



# AdSIZE PUBLISHER

## Check the ad sizes as they come in

If you use AdSEND.com, then many of your ads may already come in sized correctly. If you don't, or if you still receive files over email and FTP, then you need to be able to size ads.

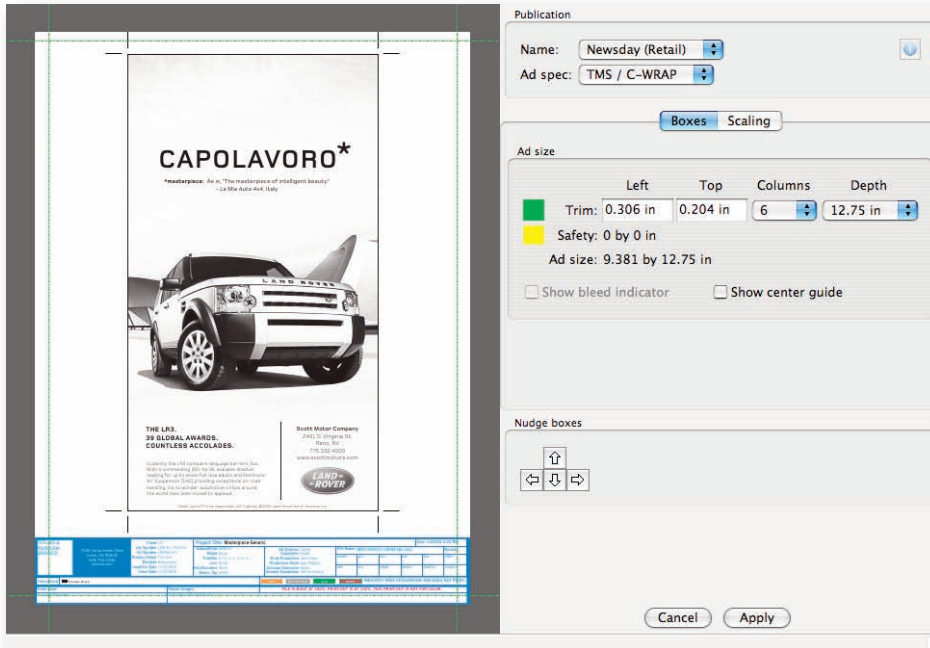
AdSIZE PUBLISHER can even be set up so that the ad can be scaled for the best fit in the space that your client bought.

Once you have fit and/or scaled the ad, you can save it locally.

The determination of whether the ad fits is made by checking the ad against your actual ad sizes from your rate card that you have entered into your local database.

If you are already a subscriber to AdSEND.com and you have given us your ad specs, then that database will be available to you online, hosted by AdSEND.

While it is always preferable for your client to have made the ad to fit in the first place, it is always nice to have the right tool to allow you to fix it for those times when errors are made.



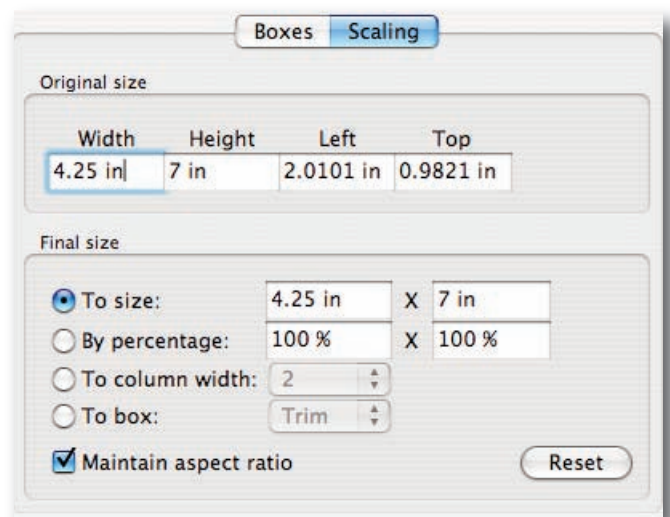
AdSIZE PUBLISHER user interface

AdSIZE PUBLISHER has been designed for *exactly* that role. It allows you to quickly and easily open a submitted PDF ad file and see if it fits the size purchased.

If the ad fits, AdSIZE allows you to set the live area of the ad.

If the ad doesn't fit, AdSIZE allows you to scale the ad to the best fit the space sold – if you want to.

This scaling is performed against rules that you set up that limit the amount of scaling possible and whether an ad can be scaled other than proportionally.



Scaling an ad in AdSIZE PUBLISHER

### Features and benefits:

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

- // Check the ad file against the size your client purchased.
- // Set the live area 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 your client purchased.

// Create your own ad specs database for all the publications that you publish.

// 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 online if you subscribe to 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 AdsML, and the AAAA ebiz for media initiative.