



DPS, Inc.

# AdTrackerWeb

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**AdTrackerWeb:** Experience the Power of AdTrackerWeb

*Imagine the power of  
AdTracker in a browser-  
based application...  
Introducing  
AdTrackerWeb!!!*

*All the functionality of  
AdTracker without the  
worry of installing and  
maintaining client  
workstations.  
Clients can now work  
virtually anywhere!*

## AdTrackerWeb

[AdTrackerWeb](#) is the new aesthetic face of the AdTracker family. This browser-based software product offers newspapers true flexibility in organizing their ad production operations. [AdTrackerWeb](#) provides a virtual ad production environment where clients can build ads, upload materials, track ad status, and view and approve proofs virtually anywhere. Wherever users can get access to a browser, they can run [AdTrackerWeb](#). Ad designers can now be in remote offices close to the needs of the sales reps and customers. Sales reps can get direct access to their proofs and manage their accounts from the road, at home, or in the office. [AdTrackerWeb](#) breaks down the barriers of "LAN locked" ad production.

## Integrated System Security

[AdTrackerWeb](#) provides a comprehensive system security layer integrating directly with your existing network authentication process. Client access and permissions are managed through existing network and database administration processes. [AdTrackerWeb](#) allows for multiple levels of client access. Each level of access is associated with specific feature sets and permission properties within the [AdTrackerWeb](#) client. Specific client access groups can be configured to allow direct access to the ad content system while others must submit and retrieve content via an indirect secure file transfer layer.

## Flexible Focused User Interfaces

The [AdTrackerWeb](#) client provides each user with the feature sets they require and the interface which best fits the tasks they need to perform. Ad designers can be grouped by team or by job function. Spec-Ad designers can have a user interface which can be similar to that of ad production designers or more customized to the needs of spec ad design. Ad traffic or tracking departments can be grouped and delivered a user interface which works best for running queries, viewing, and approving proofs. Sales reps are provided a user interface allowing them to easily view and approve proofs and upload customer supplied materials. Administrators utilize web-based tools to create these individual groups and define the properties and attributes of each of the groups.

## AdTracker Productivity and Reliability

The best part of [AdTrackerWeb](#) is when you look under the hood. What you see and what you get is 20 years of DPS AdTracker productivity and reliability. DPS is the industry leader in ad tracking solutions, and [AdTrackerWeb](#) is the most powerful web-based ad production automation tool in the newspaper industry.