



AdTracker Online

www.dps-ct.com • 860-721-9700

AdTracker Online: Web based tools for receiving electronic ads and management of all ad production proofing and correction cycles.

*Free web based
customer ad delivery*

*Web order entry &
scheduling*

*Background ad
pre-flighting*

*Customer order
confirmation*

*Electronic proof
delivery*

*Eliminate all email,
bulletin board, and
modem ads*

AdTracker Online

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.

Eliminate all Email, Bulletin Board, and Modem Ads

AdTracker Online eliminates the many problems of receiving electronic ads. It allows your customers to easily upload new ads and all required components of the ad. Email requires newspapers to manually receive ads, manually pre-flight ads, manually confirm reception. Email provides no mechanism for customers to check the status of ads, approve proofs, or electronically send proof corrections. **AdTracker Online** does all of this and does it in the background with no user intervention.

Ads are Automatically:

RECEIVED

Ads, images, copy, and any included fonts are received unpacked and saved into customer specific folders.

PREFLIGHTED

Ads are automatically checked for special font inclusion and correct image type on reception.

SCHEDULED

Customers can use the supplied web based calendar to schedule their ads.

CONFIRMED

Customers are emailed confirmation of the reception of the ad.

PROOFS SENT

Electronic ad proofs can be scheduled to be emailed directly to the customer.

PROOF APPROVAL

Customers can electronically sign off proofs or pass correction information back to ad production.



AdTracker Online

www.dps-ct.com • 860-721-9700

AdTracker Online: Web based tools for receiving electronic ads and management of all ad production proofing and correction cycles.

*Customer proof
approval/corrections*

*Dynamic ad production
notification*

*Customer/sales rep
access to ad status and
schedules*

Simple Order Entry and Electronic Ad Upload Interface

AdTracker Online is not just an electronic ad delivery system. **AdTracker Online** is a complete web based ad dispatch system. It ensures that customers are notified of reception of their order, and any problems discovered in the pre-flight phase. It can also be configured to provide a two way electronic proofing and correction system. Not only does this eliminate the need for pickup and delivery of proofs, it occurs automatically in real time as the production staff completes the proof. Electronic (PDF) proofs are created and emailed directly to the customer, who can then electronically approve the proof or supply correct information. The production staff is immediately alerted to the reception of the customer approval or corrections required. This one feature should have a significant impact on ad production costs and deadlines.

By providing the interface you control the ad upload process. Entering orders is as simple as filling out a form and selecting the insertion dates from a calendar. Customers specify exactly the information you need to process their ads. The upload interface prompts them to provide all necessary components to produce the ad in the formats you require. The interface guides them to produce ads built to your specifications and that fit seamlessly into your workflow.

AdTracker Online provides real-time monitoring of electronic ads as well as ads produced by the newspaper. Customers and sales reps can view the current status of any of their ads in the system. Proofs can be pulled for any ad which has passed into the proofing cycle. A browser and a connection to the web is all that is required.

AdTracker Online Workflow

- Incoming Electronic Ad
- Preflight Ad
- Notify Customer Ad OK / Notify Customer Ad Failed
- Unpack Ad Components
- Convert To/From PDF
- Alert staff of Ad Reception
- Insert Ad in Ad Tracking Database
- Pass Order Entry info or Print Job Ticket