



Ad-Fax

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Ad-Fax: Is an automated plug-in module of the AdTracker Family.

Print your ad proofs directly on a custom proof template.

Templates can contain newspaper logos and all pertinent ad proof information, including advertiser name, initial rundate, ad size, and due date.

Ad-Fax will automatically produce the proof template, drop the ad on the template and fax it directly to the advertiser. No human intervention is required.

Automated Proof Templates

Ad-Fax is designed to significantly reduce the labor involved in producing and delivering ad proofs to your advertisers. Each newspaper can create proof templates containing their branding logos and specific proofing information. When your ad is ready to go to an advertiser as a proof, **AdTracker** and **Ad-Fax** take over and simplify your workflow. **AdTracker** and **Ad-Fax** combine to automate the creation of the proof template and then deliver the proof to your advertisers.

Template Creation

The proof template you choose can be selectable by product type or by team. You can have one proof template for all your ads or you can have a unique template by product or design team. **AdTracker** will select the correct template for each ad. Each template can contain each newspaper's logo and contact information for ad approval or required corrections. In addition, **AdTracker** will auto fill fields from its database into the template. Information such as the advertiser's name, the ad number, the ad size, the product the ad will run in, when the ad initially runs, and when the proof is due back, can all be automatically filled out by **AdTracker**.

Automated Proof Delivery

Once the proof template is ready for delivery **Ad-Fax** takes over. It converts the proof into a faxable format and places the fax document into an outgoing fax queue within the **Ad-Fax** system. The outgoing **Ad-Fax** is scanned on a periodic basis. As a fax is detected by **Ad-Fax** it looks into the **AdTracker** database and locates the advertiser's fax number. The fax number is dialed by **Ad-Fax** and the ad proof is faxed to the advertiser.

Ad-Fax supports multiple fax numbers per advertiser. If a fax needs to be delivered to more than one location **Ad-Fax** simply dials a second or third number and re-sends the proof template. The newspaper's staff can add as many fax numbers as required for each advertiser.

Fully Integrated with AdTracker

Once the proof template has been delivered by the **Ad-Fax** application module, it automatically updates the status of the ad in the **AdTracker** database. If the advertiser's fax machine is busy **Ad-Fax** will continue to re-try for a specified number of times. All failures to deliver the fax are also noted by an update of the ad's status in the **AdTracker**.