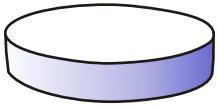
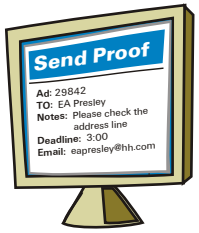
# AdDesk
## e-Proofing Automation

### Order Entry
Ad space reserved.
Insertion order created.

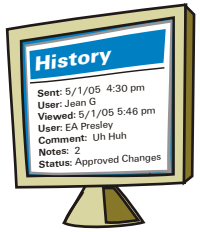


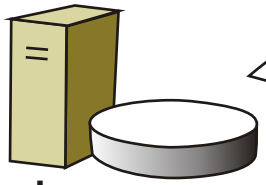



### Ad Queued for Proofing
- Send Via e-Mail, Fax, Web Proof
- Proof Recipients
- Deadline Date and time
- "Respond To" Contact

### Ad Make-Up
- Ad Built
- PDF Created
- File saved to folder with Insertion Order Number

### Proof History

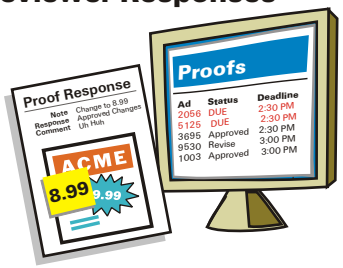


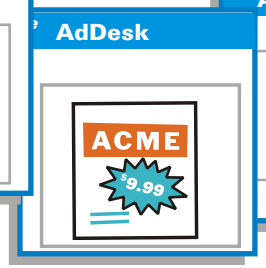



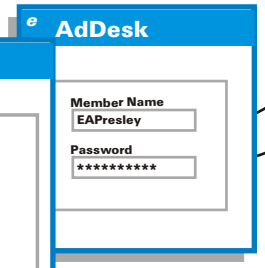
### AdDesk Dispatch Server

### Proof Ready Notice
- Sales Person
- Sales Assist
- Advertiser

### Monitor Proof Status and Reviewer Responses






### Annotate & Respond
- Attach Annotations
- Comments
- Approve or Request Changes

### Review
- Ad Image displayed as a JPEG for faster viewing
- HTML Pages, no plug-ins

### Log In
- Reviewer Identification
- Date and Time Tracking
- Secure Access
- Permission Controlled

CNI Corporation
Innovative Media Systems

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