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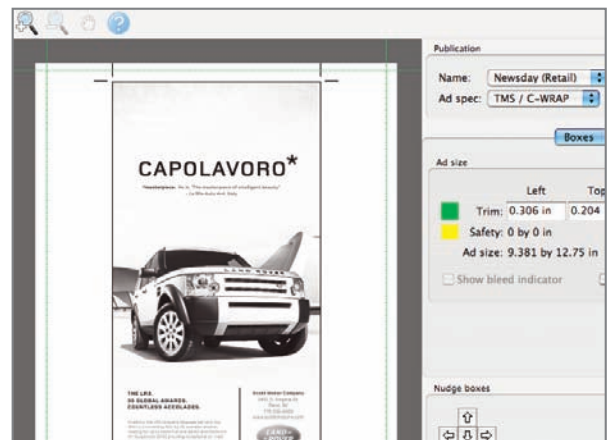
THE TRANSMITTER

Effortlessly Check Ads Using AdSIZE SOLO SENDER and PUBLISHER

AdSEND recently launched a new product, **AdSIZE SOLO**, which verifies whether or not an ad's size matches the space purchased. The product is available in two versions; one for ad senders, including agencies, prepress shops, retailers and advertisers, and the other for newspaper and magazine publishers.

AdSIZE SOLO SENDER allows senders to run ads against the actual ad specs for the target publications, which are stored locally on their own database. AdSIZE SOLO SENDER also detects if type appears outside of the type safety area that is set. Ads may be scaled to fit the space as well.

AdSIZE SOLO PUBLISHER enables publishers to open submitted PDF ad files and check if they fit the size purchased based upon their own spec sheet. The product can also



scale ads to best fit in the space the client bought.

“AdSIZE SOLO is just one of AdSEND’s workflow tools that are designed to make ad transfer between senders and receivers more reliable, accurate and faster,” said Alan Darling, Executive Vice President of AdSEND.

AdSIZE SOLO is a stand-alone Mac OS X or Windows application that is licensed on an enterprise basis.

For additional information about the new AdSIZE SOLO product, call **(800) 223-7363** or visit **www.adsend.com**.

Industry Acronyms

In an industry where the acronyms are as complicated as the processes, we thought we'd help out by putting together some definitions in layman's terms.

JDF

(Job Definition Format): JDF is an international industry standard designed to simplify the exchange of information between different applications and systems. The parent organization is CIP4 (International Committee for Process, Prepress, Press and Postpress - hence the 4 Ps). JDF is the codification of Graphic Arts production and is encoded in XML. For more information, go to www.cip4.org.

AdsML (Advertising Markup Language): AdsML has done the same for the business side of the exchange of advertising information as JDF has done for Graphic Arts production. It enables the exchange of orders, confirmations, proof of publication and invoicing - the ad process from soup to nuts. It, too, is an international industry standard. For more information, go to www.adsm.org.



PDF/X-1a: PDF (Portable Document Format, from Adobe) is the foundation of modern, digital ad exchange. PDF/X-1a is an accredited international standard (ISO - International Standards Organization, in this case). While "plain vanilla" PDF would appear to be the best method, the truth is that there are MANY ways to make a PDF file - some good, some not-so-good! PDF/X-1a describes how to make a CMYK (and spot) PDF file that stands an excellent chance of being reproduced correctly by the recipient.

Web Services API: Web services is a modern way for applications to go out to the web and find a service that can help with a specific process. Web Services are normally associated with SOAP messages (Simple Object Access Protocol) ...continued

QUICK FACTS

:: SNAP (Society of National Association Publications) is a non-profit professional society that serves the needs of association publishers and communications professionals.

:: The mission of GRACoL (General Requirements for Applications in Commercial Offset Lithography) was to improve communications and education by developing best practices and general specifications.

:: The first SWOP (Specifications for Web Offset Publications) specifications were published in 1975.

Industry Acronyms cont'd

The web holds a wealth of information about industry standards and organizations.

Print Standards

DDAP

Digital Distribution of Advertising for Publications.

www.ddap.org

DISC

The Digital Image Submission Criteria Metadata for Digital Image Specification defines standard metadata fields to be attached to submission to magazines for publication.

www.disc-info.org

GRACoL

General requirements for applications in commercial offset litho

www.gracol.org

which are XML messages that allow computers to chat to each other. Once they have established contact, they need to be able to talk at a different level. This is where the API (Application Programmers Interface) comes in. Imagine I am an application that wants to do some currency exchange calculations. I can go out over web services and find a number of apps that claim to be able to do what I need. The next problem is, which of these applications can I really talk to (in their native language) to get the job done? The initial identification of the apps is through web services; the actual conversion work is done through the API. A good source of further explanation is wikipedia. Simply go to http://en.wikipedia.org/wiki/web_services.

CGATS (Committee for Graphic Arts Technologies Standards): This organization was formed in 1987 due to the need for an umbrella standards committee by the Image Technology Standards Board (ITSB) of the American National Standards Institute (ANSI). The goal of CGATS is to have printing, publishing, and converting technologies represented in one national standardization and coordination effort, while respective existing accrediting standards committees and developers. NPES The Association for Suppliers of Printing, Publishing and Converting Technologies supports and administers the activities of the ANSI-accredited CGATS.

Tools & Tips: What to Look For in a Portal

An ad portal can enhance a business' workflow in a number of ways. It can be so much more than just a replacement for an FTP "ad drop-off point." Instead, it can become a fully integrated system that streamlines the ad reception process in a production department in ways that didn't seem possible.



With the various choices available, what should you look for when deciding on implementing an ad portal? Here are some items to shop for:

- Managed service with no hardware installation
- 24 / 7 customer support
- Branded, customized portal
- Ad sizing
- Application file preflight
- PDF file preflight
- Color-managed soft proofing
- Application-based sizing, preflighting and/or soft proofing (the file is checked before it's submitted)
- Server-based sizing, preflighting and/or soft proofing (the file is submitted to a server and the results are returned to the sender)
- Automated reconciliation of the booking to the ad material
- Automated reception and management of electronic insertion orders
- Automated copy chasing
- Digital capture of the process in industry-standard metadata
- Integration with other systems
- Integrated asset management solutions
- Disaster recovery (holding ad files outside of your enterprise)

For more information on an AdSEND AdPORTAL, call Sales at 800-223-7363 (800-2-ADSEND) or email ussales@adsend.com.

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