

# proofing ads electronically

AUTOMATES, TRACKS AND MANAGES DISPLAY AD PROOFING

**S**tart sending your advertisers proofs at the speed of the Internet. Get proofs to advertisers faster and approvals back earlier in the production cycle. Reduce or eliminate courier and overnight shipping expenses by using the Internet to deliver proofs instantly – to both advertisers and your own staff.

With the e-Proofing module of AdDesk you'll improve efficiency by eliminating manual steps and shortening the time between proof out and approval. Whether your customers prefer proofs via fax or on a web page AdDesk gets the ad into your customer's hands as soon as they are ready; No more waiting for couriers!

## Send Proofs via Web or Fax

Proofs can be sent as a Web page, Fax, or as a PDF eMail attachment, depending on the customer's preference. For a web proof, a personalized eMail is sent to the advertiser automatically, letting them that their ad is ready for proofing, advises them of the deadline.

To see a proof, an advertiser needs only an email address and web browser. When they receive their proof ready email notification they click on the View Ad button and they are immediately linked to the AdDesk web site where their ad appears on-screen. The ad proof can be viewed large or small and PDF format, making even small details of the ad legible.

Information about the ad such as Size, Description, and Run Dates are fed to AdDesk from your order entry systems. This information is displayed on screen with the proof, enabling the advertiser to validate the ad and the booking information.

## Change Requests and Approval

Advertisers can respond right on the web page, adding comments, approving, rejecting or requesting changes. The advertiser can attach push pins right in the browser and even attach art for switch-outs. Of course this feature can be turned off in the case where proofs are used as a final publication sign-off.

## Deadlines and Security

Proofs are pulled from the web site at deadline automatically. This discourages advertiser

changes late in the production cycle. If an advertiser logs-in and their ad has been pulled, a personalized message will be displayed, advising them that the proof is no longer available. Contact information is provided on-screen for any questions the advertiser might have. Proofs can quickly be reposted if needed.

Privacy is assured. Proofs are password , preventing one advertiser from seeing another's proof.

## Works with Production Systems

AdDesk e-Proofing can be integrated with any display ad production system. All that is required is a PDF file of the ad, named using on the insertion number of the ad. A screen resolution image of the ad is automatically created when the ad is ready for proofing.

AdDesk can route files through optimization systems to ensure that fonts are embedded before the proof is sent.

## Informed Sales Staff

AdDesk keeps sales staff closer to the proofing process. An email can be sent to the sales staff, notifying them when their customer's proofs are ready. The sales staff can view the proof on the web or in the AdDesk system and get up to the minute status of where it is in the production process.

## Tracking and History

With AdDesk you have an up-to-the-minute status of all the ads in the proofing cycle. Search and sort on advertiser name, deadline, sales person and more. View the customer response and see any annotations/change requests.

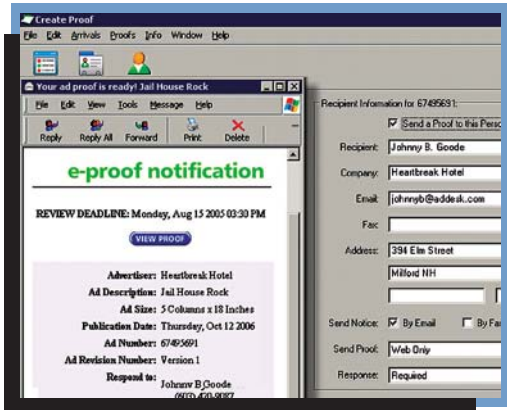
A history is kept of all activities that occur; you'll know the exact date and time the proof was ready, when the advertiser viewed the proof, who viewed the proof, and their response.

## From CNI, of Course

AdDesk makes it easier for advertisers to do business with print publishers while lowering costs. CNI provides more than just software, we make it work for you in your environment.

AdDesk

# Facts & Features



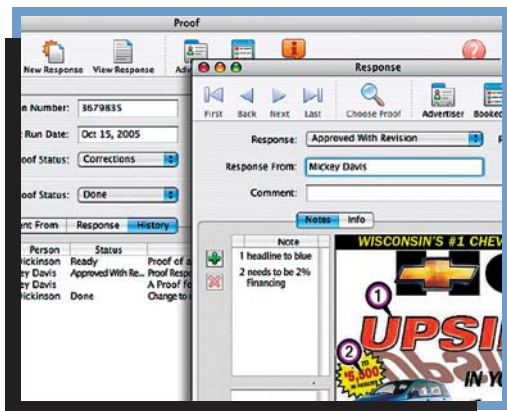
## REAL-TIME PROOFING

The proof is sent to the advertiser as soon as the artwork is ready. This shortens the proofing cycle by getting proofs to your advertisers earlier in the day, giving them time to review the proof and respond sooner. Web proofs can be seen from any location with an Internet connection and web browser. Advertisers can make change requests using push-pins right in their web browser.



## AUTOMATED & INTEGRATED

AdDesk e-Proofing is integrated with your advertising and ad production systems. It automatically creates and sends proofs via fax, as a web page, or as a PDF email attachment. You'll send out proofs faster, track them better, with less effort than ever before.



## TRACKING & MANAGEMENT

It's easy to see where ads are in the proofing cycle with AdDesk. You can see precisely when the proof was sent out, who viewed it, when they viewed it, and their reply or comments. By tracking proof volume and workflow you can improve your proofing processes. At deadline the proof is automatically removed from the web site, reducing the number of post-deadline change requests.



## Neat Stuff

AdDesk can be used as an internal proofing solution. Post proofs on a web site that can be accessed only by your staff. Track sign-off by sales department or proof readers.

Most customers find that while they send out more proofs with AdDesk, they get proofs back earlier in the production cycle, shortening the overall process.

Advertisers still like to see their ad in hard copy. The

AdDesk preview is high enough quality to print on the advertiser's laser printer, but too low for decent reproduction by a competitor.

## Tech Stuff

**Web Server:** Windows 200X, LINUX, or UNIX Operating Systems. Typical Intel configuration is aXeon or better CPU, 2 GB of RAM Memory, three 146 GB drives.

**Dispatch Server:** Windows 200X Network Operating System. Hardware specs are the same as the web server.

**Advertisers:** An internet account and web browser.