

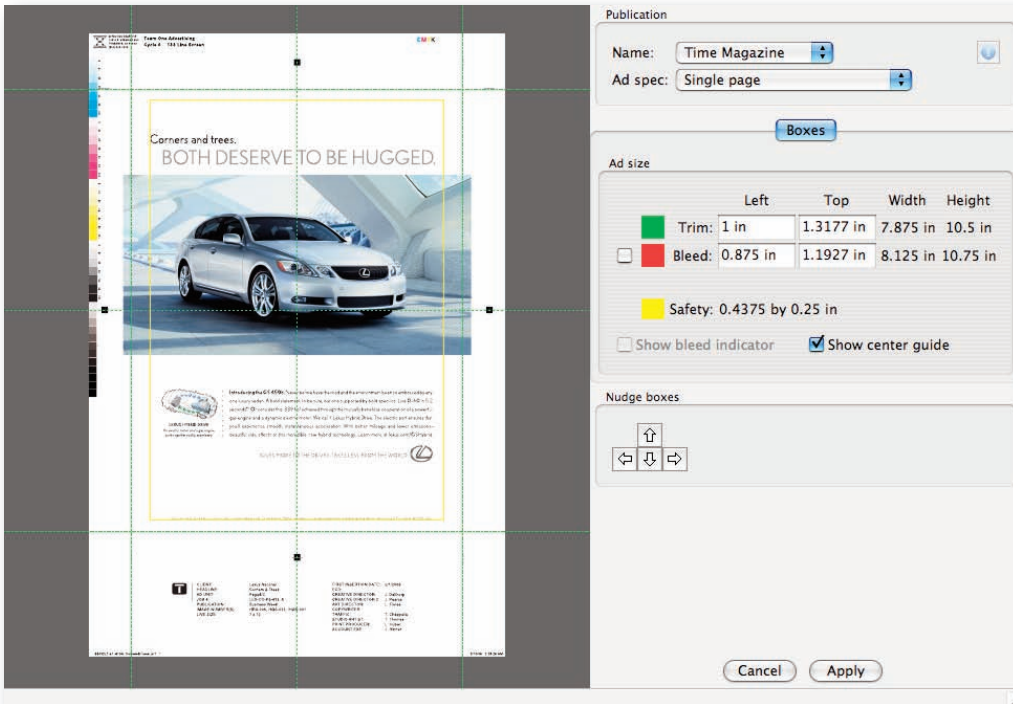
AdSIZE SENDER

See how your ad looks published...before it's sent!

You have a composite ad, and you want to make sure that it fits the space that was purchased for the newspaper or magazine. How can you do this?

the type safety area that you set.

Also, if you choose to allow it, you can scale the ad to fit the space so that you get the biggest bang for your advertising buck.



AdSIZE SENDER user interface

Before AdSIZE, you would have had to open the ad in your application of choice and "play" with it until it worked. Or, you would opt for the publisher to do this on your behalf. Either way, the process is not optimal.

Now, though, you can simply run your ad against AdSIZE and it will show you the way it fits against the actual ad specs for the target publication.

It even detects if there is type is outside of

AdSIZE is designed to work completely stand-alone. That means that you can make your own, local ad specs database.

Even better, AdSEND now offers AdSEND AdSPEC database for purchase, which contains mechanical specifications for hundreds of the leading newspapers.

No more thumbing through SRDS, searching across the web, or making endless phone calls. All the information you need is there at your fingertips.

AdSIZE can be upgraded to AdAPT (Ad Production Tools) where you can also preflight the ad (using Enfocus PitStop technology) and get the subscription to AdSEND AdSPEC included.

AdAPT enables you to do all this as an integrated part of AdSEND.com. In other words, it sizes and preflights your ad to the specs required by the newspaper as part of the process of submitting the ad through AdSEND.com.

Features and benefits:

AdSIZE SENDER is a stand-alone application that was designed to manage the final size of your ad file.

- // Check the ad file against the size you purchased.
- // Set the trim, bleed and type safety for all your ads.
- // Automatically detect if type is outside of type safety.
- // If you allow it, scale the ad either proportionally or anamorphically to best fit the space you purchased.
- // Create your own ad specs database for all the publications that you send to.
- // Save your correctly-sized ad to your local disk for subsequent distribution without overwriting your original file.
- // Get instant visual feedback that the ad is built correctly.
- // Save money on multiple applications to accomplish the same ends.
- // Subscribe to AdSEND AdSPEC Database to gain on line access to the ad specs of all the AdSEND newspapers.
- // Can be upgraded to AdAPT to preflight and send through AdSEND.com.

AdSEND specializes in the development of solutions that link workflow partners in innovative ways that allow them to not only exchange files, but also vital information *about* those files. Tens of 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: automated movement and tracking of digital data; customer-facing service portals; automated page composition; digital asset management; automated, remote pre- and postflighting solutions; color managed monitor soft proofing; and integration of business and production systems with industry-standard metadata. AdSEND is a division of Vio Worldwide, Ltd., which has offices in the U.S., U.K., Israel and France. The company 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 AdXML, and the AAAA ebiz for media initiative.