad to be burned to CD and couriered over.

24 / 7 Technical Support is Available

An AdPORTAL purchase includes access to AdSEND's NJ-based technical support team, who are available 24 / 7. Not only can they assist the publisher who purchased the AdPORTAL, but also the AdPORTAL users – your customers. That means your advertising production department can get back to the business at hand and eliminate the

time-consuming task of providing support for ad transmission issues.

Learn More

AdPORTAL is designed to streamline ad production, delivery and receipt, and to gather important metadata. When publishers incorporate AdPORTALS into their workflow, they simplify life for themselves and their clients. Learn more by calling us at 800-2-ADSEND or by emailing ussales@adsend.com.

Features and Benefits

- No hardware required removes any need for capex purchases and hardware support fees.
- Branding of the AdPORTAL with a publisher's logo and corporate colors keeps you in front of your advertisers.
- Easy-to-use tools make for trouble-free roll out at both your site and your advertisers' sites with little to no impact on your IT department.
- Industry standard metadata future-proofs this and other standards-compliant (JDF & AdsML) system purchases.
- Capture of upstream metadata allows the AdPORTAL to be utilized as a component of a digitally integrated publishing environment.
- The potential for automation offers you more flexibility with staffing, reducing direct labor costs.