



AdTracker Family

www.dps-ct.com • 860-721-9700

AdTracker Family: An integrated system designed to manage the workflow of display ad production.

Real time tracking of ads, copy and artwork

Simple remote site integration for ease of cross selling

Automatic pickups

Interfaces to order entry & page layout

Automatic PDF generation for proofs

Integrated graphics library, sorted by customer or type

AdTracker Database System

The core **AdTracker** product tracks all text, graphic, and logo components of each display ad, and then follows the ad through stages of composition, to proofing, to page layout and finally to archiving and purging. It provides realtime element status and management functions from either PC or Mac platforms. Interfaces are available for 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® application.

Business System Interface / Page Layout Interface

DPS can provide an interface between an existing order entry system and **Ad Tracker** to eliminate re-keying insertion order data. The business system data then drives automatic creation of the database record, insertion of pertinent information about the ad and its sub-elements, as well as run date information. The interface can be configured to a specific business system, or the user can provide data in a format specified by DPS.

It's also possible to feed **AdTracker** with page layout information. If this interface is possible, managers in both ad production and editorial can take advantage of a graphical page status view of the ads running in the current edition of the paper. This feature provides a real time check of ads that are scheduled to run, are in house, and are ready to be placed on a page.

Automatic Pickups

The entire pickup process can be automated. No more searching for old ads or old artwork. The pickup information is entered into the order entry system and processed by the **AdTracker** business system interface. The old pickup ad is located, copied to the new ad number, and all the artwork is linked to the new ad. The old ad remains in its original form. If no changes are required, an EPS of the ad could be created and sent off to the pagination system without anyone having to be involved in the process.

Team Configuration and Management

AdTracker can be configured to allow team ad production. Ads can be assigned to specific ad designers based on team concepts. This is an automatic process built into the order entry interface. Ads can be assigned, tracked, and managed by team.

Automatic Proof Faxing Module

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.

The EPS / PDF Router

The **AdTracker EPS/PDF Router** will provide a simple solution to a host of production problems. If you have multiple production sites and multiple ad delivery requirements this is your answer. The **EPS/PDF Router** will sort out all the issues associated with color ads and B&W ads going to different paths, or the need for file extensions or elimination of file extensions. If you need to deliver an EPS/PDF of the final ad to more than one print facility because the ad has been cross sold, no problem for the **EPS/PDF Router**. Have a WAN bandwidth issue, the answer is **The EPS/PDF Router**. Cross selling and regional ad production adds a significant level of complexity and labor to the ad production workflow. Ads can be built and modified in multiple locations and final EPS/PDF files need to be routed to multiple production facilities. The **AdTracker Remote** production module allows users to initiate ad production at one location and easily complete production at another location. Only one copy of the ad exists and **AdTracker** manages the delivery of this ad to the correct location. Both manual and automated pickups are implemented across all of the newspaper locations. Once the ad is finalized, one EPS/PDF is created and a new **AdTracker** product **AdTracker EPS/PDF Router**, takes care of making copies and delivering them to the correct production facility. The new **EPS/PDF Router** module can route EPS files to one location and PDF files to others. It can also manage the adding or removing file extensions of the final ad file type. This module provides significant productivity and reliability to these complex multi newspaper environments.



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*Automatic EPS
generation for
pagination*

*Automatic faxing of
ad proofs*

*Team ad configuration,
assignment, and
management*

*Automated file
maintenance and CD
archive management*

*Integrated reporting,
ad hoc queries &
productivity reports*

Automatic EPS/PDF Generation

AdTracker can be configured to schedule the automatic generation of EPS versions of ads and send them to the appropriate pagination queues. It can detect color ads and EPS them separately from the B&W ads and can send ads to various pagination queues based on ad type (Class/ROP) or by publication.

AdTracker AutoEPS application can be configured to automatically provide PDF versions of ads as they are placed into a "Proof Out" status by an ad production member. The system can detect that an ad has entered a proofing status and trigger a process which produces a PDF of the ad. The PDF can be pulled up by sales reps for viewing or proofing, or it can be electronically sent to a customer for proofing. The PDF versions of the ad are linked to and kept with the ad at all times. This process requires an EPS to PDF conversion application such as Adobe Acrobat®.

Integrated Report Generator

One of the most important features of ad tracking database products is their ability to extract and report information stored in the database. **AdTracker** comes with its own built in report generator. The **AdTracker Browser Reports** application report generator has a simple to use database query interface. The **AdTracker Browser Reports** application provides access to two types of reports, realtime ad hoc information and historical productivity information. The realtime ad hoc function provides access to daily management information such as current "Proof Out" status, status of ads for tomorrow's paper, ads sent to pagination queues, ads by sales rep, spec ad information, deadline information, and many other on the fly ad hoc queries. The historical productivity reports allow managers to get access to production information by user, by team, or as an organization. The reports detail the amount of time per ad, the number of ads, and the amount of column inches.

Realtime Ad Production Management

Ad-Alert is designed to significantly improve the management of every aspect of ad production. This **AdTracker** plug in module runs in the background and monitors every database event. Specific database queries and reports can be scheduled to trigger at key times in the daily production cycle. The results of these database queries or reports can be sent via email to sales reps, specific advertisers, the production staff or to designated team members. The results can also be in html format. **Ad-Alert** is on the job all day every day making sure nothing in ad production falls through the cracks. It will ensure that everyone is always aware of any problems in ad production.

Complete Ad Management on the Web

AdTracker online is a web enabled, SQL database driven ad management tool. **AdTracker** online is designed to simplify the flow of ever increasing electronic ads to and from your customers. It provides the customer with a simple, convenient and consistent interface for all electronic ads. Newspapers can finally take control of incoming electronic ads. Customer's need only a web browser to send in new ads, proof existing ads, check on the status of ads in production and place orders for new ads.

Simple Remote Site Integration

AdTracker Remote is specifically designed for sites which have limited communication bandwidth between the main **AdTracker** site and the remote sites. This solution provides a mechanism where only specific ads and their artwork are moved between the main and remote site in a manual on demand mode. A site control menu is added to the main **AdTracker** spreadsheet view. Within this site control menu are options for a designer to either move an ad and its jacket to its site or to send an ad from its site to another site. Ads in any status of the workflow can be sent or pulled. Unlike the normal remote site workflow, in this option, once an ad is sent or pulled it is under the control of the receiving site and cannot be accessed from the other sites. Sites are specified by the sales rep code assigned to the ad. All ads whose sales rep codes are "undefined" will initially have undefined site codes. The first site to open an ad with an undefined site code will take control of the ad. The site code will become the site where the ad is first opened. Manual and automated pickups are "remote site aware" in this option which allows the pickup process to operate even if the ad being picked up does not exist at the site where the new ad will be built.

Automatic Purging / Archiving

AdTracker can be configured to automatically purge or archive display ads and designated sub-elements, by a user specified number of days following the ad's last run date. The archiving system is configurable on a publication by publication basis. Weekly or special section publications can be archived differently than daily ads. Specific ad types such as camera ready or Adsend® ads can be purged early freeing up valuable space. Built into the archiving process is a CD ROM/Tape cataloging database. This provides a very efficient mechanism for locating very old ads and graphics which have been moved off the active file server.