



AdTracker Client

www.dps-ct.com • 860-721-9700

AdTracker: Experience the Power of AdTracker

Real time tracking of ads

Integrated graphics library

Ad make-up integration

MS SQL® Queries

AdTracker

The **AdTracker** client application can be best described as the esthetic face of the entire **AdTracker** system. This software product tracks all text, graphic and logo components of each display ad, and then follows the ad through stages of composition, to proofing, page layout and finally to archiving and purging. It provides real-time element status and management functions from either PC or Mac platforms. Interfaces are available for accepting insertion order data from an external order entry system or for accepting page layout information from an external ad reservation system. The product is implemented using the industry standard Microsoft SQL® database running on Windows networks. This allows user extensions to **AdTracker** through standard, off-the-shelf software packages, such as inexpensive report writers or any ODBC compliant MS SQL®.

Integrated Graphics Library

AdTracker comes configured with its own integrated graphics library. The graphics library provides two important functions while providing an easy-to-use graphical thumbnail view of all artwork. It enforces organization of all artwork. Artwork is organized by customer and by category (foods, cars, etc.). It also eliminates duplication.

Ad Make-up Integration

AdTracker can be configured to use your existing off-the-shelf ad make-up software such as InDesign®, Multi-Ad Creator®, QuarkXpress®, and now Macromedia Flash®. When a display ad is double clicked in **AdTracker**, the ad will be sized and labeled according to order entry specifications. The artwork associated with the ad will be delivered straight to the make-up software's art library or a customizable plug-in palette designed by DPS.

MS SQL® Queries / Versioning / Toning

MS SQL® queries can be run inside the **AdTracker** application by using the 'display ad queries' window. This gives ad designers and managers the ability to control an easy-to-use interface for ad searching and filtering. For added convenience, display ad queries can be saved for one click viewing.

When using **AdTracker**, there is now added safety and security when working with display ad documents. With our new versioning feature, ad designers have the ability to create different versions of an ad document and quickly revert back to a previous version in case of a corruption or file over-write. To add even more protection, the **AdTracker** application automatically creates versions of an ad any time it is over-written by a manual pickup, deleted out of the **AdTracker** system, or replaced when doing an 'obtain old ad'.

Artwork quality and colorization are two important components when it comes to ad make-up and **AdTracker** has this covered. With our new toning feature, graphics and logos can be seamlessly submitted for toning with a click of a button. To add even more automation, **AdTracker** can now be configured to work with popular automated toning utilities.



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Ad versioning

*Artwork toning
automated workflow*

*Easy electronic ad
import*

Group ad automation

Electronic Ads

Ad designers now have a new option when attaching 'new art' to an ad. By clicking the 'attach electronic ads' button, ad designers now have the ability to import camera-ready PDFs or EPSes with ease. The original name of the camera-ready file is no longer important. **AdTracker** automatically changes the name of the PDF or EPS to the ad's element number upon import.

Group Ads

AdTracker now has the ability to automate the workflow of group ads. Group ads, sometimes called composite or ganged ads, are simply large space reservations where a number of smaller ads are placed. **AdTracker** collects information about the group ad from the order entry interface. Through this step, the link between the small ads and the group ad is established. An ad designer can call up the group ad and easily identify what ads make up the group ad and what the status of each of the small ads is. As each small ad is completed, **AdTracker** automatically creates an EPS or PDF of the ad and places it in the group ad's electronic ad jacket.

AdTracker Rolodex

The rolodex feature in **AdTracker** gives ad designers and managers the ability to look up an ad's customer or sales rep information with no effort at all. With a click of a button, a proof email and message can be sent directly to the customer or sales rep email address without ever leaving the **AdTracker** application. A newly added 'proof delivery preference' selection has been added to the customer rolodex to ensure that the correct proof delivery method is used.

Easy Artwork Editing

Now editing artwork has become a whole lot easier in **AdTracker**. By double clicking any graphic or logo listed in the ad's electronic ad jacket, an ad designer has the ability to choose a specific graphic design program to open and edit the artwork. Once editing is complete, a simple save of the artwork will automatically update the graphic or logo attached to the ad. No re-importation is necessary. The ad designer is also given an option to view a large thumbnail preview of the graphic or logo. This can be done without ever leaving the **AdTracker** application. By holding down the CNTL key and double clicking the artwork in the ad jacket, a new 'Info for Image' window will appear giving the ad designer the ability to change the category of the artwork and view important graphic attributes.

Automatic Proofing

AdTracker makes creating ad proofs a breeze with the new proof template capabilities. After double clicking on an ad in **AdTracker**, an ad designer has the ability to run an **AdTracker** Proof Script that works in conjunction with the ad make-up software. This script automatically places the ad onto a customizable proof template, fills in designated fields with specific criteria about the ad, and can be configured to automatically bring up the print dialog box for convenience and speed.